

Fish-Whale-(Cont'd)

CONSOLIDATED FISHERIES INC
Fresh, Salt, Smoked, Mild Cured
425 Washington EX brook-7012
DELIGATESSEN SUPPLY CO
539 Washington DO uglas-0950
DIAMOND SHRIMP & CLAM CO
661 Clay SU tter-1720
Dowden Henry Co 598 Clay DO uglas-7064
Florence Bryce B 598 Clay DO uglas-7064
FRISGIA A & SONS
Wholesale Shell Fish
555 Francisco OR dway-3187
Frisco Louis 468 Pine EX brook-4971
GENERAL FISH CO 535 Washington YU kon-0340
Henry Shrimp Co 745A Clay CH ina-1522
Hop Lung Clam & Shrimp Co 666 Clay SU tter-6047
LA ROCCA A & SONS
Producers & Distributors of Shell Fish
2350 Taylor GR ayton-5828
Lazio Tom Fish Co ft of Leavenworth OR dway-2935
LINGOLN SHRIMP & CLAM CO
708 Commercial CH ina-1300
Northern Calif Crab Co 830 Donahue VA lencia-9424
PALADINI A INC 540 Clay EX brook-1432
From San Mateo only (No Inter-City Charge)
Ask "Operator" for Entrance-9933
PRODUCERS TRADING CO
515 Sansome EX brook-7362
PUCCINI A & SONS 173 Jefferson GR ayton-6770
ROMEO A FISH & OYSTER CO
1444 Polk OR dway-5246
SCHUMACHER BROS INC
NEPTUNE BRAND
Bismarck Herring - Roll Mops
Marinerte Herring - Glass Jars - Bulk
701 Battery EX brook-6521
STANDARD FISHERIES INC
ft of Leavenworth OR dway-5858
Union Fish Company 141 Clay DO uglas-7527
WEST COAST SEA FOOD CO
Wholesale Shell Fish
416 Bay OR dway-6151
WESTERN CALIF FISH CO
556 Clay EX brook-6304

A telephone that is left "off the hook" is out of order. It can no longer serve you.

CONSOLIDATED FISHERIES, INC.
Fresh Fish
WHOLESALE DEPT.-EXBROOK 7012
RETAIL DEPT. - DOUGLAS 9813
425 WASHINGTON ST. SAN FRANCISCO
Formerly at Fisherman's Wharf

When...

Time is Short

and there's lots to be done - that's when you'll appreciate the

Classified Telephone Directory

to find the service you want in a hurry.

Fishing Bait

Fred's Bait Shop
We Specialize in Glazed Bait
3159B Mission VA lencia-0336
If no answer call AT water-6400
JERRY'S BASS BAIT & TACKLE SHOP
Parties 5 AM Daily Tackle Rented
1675 O'Farrell FI imor-9822
LAMB'S BAIT SHOP 1076 McAllister FI imor-6590
MODERN BAIT & TACKLE SHOP
Fresh Bait-Prawns-Boat Trips Daily
2975 Mission VA lencia-4971

MUNY BAIT SHOP
BAIT & TACKLE
FISHING PARTIES
ARRANGED
Fishing Tackle - Fresh Bull Heads Daily
BEER - SANDWICHES
Capt. Tony Caruso Fred Smith
3098 Polk OR dway-9815

Phillips Sport Shop
Open Sun 3 AM To Noon-Wk Days 4 AM
1646 Market HE mlock-7688
Sam's Bait Shop
Fresh Bait Daily-Open at 3 AM
1657 O'Farrell WE st-9788

SARDETTES-
BENT RALPH R CO 24 California GA rfd-7042
Sullivan's Dave Sport & Bait Shop
17th Av & Geary SK yline-7070
WHITEY'S MISSION BAIT SHOP
At Mission & Valencia Junction
3221 Mission AT water-3474

Fishing Supplies

CINQUOTTA BROS
Complete Line
COMMERCIAL FISHING
SUPPLIES AND ACCESSORIES
169 Jefferson PR ospet-8977
HENRY C J CO 27 Main DO uglas-4242

Fishing Tackle-Repairing

Fred's Bait Shop 3159B Mission VA lencia-0336
Marina Cylery & Sport Shop
3214 Fillmore FI imor-9951
Whitey's Mission Bait Shop
3221 Mission AT water-3474

Fishing Tackle-Retail

Fred's Bait Shop 3159B Mission VA lencia-0336
GOLDBER H G CO 508 Market GA rfd-0828
KEWELL OHAS H CO
ROD REPAIRING
TROUT FLIES TO ORDER
51-2d GA rfd-4723
Lamb J E & Sons 1076 McAllister FI imor-6590
Lamb's Bait Shop 1076 McAllister FI imor-6590
Misrack's Sporting Goods 2456 Mission MI ssn-9156
Modern Bait & Tackle Shop
2975 Mission VA lencia-4971
Munty Bait Shop 3098 Polk OR dway-9815
Phillips Sport Shop 1646 Market HE mlock-7688
Sam's Bait Shop
Fresh Bait Daily-Open at 3 AM
1657 O'Farrell WE st-9788
Whitey's Mission Bait Shop
3221 Mission AT water-3474

Fishing Tackle-Whse & Mfrs

Bent Ralph R Co 24 California GA rfd-7042
Blach Adolph Inc 543 Howard DO uglas-0830
DAVIS JOHN COMPANY
WIRE
Rust Proof Wire & Cable & Fastenings
FISHING TACKLE
24 California EX brook-6143
Schor Manufacturing Co
619 Washington GA rfd-5376
Weeks-Howe-Emerson Co 255 Mission EX brook-2681

Fishing Trips

Jerry's Bass Bait & Tackle Shop
Bass-Salmon Trips Daily-Nr Fillmore
1675 O'Farrell FI imor-9822
Munty Bait Shop
Bass Fishing Parties Arranged
3098 Polk OR dway-9815

Fisk Batteries

-Look on "B" pages under "Batteries-Retail"

Fisk Tires

-Look on "T" pages under "Tires-Dealers"

Five Cents To One Dollar Stores

Bon Oml 5c To 1.00 Stores
General Office 2004 Mission UN drhil-2358
Store No 1 600 Clement BA yvew-3118
Store No 2 479 Castro MA rket-7433
Roberts' Standard 5-10-25 Cent Store
5435 Geary Blvd SK yline-7150
San Bruno 5-10-25c Store
2488 Sn Bruno Av DE laware-3513
Viner's 5 & 10 Store 3301 Sacramento FI imor-9649

Fixtures

-See Specific Kinds, i.e., Bar Fixtures;
Display Equipment & Materials;
Lighting Fixtures; Office Fixtures;
Store Fixtures; Etc

Flag Poles

BOLANDER L PH & SONS 954 Bryant UN drhil-1337
Cleveland Wrecking Co 2800-Jd VA lencia-4977
POPE & TALBOT INC LUMBER DIVISION
461 Market DO uglas-2561
STUART J L MFG CO 37 Front GA rfd-2560

Flags & Banners

A B C Emblem & Pennant Co
1251 Market MA rket-2808
(See Advertisement This Page)
A & P Decorating Co
Doing War Work Only For The Duration
479 Chenery EL kridge-1475
AMERICAN TENT & AWNING CO
1132 Mission MA rket-2193
Belles Frank Banner Co 210 Post EX brook-3383
CALIFORNIA DECORATING & FLAG CO
Rented & Installed at Reasonable Rates
3420-25th AT water-0446
CALIF NOTION & TOY CO 573 Mkt EX brook-7250
EMERSON FLAGS AND BANNERS
LARGEST AND
OLDEST FLAG
FACTORY ON THE
PACIFIC COAST
FLAGS - BANNERS
PENNANTS



For any Occasion or Celebration
Marine - Advertising - Lodge
"WHERE TO BUY IT"
EMERSON MFG CO 161 Natoma GA rfd-8390

KINDEL & GRAHAM 1058 Mission MA rket-8100

PARAMOUNT FLAG CO
Manufacturers
FLAGS
FOR EVERY PURPOSE
ADVERTISING-LODGE AND SOCIETY
CELEBRATIONS-DECORATIONS
626-4th EX brook-3223

PASQUALE B CO 654 Mission EX brook-1213
STUART J L MFG CO 37 Front GA rfd-2560
Weeks-Howe-Emerson Co 255 Mission EX brook-2681

Buy War Bonds for Victory.

UNION MADE
FLAGS & BANNERS
MADE-TO-ORDER
Flags For All Occasions
Lodges, Societies, Advertising
Celebrations
PHONE MA rket 2808
A.B.C. EMBLEM
AND PENNANT CO.
1251 MARKET ST.

Flameproofing

ADMIRALTY MANUFACTURING CO
Flameproofing Processors
and Products
Protection for Fabrics, Wood and
Other Combustible Materials
New, approved, weather-resistant,
long-wearing. In clear solutions or
in color-pigmented paints.
Can be purchased in bulk or in complete
applied job processed in our plant or
applied on your property.
San Francisco Sales Office
461 Market EX brook-6904
General Office and Factory
744-23d Av, Oakland KE ilog-2-0256

BLENIO FLAME PROOFING CO
Established 1895
FIREPROOFERS
TEXTILES
Serenity and Exhibitions, Muslin, Duck, Linen,
Bunting, Burlap, Satens, Silks, Cheesecloth.
Estimates for Spraying Furnished
444-5th YU kon-2071

Braun-Knecht-Helmann-Co
1400-16th HE mlock-8800
Colorbac Carpet & Upholstery Cleaning Co
1303 Franklin OR dway-6160

CRANE CHEMICAL CO
Hotels-Clubs-Homes-Etc Free Estimate
446 Larkin OR dway-9717

FLAMORY CHEMICAL CO
Manufacturers of
FIRE RETARDANTS
FOR
TIMBER AND
TEXTILE TREATMENT
Products Used by U. S. Army
and Navy
Retardants for Spray-Dip
& Pressure Cylinder Use
746 Natoma MA rket-7825

KWITZ CHEMICAL CORP 425 Bryant GA rfd-4836
Misner-Webb & Company 461 Market EX brook-6904
Speckman F M Co 975 Folsom GA rfd-0448
Vowinkel Henry 350 Hayes HE mlock-5582

Flares

-See Signals

Flashers-Electric

Kay J H Co The 664 Howard DO uglas-6288

Flashlights

BOND ELECTRIC CORPORATION DIVISION OF
WESTERN CARTRIDGE CO 625-2d GA rfd-8828
BRIGHT STAR FLASHLIGHTS-
BRIGHT STAR BATTERY CO
1355 Market MA rket-3956

EVEREADY FLASHLIGHTS-
NATIONAL CARBON CO INC
114 Sansome EX brook-0339

Flavoring Extracts

ALBEK ALBERT INC 15 Columbus EX brook-4907
Bernick Extract Co 3741 Geary Blvd BA yvew-5621
Chillo Products Co 298-7th MA rket-4222
Ehrenberg A G & Bro 15 Columbus EX brook-4907
Florasynth Laboratories Inc 948 Howard GA rfd-4994
King Extract Co 1779 Folsom HE mlock-0667
Kuster Laboratories Ltd
Meat Type Extracts
571-7th MA rket-6954
Lueders Geo Co 56 Main SU tter-3698
LYONS-MAGNUS INC 2545-16th MA rket-5665
Magnus Mabee and Reynard
1400-16th HE mlock-6800

McCormick & Company Inc
Mfrs McCormick's Extracts
274 Brannan EX brook-1776
Mulhern John Co 173-13th HE mlock-5626
Rapken & Co 2439 Sutter WA inut-5260
Rieger Paul & Co 220 Commercial DO uglas-3982
Staley's Coffee Products
1309 Harrison HE mlock-8255
SUNBERRY CO THE 1250 Folsom HE mlock-8408
Virginia Dare Extract Co Inc
100 Howard DO uglas-6916

Flex-Site Visible Record Binders

-Look on "L" pages under
"Loose Leaf Systems & Supplies"

Flock Finishing

Display Mart 804 Mission DO uglas-8776
Royal Flocking Co 583 Market GA rfd-8621

Flood Lights

-See Lighting Systems & Equipment

Floor Cleaning Service

MEL'S UNION JANITOR SERVICE
60 Laidley VA lencia-7000
If no answer call SK yline-3982

Floor Coverings

-See Specific Kinds, i.e., Linoleum
Headings; Rugs & Carpets Headings

Floor Machines

AMERICAN FLOOR SURFACING MACHINE
DO THE
Peter H Nelson Representative
Sanding-Polish-Grinding Machines
Floor Sanders-Bench Sanders & Suppls
1345 Mission UN drhil-7662
Fay Co The
Polishing & Scrubbing Machines
776 Folsom DO uglas-7561
Finnell System Inc 678A Howard GA rfd-6385
Hild Floor Machine Co 49 Geary SU tter-5328

HOLT MANUFACTURING CO
SANDING - POLISHING - STEEL WOOLING
NAILING MACHINES, ALL SIZES
SOLD - RENTED - REPAIRED
Sandpaper, Finishes, Spare Parts &
Supplies for All Makes of Machines
California's Largest Supply House
Pacific Coast Factory
255-12th, Oakland GL encort-2562

Ponsell Floor Machine Co 525 Market SU tter-2069
Regina Authorized S F Agency
3471 Mission VA lencia-2600

Scales H S
Rep Porter-Cable Speedmatic Sanders
269-7th GA rfd-0448
Tiedeman Appliance Co
Floor Sanding Machines
3471 Mission VA lencia-2600
Von Schrader Sales & Service Agency
3471 Mission VA lencia-2600

Floor Machines-Renting

Frederickson's Hardware Co
3029 Fillmore WA inut-2869
HOLT MANUFACTURING CO
255-12th Oakland GL encort-2562
LEITCH & COMPANY
Sanding-Polishing-Scrubbing
For Sale-For Rent
939 Howard GA rfd-8486

STANDARD HARDWOOD FLOORS
WE RENT
FLOOR SANDERS - POLISHERS
EDGERS
We Will Show You How
Materials Also Furnished
Since 1922 Irving Fries
219-6th Av BA yvew-7566

Floor Polish & Wax

BLAKE MOFFITT & TOWNE
Water Emulsion-Heavy Duty
Self Polishing-Oil Base-Paste
R M Hollingshead Corp Whiz Products
599-8th HE mlock-2911

BY-CHEMICAL PRODUCTS CO
Manufacturers of SUR-GRIP
Floor Finishes - Polishes - Waxes
Colored Waxes - Cleaning Compounds
For Wood - Linoleum - Cement
Hi-Polish - Non-Slip - Waterproof
Wax Compounds Made to Suit Your
Own Specifications
750 Natoma UN drhil-6385

Linental Car-Na-Var Corporation
7 Front GA rfd-0212
Finnell System Inc 678A Howard GA rfd-6385
Hillyard Co The 370 Turk TU xedo-1688
Hockwald Chemical Co 135 Mississippi HE mlock-7646

JOHNSON'S WAX & GLO-COAT-
JOHNSON S C & SON INC
44 Berry EX brook-1325

MINWAX WOOD FINISHES & WAXES-
KRAFTILE COMPANY
50 Hawthorne DO uglas-5648
Rhodes D H & Co 434-9th HE mlock-6494

Floor Treatment Compounds

Construction Device Company
820 Bryant MA rket-6226
Continental Chemical Co 55 Union EX brook-0719
Finnell System Inc 678A Howard GA rfd-6385
GUNN CARLE & CO 20 Potrero UN drhil-5480
Hillyard Co The 370 Turk TU xedo-1688
Hockwald Chemical Co
135 Mississippi HE mlock-7646

Horn Products A C Co 252 Townsend GA rfd-7455
Inwood Products Corp 1539 Folsom HE mlock-6631

MINWAX CONCRETE FLOOR TREATMENTS-
KRAFTILE COMPANY
50 Hawthorne DO uglas-5648

MINWAX WOOD FINISHES & WAXES-
KRAFTILE COMPANY
50 Hawthorne DO uglas-5648

Oil-Dri Company Of America 234-7th HE mlock-6116
R-MIR-DEK NON-SLIP DECK COATINGS-
KRAFTILE COMPANY
50 Hawthorne DO uglas-5648

SONNEBORN PRODUCTS-
BAY CITIES ASBESTOS CO
5th Av & E 12th Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Entrance-10552

Speckman F M Co 975 Folsom GA rfd-0448

UNICORN FLOOR SAFETY PRODUCTS-
UNICORN SUPPLY COMPANY INC
580 Market EX brook-7144

Unicorn Supply Company Inc
580 Market EX brook-7144

If you find the Long Distance
circuits busy, you'll know that war
is on the lines. When this happens,
if possible, please cancel your call.

Whatever
You Want

whatever you need, the
chances are you will find
it in the Classified Tele-
phone Directory.

It is a...

Buyer's Guide

Among many things that have to
be set aside for "the duration" is
the building of more telephone
lines, more switchboards and cen-
tral office equipment for us here at
home.

We need your continued co-op-
eration. We ask that only really
necessary calls be made to cities
and towns busy with war work.

Your understanding... your
teamwork... are deeply appreci-
ated.