

NATIONAL NEON SIGN CO.

NEON

LIGHTING DESIGNING MANUFACTURE REPAIRS

ONE YEAR GUARANTEE

1201 TENNESSEE

Valencia 4-9802

Signs-(Cont'd)

T & T BUILDING DIRECTORIES
Changeable Letter and Interior Directional Signs Bulletin Boards Production Control Record Systems Service Honor Rolls Paper - Plastic - Metal Letter & Figures
507 Montgomery.....EX brook-2-2878

TWOMEY R F CO
Metal Signs Transfers and Specialties
557 Howard.....DO uglas-2-5617
United Stamp & Die Co
Manufacturing of Brass Signs
215 Leidesdorff.....DO uglas-2-2697
Universal Sign & Painting Co
991 Bryant.....UN drhil-1-8644

VELVETONE CO
Produced Quickly & Economically
On Fast Color Presses
108 Davis.....EX brook-2-1024

VINCE LETTERING SERVICE
Specializing On Windows - Trucks & Office Doors Pictorials
Monadnock Bldg.....DO uglas-2-4475

WILMES CO
REAL ESTATE SIGNS IN QUANTITIES
5978 Mission.....JU niper-4-5141

WONDERLITE NEON PRODUCTS CO INC
1095 Folsom.....UN drhil-1-4060
(See Advertisement Preceding Page)
Yopie Studios 111 Ellis.....YU kon-6-1658

Signs-Maintenance Service

A A & NEON SIGN SERVICE CO
All That the Name Implies MANUFACTURERS - REPAIRS 1 Year Guarantee
1201 Tennessee.....VA lencia-4-9802

AMERICAN ELECTRIC & NEON SIGN CO
3724-24th.....AT water-2-8422

APEX ELECTRIC CO
Neon Signs-Maintenance & Repairs
363 Fell.....HE mlock-1-7811
Brumfield Electric Sign Co
965 Folsom.....DO uglas-2-0476

ELECTRICAL PRODUCTS CORPORATION
910 Harrison.....EX brook-2-0950

HALIHAN NEON MAINTENANCE CO
2647-15th Av.....MO ntrose-4-5686

LIDLAW DISPLAY ADVERTISING
Neon Sign Painting
750 Bush.....GA rfid-1-1172

LUNA'S NEON CO
SALES & SERVICE WHOLESALE & RETAIL PROMPT - EFFICIENT All Work Guaranteed
1739 Union.....PR osept-5-0842

NEON MAINTENANCE CORP
755 Davis.....EX brook-2-8118
(See Advertisement This Page)

NEON SALES & SERVICE CO
290 Pacific.....SU tter-1-6787

NEON SIGN SERVICE CO
1201 Tennessee.....VA lencia-4-9802

Q R S NEON CO 690 Potrero.....VA lencia-4-7707

S F NEON 1940 McAllister.....WE st-1-2242

WONDERLITE NEON PRODUCTS CO INC
1095 Folsom.....UN drhil-1-4060

Signs-Process
See Silk Screen Processing

Signs-Supplies & Equipment

ADME ELECTRIC & MFG CO
Neon Sign Transformers
1080 Howard.....MA rket-1-7991

ADVANCE PLASTIC CO
3509 E 12th Oakland.....KE ilog-2-7098

CAITAL SALES CO
Neon Supplies-A W De Veau Prop
2499 Folsom.....AT water-2-4286

HEINE W F SUPPLY CO 6015 Adeline Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Entrprise 10950

MOORE-MONROE ELECTRIC CO
COMPLETE LINE SIGN SUPPLIES
Commercial - Cold Cathode - Neon DISTRIBUTORS FOR
Acme Transformers - Lumitile Plastic Panels - Airco Gas - McMahan Tube Supports - Ceneco Vacuum Pumps Paasche Equip. - Belden Cable Sangamo Time Switches - EGL Electrodes - Essex Cable - Hyde Burners - Sylvania Elec Prod. Intermatic Time Switches Time-O-Matic Flashes - Lumitone Fluorescent - Universal Porcelain
1080 Howard.....MA rket-1-7991

Peterson Supply Co 701 Laguna.....MA rket-1-4120

Silica

DEL MONTE PROPERTIES CO
Silica Flour-Foundry & Ceramic Use
620 Market.....GA rfid-1-4833
Industrial Minerals & Chemical Co
836 Gilman Berkeley.....LA nscap-5-1412

Silk Screen Processing

A B C EMBLEM & PENNANT CO
SILK SCREENING FOR EMBLEMS - FLAGS - BANNERS PENNANTS - ARMBANDS
1251 Market.....MA rket-1-2808

ADEL-SHEPARD SILK SCREEN STUDIO
SILK SCREENING
Show Cards, Posters Displays, Signs
Small or Large Runs From Your Own or Our Designs
QUICK SERVICE
Opp Post & Montgomery
617 Market.....YU kon-6-2468

ADGRAFT SIGN CO
Signs - Posters - Pictorials QUANTITY PRODUCTION COMPLETE ART SERVICE
150-7th.....MA rket-1-4697

Century Sign Co 2023-45th Av.....SE abright-1-0666

Dec-Art Display 89-3d.....EX brook-2-7417

DISPLAY MART 804 Mission.....DO uglas-2-8776

Garment Lettering Co
832-3d Av Oakland.....TW inoaks-3-9432

General Display Company 517 Davis.....GA rfid-1-0878

Hansen Sign & Display Studio
Posters-Show Cards-Large Or Small Runs Reasonable Prices
4226A California.....BA yview-1-2552

Herrmann J Mfg Co
1010 Golden Gate Av.....WA inut-1-2541

MOODY & CO INC 561 Clay.....SU tter-1-8741

MITCHELL H A CO 617 Market.....GA rfid-1-4807

NOVELART DISPLAY CO
625 Turk.....TU xedo-5-6483

Riddell V M 335 S Van Ness Av.....MA rket-1-0517

Shepard Studio 617 Market.....YU kon-6-2468

Sun Advertising Co 479 Bryant.....DO uglas-2-7993

UNITED ADVERTISING DISPLAYS
PRINTERS OF QUALITY BILLBOARD POSTERS DISPLAYS & CARDS
By Silk Screen & Poster Press Fifteen Years Experience
3030 Ashby Av Berkeley.....BE rky-7-6438

VELVETONE CO 108 Davis.....EX brook-2-1024

Silk Screen Processing
Supplies
Hattrick Bros 973 Market.....A.....GA rfid-1-4293

Schwabacher-Frey Co
Screen Process Supplies & Profilm
735 Market.....DO uglas-2-4848

SCREEN PROCESS SUPPLIES MFG CO
MANUFACTURERS
Inks Products, Process Colors, Squeezes, Stencil Films, Knives, Printing Units, Adhering Liquid, Watersoluble Filter, Blockout Lacquers.
Photo - Stencils - Chemicals, Etc. IMPORTERS
Swiss Interlock & Bolting Silks, Swiss Organandy, Carbon Photo Yesso. DISTRIBUTORS
Profilm, Litho Tuche, Stencil Paper, Books on Silk Screen, Automatic Silk Screen Presses. CONSULTANT SERVICE
Latest Methods & Techniques Without Charge
MacArthur Blvd West & Telegraph Av Oakland.....HU mbolt-3-5577

Wagner Jos Mfg Co 441 Folsom.....GA rfid-1-2433

Silks-Oiled-See Coated Fabrics
Please look up the number in the Telephone Directory if you're not sure of it.

Silks-Retail

Madame Butterfly 347 Grant Av.....SU tter-1-2758

Tai Chong & Co 506 Grant Av.....CH ina-5-0505

Wahmay Co 512 Grant Av.....EX brook-2-0229

Wa-Vel's 597 Grant.....GA rfid-1-5199

WINN LTD
SILKS - WOOLENS - RAYONS & COTTON DRESS FABRICS Located in West Portal Dist.
274 Claremont Blvd.....SE abright-1-0510

Silks-Whse & Mfrs

BELDING-HEMINWAY-CORTICELLI
Manufacturers of BELDING & CORTICELLI SILK PRODUCTS SPOOL AND EMBROIDERY SILK THREAD COTTON THREAD - RAYON FABRICS LADIES HOSIERY, ANKLETS & UNDERWEAR
62-1st.....GA rfid-1-5852

Berch Silk Co Inc 239 Geary.....SU tter-1-6464

Celanesa Company Inc 275 Post.....GA rfid-1-8191

Cohn-Hall-Marx Co
Cottons-Wooleens-Rayons-Silks
833 Market.....EX brook-2-1102

Corticelli Silk Co 62-1st.....GA rfid-1-5852

Fahy J J 820 Mission.....DO uglas-2-2733

Imo Merchandise Co 347 Grant Av.....SU tter-1-2758

JOHNSON & GUTFIELD
Lining-Rayons-Silks-Cottons
51 Grant Av.....EX brook-2-4052

LEVY R H COMPANY
111 New Montgomery.....YU kon-6-0617

Lockhart A K 62-1st.....GA rfid-1-2893

Majestic Trading Co 567 Pine.....YU kon-6-4477

Moldenhauer & Wildman
833 Market.....DO uglas-2-6768

NATIONAL MALLINSON FABRICS CORP
833 Market.....GA rfid-1-6857

Pierson Knight 111 New Montgomery.....YU kon-6-0617

Suey Chong Co 509 Grant Av.....CH ina-5-0208

Widder Bros 62-1st.....GA rfid-1-2893

Silver Buyers
FARBER'S
TOP CASH PRICES PAID For All Types Gold & Jewelry
Buying Dept. Room 260
760 Market.....SU tter-1-1144

Western Gold & Platinum Works
589 Bryant.....SU tter-1-2065

Silver Cleaners & Polishes
See Polishes

Silversmiths
Burrige Co The
Specialists in Silverware Repairing
165 Fell.....HE mlock-1-3480

GLASTONBURY INC
Glastonbury Silver Co
12th & Howard.....MA rket-1-0303

International Silver Co 150 Post.....GA rfid-1-0473

National Silver Co 61 Post.....SU tter-1-4122

Nelson Donald B 2502 Washington.....FI imar-6-5847

Oneida Community Ltd 209 Post.....GA rfid-1-1310

Oneida Ltd 209 Post.....GA rfid-1-1310

Rogers Wm A Ltd Oneida Ltd Successor
209 Post.....GA rfid-1-1310

Rogers Wm Mfg Co 150 Post.....GA rfid-1-0473

Standard Plating Works Inc 288-1st DO uglas-2-7584

Superior Plating Works
Repairing and Replating
928 Geary.....OR dway-3-8399

Thumler Bros 928 Geary.....OR dway-3-4048

van Erp Dirk 619 Beach.....OR dway-3-3956

Vella & Skinner
Repairing-Gold & Silver Plating
285 Shipley.....EX brook-2-0476

Wallace R & Sons Mfg Co 140 Geary DO uglas-2-1178

Wallace Silversmiths 140 Geary.....DO uglas-2-1178

Silverware-Retail

AZEVEDO BROS 210 Post.....SU tter-1-0065

Dohrmann's 281 Geary.....GA rfid-1-4343

Georgian Silver Shop
111 W Portal Av.....MO ntrose-4-7346

GRANAT BROS
Downtown Store
Sterling Silver By Kirk-Towle-Gorham-Wallace And Other Silversmiths
Grant Av at Geary.....MI ssn-7-1580

Mission Store 20th & Mission.....MI ssn-7-1580

GRANVILLE'S 2 Geary.....EX brook-2-0641

JENKEL JEWELERS 126 Post.....GA rfid-1-2734

Nathan-Dohrmann Co 281 Geary.....GA rfid-1-4343

Schmidt A & Son
Antique Silver & Old Sheffield Plate
578 Sutter.....SU tter-1-4753

SHREVE TREAT & BAGREY
Grant Av at Geary.....MI ssn-7-1580

WESTMORLAND STERLING SILVER
870 Market.....SU tter-1-6118

Hurrie Charles G 35 Stillman.....EX brook-2-7302

Raymond's 204 Davis.....DO uglas-2-8590

Silverware-Whse
Hurrle Charles G 35 Stillman.....EX brook-2-7302

Raymond's 204 Davis.....DO uglas-2-8590

Siphons
SPARKLETS OFFICIAL REPAIR SERVICE--
ARONSON WILL M 955 Folsom DO uglas-2-1413

Sirens
FEDERAL ELECTRIC CO
Since 1895 Mfrs. All Types of Sirens Marine - Industrial - Vehicle - Fire Complete Stock All Types of Signals
1123 Harrison.....UN drhil-1-4830

Skates
See Sporting Goods Headings

Skating Rinks
AMBASSADOR ROLLER RINK
Open Afternoons & Evenings Except Monday
SEE OUR DISPLAY AD
1805 Geary.....FI imor-6-9901

Ambassador Roller Rink 1805 Geary FI imor-6-9901
(See Advertisement This Page)

BERKELEY ICELAND
30 Minutes From S. F. Terminal By "F" Train
PUBLIC SKATING DAILY
Ward & Milvia Berkeley TH orwall-3-8800

Forty Eighth Av Ice Skating Rink
1557-48th Av.....MO ntrose-4-6400

NATIONAL HALL 1975 Mission.....MA rket-1-9358

SAN FRANCISCO ICE SKATING RINK
ICELAND
Mornings - Sat and Sun, 10 to 12:30
Every Evening, 8:15 to 10:45
Mon. - Tues. 3:00 to 5:00
Wed - Thurs - Fri - Sat - Sun 2:00 to 4:30
Special Price to Servicemen
Expert Instruction Available at All Times
1557-48th Av.....MO ntrose-4-6400

See Plumbers' Supplies Headings

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nation-wide unity of method and spirit means a telephone service of the utmost dependability.

Always
KEEP RECEIVER ON THE HOOK
When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

AMBASSADOR ROLLER RINK

ONE OF San Francisco's Finest
OPEN AFTERNOONS & EVENINGS EXCEPT MONDAY
Special Rates for Students and Service Men
Skates for Sale & Repaired
Hall for Rent Mondays for Parties
FOR INFORMATION OR RESERVATIONS
Call Fillmore 6-9901
ADDRESS: 1805 GEARY



Always
KEEP RECEIVER ON THE HOOK
When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Silks-SKING 577

SKATING RINKS-(Cont'd)
SKATLAND AT THE BEACH
Balboa & Great Hwy.....SK yltine-3-4717
Triamont Skating Rink 1223 Fillmore.....WE st-1-8238

WINTERLAND
CENTRALLY LOCATED AT POST & STEINER STS.
Public Ice Skating Day & Night
2:15 to 5 PM - 8:00 to 10:45 PM
Saturday & Sunday Mornings 10-12
POPULAR PRICES
Ice Hockey Wed. & Sat. Nights
GROUP RATES - STUDENT RATES SEASON RATES
Post & Steiner.....WA inut-1-0112

Skiing Equipment-Retail
See also Sporting Goods Headings
BOB'S MARINA CYCLERY & SPORT SHOP
LET'S GO SKIING
SKIS & BOOTS RENTED - SOLD
Metal Edging - Waxing
Repairs
Caps - Gloves - Accessories
In the Upper Marina
3214 Fillmore.....WE st-1-5812

Dawson's Sporting Goods
Rent-Sell-All Accessories-Boots-Skis
535 Mason.....TU xedo-5-4321

Ed's Sport Shop
Skis & Ski Boots Rented & Sold
3231 Pierce.....WA inut-1-5017

HIRSCH & PRICE
Skis, Ski Boots, Ski Clothing
Waxing - Repairing - Renting - Selling
SKI DEPT. SUTTER 1-0694
949 Kearny.....SU tter-1-0691

HIRSCH & PRICE 138 Kearny.....SU tter-1-0691

Ski Hut The
2441 Durant Berkeley.....TH orwall-3-10072

MARINA CYCLERY & SPORT SHOP
3214 Fillmore.....WE st-1-5812

THEBAUT'S CLIFF ATHLETIC OUTFITTERS
Skis & Ski Boots Rented & Sold
2236 Telegraph Av Berkeley.....BE rky-7-9329

VIKING SPORTS CENTER
Accessories-Rentals & Repairs
1874 Market.....HE mlock-1-8317

WILSON SPORTING GOODS CO
8th & Howard.....HE mlock-1-5745

Skiing Equipment-Whse & Mfrs
Van Evera Chas 68 Bret Harle Ter GR ayston-4-9074

WILSON SPORTING GOODS CO
8th & Howard.....HE mlock-1-5745

On the battleship "Wisconsin" alone there are more than 2,000 telephones. Other battle-wagons have similar equipment, depending on size. Even the little P.T. boat has 10 telephones.

When you want to telephone
LISTEN FOR THE 'DIAL TONE'
—dial carefully—turn the dial all the way and then let it go back to position naturally, without forcing. These simple steps enable you to dial telephone numbers speedily and with precision.

The Pacific Telephone and Telegraph Company

Q R S NEON SIGNS & SERVICE

VALENCIA 4-7707 690 POTRERO AVE

WETA NEON SIGNS

Manufacturers OF NEON SIGNS

NATIONAL ELECTRIC SIGN ASSOCIATION

LAS VEGAS • REDDING FRESNO CALL

MAINTENANCE CORPORATION

755 DAVIS ST. SAN FRANCISCO

RENO VALLEJO

Call 2-8118

SERVING NORTHERN CALIFORNIA AND NEVADA

WETA NEON SIGNS

Manufacturers OF NEON SIGNS

NATIONAL ELECTRIC SIGN ASSOCIATION

LAS VEGAS • REDDING FRESNO CALL

MAINTENANCE CORPORATION

755 DAVIS ST. SAN FRANCISCO

RENO VALLEJO

Call 2-8118

SERVING NORTHERN CALIFORNIA AND NEVADA