

Electric Supplies-Whse & Mfrs-(Cont'd)

EBONIZED ASBESTOS PANELS-SMITH LINDSTROM & DUNCAN

Economy Fuse & Mfg Co 780 Natoma HE mlock 1-4069

ELECTRIC AGENCIES INC 371 Sullman UN drhil 3-4000

ELECTRIC CORP OF S F THE 145-9th MA rket-1-6510

ELECTRICAL SPECIALTY CO 316-11th HE mlock-1-5116

FEDERAL ENTERPRISES INC Formerly Federal Electric Co

GENERAL ELECTRIC SUPPLY CORP 1201 Bryant UN drhil 3-4000

GLOILITE CORP The 60 Federal GA rfd 1-1986

GRAYBAR ELECTRIC CO 1750 Alameda MA rket 1-5131

Great Western Fuse Co 1123 Harrison UN drhil-1-4830

Grey Electric Supply Co 154-8th MA rket-1-5577

Horn Mfg Co 1063 Howard UN drhil 1-2621

HOLUB INDUSTRIES INC 1123 Harrison UN drhil-1-4830

Horn Geo E Company 420 Market UN drhil-1-7352

Hotpoint Inc 1355 Market MA rket-2-3111

Hubbell Harvey Inc 542 Natoma UN drhil-1-5030

Ideal Commutator Dresser Co 1123 Harrison UN drhil-1-4830

Electric Supplies-Whse & Mfrs-(Cont'd)

ROEBLING'S JOHN A SONS CO OF CALIF MANUFACTURERS

Dealing Through Electric Jobbers Only ELECTRIC WIRES & CABLES

Safety Switchboard Co 1445 Stevenson HE mlock-1-2470

S F LIGHTING & SUPPLY CO 1147 Howard MA rket-1-7900

Service Electric Supply Co 1330 Natoma MA rket 1-6540

Smith Electric Co 975 Howard SU tter-1-1378

Soapstone Dist Inc 420 Market SU tter 1-1399

Specialty Device Co The Guy Guards-Cone Anchors & Earth Augers

Square D Co 130 Potrero HE mlock-1-0105

State Electric Supply 241-10th Oakland

Steel Herman D Co 420 Market SU tter-1-7352

Sylvania Electric Products Inc 111 Sutter GA rfd-1-1846

THOMAS INSULATORS-HORN GEO E COMPANY

Thomas R & Sons Co The 420 Market SU tter 1-7352

Trent Inc 420 Market DO ugias 2-1997

TRI-STATE SUPPLY CORPORATION Magnet Wire - Lead Wire

Motor Bearings - Bars Ohio Carbon Brushes

Electric Switches

Adam Frank Electric Co 275 Stuart GA rfd 1-6103

Allen-Bradley Co 379 Brannan DO ugias-2-5073

ARK-LESS ELECTRIC RANGE SWITCHES-MONTGOMERY BROTHERS

Automatic Switch Co 780 Natoma HE mlock 1-4249

BULLDOG ELECTRIC PRODUCTS-SAFETY SWITCHBOARD CO

CHANGE A B CO Western Division High Voltage Switches and Fuses

Clark Controller Co 420 Market EX brook 2-8296

Cook Electric Co 3221-20th AT water 2-6219

Durakool Inc Riata Bldg SU tter 1-6517

Electric Switch Corp 145 Erie UN drhil-1-4737

Electrical Specialty Co Barkleev Open Knife Switches & Parts

ELECTRO SWITCH CORPORATION 1063 Howard UN drhil 1-2621

Federal Electric Products Co 317 Broadway Oakland UN drhil 6-2780

Fisher R H Co 288-7th UN drhil 1-2569

General Switch Corp Western Division 615-7th HE mlock 1-2900

GUARDIAN ELECTRIC SWITCHES-LOGEN SALES CO

Meyers Safety Switch Co Inc 423 Tehama GA rfd-1-2426

Electric Transformers

AMERICAN TRANSFORMERS-PACIFIC ELECTRO SALES CO

BERTHMAN ELECTRIC CO 1309-66th Emeryville OL ympic 3-4151

ELECTRO TRANSFORMERS ELECTRONIC INDUSTRIAL SWITCHBOARD

Electronic Specialty Co The 7 Front SU tter 1-6667

ELECTRO ENGINEERING WORKS 6021 College Ave Oakland OL ympic 3-1588

Engineered Instruments Electrical Coil Winding

FREED TRANSFORMERS-HERMANS JAS P CO

GARDNER ELECTRIC MFG CO TRANSFORMERS

JEFFERSON ELECTRIC CO 55 Mississippi HE mlock 1-4490

Kuhlman Electric Co 420 Market EX brook 2-8296

LENNERT ELECTRIC CO Carrier-Transformers-Cores-Coils

MARCUS TRANSFORMER CO 1063 Howard UN drhil 1-2621

Moloney Electric Co 50 Sutter SU tter 1-6806

PARMOUNT ELECTRIC MFG CO 423 Tehama GA rfd 1-2426

Pennsylvania Transformer Company 420 Market SU tter 1-7352

Signal Electric Supply Co Coils Rewound Rebuilt Repaired

SMITH LINDSTROM & DUNCAN 16 Toland AT water 8-1552

Electric Therapists

ASTRID'S VIBRA-TRIM REDUCING METHODS 240 Stockton YU kon 2-5757

ROSS MARY A Facial Rejuvenation & Spot Reducing

Electrodes-Furnace

International Graphite & Electrode Co 277-7th HE mlock 1-6672

Electrolysis Treatments See Hair Removing

Electronic Equipment & Supplies

APPLIED ELECTRONICS CO Radio Telephone-Direction Finders

Associates Inc Geo R Murdoch & Electronic Equip 1797 Union PR ospt 5-2974

BROWN C C CO 61-9th MA rket 1-7000

CHATTIN ENGINEERING COMPANY Custom Engineered Electronics

Clark D W Co 415 Brannan EX brook 2-8461

Electronic Medical Foundation 1200 Hyde GR ayton 4-0056

Engineered Instruments Electrical Coil Winding

Electronic Specialty Co The 7 Front SU tter 1-6667

Electronic Specialty Co The 7 Front SU tter 1-6667

Electronic Specialty Co The 7 Front SU tter 1-6667

Electronic Specialty Co The 7 Front SU tter 1-6667

Electronic Equipment & Supplies-(Cont'd)

GENERAL ELECTRIC ELECTRONIC EQUIPMENT Tubes Electrical and Mechanical Components

Quartz Crystals & Holders, Audio Amplifiers, Laboratory Devices, Measuring Instruments, Service Test Equipment.

MANUFACTURED BY MANUFACTURER GENERAL ELECTRIC CO

GENERAL ELECTRIC SUPPLY CORP 1201 Bryant UN drhil 3-4000

HERMANS JAS P CO 1234 Folsom MA rket-1-4166

Hines Russ Co Superior Electrical Instruments 234-9th HE mlock 1-2625

KAEMPER & BARRETT DEALERS SUPPLY CO 1850 Mission MA rket 1-6625

MEYBERG LEO J CO 70-10th MA rket-1-3400

Perlmuth-Coleman & Associates 420 Market SU tter 1-8854

RAYTHEON INDUSTRIAL ELECTRONIC EQUIP-RAYTHEON MANUFACTURING COMPANY

Raytheon Mfg Co Receiving Tube Div 420 Market SU tter 1-8854

Shallcross Manufacturing Co 210 Post GA rfd 1-5084

Smiley R E & Associates 503 Market EX brook-2-5786

Superior Electric Co 210 Post GA rfd 1-5084

WESTINGHOUSE ELECTRIC CORP 410 Bush EX brook 2-5353

Resistance-Glass Sealing High Permeability-High & Low Expansion & Contact Alloys

ZAOK RADIO SUPPLY CO 1426 Market MA rket-1-1426

Electronic Research

AMPEX ELECTRIC CORP 1155 Howard Av Sn Carlos (Toll) Call "Operator" for San Carlos 2137

Electronic Service & Engineering Co 1649 Dwight Berkeley AS hbrry-3-9272

Electronics Engineers See Engineers-Electronic

Electroplating-See Plating

Electrotypers

AMER ELECTROTYPE DIVISION ELECTROGRAPHIC CORPORATION 329 Fremont GA rfd 1-3522

FILMER BROS ELECTROTYPE CO Prompt Service on Electrotypes

Johnson Mat & Electrotype Co Mats Electrotypes Plastic & Rubber Plates

Matt Electrotype Co 555 Washington EX brook 2-2824

Precision Electrotype Co 1045 Sansome GA rfd-1-0680

Printing Plates Inc 585-21st Oakland From S F Zone only (No Inter-City Charge)

Ask "Operator" for Enterprise-10906 Rapid Electrotype Company The 500 Howard DO ugias-2-8427

From East Bay Zone only (No Inter-City Charge) Ask "Operator" for Enterprise-10834

FISHER ELECTROTYPE CO REPAIRS (All Makes) SERVICE (All Types) SALES

172 Clara GA rfd-1-0488

Nights, Saturdays, Sundays & Holidays Call WE st-1-1400

GOLDEN GATE ELEVATOR CO See Our Adv Under Elevators-Repairing

Electrotypers-(Cont'd)

REILLY PLASTICTYPES This light-weight, nationally accepted plastic plate is used in newspaper advertising.

"WHERE TO BUY THEM" AMER ELECTROTYPE DIVISION ELECTROGRAPHIC CORPORATION

WESTERN NEWSPAPER UNION 234-1st GA rfd 1-0746

Elevators-Freight & Passenger

ATLAS ELEVATOR CO 417-6th Night & Day call (See Advertisement This Page)

Columbia Elevator Co Shop & Mailing Address 106 Langton

Dwan & Co 529 Fulton KL onlke 2-3074

ELEVETTE & INCLINATOR RESIDENCE ELEVATORS-DWAN & CO

FISHER ELEVATOR CO REPAIRS (All Makes) SERVICE (All Types) SALES

172 Clara GA rfd-1-0488

Nights, Saturdays, Sundays & Holidays Call WE st-1-1400

GOLDEN GATE ELEVATOR CO See Our Adv Under Elevators-Repairing

447 Ivy HE mlock 1-2544

(Continued Next Page)

Have the right number when you call. It's natural to trust to memory

but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number-won't you look it up in the telephone directory?

ATLAS ELEVATOR COMPANY 417 SIXTH STREET

ELECTRO-ELEVATORS 231

REILLY PLASTICTYPES This light-weight, nationally accepted plastic plate is used in newspaper advertising.

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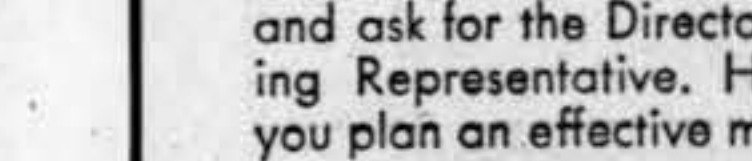
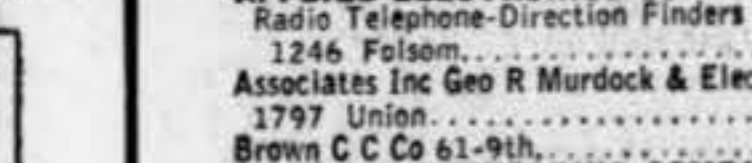
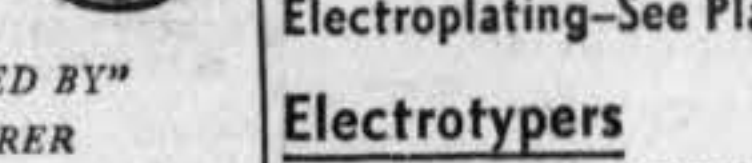
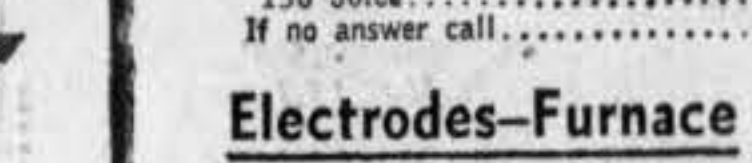
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ATLAS ELEVATOR COMPANY 417 SIXTH STREET

Learn who sells things or who repairs things by referring to the Yellow Pages. They are packed with useful information.



ELEVATORS * MANUFACTURING * MAINTENANCE * MODERNIZATION * REPAIRS * MAN LIFTS DAY OR NIGHT CALL EXbrook 2-1940 ATLAS ELEVATOR COMPANY 417 SIXTH STREET

WARSAW ELEVATORS * PASSENGER * FREIGHT Authorized Distributors INDEPENDENT ELEVATOR CO., INC. General Elevator Contractors • Established 1920 471 Jessie St. • San Francisco 3 • YUkon 6-4963

Look Years Younger... Dramatize Your Charm The HOLLYWOOD WAY The ORIGINAL Electric treatment of nerves, which lifts and beautifies the face and neck, lifts drooping mouths, puts sparkle back into your eyes, and lovelly eyes add to facial expression. It makes you feel and look glamorous, not artificial. NO Surgery! - NO Peeling! - NO Risks! Facial Rejuvenation Consult: Telephone EXbrook 2-6992 DR. JOSEPHINE M. FERNALD, D. C. 323 GEARY STREET Opposite St. Francis Hotel SAN FRANCISCO 2, CALIFORNIA

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

STERNBERG SANDERS-ELECTRICAL APPLIANCE SERVICE CO OF S F 1434 Howard HE mlock 1-8182

Electric Tools

STANLEY-CARTER ELECTRIC TOOLS-SALES STANLEY ELECTRIC TOOLS

WHEELER REFLECTOR CO 1063 Howard UN drhil-1-2621

WHOLESALE RADIO & ELECTRIC SUPPLY CO 140-9th HE mlock-1-3680

Wright Electrical Supply Co 2015-17th UN drhil 3-1910

WEST COAST ELECTRIC WORKS 166-7th HE mlock 1-2646

Electric Water Heaters See Water Heaters Headings

Electrical Service-Automobile See Automobile Electrical Service

Electrical Transcription Studios See Recording Studios

Electricians See Electric Contractors Headings

Electro-Therapeutic Apparatus See Physical Therapy Equipment

Telephone men and women recognize the significance and the importance of their service to you. You can depend upon them always to do their best to get your message through.

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

- 1. Please answer promptly. 2. Please be on the line when the party you want answers. 3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece. 4. Please replace the receiver gently when through talking.

Electric Switchboards

Columbia Electric Mfg Co Frank Adam Products 275 Stuart GA rfd 1-6101

Cutler-Hammer Inc 2130-3d HE mlock 1-3835

Federal Electric Products Co 317 Broadway Oakland TE mpbar 6-2780

I-T-E Circuit Breaker Co 55 New Montgomery SU tter 1-6440

Leonard Electric Mfg Co 420 Market DO ugias 2-1997

Meyers Safety Switch Co Inc 423 Tehama GA rfd-1-2426

Parker Electrical Mfg Co 221 Washington Oakland TW inoaks 3-5325

Safety Switchboard Co 1445 Stevenson HE mlock-1-2470

SMITH LINDSTROM & DUNCAN 16 Toland AT water 8-1552

Square D Co 130 Potrero HE mlock-1-0105

TRUMBULL ELECTRIC MFG CO THE 260 S Van Ness MA rket 1-1753

ZINCO ELECTRICAL PRODUCTS 1841 Adeline Oakland HI gate 4-6293

Zinsco Electrical Products 544 Market YU kon 2-6876