

**Lighting Fixtures-Retail-**  
**(Cont'd)**

Strom & Smith 1077 Valencia... MI san-7-8750  
**SYMON BROS WROCKERS INC**  
 1435 Market... HE mlock 1-0441  
**UNITED LIGHTING FIXTURE CO**  
 149-7th... UN drhil 1-0676  
 Von Hacht K 90 Tehama... GA rfd-1-7835  
 Wing Quong Co 1142 Grant Av... YU kon 2-4421

**Lighting Fixtures-Whse**

**ACCURATE LIGHTING CO**  
 4345 Geary Blvd... SK yline-1-5142  
 (See Advertisement This Page)  
 Bookbinder Bros 1420 Irving... SE abright 1-2348  
**GALDEN J B CO**  
 Lighting Fixtures & Elec Supplies  
 1017 Howard... HE mlock 1-3352  
 Calif Chandelier Makers  
 736 Mission... EX brook-2-2396  
**CALIFORNIA ELECTRIC SUPPLY CO**  
 1585 Folsom... UN drhil 3-2020  
**CRESCENT ELECTRIC SUPPLY CO**  
 701 Mariposa... UN drhil 1-9728  
**GENERAL ELECTRIC SUPPLY CORP**  
 1701 Bryant... UN drhil 3-4000  
 Gill Glass & Fixture Co Menad Bldg... DO ugias-2-4475  
 Guglielmo Joseph 729 Mission... DO ugias-2-2715  
**HALLO LIGHT CO** 734 Mission... EX brook-2-0664  
 Highland Lighting Co 4218 Mission... JU niper 4-5047  
 Incandescent Supply Co 647 Mission... SU tter-1-4600  
 Kurt Versen Co 600-16th Oakland... HI gate 4-8894  
**NATIONAL ELECTRIC SUPPLY CO**  
 575 7th... HE mlock 1-6877  
**PANAMA LAMP & COMMERCIAL CO INC**  
 815 Howard... DO ugias 2-1130  
 Peerless Electric Co 576 Folsom... EX brook 2-8553  
**PEERLESS MFG & SUPPLY CO**  
 Manufacturers & Distributors of  
 FLUORESCENT & INCANDESCENT  
 178-5th... SU tter-1-0550

Phoenix Day Co 729 Mission... DO ugias-2-2715  
 Pittsburgh Reflector Co 201 Potrero... UN drhil 1-5051  
 Pittsburgh Reflector Co 201 Potrero... UN drhil 1-5051  
 Ran Samuel Inc of S F 234-5th... SU tter-1-8152  
**S F LIGHTING & SUPPLY CO**  
 Wholesale Fixture Show Rooms  
 1147 Howard... MA rket 1-7900  
 Stadler Lighting & Supply Co  
 3114 Geary Blvd... SK yline 2-2850  
 Stone Fred J 1355 Market... KL ondike 2-2311

**Lighting Systems & Equipment**

Baxter L M 926 Natoma... MA rket 1-8636  
 Century Lighting Inc 420 Market... GA rfd 1-5659  
 Dummel Robert G 1201 Bryant... UN drhil 3-4000  
 Es-B-Es Co  
 Emergency Lighting Systems  
 1110 Howard... UN drhil 1-2050  
**ETS-HOKIN & GALVAN**  
 Onan Sales & Service  
 851 Mission... EX brook 2-0432  
**FAIRBANKS MORSE & CO**  
 630-3d... EX brook 2-5855  
 Fingerhut Sam 690 Market... YU kon 6-4549  
 General Electric Vapor Lamps Sales & Service  
 729 Harrison... GA rfd 1-7877  
 Haluk Lighting & Mfg Co  
 65 Elmira... JU niper 5-3771

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

**ACCURATE LIGHTING**  
  
 FLUORESCENT SPECIALISTS  
 For  
**INDUSTRIAL - COMMERCIAL - HOME LIGHTING**  
 Have Our Representative Call For a Free Estimate  
**ACCURATE LIGHTING COMPANY**  
 4345 Geary Blvd. SK yline 1-5142

**Lighting Systems & Equipment-(Cont'd)**

Kohler Co 505 Post... OR dray 3-1465  
 Nourse Equipment Co  
 1530 Wood Oakland... TE mplar 6-1427  
 Pyle-National Co The 25 Beale... YU kon 6-5498  
**TAPER TUBE POLE CO**  
 Monadnock Bldg... GA rfd 1-5054  
 Thompson Electric Co The  
 383 Brannan... EX brook 2-7058  
 Wuehler Infra-Red & Lighting Co  
 1445 Stevenson... HE mlock 1-2470

**Lignum Vitae-See Lumber-Whse**

**Lime**

**ARROWHEAD LIME & CHEMICAL CO**  
 SALES DIVISION OF U S LIME  
 57 Post... SU tter 1-8306  
**DIAMOND SPRINGS LIME CO**  
 2652 Harrison... MI san-7-5533  
 El Dorado Limestone Co  
 High-Calcium Limestone Products  
 420 Market... YU kon 6-4180  
**FIGONE JOHN P CO**  
 Rock-Sand-Gravel-Cement Concrete Mix  
 2238 Mission... GA rfd 1-3281  
 Guerin J S & Co 455 Berry... SU tter 1-4696  
**KAISER ALUMINUM & CHEMICAL SALES INC**  
 Mfrs Agricultural Industrial Grades  
 1924 Broadway Oakland... TW inoaks 3-4600  
**LARZELERE AND COMPANY**  
 1 Drumm... DO ugias 2-0499  
**MARSHALL-MURPHY CO**  
 Mfrs-M & M Stucco Coating  
 969 Treat Av... AT water 2-6645  
**PAC PORTLAND CEMENT CO**  
 FOR FEED STUFFS AND AGRICULTURAL REQUIREMENTS  
 417 Montgomery... GA rfd-1-4100

**PERMANENTE CEMENT CO**  
 1924 Broadway Oakland... TW inoaks 3-4600  
 San Francisco Materials Co  
 3070-23d... AT water 2-0133  
 U S Lime Products Corp 57 Post... DO ugias 2-8306

**CALIF-GENERAL LINEN SUPPLY CO.**

  
**GOWNS • APRONS  
 DRESSES • COATS  
 TOWELS • LINENS**

For  
**BEAUTY SHOPS • DOCTORS • TAVERNS • BARBER SHOPS  
 BAKERIES • FOUNTAINS • BUTCHER SHOPS  
 RESTAURANTS • TOWEL CABINETS • ETC.**  
 We Perm-Aseptize All Garments & Linens for Your Protection  
 Quality Service Since 1933 Serving the Peninsula & Marin County

**Fillmore 6-7121**  
 2142 LOMBARD SAN FRANCISCO

**Limes-Fresh**  
 See Fruits & Vegetables Headings

**Limousine Service**  
 See Automobile Rental

**Linemen's Equipment & Supplies**

**AMERICAN SAFETY APPLIANCE CO LTD**  
 122-10th... UN drhil 3-4540  
 Brenton Equip Co 489 Bryant... EX brook-2-8185  
 Guardian Safety Equipment Co  
 50 Hawthorne... YU kon 2-6009  
**WESTERN HARDWARE & TOOL CO**  
 "Stephens-Buckingham"  
 Pole Climbers - Tool Belts - Safety  
 Straps - Kleins - Pliers - Grips - Etc.  
 122-10th... UN drhil 3-4540

**Linen Supply Service**

**ACME TOWEL SUPPLY CO**  
**TOWEL SERVICE**  
 For Offices  
 Linens of All Types  
 Office - Stores - Factories - Etc.  
 Doctors & Nurses Uniforms  
 Shop Coats & Coveralls  
 Shop Towels  
 Cloth Towel Machines  
 254-12th... UN drhil 1-3543

**ADVANCE LINEN SUPPLY CO**  
 TOWELS - COATS - APRONS  
 UNIFORMS -  
 A Complete Linen Service  
 3338-17th... MA rket 1-2434

**ATLAS LINEN SUPPLY CO**  
 3338-17th... MA rket 1-1130  
 (See Advertisement Page 391)

**Linen Supply Service-(Cont'd)**

**BARBER SHOP LINEN SUPPLY INC**  
 2900-18th... MA rket 1-7731  
**BOROUGH'S ADDITIONAL TOWEL SYSTEM**  
 950-28th Oakland  
 From telephones served from S F Zone only  
 (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10892  
**CADILLAC LINEN SUPPLY**  
**EVERYTHING IN LINENS**  
 3036-24th... MI san 8-3300

**CALIF-GENERAL LINEN SUPPLY CO**  
 Complete Linen Supply Service... FI lmar-6-7121  
 2142 Lombard... (See Advertisement This Page)  
**CITY TOWEL CO** 945 Folsom... EX brook 2-6784

**COAST LINEN SUPPLY CO**  
**COMPLETE LINEN SUPPLY SERVICE**  
 385-8th... HE mlock 1-6623

**DRYRITE CO OF CALIF INC**  
 PERSONALIZED LINEN SUPPLY  
 Doctors & Nurses Gowns - Jackets  
 Coats - Towel Service of All Types  
 3338-17th... MA rket 1-1130

**GALLAN LINEN SERVICE**  
 301-8th... MA rket-1-4514  
 (See Advertisement Page 391)  
**GOLDEN WEST LINEN SUPPLY CO**  
 447 Grove... UN drhil 1-0300  
 (See Advertisement Page 391)

**GREEN OLEN LINEN SERVICE**  
 3175-18th... AT water 2-3710  
 Hickman's Linen Service  
 365 Eddy... TU xedo 5-6581  
 Hickman's Linen Service 3338-17th MA rket 1-3198  
**LOSS HARRY L** 945 Folsom... EX brook 2-6784

**NEW S F LINEN SUPPLY**  
**COMPLETE LINEN SERVICE**  
 For Over 30 Years  
 444-5th... EX brook 2-0510

**O'BRIEN JOHN H** 945 Folsom... EX brook 2-6784  
**OFFICE TOWEL SUPPLY CO**  
 301-8th... MA rket 1-4514

**PENINSULA LINEN EXCHANGE**  
**WHY BUY - WE SUPPLY**  
 GOWNS - DRESSES - COATS  
 TOWELS - TABLE LINENS  
 It Pays to Keep Clean.  
 San Francisco Office  
 3840-18th... HE mlock 1-1772  
 Peninsula Office  
 (Toll) Call "Operator" for... Diamond 3-2997

**PREMIER LINEN SUPPLY CO**  
**COMPLETE LINE OF LINEN SUPPLIES RENTED**  
 Butchers - Grocers - Fruit Stands  
 Barber & Beauty Shops  
 Restaurants - Bars - Etc.  
 18th & Florida... HE mlock-1-2375  
 (Continued Next Page)

Ads in the Classified Telephone Directory bring more customers to your business. People turn to the Yellow Pages when they are ready to buy... read about your products and services.

**Linen Supply Service-(Cont'd)**

**HALLY LINEN SUPPLY CO**  
 It Pays to Keep Clean  
 We Specialize  
 Butchers - Groceries  
 Restaurants - Drug Stores, Etc.  
 For Prompt Service Call  
 444-5th... EX brook 2-0510

**RED STAR INDUSTRIAL SERVICE**  
 See Our Ad Under Laundries  
 360 Park Av Sn Jose  
 From S F Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10040  
 Sanitary Towel Supply Co  
 254-12th... UN drhil 1-3543  
 Serv-A-Towel Inc 1533 Pacific Av OR dray-3-5983  
**SHOP TOWEL SERVICE & SUPPLY CO**  
 53 Page... HE mlock 1-6447  
**STAR TOWEL SUPPLY CO**  
 One of the Oldest in S F  
 1022 Golden Gate Av... WA lmut-1-1038

**STONE'S LINEN SUPPLY CO**  
**LINENS SUPPLIED FOR**  
 Butcher - Grocery  
 Produce & Packing Houses  
 Exclusively  
 1124 Harrison... MA rket-1-6262

**SUNSET TOWEL SUPPLY CO**  
 958-28th Oakland  
 From telephones served from S F Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10892

**VICTORY TOWEL & LINEN SUPPLY**  
 Linens for Any Occasion  
**TOWELS APRONS TABLE LINENS UNIFORMS**  
 1237-7th Oakland... TE mplar 2-7131

Victory Towel & Linen Supply 1237-7th Oakland  
 From S F Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10500

**Linens-Retail**  
 Bon Marche 1027 Market... UN drhil 1-3258  
 Friedenthal Elizabeth M  
 2515 Larkin... TU xedo 5-4411  
**GABE'S GIFT SHOP**  
 FINE IMPORTED TABLE LINENS  
 Handkerchiefs - Children's Wear  
 129 Powell... DO ugias 2-1740  
 168 Powell... YU kon 6-5353

**GUMP'S** 250 Post... YU kon 2-1616  
**JACK'S HOUSE OF LINENS**  
 House of Linens - Handkerchiefs  
 Baby Wear - Gift Novelties  
 Best Values - Wholesale - Retail  
 338 Grant Av... GA rfd 1-3687

Jesters Linen Shop 1815 Polk... OR dray 3-1588  
 Lenore  
 316 Post... GA rfd-1-6756  
 Linen Bazaar 1071A Market... HE mlock 1-8052  
 Linen Palace The 235 Geary... GA rfd 1-0053  
 Magasin de Blanc 395 Sutter... SU tter-1-8527  
 Moose Linens  
 Aurelie Patterson  
 173 Maiden Ln... GA rfd 1-6322  
**PATTERSON AURELIE**  
 Moose Linens  
 173 Maiden Ln... GA rfd 1-6322  
 Peoples Gift Shop 2424 Mission... MI san-7-5701  
 Safdie Bros House Of Linens  
 943 Market... SU tter 1-7894  
**SCHUEER & MRS** 358 Sutter... EX brook 2-2813  
 Soly B 2385 Chestnut... WE st 1-8252  
 The House Of Linens 29 Stockton... YU kon 6-4159

Your Classified Telephone Directory is a handy guide. Look through it and under the proper heading you will find out who sells what you want to buy.

Offices • Doctors • Dentists • Clinics • Barbers  
**GALLAND LINEN SERVICE**  
*Leaders in the Field*  
 SERVING SAN FRANCISCO - OAKLAND  
 THE PENINSULA & MARIN COUNTY  
**COMPLETE LINEN SERVICE**  
  
**MARKET 1-4514**  
 301 - 8th STREET  
 Restaurants • Markets • Soda Fountains • Grocers • Beauty Shops

**GOLDEN WEST LINEN SUPPLY CO.**  
 AN INDEPENDENT COMPANY  
**"SERVES YOU RIGHT"**  
**Underhill 1-0300**  
 447 Grove St.

**WE SUPPLY**  
 Towels - Aprons  
 Coats - Napkins  
 Table Linen - Smocks  
 Ladies' Uniforms - Butchers' Gowns  
 Continuous Towels  
 Special Services

**FOR**  
 Markets, Restaurants and Bars  
 Drug Stores & Soda Fountains  
 Barber & Beauty Shops  
 Doctors & Dentists  
 Factories & Offices  
 And Other Businesses

  
 Our Garments Personalized to Your Size. Garments Used by You Returned to You.  
**COMPLETE COMMERCIAL & INDUSTRIAL SERVICE**  
**PENINSULA SERVICE**  
**ATLAS LINEN SUPPLY CO.**  
 Phone Market 1-1130  
 3338 - 17th Nr. Mission

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**

**Linens-Whse**

Ades Albert N & Son Co  
 833 Market... YU kon 6-1090  
 Altonheim & Co 973 Market... EX brook-2-7897  
 Allied Textile Co  
 Flour Sacks-Flour Sack Dishtowels  
 2417 Harrison... AT water 2-8080  
 Aretrod Mercantile Co 706 Larkin... OR dray 3-4426  
 Ballin Marty E 1355 Market... KL ondike 2-2311  
**BALLINGER W A & CO** 30 Otis... HE mlock 1-2632  
 Batts Import-Export Co Inc  
 833 Market... YU kon 6-1991  
 Calif Industrial Garment Co  
 1254 Mission... UN drhil 1-2757  
**CHINESE HANDCRAFT CO**  
 742 Market... SU tter 1-2992  
 Fieldcrest Mills 1395 Market... UN drhil 3-0200  
 Hale Bros 706 Mission... SU tter 1-8000  
**HALL & PETERSON CO** 292-2d... SU tter 1-1627  
 Hamburger Siegfried Co  
 111 New Montgomery... EX brook 2-1215  
 Jacob S 833 Market... DO ugias-2-1106  
 K W B Manufacturing Co  
 1254 Mission... UN drhil 1-2757  
 Lin Paul S & Co 742 Market... SU tter 1-2992  
**MYERS L CO**  
 Sheets Towels Blankets Spreads  
 658 Howard... EX brook 2-4416  
 Oriental Manufacturing Co  
 231 Kearny... YU kon 6-2995  
**PACIFIC COTTON GOODS CO**  
 59 Rodgers... MA rket 1-2400  
 Peninsula Linen Exchange  
 3840-18th... HE mlock 1-1772  
**PIIONEER WOOLEN CO**  
 Peppercorn Sheets - Cannon Towels  
 Suits - Comforters - Blankets & Electric Blankets - Etc.  
 7 Front... SU tter 1-2374

Powers F Co Inc 589 Howard... DO ugias 2-8234  
 Quaker Lace Co 1355 Market... UN drhil 1-2444  
**RAMALLAN WHOLESALE IMPORT CO**  
 587 Mission... DO ugias-2-7403  
**ROSENTHAL STANLEY & CO**  
 Linens-Carpets-Bedding-Furniture Etc.  
 283 Ellis... TU xedo 5-1363  
 Saffie Bros House of Linens  
 943 Market... SU tter 1-7894  
**WALD CARL OO** 268 Mission... SU tter 1-2935  
 Weil Theo D 47 Palm Av... BA yview 1-9438  
 Wren Ewart's Irish Damask & Linens  
 859 Mission... EX brook 2-3563  
 Wirth George C & Co  
 Stevens Pure Linen Towels & Toweling  
 420 Market... GA rfd 1-7665

**Lingerie-Mfrs**  
 Artemis Underthings 545 Mission... EX brook 2-6130  
 Blue Swan Mills 1401 Beach... FI lmar 6-0145  
 Ever-Ready Products Inc  
 90 Durman Av... MI san 7-0885  
**HARRY & BETTY** 889 Geary... GR ayton 4-9920  
 Herschelle 47 Kearny... YU kon 2-4273  
 Hatouf Jos 755 Market... EX brook 2-7315  
 Wearproof Corporation  
 Mfrs Of Wearproof Guaranteed Slips  
 755 Market... EX brook 2-7315

**Lingerie-Retail**  
 Elsa Margo's 2006 Irving... OV erland 1-9845  
**NORRILL FRIEDA** 1557 Polk... OR dray 3-6022  
 Smith M A Co 3314 Sacramento... JO rdan 7-9322

**Lingerie-Whse**  
 Levinsohn Edw D 704 Market... DO ugias 2-5382  
 Loventhal Jules 833 Market... GA rfd 1-3755  
 Stryks Walter 833 Market... EX brook 2-1946

**Linings**  
 See Fur Supplies; also Tailors' Trimmings & Supplies; Etc

**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.