

Shopping Service

NATIONAL RESEARCH SYSTEM Complete Personnel Testing Service Covering All Types of Business See Our Adv. Under Detective Agencies 821 Market... YU kon 6-5433

WILLMARK SERVICE SYSTEM INC Pacific Bldg... SU tter 1-7949

Shoulder Pads

Apparel Manufacturers Supply Co 2180 Palou Av... MI ssn 8-5887 Certified Shoulder Pad Co 2186 1/2 Sutter... JO rdn 7-5868 International Manufacturers Supply Co 38 Fremont... GA rfd 1-4542 INTERNATIONAL SHOULDER PAD CO Mfgs Of Shoulder Pads Coat Fronts & Sleeve Heads 38 Fremont... GA rfd 1-4542 Rosenbaum Irving Linda Lee Of Calif 833 Market... YU kon 6-3893

Shovels-Power

BAY CITY SHOVELS-GARFIELD & CO Hearst Bldg... SU tter 1-1036

BOYE & TINKLER CO 2900 Dardale Av... MI ssn 7-7677 BROWNING CRANE & SHOVEL CO 11th & Howard... HE mlock 1-8933

BUGYRUS-ERIE CO Sold By The Merrill-Brose Co. Shovels - Draglines - Cranes Diesel - Electric - Gasoline 11th & Howard... HE mlock 1-8933

BUGYRUS-ERIE CO 120 Fremont South S F... JU niper 7-0670 CARLSON TRACTOR & EQUIPMENT CO See Our Ad Under Contractors Equip 2890 Bayshore Hwy Redwood City (Toll) Call "Operator" for... Emerson 8-3335

COAST EQUIPMENT COMPANY 444-Bth... MA rket 1-5740 Dragline Rentals Co Mills Tower... SU tter 1-7160 General Excavator Co 450 Bay Shore Blvd... VA lencia 6-6343

HYMAN-MICHAELS-HYMAN-MICHAELS CO 2200 Jerrold Av... MI ssn 7-3631

INSLEY POWER SHOVELS-SCOTT EQUIPMENT CO N 14th & American River Sacramento (Toll) Call "Operator" for... Hickory 9-2193 Bay Area Rep Res (Toll) Call "Operator" for... Lucerne 1-0882

LIMA SHOVEL & CRANE DIVISION-LIMA HAMILTON CORP Hearst Bldg... SU tter 1-1036 If no answer (Toll) Call "Operator" for... Diamond 3-8408

MARION POWER SHOVEL CO GASOLINE - DIESEL AND ELECTRIC SHOVELS Back-Hoes, Cranes & Draglines 571 Howard... EX brook 2-7493

NORTHWEST ENGINEERING CO 235-10th... HE mlock 1-5060 Orwood Co 450 Bay Shore Blvd... VA lencia 6-6343

OSGOOD-GENERAL POWER SHOVELS-DISTRIBUTOR STANDARD MACHINERY CO 450 Bayshore Blvd... AT water 2-2883

P & H POWER SHOVELS-HARNISCHFEGGER CORP 82 Brule... DO uglas 2-2313

QUICK WAY TRUCK SHOVELS-DISTRIBUTOR BAY CITIES EQUIPMENT INC 2792 Cypress Oakland... TW inoaks 3-8313

Shovels-Power, Repairing TUCKER EQUIPMENT & ENGINEERING CO 2255 Quesada... VA lencia 4-0535

Good party-line neighbors make sure the line is clear before they dial... when using a dial telephones. Good party-line neighbors get better party-line service.

Show Card Writing

Aabel-Shepard Silk Screen Studio 617 Market... YU kon 6-2468 BRODIE DISPLAY SERVICE 361 Golden Gate Av... UN drhil 3-4774

CULVERWELL GEO D SHOWCARDS SIGNS Displays - Posters - Art Work *935 Market... DO uglas 2-0855

DEC-ART Show Card-Posters-Comm'l Art 12 Geary... EX brook 2-7417

DISPLAY MART INC FAST QUALITY SERVICE Both Hand & Machine Printed Cards Any Size - Any Quantity - Economical 804 Mission... EX brook 2-3914

Frankel Ideas Unlimited 425 Stockton... SU tter 1-8551 GALLAGHER CO 465 Natoma... DO uglas 2-4144

GENERAL DISPLAY COMPANY 517 Davis... GA rfd 1-0878 Glenn Ione W 445 Stevenson... YU kon 2-3095

H D STUDIOS 841 Van Ness Av... OR dway 3-9449

HANSEN NORVIE GEORGE COMMERCIAL LETTERING FOR CHARTS, GRAPHS, PRESENTATIONS 177 Post... DO uglas 2-7859

Hee Joseph K Phelan Bldg 1877 Union... EX brook 2-6516 HURDLE M J 690 Market... DO uglas 2-2499

LAIDLAW SIGNS Poster Signs - Night Club & Entertainment Posters Price Tickets - Window Cards 1877 Union... JO rdn 7-8464

LETTERING STUDIO THE QUICK BRUSH 1175 Market... HE mlock 1-7536 Noveno Julian P 9 Kona Rd... MI ssn 8-4751

PISCHOFF CO 177 Golden Gate... UN drhil 1-3822 (See Advertisement This Page)

POLK PINE SIGN SHOP 1473 Pine... PR aspt 6-0644

POLYART STUDIOS Display Adv At Army And York Sts 698 Precita... VA lencia 4-1767

In the Center of Everything FOR POSTERS SHO-CARDS SILK SCREEN UNDERHILL 1-3822 PISCHOFF CO. 177 GOLDEN GATE AVE.

COMPLETE Sho Card and POSTER SERVICE YESSON Call... Market 1-6084 2060 MARKET ST.

Show Card Writing- (Cont'd)

SAN FRANCISCO POSTER AND ADVERTISING CO 451 Turk... OR dway 3-3048 Schueler Dorner T 330 Market... GA rfd 1-6152

SUNSET GLASS CO 4301 Irving MO ntrose 4-3025 Western Art Stone Works Mrs Cement Receptors Bases & Stalls 523 Brannan... DO uglas 2-6295

THOMPSON PAUL 101 Post... YU kon 6-0198 YU Key Poster Co 830 Market... SU tter 1-5628

YESSON SIGN CO 2060 Market... MA rket 1-6084 (See Advertisement This Page)

Show Cases ABAR REFRIGERATION CO Complete Line Of Refrigerated Cases 5131-3d... VA lencia 4-5285

Diamond Patent Co Elastic Glass Cement 290-8th... HE mlock 1-4091

Fuller P G Glass Co 2052 Market... MA rket 1-7171 HERTENSTEIN A & SON Out Door Metal Frames & Cases 309 Florida... HE mlock 1-5303

MERCHANTS EQUIPMENT CO BUY - SELL - RENT - REPAIR New & Used Store Fixtures Show Cases & Show Room Furniture 784 McAllister... JO rdn 7-7540

Modern Show Case & Fixture Co Mfr Of Show Cases 605 McAllister... WA Inut 1-1478

REGAL MANUFACTURING CO 1306 Fulton... WE st-1-6000

ROYAL SHOW CASE & FIXTURE CO Samuel Fixture Co Store Display Cases Made To Order 683 McAllister... WE st-1-0352

TERKELTAUB & CO Show Cases-Bar & Store Fixtures 677 McAllister... JU niper 6-2911

UNDLIN STORE FIXTURES 182 Grand Av Oakland From telephone served from S F Zone only (No Inter-City Charge) Ask "Operator" for Enterprise 11050

WESTCO FIXTURE & SHOW CASE CO 716 McAllister... FI Inor-6-7208

AMERICAN ASBESTOS SIDING CO 48 Hoff... HE mlock 1-6022

AMES ROOFING & SIDING CO 281-23d Av... SK yline 2-1941

ASBESTOS SIDING CO Earl Bucher JOHNS-MANVILLE FRANCHISED DEALER HOME MODERNIZATION EXTERIOR SPECIALISTS Free Estimates 3232 Mission... MI ssn 7-1616

Associated Roofing & Siding Co 165 Landers... KL ondike 2-3834

BAY CITIES ENGINEERING CO H H Robertson Metal Siding 604 Mission... GA rfd 1-5733

BELL CONSTRUCTION CO 60 Crescent Av... MI ssn 8-1641

CASTAGNETTO ED ROOFING CO 81 Bauger... JU niper 5-3721

COAST CONSTRUCTION CO 2172 Market... HE mlock 1-8036

COOPER BROS ASBESTOS SIDING A SPECIALTY UNDERHILL 3-4550 356 Church... UN drhil 3-4550

DAY CONSTRUCTION CO E T Terns 3519 Mission... AT water 8-0894

EARL ROOFING & SIDING CO 3122-16th... HE mlock 1-9966

EASTSHORE LUMBER & MILL CO Redwood Bungalow Siding & Rustic 4821 Tidewater Av Oakland... KE Illog 3-2121

FIR-TEX OF NORTHERN CALIF Insulated Panel-Shake & Panel Brick 214 Front... SU tter 1-6384

FLINTKOTE INSULATED SIDING-FLINTKOTE CO PIONEER DIVISION 141 Battery... SU tter 1-7571

HARMAC CO LIFETIME ASBESTOS SIDEWALLS COMPLETE MODERNIZATION SERVICE ESTIMATES - TERMS 401 Church... UN drhil 1-7454

(Continued Next Page)

Shower Doors & Compartments- (Cont'd)

SAN FRANCISCO POSTER AND ADVERTISING CO 451 Turk... OR dway 3-3048 Schueler Dorner T 330 Market... GA rfd 1-6152

SUNSET GLASS CO 4301 Irving MO ntrose 4-3025 Western Art Stone Works Mrs Cement Receptors Bases & Stalls 523 Brannan... DO uglas 2-6295

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AMES ROOFING & SIDING CO 281-23d Av... SK yline 2-1941

ASBESTOS SIDING CO Earl Bucher JOHNS-MANVILLE FRANCHISED DEALER HOME MODERNIZATION EXTERIOR SPECIALISTS Free Estimates 3232 Mission... MI ssn 7-1616

Associated Roofing & Siding Co 165 Landers... KL ondike 2-3834

BAY CITIES ENGINEERING CO H H Robertson Metal Siding 604 Mission... GA rfd 1-5733

BELL CONSTRUCTION CO 60 Crescent Av... MI ssn 8-1641

CASTAGNETTO ED ROOFING CO 81 Bauger... JU niper 5-3721

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HARMAC CO LIFETIME ASBESTOS SIDEWALLS COMPLETE MODERNIZATION SERVICE ESTIMATES - TERMS 401 Church... UN drhil 1-7454

(Continued Next Page)

Siding- (Cont'd)

JOHNS-MANVILLE SIDING For reliability, quality workmanship and fair prices be sure your Johns-Manville Siding is applied by a "Certified" Johns-Manville home improvement contractor. "WHERE TO BUY IT" PACIFIC INSULATION CO 2202 Judah... SE abright 1-6566

Johnson Jack Roofing Co 1304 Potrero... AT water 2-4914

KILGORE ROOFING CO 3519 Mission... MI ssn 8-0933

PAC ASBESTOS SIDING CO LET US MODERNIZE YOUR HOME JOHNS-MANVILLE PRODUCTS Siding - Roofing - Painting All Material & Workmanship Guaranteed FREE ESTIMATES 23 Stoneybrook... JU niper 7-7876

Perma-Stone Improvement Co Inc 735 Gough... JO rdn 7-0858

SUPERIOR ROOFING CO 982 Potrero... MI ssn 7-7519

United Roofing & Siding Co 2906 Mission... VA lencia 4-0849

Sightseeing Tours Perma-Stone Improvement Co Inc 735 Gough... JO rdn 7-0858

SUPERIOR ROOFING CO 982 Potrero... MI ssn 7-7519

United Roofing & Siding Co 2906 Mission... VA lencia 4-0849

Sightseeing Tours PERMA-STONE IMPROVEMENT CO INC 735 GOUGH JO RDN 7-0858

SUPERIOR ROOFING CO 982 POTRERO MI SSN 7-7519

UNITED ROOFING & SIDING CO 2906 MISSION VA LENCIA 4-0849

BARRETT U-DRIVE GO WHERE YOU WANT WHEN YOU WANT Tours Planned Free of Charge 571 Post... GR ayston 4-5300

BAY CRUISE 20 MILE CRUISE ON THE BAY Every Day of Year From Pier 43 HARBOR TOURS INC. Pier 16... GA rfd 1-4364

Chinese Trade & Travel Bureau Ching Wah Lee-Manager 5 Old Chinatown Lane... SU tter 1-2900

Chinese Trade & Travel Bureau 9 Old Chinatown Ln... GA rfd 1-1600

ELEPHANT TRAINS SCENIC SIGHTSEEING TRIPS Beautiful Golden Gate Park Playland - Cliff House Fleishacker Pool & Zoo CHARTER TRIPS - SPECIAL RATE Schools - Clubs - Fraternal Groups 809-48th Av... SK yline 2-2216

Fialer's Limousines Inc 955 Post... PR aspt 5-3232

Pacific Telephone's policy is to give the best possible telephone service at the least possible cost to the public with fair treatment of employees and investors.

SAN FRANCISCO BAY CRUISES

The Only Steamship Cruises on the Bay 17 AND 35 MILE TOURS Season May to October 3 Decks - Cocktail Lounge - Snack Bar Phone DOUGLAS 2-5414 Pier 43 1/2 at Fishermans Wharf Tickets Available at Wharf or Through Gray Line Agents in Downtown Hotels

Sightseeing Tours- (Cont'd)

GRAY LINE INC THE Really See San Francisco Daily Guided Tours In Luxurious Parlor Cars Or Limousines With Chauffeur Depot at 44 Fourth 425-4th... YU kon 6-4000

SAN FRANCISCO BAY CRUISES Pier 43 1/2... DO uglas 2-5414 (See Advertisement This Page)

YOSEMITE GRAY LINE LIMOUSINES INC 955 Post... PR aspt 5-3232

Sign Hangers ARTHUR SIGN CO 1227 Gough... JO rdn 7-6262

Sign Painters A A A SIGN PAINTING CO Neon Sign Painting And Maintenance 3724-24th... AT water 2-8422

ABILITY SIGNS Window - Metal - Cloth Gold & Truck Signs With Power and Skill MYER SIMPSON 616-44th Av... BA yview 1-3357

ACE SIGN SERVICE CHROME LETTERS WINDOW & TRUCK LETTERING 2209 Bush... JO rdn 7-4360

Acme Sign Co 24 California... GA rfd 1-6271

ACME SIGN CO We Follow Your Instructions To the Letter OFFICE DOOR AND WINDOW LETTERING Prompt Service - Expert Workmanship 607 Market... EX brook 2-8196

ADART WINDOW SIGNS Gold Leaf Specialist Paint-Bronzes-Lacquers 219 New Montgomery... YU kon 6-1273

ADOCRAFT SIGN CO GENERAL SIGN CONTRACTORS Window Lettering - Raised Letters Metal - Cloth & Wall Signs Screen Process Auto & Truck Lettering 150-7th... MA rket 1-4697

Adocraft Sign Co 150-7th... MA rket 1-4697 (See Advertisement Page b-51)

ARTHUR SIGN CO 347 Ellis... GR ayston 4-1450 (See advertisement Page 601)

ARTHUR SIGN CO 1227 Gough... JO rdn 7-6262 Bach Fred 333-11th Av... BA yview 1-8118

BAILEY SIGNS Distinctive "SIGNS BY BAILEY" 6815 Mission... PU aza 5-1117 If no ans call before 10 AM or after 5 PM

BELL DICK 841 Van Ness Av... OR dway 3-9449 Bell Sign Co 607 Market... EX brook 2-8196 (Continued Next Page)

Unless you wait for the steady hummmmm sound of the dial tone, the equipment cannot put through your call. Please wait for the dial tone before you start to dial.

QUALITY SERVICE COMPLETE LETTERING SERVICE IDEAS SKETCHES ESTIMATES FURNISHED WITHOUT OBLIGATION 1888 DAYLIGHT DISPLAYS OF EVERY DESCRIPTION NEON DISPLAYS OF EVERY DESCRIPTION 7TH & FOLSOM STS. EXPERT SUPERVISION OF ALL OPERATIONS ALL WORK CONSERVATIVELY PRICED CALL MARKET 1-5162 FOR CO-OPERATION

Call your UNIVERSAL SIGN CO. Painters since 1906 Underhill-8644 SIGN WALL SIGNS - OUR 44th YEAR - Service & Quality WALL SIGNS - RAISED WOOD LETTERS GOLD LEAF - DOOR LETTERING TRUCKS SPRAYED & LETTERED WOOD & CLOTH SIGNS UNIVERSAL ENAMEL SIGNS SILK SCREEN ON ANY SURFACE Estimates Furnished Gladly UNIVERSAL SIGN CO. 991 BRYANT ST. SAN FRANCISCO