

Wire-(Cont'd)

KENEGOTT WIRE AND CABLE PRODUCTS--
CHASE BRASS & COPPER CO
Copper Wire & Cable
680-2d GA rfd 1-7780

Kerite Co The 582 Market... Douglas 2-4118
Macawhite Company 141 King... EX brook 2-4966
MILLER WM CO
Vereinigte Deutsche Indstrs Combined
Pier 39 YUkon 6-2187

MITCHELL T A CO
Rep Crescent Co
Automotive & Welding Cables
222-7th UNdrhl 1-6685
Morello Wire Works
155-5th GA rfd 1-6418

OKONITE-CALLENDER CABLE CO INC THE
Insulated Wire
Russ Bldg GA rfd 1-5700
OKONITE CO THE
Insulated Wire
Russ Bldg GA rfd 1-5700

PARANITE WIRE & CABLE DIVISION OF
ESSEX WIRE CORP OF CALIFORNIA
Insulated Wire And Cable
1077 Howard HEmick 1-1372

PHELPS DODGE COPPER PRODUCTS CORP
American Copper Products
Division
Habirshaw Cable & Wire Division
Inca Manufacturing Division
Mfr. of Bare & Insulated
WIRE & CABLE
369 Pine... EX brook 2-7379

Rhode Island Insulated Wire Co
742 Market... GARfid 1-1155
ROCKBESTOS PRODUCTS CORP
Insulated Wire Manufacturers
Oakland Municipal Airport Bldg 741
Oakland SW eetwood 8-2955
Roebling's John A Sons Co
1740-17th MA rket 1-8787

ROME CABLE CORP
Steel Conduits
1100 Selby VA lenclia 6-3580
S F Wire & Iron Works
53 Colton MA rket 1-8712
Scovill Mfg Co
Brass Wire
434 Brannan GA rfd 1-1923

Simplex Wire & Cable Co Of Calif
Insulated Wires & Cables
390-4th DO uglas 2-4220

TRI-STATE SUPPLY CORPORATION
MAGNET WIRE: Formvar, Enamel, Cotton
Fiberglass, Silicone, Paper, Asbestos
Lead Wire, Rubber, Fiberglass, Cotton
Vinylite, Silastic, Asbestos
AIRCRAFT WIRE: Hook-Up Wire
Stranded Flat Copper Strip
Flexible Bare Shunt Wire
Armature Banding Wire
Flexible Tool Cords
Generator Lead Wire
One Call for All!!!
554 Bryant EXbrk 2-8890

U S ELECTRICAL WIRES & CABLES--
UNITED STATES RUBBER COMPANY
6025-3d MI ssn 8-3783

Advertise here—it pays.

Wire-(Cont'd)

Western Insulated Wire Co Russ Bldg. YUkon 6-2941
WESTERN STEEL & WIRE CO
All Types & Kinds of
WIRE
Straightened & Cut to Length
Coiling - Bundling - Spooling
Tempered Wire - Brush Wire
1428 Egbert... VA lenclia 6-0167

Wire Rope Corp of America Inc
370-10th UN drhl 1-0212

Wire Cloth
CALWICO-WISSCO WIRE CLOTH
Industrial screens of all com-
monly used metals in many dif-
ferent weaves for screening, fil-
tering, separating, grading,
cleaning, and processing. Also
Hardware Cloth.
CALWICO
WISSCO
"WHERE TO BUY IT"
CALIF WIRE CLOTH CORP THE
1245 Howard MA rket 1-2869

CAMBRIDGE WIRE CLOTH--
CAMBRIDGE WIRE CLOTH CO
420 Market... YU kon 6-4503

Cambridge Wire Cloth Co
420 Market... YU kon 6-4503
Chase Brass & Copper Co
Copper & Bronze & Insect Screening
680-2d GA rfd 1-7780
Cheney Machinery Sales & Parts Service
320 Market... EX brook 2-3181

FLYNN AND ENSLOW CO
WIRE CLOTH - WIRE SCREENS
Local Warehouse Stocks
INDUSTRIAL SCREENS
All Metals & Weaves
For Every Type of Equipment
Hardware Cloth
Insect Screen
Galvanized - Bronze - Aluminum
Special Screens Made to Order
22 Mississippi... UNdrhl 3-5340

FORBES STEEL CORP 681 Market. GARfid 1-2772
INDUSTRIAL WIRE PRODUCTS
CORP 2417-17th UN drhl 1-3005
(See Advertisement This Page)
Leahy R J Co
Brass-Copper-Monel-Stainless Steel
486-8th UN drhl 1-7161
MILLER WM CO
Vereinigte Deutsche Indstrs Combined
Pier 39 YUkon 6-2187
New York Wire Cloth Co
Monardnock Bldg... GARfid 1-9113

MERCHANTS and business firms
appreciate being told that you
found them in the Yellow Pages.

Wire Cloth-(Cont'd)

PACIFIC METALS CO LTD
ALUMINUM - BRASS
COPPER - MONEL
STAINLESS
3100-19th MI ssn 7-1104

Steeple R C & Son 50 Hawthorne... DO uglas 2-2639
TYLER W S CO THE
Industrial All Metals
215 Market... SU tter 1-1460
West Coast Wire & Iron Works The
154 Main... SU tter 1-1136

Wire-Electric
See Electrical Equipment Headings;
also Electric Supplies Headings

Wire Netting
Keystone Steel & Wire Co
930-19th Av Oakland... KE Hlog 4-1740

PACIFIC COAST AGGREGATES INC
Complete Stock
Stucco Netting - Metal Lath
Furring Nails
And Accessories
400 Alabama... KL ondlie 2-1616

Wire Specialties Co Of Calif Export Dept
311 California... EX brook 2-2288
Wright G F Steel & Wire Co
Sharon Bldg... GA rfd 1-6972

Wire Products
A WIRE PRODUCTS CO
Manufacturers of
DISPLAY RACKS - BASKETS - TRAYS
ALL TYPES OF WIRE FORMING
15 Calif... YUkon 2-0172

Inca Mfg Div Of Phelps Dodge
Copper Products Corp
369 Pine... EX brook 2-7379
INSULATION & WIRES INC
1077 Howard... UN drhl 1-5661
KERN F & SONS IRON WORKS
Wire Mesh Doors-Partitions-Grilles
517-6th... EX brook 2-2171
KUSBER BROS MFR CO
Automatic Wire Fabricators
Tools Dies & Metal Stamping
56 Werner Daly City... PL aza 5-3237

LARKIN SPECIALTY MFG CO
Automatic Forming of
ROUND & FLAT WIRE SPRINGS
CLIPS & RINGS
288-1st... GARfid 1-1424

MORELLO WIRE WORKS
Wire Designs Made To Order
155-5th... GARfid 1-6418
NEW MISSION WIRE & IRON WORKS
3910 Mission... DE laware 3-5383
Northern Calif Hardware & Steel Co
209 Mississippi... UN drhl 3-5815
Progressive Wire & Iron Works
2130 Folsom... MA rket 1-8410

S F WIRE & IRON WORKS
53 Colton... (See Advertisement This Page)
WEST COAST WIRE & IRON WORKS THE
154 Main... SU tter 1-1136
YOUNG L A SPRING & WIRE CORP
Wire Display Racks - Shelving
Bed Springs - Coil Springs
Wire Constructions
111 Sn Leandro Blvd(S) LO khavn 9-2112

BAKER & HAMILTON 700-7th... HE mlock 1-2600

The men and women in the Bell
System are used to meeting emer-
gencies and they are trained and
equipped to carry on in times of
special need. For years they have
known the test of fire, flood and
storm. Always before them is the
tradition that "the message must
go through."

Wire-Reinforcements
See Concrete Reinforcements

Wire Resistance
See Electric Equipment Headings;
also Electric Supplies Headings

Don't forget to plan for con-
cealed telephone conduit and
convenient locations for tele-
phone outlets when you build
your new home. These built-in
telephone facilities add real value
to a home, yet their cost is very
small if they are installed during
construction.

Manufacturers of
WIRE
SPECIALTIES
• Wire Baskets
• Screens
• Grilles
• Window Guards
• Machine Guards
• Store Room Partitions
• Display Racks
San Francisco Wire & Iron Works
53 Colton Est 1906
1 Block So. of
1647 Market, cor. Brady
Market 1-
8712

Wire Products-(Cont'd)

BURLINGAME SALES CO
Wire & Metal
Display Stands & Devices
BASKETS
TRAYS
SHELVING
WELDED WIRE PRODUCTS
340 Kearny... EX brook 2-1600

Chicago Steel & Wire Co
527 Brannan... YU kon 6-3951

COLORADO FUEL & IRON PRODUCTS--
CALIF WIRE CLOTH CORP THE
1245 Howard MA rket 1-2869

DUNHAM GARRIBAN & HAYDEN CO
Fencing Etc
Kansas & Division... UN drhl 1-3400

FERRIC PRODUCTS CO
STRAIGHTENED & CUT
FORMING & WELDING
COILS & SPECIALTIES
616 Peterson Oakland... KE Hlog 4-7861

Forbes Steel Corp 681 Market... GARfid 1-2772
Habirshaw Cable & Wire Div Of Phelps Dodge
Copper Products Corp
369 Pine... EX brook 2-7379

HAMILTON CLIFF
Designers & Manufacturers of
DISPLAY RACKS - BASKETS - TRAYS
ALL TYPES OF WIRE FORMING
15 Calif... YUkon 2-0172

KRIEGER M MACHINERY CO
New & Used
724 Brannan... MA rket 1-5409
LESCHEN A & SONS ROPE CO
Mfrs Hercules Red Strand Wire Rope
520-4th... GA rfd 1-8134
LESCHEN HERCULES RED STRAND
WIRE ROPE--
DISTRIBUTOR
MERRILL-BROSE CO THE
2792 Cypress Oakland... TEMpibr 2-4873

Levin Steel Products Co 593 Market... YUkon 2-2707
MAOWHYTE COMPANY
Mfrs Monarch Whyte Strand Wire Rope
Special Traction Elevator Cable
Macawhite Atlas Braided Slings
141 King... EX brook 2-4966
MILLER WM CO
Vereinigte Deutsche Indstrs Combined
Pier 39 YUkon 6-2187

NORTH-WEST WIRE ROPE CO
966-77th Av Oakland... LO khavn 2-2953
(See Advertisement This Page)

PACIFIC WIRE ROPE
Pacific Coast
Mfrs. of Wire Rope
Preformed & non-Preformed
Galvanized Strand
Wire Rope Splicing
"NO ORDER TOO SMALL"
Teletype Connections
With Factory "The Blue Keel"
"FOR INFORMATION CALL"
BRANCH OFFICE
PAC WIRE ROPE CO
681 Market GA rfd 1-2580

Pac Wire Rope Co 681 Market... GA rfd 1-2580
Pacific Wire Rope Co 681 Market... YU kon 2-6934
PELL CABLE CUTTER CO
Hydrashear Wire Rope Cutter
55 New Montgomery... EX brook 2-5247
Phelps Ralph L Jr 171-2d... YUkon 6-3863
Plummer John L & Co 463 Market... DO uglas 2-8737
Republic Supply Co Of Calif The
1919 Williams San Leandro
From telephones served from S F Zone only
(No Inter-City Charge)
Ask "Operator" for Entrprise 11060
Rider Ray M 4950 Fulton... SKYine 2-2890
Rochester Ropes Inc
1045 Brannan... UN drhl 1-6068

ROCHESTER WIRE ROPE RAINBOW
STRAND--
ROCHESTER ROPES INC
Office & Warehouse
1045 Brannan... UN drhl 1-6068

The oldest of all the telephone
industry's tradition is service.

Wire Rope

Abraham N Co 1062 Folsom... HE mlock 1-9426
AMER CABLE CO
Div Of American Chain & Cable Co Inc
695 Bryant... SU tter 1-1708

AMER EQUIPMENT CO
Wire Rope Splicing & Siling
155 Georgia... EX brook 2-1675

BARNETT FRED E CO
Monardnock Bldg... SU tter 1-1984
Bell Rigging Supply 320 Clay... SU tter 1-3048
Bethlehem Pacific Coast Steel Corporation
20th & Illinois... MA rket 1-3200

BETHLEHEM SUPPLY COMPANY OF
CALIFORNIA 1400-17th... MA rket 1-8212
Broderick & Bascom Rope Co
899 Bryant... UN drhl 3-3567
California Industrial Supply Co
899 Bryant... UN drhl 3-3565

COLUMBIA-GENEVA STEEL DIV-U S
STEEL CO 141 Battery... GARfid 1-6788
Engineering
Aerial Tramways-Cableways
Suspension Bridges-Wire Rope Installations
South S F... UNipr 4-6260

EDWARDS WIRE ROPE--
EDWARDS E H CO 625 Market... GARfid 1-6210

FLEMING DON D GO INC
460 Bay... PR ospect 6-2344
HAZARD WIRE ROPE CO
Div Of American Chain & Cable Co Inc
695 Bryant... SU tter 1-1708

HERCULES EQUIPMENT &
RUBBER CO INC 435 Brannan... YU kon 6-2770
JEWETT RIGGING & SUPPLY CO
3450 Helen Oakland... PI edmt 5-4722
Jones & Laughlin Steel Products Co
Russ Bldg... EX brook 2-0266

JONES & LAUGHLIN WIRE ROPE--
JONES & LAUGHLIN STEEL PRODUCTS CO
Russ Bldg... EX brook 2-0266

KRIEGER M MACHINERY CO
New & Used
724 Brannan... MA rket 1-5409
LESCHEN A & SONS ROPE CO
Mfrs Hercules Red Strand Wire Rope
520-4th... GA rfd 1-8134

LESCHEN HERCULES RED STRAND
WIRE ROPE--
DISTRIBUTOR
MERRILL-BROSE CO THE
2792 Cypress Oakland... TEMpibr 2-4873

Levin Steel Products Co 593 Market... YUkon 2-2707
MAOWHYTE COMPANY
Mfrs Monarch Whyte Strand Wire Rope
Special Traction Elevator Cable
Macawhite Atlas Braided Slings
141 King... EX brook 2-4966
MILLER WM CO
Vereinigte Deutsche Indstrs Combined
Pier 39 YUkon 6-2187

NORTH-WEST WIRE ROPE CO
966-77th Av Oakland... LO khavn 2-2953
(See Advertisement This Page)

PACIFIC WIRE ROPE
Pacific Coast
Mfrs. of Wire Rope
Preformed & non-Preformed
Galvanized Strand
Wire Rope Splicing
"NO ORDER TOO SMALL"
Teletype Connections
With Factory "The Blue Keel"
"FOR INFORMATION CALL"
BRANCH OFFICE
PAC WIRE ROPE CO
681 Market GA rfd 1-2580

Pac Wire Rope Co 681 Market... GA rfd 1-2580
Pacific Wire Rope Co 681 Market... YU kon 2-6934
PELL CABLE CUTTER CO
Hydrashear Wire Rope Cutter
55 New Montgomery... EX brook 2-5247
Phelps Ralph L Jr 171-2d... YUkon 6-3863
Plummer John L & Co 463 Market... DO uglas 2-8737
Republic Supply Co Of Calif The
1919 Williams San Leandro
From telephones served from S F Zone only
(No Inter-City Charge)
Ask "Operator" for Entrprise 11060
Rider Ray M 4950 Fulton... SKYine 2-2890
Rochester Ropes Inc
1045 Brannan... UN drhl 1-6068

ROCHESTER WIRE ROPE RAINBOW
STRAND--
ROCHESTER ROPES INC
Office & Warehouse
1045 Brannan... UN drhl 1-6068

The oldest of all the telephone
industry's tradition is service.

Wire Rope-(Cont'd)

ROEBLING WIRE ROPE--
BRANCH OFFICE
ROEBLING'S JOHN A SONS CO
1740-17th... MA rket 1-8787

DISTRIBUTORS
BACON EDWARD R COMPANY
17th & Folsom... HE mlock 1-3700
HENDRY C J CO 27 Main... DO uglas 2-4242

ROSE W O CO
205 Madison Oakland... TEMpibr 2-7495

UNION WIRE ROPES
Complete regular line plus
special constructions for
special purposes including
Tuffy Slings, Tuffy Draglines,
Tuffy Scraper Rope, Tuffy
Dozer Rope, Tuffy Rotary
Drill Line, Tuffy Chokers and
Tuffy Mining Rope.
Tuffy Slings

"WHERE TO BUY THEM"
CARPENTER RIGGING CO INC
460 Bay... PProspect 6-2344
FLEMING DON D CO INC
460 Bay... PProspect 6-2344
RIDER RAY M 4950 Fulton... SKYine 2-2890

UNITED SALES CO 525 Howard... DO uglas 2-2898
VOEUTLY & WHITE
540 Fallon Oakland... HI gate 4-1914

WEEKS-HOWE-EMERSON CO
INDUSTRIAL DIVISION
Wire Rope & Fittings - Splicing
Socking - Slings - Skookum - Escro Rigging
515 Folsom... SU tter 1-3662

WICKWIRE ROPE
Tough Wire Rope for heavy
hoisting, hauling and rigging.
In all sizes and constructions
—standard lay or WISSCOLAY
preformed.

"WHERE TO BUY IT"
CALIF WIRE CLOTH CORP THE
1245 Howard... MA rket 1-2869
OAKLAND WAREHOUSE
CALIF WIRE CLOTH CORP THE
1080-19th Av Oakland... KE Hlog 2-2141

WIRE ROPE CORPORATION OF AMERICA INC
Mfrs Brown Strand Wire Rope
370-10th... UN drhl 1-0212

Wire Stitching Machines
See Stitching Machines

Wire Workers' Equipment
PELL CABLE CUTTER CO
Hydrashear Wire Rope Cutter
55 New Montgomery... EX brook 2-5247

Women's Accessories-Retail
Darlene 126 Sutter... DO uglas 2-3577
ELINOR'S INC
290 Post And 312 Stockton... EXbrk 2-7384
Fuerst R L 775 Penn... GRayston 4-6225
Hersch's Department Store
5616 Geary Blvd... SKYine 1-6726
L'Apparelle 3925-24th... ATwatr 2-2504

LOVE BRASSIERE SHOPPE
141 Grant... DO uglas 2-4635
Miss Slaves Inc
Retail Store No 1 125 Geary
Retail Store No 2 816 Market
Retail Store No 17 2530 Mission
201-1st... DO uglas 2-8200

Women's Accessories-Whsle
HARRIS JACK 154 Sutter... EX brook 2-2657
Walker Jean 783 Myra Way... DELaware 3-5156

A Directory Advertising Repre-
sentative will be glad to help you
prepare a Classified Directory
advertisement that will bring you
more business. You can reach him
by calling the Business Office of
the telephone company.

The oldest of all the telephone
industry's tradition is service.

NORTH-WEST
WIRE ROPE CO.
NEW ROPE & FITTINGS

Distributor for
"BETHLEHEM WIRE ROPE"

Largest Stock of
USED WIRE ROPE
On the West Coast

PHONE
Lockhaven 2-2953

966-77th Ave. Oakland

more than 9 out of 10"

In Recent Studies
more than 9 out of 10 people
reported they used the classified
section of the telephone directory
when they were looking for a
product or service.

Prospective Buyers
will find you easier thru adequate
representation in the

YELLOW PAGES

Women's Coats & Suits--
Whsle

Adams Henry 154 Sutter... DO uglas 2-3091
BARRY-NEUBERG & CO
154 Sutter... SU tter 1-5310
FERNBACH LOBE CO 154 Sutter... SU tter 1-2585
GOLDMAN MORRIS 755 Market... EX brook 2-1520
Loewy Edmund & Co Inc 154 Sutter... DO uglas 2-1603
Roth S 77 O'Farrell... YU kon 6-3828

SAMPLE SHOP THE
Sold Retail At Wholesale Prices
133 Geary... GA rfd 1-5646
Seaman Maurice 154 Sutter... SU tter 1-7487
Wiederhorn Berth 51 Grant Av... GARfid 1-8622
Wolk Of California 2190 Palou Av... VA lenclia 4-7215

Women's Coats & Suits--
Whsle

To Find Someone
in your NEIGHBORHOOD
WHO SELLS IT

Looking for someone close by
who sells or has a service you
want will be easy when you

LOOK IN THE
Classified
TELEPHONE
SECTION

!!! please speak directly
into the Telephone with
your lips just clearing the
mouthpiece.

Women's Coats & Suits--

Mfrs
ADLER MATTHEW M LTD
154 Sutter... SU tter 1-6154
Arcadia Manufacturing Co
Ladies Suits and Coats
767 Market... YU kon 6-5345
BEDAK ISIDOR 767 Market... YU kon 6-5345

CURTIS HOWARD & CO INC
731 Market... DO uglas 2-0914
D & D Co 1441 Grant Av... YUkon 6-2780
Expert Coat Co 942 Market... SU tter 1-4973

GAINES & CO 783 Mission... YU kon 6-4181
Gold Jan of Calif 154 Sutter... YUkon 6-0607
Gold Phil & Hy 154 Sutter... YUkon 6-0607
Goldin-Bohne Co 62-1st... YUkon 6-6636
GOLDMAN MORRIS 755 Market... EX brook 2-1520

GORDON COAT & SUIT CO
109 Geary... EX brook 2-5678
Gross Cloak & Suit Mfg Co
95 Minna... DO uglas 2-4097
Herbert Coats & Suits Inc
731 Market... YU kon 2-5886

JAN GOLD--
GOLD PHIL & HY 154 Sutter... YU kon 6-0607

Key Saks Of Calif 35 Dorman Av... MI ssn 8-4141
Lande Originals 233 Post... DO uglas 2-7699
LILLI ANN 973 Market... DO uglas 2-2182

LILLY OF CALIFORNIA--
DE GRILLA BOB 833 Market... EX brook 2-6060

Loper Don Of Calif 154 Sutter... YUkon 6-0607
Middleton Rae 833 Post... EX brook 2-8710
Pacific Coat & Suit Co 154 Sutter... YUkon 6-0607

ROSENBLUM OF CALIFORNIA--
van de SANDE D H 833 Market... GA rfd 1-7907

ROTH S 77 O'Farrell... YU kon 6-3828
Salo 731 Market... SU tter 1-0521
Saks George 35 Dorman Av... MI ssn 8-4141
Schuman A P 973 Market... DO uglas 2-2182
Seaman Maurice 154 Sutter... SU tter 1-7487

SIMMONDS A J
Town Craft Of California
154 Sutter... SU tter 1-6266
Sportcoat Mfg Co
109 New Montgomery... SU tter 1-7844

STYLE RITE OF CALIFORNIA
341 Market... YU kon 6-1597
STYLE RITE OF CALIFORNIA
341 Market... YU kon 6-1597
TAUBE & GLIBERMAN 62-1st... SU tter 1-0141

TOWN CRAFT OF CALIFORNIA--
SIMMONDS A J 154 Sutter... SU tter 1-6266

TOWNE DES FASHIONS
154 Sutter... SU