

**Show Card Writing**

Aabel-Shepard Silk Screen Studio  
617 Market YU kon 6-2468  
Bott Bros Signs 1321-20th Av. MOnstr 4-7414  
Chart-Art Studios  
Sales-Marketing-Presentation Charts  
2 Pine GARfid 1-3366  
CULVERWELL GEO D 935 Market DOuglas 2-0555  
DED-ART  
Show Card-Posters-Comm'l Art  
12 Geary EX brook 2-7417  
DISPLAY MART INC  
Hand and Machine Printed  
804 Mission EXbrk 2-3914  
GALLAGHER CO 969 Folsom YUkon 2-4102  
General Display Co 37 Front GARfid 1-0878  
HANSEN NORVIE GEORGE  
177 Post DOuglas 2-7859  
Hee Joseph K Phelan Bldg. EX brook 2-6516  
Hurdle M J 690 Market DOuglas 2-2499  
LETTERING STUDIO THE QUICK BRUSH  
1175 Market HE mlock 1-7536

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

THE LARGEST SHOW CARD AND POSTER SHOP IN THE WEST

**POSTERS SHO-CARDS SILK SCREEN**

Underhill-3822

**PISCHOFF CO.**

177 GOLDEN GATE AVE.

**Show Card Writing-(Cont'd)**

NORDGREN ERIC  
CARD SIGNS, DISPLAY POSTERS, BANNERS, GEN. LETTERING  
Experience of Your Service  
617 Market DOuglas 2-6021

Noveno Julian P 9 Kona Rd. MI sun 8-4751  
PISCHOFF CO 177 Golden Gate Av UNdrhl 1-3822  
(See Advertisement This Page)

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

SAN FRANCISCO POSTER AND AD CO  
148 Leavenworth ORdyw 3-3048  
Shop No 2 1128 Polk ORdyw 3-0541  
Schueler Dorner T 320 Market GA rfid 1-6152  
Sexton Tobe 628 Montgomery EXbrk 2-1673  
Sun Advertising Co 479 Bryant YU kon 6-6826  
Ve Kay Poster Co 830 Market SU tter 1-5628  
Yesson Sign Co 2060 Market MArkt 1-6084

**Show Cases**

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

Fuller F G Glass Co 1639 Howard MArkt 1-7171

HARLICK BEN WOODWORKING CO  
Store Display Cases Made To Order  
683 McAllister West 1-0352  
Hertenstein A & Son 309 Florida HE mlock 1-5303

MERCHANTS EQUIPMENT CO  
BUY - SELL - RENT - RESTORE  
NEW & USED STORE FIXTURES  
SHOW CASES - MANNQUINS - DISPLAYS  
784 McAllister JOrdn 7-7540

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

REGAL MANUFACTURING CO  
1306 Fulton WE st-1-6000

ROYAL SHOWCASE & FIXTURE CO  
770 McAllister JOrdn 7-0311  
Terkeitaub & Co 677 McAllister WAIn 1-1785

TYLER REFRIGERATOR CASES-  
SHIRAR-YOUNG REFRIGERATION CORP  
1450 Van Ness Av. ORdyw 3-6822

Undin Store Fixtures 682 McAllister MArkt 1-2334  
WESTERN FIXTURE & SHOW CASE CO  
716 McAllister PImor 6-7208

**Shower Doors & Compartments**

BASCO  
SHOWER DOORS - GLASS STALLS  
All Types of Tub Enclosures  
Largest Mfrs. in the World  
Of These Units  
Visit Our Showroom and Be Convinced  
Nr 9th & Folsom  
758 Clementina MArkt 1-0452

GALIF ART GLASS WORKS  
1622 Folsom HE mlock 1-6620

CALIF SHOWER DOOR CO  
Manufacturers of SHOWER DOORS TUB ENCLOSURES DAYLIGHT ENCLOSURES  
Alumalay & Bronze Chrome Plated  
We Measure & Install  
630-4th YUkon 6-1504

Dillon Tile Supply Co 252-12th HE mlock 1-3943  
DUFFY TILE CO 253 Minna YU kon 6-1489  
First Metal Mfg Co 65-9th MA rkt 1-6888  
FULLER W P & CO 901 Mission EX brook 2-7151  
GOLDEN GATE MODERNIZING CO  
901-73d Av Oakland Lckhvn 9-9250  
GOLDEN STATE SHOWER DOOR CO INC  
901-73d Av Oakland Lckhvn 9-9316

HABER & SALZ MFG CO  
SHOWER DOORS BATHUB ENCLOSURES  
Aluminum or Chrome Plated Bronze  
Manufactured and Installed  
ALL TYPES REPAIRED  
Corner 7700 Mission  
361 B Colma PLaza 5-3424

Lockhart Products Inc  
245 Loomis VA lencla 6-3924

OAKLAND SHOWER DOOR CO  
901-73d Av Oakland Lckhvn 9-9250

S F GLASS CO 5234 Mission JU niper 5-8690

SUNSET GLASS CO 4301 Irving MO ntrose 4-3029

**Shutters-(Cont'd)**

FRANKEN JAMES C CO  
1112 Polk GRaystn 4-5068  
(See Advertisement This Page)

Heinley's Paul 988 Market PRspt 5-7566  
Shutter-Mart Inc 2319 S El Camino Real  
San Mateo Fiesid 5-4856  
(See Advertisement This Page)

WALKER CHAS D CO  
All Types Manufactured & Finished  
IN OUR SAN FRANCISCO FACTORY  
90 Erie HE mlock 1-1132

Sick Room Equipment & Supplies  
See Hospital Equipment & Supplies

Sidewalk Doors & Lights

DELANEY CHAS S  
GET MY ROCK BOTTOM RATES  
On All Sidewalk Repairing  
BULGED, CRACKED OR DAMAGED  
1595-28th Av OVRind 1-5565

GOLDEN WEST IRON WORKS  
Steel Sidewalk Doors  
946 El Camino Real South S F. PLaza 6-0375

PHOENIX-SIMPSON CO 520-6th UNdrhl 1-5606  
From telephones served by the following exchange  
East Bay Zone  
(No Inter-City Charge)  
Ask "Operator" for Enterprise 10898

Siding

ACE ROOFING & SIDING CO  
Johns-Manville Asbestos Siding  
1022 Prague JUNpr 6-2911

ALLSTATE CONSTRUCTION CO  
JOHNS-MANVILLE  
Approved Dealer  
SIDING SPECIALISTS  
Guaranteed Work - Easy Terms  
Free Estimates  
1278-9th Av Lombrd 6-5435  
Night & Day call Lombrd 6-5435

AMERICAN ASBESTOS SIDING CO  
JOHNS-MANVILLE  
CERTIFIED  
ASBESTOS SIDING  
DEALER  
F.H.A. Terms - 7 Yrs. to Pay  
FREE ESTIMATES  
All Work Guaranteed  
Near 16th & Mission  
48 Hoff HE mlock 1-6022

**Siding-(Cont'd)**

COAST CONSTRUCTION CO  
JOHNS-MANVILLE CERTIFIED  
Home Improvement Contractor  
Our Certification by Johns-Manville assures  
RELIABILITY - QUALITY WORKMANSHIP  
FAIR PRICES - ROOFING AND SIDING  
2172 Market HE mlock 1-8036

COOPER BROS ROOFING CO  
ASBESTOS SIDING A SPECIALTY  
UNderhill 3-4550  
356 Church UNdrhl 3-4550

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

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

FLINTKOTE CO PIONEER DIVISION  
1421 Battery SUttr 1-7571

GILLON LUMBER CO  
3931 Geary Blvd. SKyng 2-2400

Hanks Roofing Co 49 Geary EXbrk 2-2858

HARMAC CO 250 Bayshore Bl. MIsn 7-2060  
(See Advertisement This Page)

Henderson E E 70 San Diego Av. PLaza 5-4300  
Henderson Roofing & Siding Co  
70 San Diego Av. PLaza 5-4300

MESSERSMITH RAY L INC  
Markt 1-6252  
NO MONEY DOWN  
Easy Monthly Payments  
SIDING & ROOFING  
118 Church MArkt 1-6252

The Yellow Section is the quickest way to find almost everyone in town who fixes things, sells things, does things.

**Siding-(Cont'd)**

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

SAFETY ROOFING & SIDING CO  
378 Sanchez MArkt 1-4612

SAN FRANCISCO ROOFING & SIDING CO  
ASBESTOS SIDING  
Free Estimates & Advice  
Inspection Within 4 Hours  
35 Vicente Lombrd 6-8680

Steel Building Specialties Inc  
681 Market DOuglas 2-1109

SUPERIOR ROOFING CO  
982 Potrero MIsn 7-7519

United Roofing & Siding Co  
2906 Mission VA lencla 4-0849

WALSH ROBT CO  
JOHNS-MANVILLE CERTIFIED  
Home Improvement Contractor  
Our Certification by Johns-Manville assures  
RELIABILITY - QUALITY & WORKMANSHIP  
FAIR PRICES - ROOFING AND SIDING  
2166 Market UNdrhl 3-1400  
Saturdays & Eves SEabright 1-6958

WALSH ROBT CO 2166 Market UNdrhl 3-1400  
(See Advertisement This Page)

Welsh & Breese 30 Webster Oakland  
From telephones served by the following exchange  
S F Zone  
(No Inter-City Charge)  
Ask "Operator" for Enterprise 11917

The men and women in the Bell System are used to meeting emergencies 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".

**Sightseeing Tours**

BARRETT U-DRIVE AUTO RENTAL  
GO WHERE YOU WANT  
WHEN YOU WANT  
Tours Planned Free of Charge  
571 Post GRaystn 4-5300

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

BAY CRUISES SAN FRANCISCO  
Operating June July August & Sept  
Pier 43 1/2 DOuglas 2-5414  
California Parlor Car Tours Co  
369 Market YUkon 2-0208

COMMODORE AIR SERVICE  
SEE ALL OF SAN FRANCISCO  
From the Air  
A 25 Mile Air Tour - \$2.50  
Richardson Bay Hwy 101. Sausalito 1821

CRANSTON AIR SERVICE  
SIGHTSEEING FLIGHTS  
See the Bay Area From the Air  
San Francisco Airport 55F. UNdo 3-1513

Fialer's Limousines Inc 955 Post. PRspt 5-3232  
Golden Gate Scenic Steamship Lines Inc  
Pier 43 1/2 DOuglas 2-5414

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

SAN FRANCISCO BAY CRUISES  
Pier 43 1/2 DOuglas 2-5414

YOSEMITE GRAY LINE LIMOUSINES INC  
955 Post PR spt-5-3232

**Sign Painters**

ABILITY SIGNS  
WINDOW - METAL - CLOTH  
GOLD & TRUCK SIGNS  
With Power and Skill  
616-44th Av BAYw 1-3357

ACME SIGN CO  
OFFICE DOOR  
and  
WINDOW LETTERING  
PHIL MARCUS  
607 Market EXbrk 2-8196

ADACRAFT SIGN CO  
GENERAL  
SIGN CONTRACTORS  
Window Lettering - Raised Letters  
Metal - Cloth & Wall Signs  
Screen Process  
Truck Lettering  
150-7th MArkt 1-4697

Adcraft Sign Co 150-7th. MA rkt 1-4697  
(See Advertisement Page 689)

Bach Fred 333-11th Av. BA yview 1-8118

BOTT BROS SIGNS  
IN THE SUNSET IT'S  
BOTT BROS. SIGNS  
"Our Signs Mean Business"  
1321-20th Av MOnstr 4-7414

BRONSON SIGNS  
OFFICE DOOR  
WINDOW LETTERING  
821 Market EXbrk 2-4015

Broomer Ed 2423 Clement. SKyln 1-8627  
Carter Mel 382A Hayes. UNdrhl 1-3472  
(Continued Next Page)

Advertise here-it pays. The Yellow Pages save you time.

It's **FRANKEN'S** for  
All Types of  
**Movable Shutters**

Made With Adjustable Louvres for Air & Light  
Used on Windows, For Doors, Screens and Partitions  
Choice of Colors

DIAL  
**Graystone 4-5068**

1112 POLK ST. - BETWEEN POST & SUTTER  
Measured and Installed

**JAMES C. FRANKEN CO.**

FOR **Paul Heinley's**  
movable shutters  
phone, PRospect 5-7566

Ideal for special effects, moving wall partitions, cabanos, wardrobes, all types of windows and doors. F.H.A. accepted. Bonded representatives. Satisfaction guaranteed. FAST delivery!

Write for FREE LITERATURE on our full line of shutters

**SHUTTER-MART** INC.  
san mateo

1954 Paul Heinley, U.S. Pat. 9-169,811 2319 S. El Camino Real Fiesid 5-4856

AMERICAN TABLE SHUFFLEBOARDS & SUPPLIES-  
AMERICAN SHUFFLEBOARD CO  
210 Paterson Plank Road Union City  
New Jersey Union 5-6633

CALIF SHUFFLEBOARD CO  
Shuffleboards Refinished-Bought-Sold  
3630 Grove Oakland Pledmt 5-8072  
If no answer call. HUnibit 3-5862

Shutters  
AMHEWS CABINETS  
686-26th Oakland TWInok 3-5749

BOWMAN'S  
Famous Paul Heinley Shutters.  
Finished or Save Half Unfinished.  
Quick delivery. See Display, Get Details at  
1631 Filbert GRaystn 4-5233

DE FRIESE THEO & SONS INC  
1222 Sutter ORdyw 3-0089  
(See Advertisement This Page)

**SHUTTERS**  
MOVEABLE AND STATIONARY  
WINDOWS - DOORS PARTITIONS  
Painted & Installed  
Free Estimates  
Just Phone Us

**THEO. DE FRIESE & SONS, INC.**  
1222 Sutter ORdyw 3-0089  
ORdyw 3-9035

Lockhart Products Inc  
245 Loomis VA lencla 6-3924

OAKLAND SHOWER DOOR CO  
901-73d Av Oakland Lckhvn 9-9250

S F GLASS CO 5234 Mission JU niper 5-8690

SUNSET GLASS CO 4301 Irving MO ntrose 4-3029

AMES ROOFING & SIDING CO  
569-26th Av SY yline 2-1941  
Associated Roofing & Siding Co  
165 Landers KL ondk 2-9834

ATLAS ROOFING CO  
Modernize Your Home With  
JOHNS-MANVILLE & PABCO  
ASBESTOS SIDING  
Free Estimates - FHA Terms  
ALL WORK GUARANTEED  
Serving All SF - Peninsula & Bay Area  
1135 Airport Blvd. PLaza 5-3570

Charles Edward & Associates  
3699 Mission ATwtr 8-0324  
(Continued Next Page)

An extension telephone will give added comfort in your home.

We're DEVILS on...  
**ASBESTOS SIDING**  
ALL LEADING BRANDS  
**AND ROOFING**

ALL WORK GUARANTEED  
FULLY INSURED  
SERVING SAN FRANCISCO  
AND THE BAY AREA  
RESIDENTIAL & INDUSTRIAL  
24-HOUR SERVICE  
CALL  
Mission 7-2060

• SKY HIGH PRICES  
• NO EASY PAYMENTS  
• BAD WORKMANSHIP  
• NO FREE ESTIMATES

DON'T BELIEVE IT!  
**HARMAC CO.** 250 BAYSHORE BLVD.  
SAN FRANCISCO

**ROBERT WALSH**  
CO.  
Rain Cannot Wet It  
NOW AVAILABLE - THE NEW & TRULY  
SENSATIONAL J-M SILICONE SIDING  
Only 4 Out of 1155 Contractors Are  
Certified by Johns-Manville  
Use This Protection - There Must Be  
A Reason For It  
PHONE FOR FREE DEMONSTRATION

**Underhill 3-1400**  
Sat. & Eve. SEabright 1-6958

2166 MARKET

When you want to find a business concern in a hurry  
Look in the YELLOW PAGES  
They contain almost every type of commercial enterprise in easily found classifications.

OUR 48<sup>TH</sup> YEAR

**UNIVERSAL**  
SIGN PAINTING CO.  
CREATIVE SIGN PAINTERS

• WALL SIGNS  
• GOLD LEAF  
• RAISED WOOD LETTERS  
• DOOR LETTERING  
• WOOD AND CLOTH SIGNS  
• TRUCKS SPRAYED & LETTERED  
• UNIVERSAL ENAMEL SIGNS  
• ONE SIGN OR TEN THOUSAND  
• SILK SCREENING ON ANY SURFACE

PHONE  
**YUkon 2-1871**

937 HARRISON ST. - SAN FRANCISCO