

Floor Laying & Refinishing-(Cont'd)

Standard Hardwood Floors
5423 Geary Blvd. Bayview 1-6325
SUNSET HARDWOOD FLOOR CO
2254-33d Av. MONTRE 4-1573
WESTERN HARDWOOD FLOOR CO
425 Boworth. JUNIOR 7-6803
YOSEMITE HARDWOOD FLOOR CO
ALL TYPES FLOOR WORK
New Hardwood Old
OVER 35 YEARS EXPERIENCE
Henry Parachini
Free Estimates - Guaranteed Work
719 Corbett Av. MISSION 7-1231

Floor Machines

AMERICAN FLOOR SURFACING MACHINES
Sanders - Edgers
Polishers
Rug Shampoo
Equipment
Wet & Dry Vacuums. For Rental,
Institutional, Industrial & Contractor Use.
Cement Grinders. Service - Parts -
Brushes - Sandpaper
"FOR INFORMATION CALL"
AMERICAN FLOOR SURFACING MACHINE
CO THE 3701 Folsom. MISSION 8-1320

CLARKE FLOOR MACHINES

Sanders-Polishers-Scrubbers-
Rug Shampoo Equipment -
Wet & Dry Vacuums -
Hand Sanders, Edgers - for - Rental,
Institutional, Industrial & Contractor Use.
SERVICE - PARTS - BRUSHES - SANDPAPER.
"FOR INFORMATION CALL"
AUTHORIZED FACTORY
BRANCHES
CLARKE SANDING MACHINE CO
572 Valencia. KLONDIKE 2-2613
DISTRIBUTORS
HOCKWALD CHEMICAL CO
135 Mississippi. HEMLIK 1-6474

COLBERG SUPPLIES

HILD
EXCLUSIVE DISTRIBUTORS
Floor Polishers & Scrubbers
Carpet Cleaning Equip. & Vacs
Supplies - Upholstery Machines - Sanding
Floor Sanders
Rental Machines & Used Machines Avail.
777 Golden Gate Av. MARKET 1-3415

PAUL KOSS SUPPLY CO.

FLOOR MACHINES
All Makes
OVERNIGHT SERVICE
SALES - REPAIRS
REBUILDING
Satisfaction Guaranteed
YUKON 6-2323
PAUL KOSS SUPPLY CO.
900 Folsom St., San Francisco, Cal., 5th St.

Floor Machines-(Cont'd)

EASTERDAY SUPPLY CO
LINDOLY SCHLUETER
AUTO SCRUBBERS - POLISHERS
Factory Trained Representative
Fall & Gough. HEMLIK 1-5904
FINNELL FLOOR MACHINES
For scrubbing, waxing, polishing,
and carpet cleaning. Combination as well as Con-
ventional Machines. In full range of sizes. Electric
and gas models. Can be purchased or leased.
Also mopping equipment, cleasers, seals, waxes,
and accessories. Free demonstration.
"WHERE TO BUY THEM"
Finnell System Inc 114-14th. UNDRHL 3-4853

FLOOR EQUIPMENT SERVICE CO

1316 Folsom. MARKET 1-6527
FLOOR MACHINE & SUPPLY CO
Floor Sanders - Polishers - Edgers
Service on All Machines
H. H. Kuntz
735 Fillmore. WEST 1-2844

GENERAL FLOORCRAFT POLISHERS-

GENERAL APPLIANCE COMPANY
Factory Authorized Sales & Service
Commercial-Domestic-Distributor
369 Fall. MARKET 1-7778

HILD FLOOR MACHINES-

Golden Gate Equipment Rental Co
799 Golden Gate Av. KLONDIKE 2-0123
DISTRIBUTOR
COLBERG SUPPLIES
777 Golden Gate Av. MARKET 1-3415

Hillyard Sales Co

Bayshore & Commercial San Jose
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-2225

HOLT MANUFACTURING CO

669-20th Oakland. GLACRT 1-2562
KENT FLOOR MACHINES
SALES & SERVICE
Machines to Polish-Wax
Wet or Dry Scrub
For Heavy Duty Applications.
Industrial & Commercial Size
Vacuum Cleaners
QUIET TRIPLE POWER
VACUUM CLEANERS. FREE DEMONSTRATION
"WHERE TO BUY THEM"
DISTRIBUTORS
Standard Laboratories & Supply Co
40-12th. HEMLIK 1-8644

KOSS PAUL SUPPLY CO

900 Folsom. YUKON 6-2323
(See Advertisement This Page)
LEITCH & COMPANY 971 Howard. GARFID 1-8486
Modern Paint & Wallpaper
5216 Mission. JUNIOR 7-7776
Pacific Floor Machine Mfg Co
561 Valencia. HEMLIK 1-4870

PACIFIC FLOOR MACHINES-

PACIFIC FLOOR MACHINE MFG CO
Built In The West
561 Valencia. HEMLIK 1-4870

PONSELL FLOOR MACHINE CO

SINCE 1911
Factory Branch - Sales & Service
FLOOR MACHINES
IN ALL SIZES
POLISHING - SCRUBBING
STEEL WOOLING & SANDING
For Free Demonstration Call
DAVE PALMER - Branch Mgr.
980 Valencia. MISSION 8-3444

RED DEVIL SANDERS & POLISHERS-

COLLINS KEN PAINT DISTR
15th & Valencia. HEMLIK 1-7511
Regina Authorized S F Agency
3471 Mission. VALENCIA 4-2600

SUEDE GLOVE FRESHENER

Put gloves on and rub hand
with thick slice of stale bread,
changing bread as it becomes
soiled.

Floor Machines-(Cont'd)

REGINA TWIN-BRUSH POLISHERS
& SCRUBBERS
TWIN 12" - Domestic -
Scrub, Waxes, Polishers,
Buffs, Rug Cleaning Attach-
ments and Reconditioning
Kits available.
TWIN 16" 21" - Commercial
Industrial Heavy-Duty Machines.
"WHERE TO BUY THEM"
DISTRIBUTORS
Incandescent Supply Co
847 Mission. SUTTR 1-4600
REGINA AUTHORIZED S F AGENCY
3471 Mission. VALENCIA 4-2600
Volker Wm & Co 631 Howard. EXBRK 2-5727
Walter D H & E Co 562 Mission. SUTTR 1-0100
DEALERS
Narlega Furniture Store
2326 Taraval. LOMBARD 4-4110

TENNANT FLOOR MACHINES-

TENNANT G H CO
Specialized Machines for
Cleaning Heavy Traffic Floors
Powerful-Vacuum-Equipped
995 Market. DOUGLAS 2-3829
Tiedeman Appliance Co
3471 Mission. VALENCIA 4-2600

WESTERN CHEMICAL CO

2801-26th. VALENCIA 6-3636

Floor Machines-Renting

BARKAN PAINTS 1432. Fillmore. FILMOR 6-6580
BOWMAN HARDWARE CO
Sanders-Edgers-Polishers
2415 Sutter. WE 1-2144
Boysen Walter N Paint Co
3139 Mission. VALENCIA 4-9992

CALIFORNIA ADJUSTABLE STEEL POST CO

SANDERS - EDGERS - POLISHERS
LINOLEUM ROLLERS RENTED
At 19th Av
1746 Clement. SKYIN 1-3622

FLOOR MACHINE
RENTALS
COMMERCIAL
&
HOUSEHOLD
8 Inch & 12 Inch Machines
POLISHERS • BUFFERS
VACUUMS • SANDERS
Painting Equipment All Types
Delivery Service Available
Also Open Sundays 10 'til 12
TRAVENS EQUIPMENT RENTAL INC.
WALNUT 1-6342
717 DIVISADERO Bet. Folsom & Grove

FLOOR MACHINES-Repairing

FLOOR EQUIPMENT SERVICE CO
REPAIRS
Floor Machines - Vacuum Cleaners
SALES SERVICE
New & Rebuilt Rental & Repairs
Commercial - Industrial - Marine
1316 Folsom. MARKET 1-6527

Floor Machine Repair Co

5641 Geary Bl.
Parkside Paint Store 1101 Taraval. OV 1-5787
Regina Authorized S F Agency
3471 Mission. VALENCIA 4-2600
Schade Paint & Wallpaper Co
2937 Mission. VALENCIA 4-3312
Standard Hardwood Floors
5923 Geary Blvd. BAYVIEW 1-6325
TRAVENS EQUIPMENT RENTAL INC
717 Divisadero. WALNT 1-6342
(See Advertisement This Page)

PONSELL FLOOR MACHINE CO

FACTORY BRANCH SERVICE
FLOOR MACHINES
INDUSTRIAL VACUUM CLEANERS
980 Valencia. MISSION 8-3444

Regina Authorized S F Agency

3471 Mission. VALENCIA 4-2600

Good party-line neighbors are

considerate party-line users. Re-
member these golden rules:
• Space your calls instead of mak-
ing several without a break.
• Talk only as long as necessary on
each call.
• When you finish talking replace
the receiver properly.
• Make certain, if you are using a
dial telephone, that the line is
clear before you dial.
• Ask your youngsters to be con-
siderate, too.

Floor Machines-Renting-(Cont'd)

GASTRO HARDWARE
FLOOR POLISHERS - SANDERS
EDGERS
Near 24th
1303 Castro. MISSION 7-4736
Cole Street Hardware 944 Cole. LOMBARD 6-5126
DON'S PAINTS & WALLPAPER
107 Leland Av. DELAWARE 3-1870
Dwight's Paint & Wallpaper
1235 Ocean Av. JUNIOR 5-4278
ECONOMY FLOOR SERVICE
716 Cole. LOMBARD 6-1823
ENGDAHL'S 870 Valencia. MISSION 8-6643
FREDERICKSEN HARDWARE
3029 Fillmore. JORDN 7-3970
GENERAL PAINT CORP
Polishers-Sanders-Edgers
1775 Market. UNDRHL 3-6770
Golden Gate Equipment Rental Co
799 Golden Gate Av. KLONDIKE 2-0123
(See Advertisement This Page)
HOUSE OF COLOR
Sanders-Edgers-Polishers-Steamers
2995-24th. MISSION 7-9189
Imperial Paint Co 1414 Ocean Av. JUNIOR 6-4700
Koss Paul Supply Co 900 Folsom. YUKON 6-2323
LEITCH & COMPANY 971 Howard. GARFID 1-8486

MAJOR PAINT CO

FLOOR & DISC SANDERS
Polishers - Edgers - Steamers
2 Monterey Bl. JUNIOR 7-1818

Noel Vacuum Cleaner Co

3153-16th. MARKET 1-8987

OCEAN VIEW HARDWARE CO

SANDERS & POLISHERS
SEE OUR AD UNDER TOOLS - RENTING
Sadova & San Jose Av. JUNIOR 5-2030

OWENS TOM HARDWARE

Sanders-Polishers-Spray Guns-Saws
5641 Geary Bl. SKYIN 2-1031
Parkside Paint Store 1101 Taraval. OV 1-5787
Regina Authorized S F Agency
3471 Mission. VALENCIA 4-2600
Schade Paint & Wallpaper Co
2937 Mission. VALENCIA 4-3312
Standard Hardwood Floors
5923 Geary Blvd. BAYVIEW 1-6325
TRAVENS EQUIPMENT RENTAL INC
717 Divisadero. WALNT 1-6342
(See Advertisement This Page)

Floor Machines-Repairing

FLOOR EQUIPMENT SERVICE CO
REPAIRS
Floor Machines - Vacuum Cleaners
SALES SERVICE
New & Rebuilt Rental & Repairs
Commercial - Industrial - Marine
1316 Folsom. MARKET 1-6527

Floor Machine Repair Co

5641 Geary Bl.
Parkside Paint Store 1101 Taraval. OV 1-5787
Regina Authorized S F Agency
3471 Mission. VALENCIA 4-2600
Schade Paint & Wallpaper Co
2937 Mission. VALENCIA 4-3312
Standard Hardwood Floors
5923 Geary Blvd. BAYVIEW 1-6325
TRAVENS EQUIPMENT RENTAL INC
717 Divisadero. WALNT 1-6342
(See Advertisement This Page)

PONSELL FLOOR MACHINE CO

FACTORY BRANCH SERVICE
FLOOR MACHINES
INDUSTRIAL VACUUM CLEANERS
980 Valencia. MISSION 8-3444

Regina Authorized S F Agency

3471 Mission. VALENCIA 4-2600

Good party-line neighbors are

considerate party-line users. Re-
member these golden rules:
• Space your calls instead of mak-
ing several without a break.
• Talk only as long as necessary on
each call.
• When you finish talking replace
the receiver properly.
• Make certain, if you are using a
dial telephone, that the line is
clear before you dial.
• Ask your youngsters to be con-
siderate, too.

Floor Materials

Acme Floor Co 1115-20th. MISSION 7-6147
Acme Hardwood Floor Co 1115-20th. MISSION 7-6147
ARMSTRONG'S RESILIENT TILES-
CONKLIN BROS INC 3320-20th. ATWTR 2-1822
Belshaw Warehouse Co 646 Folsom. SUTTR 1-8556
BRUCE HARDWOOD FLOORING
World's Largest Manufacturer
of Hardwood Flooring
OAK - MAPLE - BEECH
Hardwood Lumber - Plywood
Bruc Household Products
"WHERE TO BUY THEM"
INSTALLATION
Acme Floor Co 1115-20th. MISSION 7-6147
REGIONAL DISTRIBUTORS
Bruce E L Co Inc 4636 E 12th Oakland
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-1033
Bruce E L Co Inc
1525 Alviso Santa Clara. CHERY 3-3550

Charlton Tile Co

3690-17th. KLONDIKE 2-1696
Coates C E 375 Rhode Island. MARKET 1-8033
Coulter's Carpet & Linoleum Service
2624-3d. VALENCIA 6-2744

DURACRETE FLOOR CO

Heavy Duty Cement Finishes
846 Harrison. DOUGLAS 2-5582
Flexrock Company 646 Folsom. SUTTR 1-8556
Floor Machine & Supply Co
735 Fillmore. WEST 1-2844
Floorcraft Carpet Co 871 Mission. SUTTR 1-8254
FRASER-EDWARDS CO
2412 Harrison. ATWTR 2-1600

GOLDEN STATE FLOORING CO

Distributors Only
HARDWOOD FLOORING
375 Rhode Island. MARKET 1-8033

Golden State Flooring Co

375 Rhode Island
From telephones served by the
following exchange
East Bay Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-0442
Golden State Mat Mfg Co
Floor Mats of Every Description
752 Folsom. YUKON 6-0900

GOODRICH B F FLOORING PRODUCTS

RUBBER TILE - KOROSEAL
VINYL PLASTIC TILE -
ASPHALT TILE - RUBBER
COVE BASE AND ADHESIVES
"WHERE TO BUY THEM"
DISTRIBUTORS
WALTER D N & E CO
562 Mission. SUTTR 1-0100
WESTERN ASBESTOS CO BUILDING
PRODUCTS DIVISION
148 Townsend. KLONDIKE 2-3868

NATIONAL TILE & TERRAZZO CO INC

MAGNESITE & OXYCHLORIDE
TERRAZZO FLOORING
198 Mississippi. UNDRHL 1-0273

PACIFIC FLOORING SUPPLY-OAKLAND

Hardwood Flooring Supplies & Equipment
2791 Wood Oakland
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-2384

PEDERSEN CHRIS LINOLEUM CO

150 Steiner. UNDRHL 1-8446
Richmond Floor Co 318-3d Av. SKYIN 2-2285

HAKO TILE FLOORING

VINYL-FLEX, POLY-
KROME, CORKA-
TILE, PARQUETRY
& ASPHALT TILE
-Inexpensive Luxuries
-Colorful, durable
beauty for floors in homes, offices and institu-
tions. Easy to install. Easy to clean and maintain.
"WHERE TO BUY IT"
DISTRIBUTORS
JAEGER & BRANCH
1744 Rollins Rd Brngm. SUTTR 1-5709

HANLEY E E

470 Southgate Av Daly City. PLAZA 5-1131
HIGGINS HARDWOOD BLOCK FLOORING-
STANDARD COMMERCIAL CO
596 City. YUKON 2-2660

Our business office will be glad

to help with any telephone prob-
lem you may have.

Floor Materials-(Cont'd)

INLAID FLOOR CO
Incorporated 1897
HARDWOOD FLOOR
CONTRACTORS
Dist. Hardwood Flooring
Machine Floor Sanding
600 Alabama. MISSION 7-1575
164-19th Av. Emyrvie
Call. OLYMPIC 2-7150

LATCH FLOOR COVERING

393 Valencia. UNDRHL 3-6256
LAWRENCE CUT RATE FLOOR COVERING
CO 120 Market. DOUGLAS 2-3565
MARINA HARDWOOD FLOOR CO
164-19th Av. SKYIN 1-1669
Masury-Young Co 1485 Bayshore Bl. DELAWARE 3-9100

MATICO TILE FLOORING

A Complete line of styles
and colors for any decor.
Asphalt Tile, Concretite,
Aristoflex, Matlock, vinyl,
rubber, cork, Parquetry.
Economically priced. Ask
for free estimate.
"WHERE TO CALL"
DISTRIBUTORS
FULLER W P & CO
301 Mission. EXBRK 2-7151
PACIFIC FLOOR PRODUCTS SHOW ROOM
470 Spear. YUKON 2-5207

DEALERS

Goodman Lumber Co
445 Bayshore Bl. ATWTR 2-5261
Lynch Floor Covering
393 Valencia. UNDRHL 3-6256
Lehmann Linoleum
2317 Irving. LOMBARD 4-3740
Mobile Linoleum Store
7315 Mission. JUNIOR 4-2711
Tile Sales Co 3145 Geary Bl. SKYIN 2-1336
WEST COAST LINOLEUM & CARPET CO
2689 Mission. VALENCIA 4-4909

Mobile Linoleum Store

4715 Mission. JUNIOR 4-2711

MOULTILE

Your Moultilite dealer offers
a complete line of distinc-
tive floor tiles. Econom-
ically priced asphalt, vinyl,
asbestos, colorful Jubilee,
Moulcork and Parquetry.
Ask for free estimates.

"WHERE TO CALL"
DISTRIBUTORS

WALTER D N & E CO
562 Mission. SUTTR 1-0100
WESTERN ASBESTOS CO BUILDING
PRODUCTS DIVISION
148 Townsend. KLONDIKE 2-3868

NATIONAL TILE & TERRAZZO CO INC

MAGNESITE & OXYCHLORIDE
TERRAZZO FLOORING
198 Mississippi. UNDRHL 1-0273

PACIFIC FLOORING SUPPLY-OAKLAND

Hardwood Flooring Supplies & Equipment
2791 Wood Oakland
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-2384

PEDERSEN CHRIS LINOLEUM CO

150 Steiner. UNDRHL 1-8446
Richmond Floor Co 318-3d Av. SKYIN 2-2285

HAKO TILE FLOORING

VINYL-FLEX, POLY-
KROME, CORKA-
TILE, PARQUETRY
& ASPHALT TILE
-Inexpensive Luxuries
-Colorful, durable
beauty for floors in homes, offices and institu-
tions. Easy to install. Easy to clean and maintain.
"WHERE TO BUY IT"
DISTRIBUTORS
JAEGER & BRANCH
1744 Rollins Rd Brngm. SUTTR 1-5709

HANLEY E E

470 Southgate Av Daly City. PLAZA 5-1131
HIGGINS HARDWOOD BLOCK FLOORING-
STANDARD COMMERCIAL CO
596 City. YUKON 2-2660

Our business office will be glad

to help with any telephone prob-
lem you may have.

Floor Materials-(Cont'd)

ROBBINS LIFETIME FLOOR PRODUCTS
The Choice of Decorators. The
Most Beautiful Colors In The
Most Modern Styling Of Vinyl
Tile, Rubber Tile, Cork Tile and
Cove Base. Terra-Tile,
Geometile, Ceramtile, Polka-
tile, Chipstone, Metaltones
... Instl. On Robbins For Beautiful Floors.
"FOR INFORMATION CALL"
DISTRIBUTORS
Jaeger & Branch
1744 Rollins Rd Brngm. SUTTR 1-5709
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-0881

PACIFIC FLOOR COVERINGS INC

3355 Market. HEMLIK 1-0770
2554 West Oakland. HIGATE 4-2652

DEALERS

Sunset Floor Covering
1936 Irving. OVRIND 1-7371
WEST COAST LINOLEUM & CARPET CO
2689 Mission. VALENCIA 4-4909

Somernorn L Sons Inc

461 Market. GARFID 1-8242
STONHARD CO 115 New Montg. GARFID 1-5469
Sunset Floor Covering 1936 Irving. OVRIND 1-7371

VINA-LUX FLOORING PRODUCTS

Bright beautiful colors.
Super-smooth surface.
Needs no waxing - tough
and durable. Resistant to
greases and solvents. Ideal
for homes, offices, stores,
institutions and industrial
plants.
"WHERE TO BUY IT"
WHOLESALE DISTRIBUTORS
MACDELL DISTRIBUTORS
275 Brannan. EXBRK 7-1053

VINYLAST-TERRALAST

Solid Vinyl floor tile in a
gorgeous array of decorator
selected colors and patterns.

"WHERE TO BUY IT"
REPRESENTATIVES

TAIT DUDLEY 466 Calif. EXBRK 2-2849
WEST COAST LINOLEUM & CARPET CO
2689 Mission. VALENCIA 4-4909

WRIGHT TILE FLOORING

Your choice of
highest grade rub-
ber tile or lustr-
ous vinyl tile for
long wear, superior resiliency, resistance to
greases, acids, alkalis. Ask for estimate.
"WHERE TO CALL"
DISTRIBUTORS
PACIFIC FLOOR PRODUCTS SHOW ROOM
470 Spear. YUKON 2-5207

Floor Mats-See Mats-Floor

Floor Plates-Steel-See Steel

Floor Polish & Wax

Brulin & Co Inc 1793-12th Oakland. TEMPLR 6-3004
CARDINAL CHEMICAL COMPANY
200 Green. GARFID 1-5700

COLUMBIA WAX PRODUCTS-

COLUMBIA WAX COMPANY
600-16th Oakland. HIGATE 4-5913

Floor Polish & Wax-(Cont'd)

Continental Car-Wax Corporation
7 Front. GARFID 1-0212
DIVERSEY CORP THE 525 Market. GARFID 1-6715
EASTERDAY SUPPLY CO
Distributors Johnson's Wax
Fall & Gough. HEMLIK 1-5904
Finnell System Inc 114-14th. UNDRHL 3-4853

FRANKLIN'S FLOOR MAINTENANCE

FRANKLIN RESEARCH DISTRS INC
615-2d. SUTTR 1-5560

Hillyard Sales Co

Bayshore & Commercial San Jose
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENTPRISE 1-2225

HOCKWALD CHEMICAL CO

3355 Market. HEMLIK 1-0770
2554 West Oakland. HIGATE 4-2652

DEALERS

Sunset Floor Covering
1936 Irving. OVRIND 1-7371
WEST COAST LINOLEUM & CARPET CO
2689 Mission. VALENCIA 4-4909

Somernorn L Sons Inc

461 Market. GARFID 1-8242
STONHARD CO 115 New Montg. GARFID 1-5469
Sunset Floor Covering 1936 Irving. OVRIND 1-7371

VINA-LUX FLOORING PRODUCTS

Bright beautiful colors.
Super-smooth surface.
Needs no waxing - tough
and durable. Resistant to
greases and solvents. Ideal
for homes, offices, stores,
institutions and industrial
plants.
"WHERE TO BUY IT"
WHOLESALE DISTRIBUTORS
MACDELL DISTRIBUTORS
275 Brannan. EXBRK 7-1053

VINYLAST-TERRALAST

Solid Vinyl floor tile in a
gorgeous array of decorator
selected colors and patterns.

"WHERE TO BUY IT"
REPRESENTATIVES

TAIT DUDLEY 466 Calif. EXBRK 2-2849
WEST COAST LINOLEUM & CARPET CO
2689 Mission. VALENCIA 4-4909

WRIGHT TILE FLOORING

Your choice of
highest grade rub-
ber tile or lustr-
ous vinyl tile for
long wear, superior resiliency, resistance to
greases, acids, alkalis. Ask for estimate.