

Electric Lamp Bulbs & Tubes—(Cont'd)

SYLVANIA ELECTRIC PRODUCTS MANUFACTURERS OF INCANDESCENT LAMPS FLUORESCENT LAMPS FIXTURES AND ACCESSORIES



"WHERE TO BUY IT"

DISTRICT OFFICE & WAREHOUSE SYLVANIA ELECTRIC CO 1811 Adrian Rd Burlingame, OXfrd 7-3500

DISTRIBUTORS

- BLAKE MOFFITT & TOWNE 599-8th HEmlck 1-2911 Crescent Electric Company Market 1-5413 ELECTRIC CORP OF S F THE 1001 Brannan Market 1-6510 INCANDESCENT SUPPLY CO 647 Mission SUttr 1-4600 NATIONAL ELECTRIC SUPPLY CO 1-14th HEmlck 1-8529 Peerless Electric Co 576 Polson EXbrk 2-8553 PEERLITE MFG & SUPPLY CO 178-5th SUttr 1-4658 Phillips & Edwards Electric Corp 285 Vermont HEmlck 1-7400 S F LIGHTING & SUPPLY CO 1147 Howard MA rset 1-7900 Verd-A-Ray Corp 607 Market YUkon 2-1473

NEWSPAPER FIREWOOD

To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

Electric Lamp Bulbs & Tubes—(Cont'd)

WESTINGHOUSE ELECTRIC LAMPS

Fluorescent, Incandescent Heat - Sun - Auto - Aircraft Germicidal, Photographic YOU CAN BE SURE IF IT'S WESTINGHOUSE



"WHERE TO CALL"

MANUFACTURER WESTINGHOUSE ELECTRIC CORPORATION LAMP DIVISION 111 California EXbrk 2-5353

WHOLESALE DISTRIBUTORS

- CRESCENT ELECTRIC SUPPLY CORP 355-4th YUkon 2-3561 ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432 LIGHT SALES INC 771 Bryant GARfid 1-2653 ZELLERBACH PAPER COMPANY 934 Battery EXbrk 2-1631

Electric Lamps—See Lamps Headings

Electric Light & Power Companies

California-Pacific Utilities Co 405 Montgomery YUkon 6-0433

Electric Lighting Fixtures

See Lighting Fixtures Headings

Electric Lighting Plants

See Lighting Systems & Equipment

Electric Motor Maintenance Equipment

Advance Carbon & Electrical Mfg Co Brushes-Bearings-Capacitors-Switches 2505 Mariposa HEmlck 1-4034 Burror L L Co Motor Replacement Parts 1126-8th Av Oakland TE mpibr 4-9533

Electric Motors

A C SEWING MACHINE CO Amco Clutch Motors 1155 Mission Market 1-6660 ACEC Electric Corp 7 Front SUttr 1-6667 ABBETT ELECTRIC CORP 85 Federal YUkon 2-2630 Acme Supply Co 1300 Bryant Market 1-7881

ALLIS-CHALMERS ELECTRIC MOTORS—ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432 WEIDENTHAL GOSLINER ELEC WORKS 353-10th HE mlck-1-1690

ALLIS LOUIS ELECTRIC MOTORS

Standard and Special A.C. Motors, D.C. Motors and Generators, Adjustable Speed Drives, Gear Motors.

"FOR INFORMATION CALL"

DISTRICT OFFICE ALLIS LOUIS CO THE 970 Tennessee VAiencia 6-3545

DISTRIBUTORS

Atlas Elec & Eng Co 617-7th KLondike 2-3676 Fowler Chas A Co 979 Bryant UNdrhl 3-5010 Guthrie Fred G 420 Market EXbrk 2-8296

Arvin Electric Co 1611 Innes Av. Missn 7-0752 ATLAS ELEC & ENG CO Complete Service Dept 617-7th KLondike 2-3676

BADER BERT ELECTRIC CO

NEW MOTORS SOLD ANY TYPE—ANY SIZE We Carry Motors & Grinders for the Hobby Shop Pick-Up & Delivery Service FACTORY WARRANTY SERVICE Authorized Sales & Service DELCO—ILG—WAGNER 1670-15th KLondike 2-0408 Residence Market 1-3332

CROCKER-WHEELER ELECTRIC MFG CO Division of Elliott Co 120 Montoy SUttr 1-2812

CROCKER-WHEELER ELECTRIC MOTORS—ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432

DELCO MOTORS—SALES

MONARCH CORPORATION 55 New Montoy GARfid 1-7724

SALES & SERVICE

BADER BERT ELECTRIC CO 1670-15th KLondike 2-0408 Residence Market 1-3332

BARBER-COLMAN—BOWEN LLOYD 809 E 14th Oakland TEmpibr 4-8696

BRAYER ELECTRIC CO 286-12th Market EX brk 2-8296

BROOK AC ELECTRIC MOTORS Single and Polyphase Motors, All Major Types In Wide Horsepower Range For Every Application All Weather-proofed.

"FOR INFORMATION CALL" Brook Motor Corp 1613 Broadway Oakland GLncrt 1-5572

EMERSON ELECTRIC MOTORS—WEIDENTHAL GOSLINER ELEC WORKS 353-10th HE mlck-1-1690

ENTERPRISE ELECTRIC WORKS 1154 Mission MA rset-1-4780

ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432

FAIRBANKS MORSE ELECTRIC MOTORS A Name Worth Remembering When You Want the Best AC AND DC MOTORS Wound Rotor - Synchronous HORIZONTAL - VERTICAL MOTOR GEARS

"FOR INFORMATION CALL" Fairbanks Morse & Co 630-3d EXbrk 2-5855

DISTRIBUTORS BROWN WYATT R CO 734 Harrison YUkon 2-2171

FOWLER CHARLES A CO Louis Allis Motors 979 Bryant UNdrhl 3-5010

GRAINGER ELECTRIC MOTOR SUPPLY—WHOLESALE DISTRIBUTORS GRAINGER W W INC G-E-Westinghouse-Emerson-Dayton Mtrs Fans-Blowers-Pumps-Tools-Appliances 319 Potrero Av UNdrhl 1-4841

(Continued Next Page)

The Yellow Pages save you time.

Electric Motors—(Cont'd)

BUZZELL ELECTRIC WORKS Since 1909

NEW & RECONDITIONED MOTORS BOUGHT, SOLD, EXCHANGED, REPAIRED Reliance Elec. Motors & V-S Drives Industrial & Commercial Wiring 130-8th HEmlck 1-5526

Century Electric Company 681 Market SU ttr 1-2070

CENTURY ELECTRIC MOTORS—CENTURY ELECTRIC CO 681 Market SU ttr 1-2070

CHRISTIAN J D ENGINEERS The West's Largest Stock Gear Motors All Types AC, Or DC Motors and Controls 480 Potrero Av HEmlck 1-1300

CITY ELECTRIC CO SALES & AUTHORIZED SERVICE MARATHON—LELAND—REULAND DUERR—FRANKLIN—REULAND

REPAIRING REWINDING REBUILDING All Sizes MOTORS LOANED DURING REPAIRS New & Used AC—DC 84 Shotwell UNdrhl 3-1100

CROCKER-WHEELER ELECTRIC MFG CO Division of Elliott Co 120 Montoy SUttr 1-2812

CROCKER-WHEELER ELECTRIC MOTORS—ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432

DELCO MOTORS—SALES MONARCH CORPORATION 55 New Montoy GARfid 1-7724

SALES & SERVICE BADER BERT ELECTRIC CO 1670-15th KLondike 2-0408 Residence Market 1-3332

ELECTRICAL APPLIANCE SERVICE CO OF S F 1434 Howard HEmlck 1-8182

R & M ELECTRIC MOTOR SERVICE 576 Natoma UNdrhl 3-3414

Dover Roland E 2031-20th Av. LQmbrd 4-6818

Electric Machinery Mfg Co 420 Market EX brk 2-8296

Electro Dynamic Division of General Dynamics Corp 383 Brannan EXbrk 2-8672

ELLIOTT CO 120 Montoy SUttr 1-2812

EMERSON ELECTRIC MOTORS—WEIDENTHAL GOSLINER ELEC WORKS 353-10th HE mlck-1-1690

ENTERPRISE ELECTRIC WORKS 1154 Mission MA rset-1-4780

ETS-HOKIN & GALVAN 551 Mission EXbrk 2-0432

FAIRBANKS MORSE ELECTRIC MOTORS A Name Worth Remembering When You Want the Best AC AND DC MOTORS Wound Rotor - Synchronous HORIZONTAL - VERTICAL MOTOR GEARS

"FOR INFORMATION CALL" Fairbanks Morse & Co 630-3d EXbrk 2-5855

DISTRIBUTORS BROWN WYATT R CO 734 Harrison YUkon 2-2171

FOWLER CHARLES A CO Louis Allis Motors 979 Bryant UNdrhl 3-5010

GRAINGER ELECTRIC MOTOR SUPPLY—WHOLESALE DISTRIBUTORS GRAINGER W W INC G-E-Westinghouse-Emerson-Dayton Mtrs Fans-Blowers-Pumps-Tools-Appliances 319 Potrero Av UNdrhl 1-4841

(Continued Next Page)

The Yellow Pages save you time.

Electric Motors—(Cont'd)

Grainger W W Inc 519 Potrero Av. UN drhl 1-4841 (See Advertisement Page 278)

ILG VENTILATING MOTORS—BADER BERT ELECTRIC CO 1670-15th KLondike 2-0408 Residence Market 1-3332

Kennedy Electric Co 6235 Mission Daly City Plaza 5-1237

Kuchel & Sievers Electric Works Ltd 350 Kansas UNdrhl 1-8261

LOUIS ALLIS CO THE 970 Tennessee VAiencia 6-3545

MARATHON ELECTRIC MFG CORP 85 Industrial VAiencia 6-5104

McCREA ENGINEERING SUPPLY CO Distributors for MASTER ELECTRIC CO. Motors & Parts COMPLETE S.F. STOCK Established 1930 285-7th UNdrhl 3-2843

McKee & Strub Co 269-7th HEmlck 1-6464

MONARCH CORPORATION 55 New Montoy GARfid 1-7724

Motor Exchange 136 S Park SUttr 1-7252

NORTHWESTERN ELECTRIC MOTORS—McCREA ENGINEERING SUPPLY CO 285-7th UNdrhl 3-2843

QUALITY ELECTRIC CO INC See Our Ad under Electric Contractors Industrial & Residential 1051 Howard UNdrhl 1-6780

REDMOND MICROMOTORS—REFRIGERATING & POWER SPECIALTIES CO 380 Brannan EX brk 2-4000

REEVES VARIABLE SPEED DRIVES—FACTORY BRANCHES REEVES PULLEY CO-DIVISION OF RELIANCE ELECTRIC & ENGINEERING CO 1525 Adrian Rd Brngm From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for ENtprise 1-2216

RELIANCE ELECTRIC MOTORS AND DRIVES Reeves Motordrives Reliance A-C Motors Reeves Motor Pulleys Reliance V-S Drives

"WHERE TO CALL" DISTRIBUTORS BUZZELL ELECTRIC WORKS 130-8th HEmlck 1-5526

FACTORY BRANCHES RELIANCE ELECTRIC & ENGINEERING CO 1525 Adrian Rd Brngm From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for ENtprise 1-2216

RELAND ELECTRIC CO 1240 E 12th Oakland KElog 4-2233

REYNA ELECTRIC WKS 930 Alabama Missn 8-2343

Standard Electric & Engineering Co 677 Harrison SUttr 1-7576

Star-Delta Electrical Works 50 Shipley GARfid 1-0215

WAGNER ELECTRIC MOTORS—BADER BERT ELECTRIC CO 1670-15th KLondike 2-0408 Residence Market 1-3332

R & M ELECTRIC MOTOR SERVICE 576 Natoma UNdrhl 3-3414

Weidenthal Gosliner Elec Works HE mlck-1-1690

To keep the bright metal bands on kitchen sinks and counters from staining your apron black, touch up the bands with colorless lacquer. If you can't get the lacquer, colorless nail polish will do.

Electric Motors—Mrs

ALLIS-CHALMERS ELECTRIC MOTORS—MONARCH CORPORATION 55 New Montoy GARfid 1-7724

ALLIS-SHALMERS MFD CO 650 Harrison DO ugias 2-8384

ALLIS LOUIS CO THE 970 Tennessee VAiencia 6-3545

ALLIS LOUIS ELECTRIC MOTORS A. C. Motors and D. C. Motors Gear Motors and Generators Select-A-Speed Drives Adjusto-Speed Drives

"FOR INFORMATION CALL" DISTRICT OFFICE ALLIS LOUIS CO THE 970 Tennessee VAiencia 6-3545

AUTHORIZED DISTRIBUTORS Atlas Elec & Eng Co 617-7th KLondike 2-3676

Fowler Chas A Co 979 Bryant UNdrhl 3-5010

Guthrie Fred G 420 Market EXbrk 2-8296

American Electronics Inc 749 Bryant DOuglas 2-1038

BALDOR ELECTRIC COMPANY 600-16th Oakland TWinks 3-1577

BODINE ELECTRIC CO J F Co Sales Rep 1485 Bayshore JUNipr 5-4108

BODINE ELECTRIC MOTORS—NADON ENGINEERING & SALES CO 7 Front DOuglas 2-3178

Baswell CW 1139 Mission HEmlck 1-3435

Cady J F 1485 Bayshore JUNipr 5-4108

DELO CO PRODUCTS DIVISION OF GENERAL MOTORS DISTRICT SALES OFFICE Mrs of Single & Polyphase Motors & Generators 1250-53d Emryvl OLYmpc 5-5731

DOERR ELECTRIC CORPORATION 55 New Montoy GARfid 1-7724

DYNAMATIC CORPORATION VARIABLE SPEED DRIVES EDDY CURRENT CLUTCHES DYNAMOMETERS 55 New Montoy GARfid 1-7724

ELECTRA MOTORS INC THE LIGHTWEIGHT CHAMPION Motors - Gearmotors - Precool Motors Full Power in Half the Weight 1485 Bayshore BI JUNipr 5-2312

ELECTRO DYNAMIC MOTORS Standard Nema A.C. & D.C. Industrial Motors 1 to 250 H.P. Generators—M. G. Sets Elevator & Hoist Motors Gear-ED-Motors 1 to 150 H.P. Selectrol Electric Variable Speed Drives 3/4 to 125 H.P.

"FOR INFORMATION CALL" DISTRICT OFFICE & WAREHOUSE ELECTRO DYNAMIC DIVISION OF GENERAL DYNAMICS CORP 383 Brannan EXbrk 2-8672

GENERAL ELECTRIC CO 235 Montgomery DO ugias 2-3740

GENERAL ELECTRIC MOTORS A complete line of G-E Motors, all types and sizes. Motor starters, Manual and Magnetic and pushbuttons. Adjustable Speed Drives. Electronic Control.

"WHERE TO BUY THEM" Enterprise Electric Works 1184 Mission Market 1-4780

GENERAL ELECTRIC SUPPLY CO 1201 Bryant UNdrhl 3-4000

GRAINGER W W INC 319 Potrero Av UNdrhl 1-4841

GRAYBAR ELECTRIC CO 3150 Alameda Market 1-5131

Kuchel & Sievers Electric Works Ltd 350 Kansas UNdrhl 1-8261

WILLIAM WURZBACH CO 1951 E 14th Oakland ANdow 1-0217

Electric Motors—Mrs—(Cont'd)

Ideal Electric & Mfg Co 55 New Montoy GARfid 1-7724

Janette Electric Mfg Agency 178 Townsend YUkon 2-0888

JANETTE GEAR MOTORS—REPRESENTATIVE HUGHDON EQUIPMENT CO 178 Townsend YUkon 2-0888

Leland Electric Co 1485 Bayshore JUNipr 5-4108

LELAND ELECTRIC MOTORS Motors-Generators-Alternators-Aircraft Inverters 1/6 to 5 H. P. Single Phase & Polyphase Direct Current Standard & Special SPECIALIZING IN EXPLOSTION PROOF "WHERE TO BUY THEM" SALES OFFICE AND WAREHOUSE Cady J F 1485 Bayshore BI JUNipr 5-4108

AUTHORIZED DISTRIBUTORS & SERVICE STATIONS Nadon Engineering & Sales Co 7 Front DOuglas 2-3178

AUTHORIZED SERVICE STATIONS CITY ELECTRIC CO 84 Shotwell UNdrhl 3-1100

Louis Allis Co The 970 Tennessee VAiencia 6-3545

From telephones served by the following exchanges Fresno Sacramento San Jose

Master Electric Co The 270-7th MA rset 1-1244

MASTER ELECTRIC MOTORS ELECTRIC MOTORS 3/4 to 400 HORSEPOWER GEARMOTORS SPEEDRANGERS

"FOR INFORMATION CALL" BRANCH OFFICE MASTER ELECTRIC CO THE 270-7th Market 1-1244

DISTRIBUTORS McCREA ENGINEERING SUPPLY CO 285-7th UNdrhl 3-2843

Reeves Pulley Co-Division of Reliance Electric & Engineering Co 1525 Adrian Rd Brngm From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for ENtprise 1-2216

Reliance Electric & Engineering Co 1525 Adrian Rd Brngm From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for ENtprise 1-2216

Advertise here—it pays.

PLEASE LISTEN FOR THE DIAL TONE BEFORE DIALING

That "dial tone," a steady hum, is the signal that the equipment is ready to receive a call. It corresponds to an operator's "Number, please."

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Electric Motors—Mrs—(Cont'd)

REULAND ELECTRIC CO Fluid Coupling Motors Magnetic Brakes Special Designs 1240 E 12th Oakland KE log 4-2233

REYNA ELECTRIC WORKS Special Electrical Equipment 930 Alabama Missn 8-2343

Robbins & Myers Inc 1139 Mission HEmlck 1-3435

SMITH A O CORP 905-64th Av Oakland LQckhn 9-8994

STERLING ELECTRIC POWER DRIVES—DISTRICT OFFICE

STERLING ELECTRIC MOTORS INC 383 Brannan SUttr 1-7997

DISTRIBUTORS ADAM-HILL CO 244-9th Market 1-4137

U S MOTORS Varidrive—changeable speeds Synchrogear—extra low speeds Unitload—horiz. and vert. Totally Enclosed—protected Right Angle Pump Drive Vertical Hollow Shaft 1/4 to 400 Horsepower Request Special Bulletins

"WHERE TO BUY THEM" DISTRICT OFFICE & WAREHOUSE U S Electrical Motors Inc 564-4th GA rfd 1-7625

DISTRIBUTORS LINDSTROM INC 16 Toland ATwtr 8-1552

VARIABLE SPEED DRIVES—GUTHRIE FRED G 420 Market EXbrk 2-8296

WAGNER ELECTRIC CORPORATION 119 Shaw Rd S F Plaza 6-0520

WESTINGHOUSE ELECTRIC SUPPLY CO 201 Potrero Av UNdrhl 1-5051

WESTINGHOUSE MOTORS—WESTINGHOUSE ELECTRIC SUPPLY CO 201 Potrero Av UNdrhl 1-5051

We want your telephone service to be as helpful as we can make it.

What calls Did He MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

ELECTRIC MOTORS

★ SALES

★ SERVICE

★ REBUILDING

FACTORY WARRANTY SERVICE

ANY TYPE—ANY SIZE

REWINDING • REPAIRS

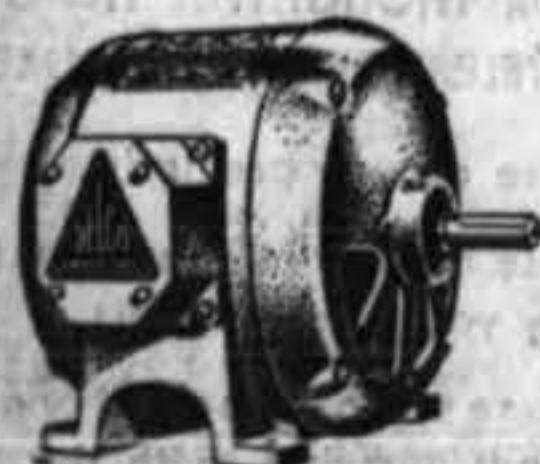
EMERGENCY INDUSTRIAL SERVICE

AUTHORIZED SALES & SERVICE



Pick-Up & Delivery 1670-15th St.

KLondike 2-0408 Residence Market 1-3332



BERT BADER ELECTRIC CO.

LARGE STOCK IN SAN FRANCISCO

Westinghouse Motors

1/4 to 3/4 HP For fans, blowers, pumps, stokers, refrigerators, tooth and 1001 other uses.

WHOLESALE DISTRIBUTOR

W.W. GRAINGER, INC. UNdrhl 1-4841 519 POTRERO AV.

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