

Letter & Addressing Service-(Cont'd)

S F DUPLICATING CO
Multilithing - Verifying
Multigraphing - Mimeographing
Quality at Moderate Prices
26 O'Farrell ..... EXbrk 2-1775

Secretarial Service Harriet Bldg.
SIEMONS MAILING SERVICE
6618 Shattuck Av Oakland, Olympc 8-1272

SOOY JAS L 509 Sansome ..... SUTtr 1-3862
SPEEDY OFFICE SERVICE
Standard-Dormac 47 Belden ..... SUTtr 1-0226

STUTTER LETTER SERVICE
Prompt & Efficient Service
EXPERT STATISTICAL TYPING
ELECTRICAL TYPING

MULTIGRAPHING - MIMEOGRAPHING
Spanish Translations
Member Mosa International
NOTARY PUBLIC

58 Sutter ..... YUkon 2-4673
If no answer call ..... LOMbrd 4-3904

TAPPING R M & CO 580 Market ..... SU tr 1-3287
If no answer call ..... GA rfd 1-7700

VARI-TYPE TYPEWRITERS-
TAPPING R M & CO 580 Market ..... SUTtr 1-3287
If no answer call ..... GA rfd 1-7700

VARNEY LETTER SHOP
Mimeographing & Ditto Duplicating
525 Market ..... SUTtr 1-2570

VICTOR & CARTER 770 Mission, YU kon 6-4045
(See Advertisement Page 453)

WATERSON JAS E 493 Mission ..... YUkon 2-4225
WATSON-BROOKS DUPLICATING
535 Mission Douglas 2-1732

WATSON JEN 535 Mission ..... DOuglas 2-1732
WESTERN EMPLOYERS SERVICE INC
See Our Ad under Employment Agency

995 Market ..... DOuglas 2-5486
WILSON LETTER SERVICE Harriet Bldg. GA rfd 1-8595
WRIGHT LETTER SHOP
126 Sutter ..... DOuglas 2-3968

Letters-Sign

Acme Sign Co 607 Market ..... EXbrk 2-8196
CALIF WOOD CARVING CO
WOOD LETTERS
Raised & Flat
Any Style or Shape - Expert Workmanship

1123 Howard ..... UNdrl 1-5540
COAST DIRECTORY CO
Plastic Letters for Changeable
Letter Signs - Menu Signs - Directories

All Types - All Sizes
1121 Howard ..... HEmlck 1-8112
Coloray Corp 370 Brannan ..... EXbrk 2-3995

DISPLAY LETTER MART
MITTEN'S DISPLAY LETTERS
WOOD - METAL - PLASTIC - CAST
Large Stock for Immediate Delivery

325 Minna ..... EXbrk 2-3914
DOUGLAS DIRECTORY SERVICE
MOULDED PLASTIC LETTERS
Large Stock of Sizes & Colors
Immediate Delivery

560 Brannan ..... EXbrk 2-7207
Engineered Metals Inc 1745 Filbert, PRpct 6-4600
FERRO ENAMELING CO
Porcelain Enamel Letters

1100-57th Av Oakland ..... KEllog 2-0266
L&B 1095 Folsom ..... MA rkt 1-5162
ROTH DIRECTORY CO
Plastic Letters for Directories
Menu Signs, Schedule Boards, Etc.

8 Sizes - 1/4" to 2 1/2" Carried in Stock
31 Stevenson ..... EXbrk 2-1823
SanCom George Winter
Wood-Metal-Plastic-Mitten's Title

2444 Harrington Av Oakland ..... KEllog 2-2815
Tablet & Ticket Co The 425 Bush ..... EXbrk 2-2878

Libraries-Circulating & Rental

A-1 Magazine Subscription Gift Co
3240 Sacramento ..... FLInr 6-0825
Book-Nook The
Open Til 10 PM Also Sun & Holidays

430 Judah ..... SAbright 1-3645
Bookshelf The 346 Presidio Av ..... WA Inut 1-5514
Central Circulating Library
Greeting Cards & Gift Wrappings

445 Calif ..... DO uglas 2-0827
Advertise here-it pays.

Libraries-Circulating & Rental-(Cont'd)

DONAHUE LIBRARY
The Catholic Library of San Francisco
50 Oak ..... MA rkt 1-4260
Downtown Library 119 New Montg. EXbrk 2-8085
French Library The 414 Mason ..... DO uglas 2-8754

Maple Library The
3790A Sacramento ..... BA vlnr 1-6385
METAPHYSICAL LIBRARY & BOOK SHOP
120 Post, DOuglas 2-6872

Metaphysical Town Hall Book Shop & Library
439 Powell, DOuglas 2-8571
Paulist Circulating Library Old St Mary's Church
414 Grant Av ..... DO uglas 2-0959

St Vincent de Paul Library
2320 Green, JOrdn 7-6835
Serra Circulating Library
121 Golden Gate Av ..... KLondke 2-3838

Sign of The Elephant Library
2135 Chestnut ..... FLInr 6-1799
Tunnel Circulating Library
415 Stockton ..... GA rfd 1-8463

Village Library 2528A Ocean Av. DElaware 4-0220
Libraries-Institutional
Donahue Library 50 Oak ..... MA rkt 1-4260

Lane Medical Library
Sacramento & Webster ..... WEst 1-8000
Mechanics' Institute & Library
57 Post, GA rfd 1-1750

Libraries-Public

Amer Merchant Marine Library Assoc
105 The Embarcadero ..... GA rfd 1-8965
Calif State Division of Mines
Ferry Bldg. .... GA rfd 1-1506
Daily City Public Library
34 Park Plaza Dr Daly City, Plaza 5-0842

S F City & County
Public Libraries
Main Library Civic Center ..... HE mlock 1-2121
Anza Branch 37th Av Near Anza, SK ylnr 5-8320

Bayview Branch 5009-3d ..... ATwtr 2-2411
Bernal Branch
Cortland Av at Andover ..... MI ssn 8-4618
Business Branch Russ Bldg. .... EX brook 2-3075

Excelsior Branch 4465 Mission ..... JU niper 5-8320
Golden Gate Valley Branch
Green & Octavia ..... WE st 1-0236
Ingleside Branch 387 Ashton ..... JU niper 5-2680

Marina Branch Chestnut nr Webster, FLInr 6-0175
McCreey Branch 16th nr Market ..... MA rkt 1-8708
Mills Branch S F Law Library
Mills Tower ..... YU kon 2-1685

Mission Branch 24th & Bartlett ..... MI ssn 7-1517
Noe Valley Branch
Jersey near Castro ..... MI ssn 7-4655
North Beach Branch
Powell nr Washington ..... GA rfd 1-3966

Ocean View Branch 111 Broadway, JU niper 7-2519
Ortega Branch 39th Av & Ortega, MO ntrse 4-9338
Park Branch Page & Cole ..... BA vlnr 1-7963
Parkside Branch
22d Av & Taraval ..... MO ntrse 4-4297

Portola Branch 2434 So Brannan, DE laware 3-2081
Potrero Branch 1616-20th ..... MI ssn 7-8995
Presidio Branch Sacramento nr Baker, WE st 1-6329
Richmond Branch 9th Av nr Geary, SK ylnr 1-9740

Sunset Branch 16th Av & Irving, MO ntrse 4-3080
Visitation Valley Branch
37 Leland Av ..... JU niper 7-2938
West Portal Branch
Ulloa & Lenox ..... MO ntrse 4-7507

License Plate Frames Mirs

See Automobile Parts & Supplies-Wholesale & Mirs
Lie Detection Service
Harman Geo W 821 Market ..... YUkon 2-3600

REID JOHN E & ASSOCIATES
821 Market ..... YUkon 2-3600
Life Insurance-See Insurance Headings
Life Saving Equipment
See Marine Equipment & Supplies; Safety Equipment

Light & Power Companies

See Electric Light & Power Companies
Lighters
See Cigar & Cigarette Lighter Headings

Lighting Fixtures-Mirs

ACUSTI-LUMINOUS CEILING-
LUMINOUS CEILING INC
26 Circle Av Mill Vly, DU nlp 8-7720

ALL-BRITE FLUORESCENT FIXTURES
Fluorescent Fixtures
for Offices, Stores,
Factories, Schools,
Drafting Rooms

An All Purpose Light for
Commercial & Industrial Use
"FOR INFORMATION CALL"
ALL-BRITE FLUORESCENT FIXTURES
OF CALIF 352 Shaw Rd S S F, Plaza 5-7077

Amplex Corporation 1440-4th Brkly, LAnscep 5-9017
Amplex Lighting Corp 55 New Montg, SUTtr 1-4557
Analyte Precision Daylight Fixtures
420-Market, YUkon 2-4762

BAKEMAN C T & ASSOCIATES
Manufacturers Representatives for
THE WAKEFIELD CEILING
THE WAKEFIELD CO.
THE KIRKIN CO.
GOTHAM LIGHTING, INC.
WHEELER REFLECTOR CO.
445 Bryant ..... EXbrk 2-8585

BOYD LIGHTING FIXTURE CO
Designers & Manufacturers of
CHURCH LIGHTING
FLUORESCENT
RESIDENTIAL
THEATRICAL
& All Types of Special
Lighting Effects
56-12th ..... HEmlck 1-4300

Brundage J H 288-7th ..... MA rkt 1-2001
BULMORE LIGHTING CO
447 Minna, EXbrk 2-4322

CASSELLA ALFRED J
Designer & Manufacturer
LIGHTING FIXTURES & LAMPS
1243 Sutter ..... OR dwy 3-4610

Coast Lighting Products Co
320 Judah, SEabright 1-6800
Columbia Lighting Fixtures
55 New Montg, SUTtr 1-4557

Curtis Lighting Inc 918 Irving ..... LOMbrd 4-8163
DAY-BRITE LIGHTING FIXTURES-
BRUNDAGE J H 288-7th ..... MA rkt 1-2001

Day-Brite Lighting Inc 288-7th ..... MA rkt 1-2001
deLEUZE GUY COMPANY
Manufacturers Representative
ABOLITE LIGHTING
ACME LITE PRODUCTS
KURT YERSEN COMPANY
MARLUX CORP.
NEMCO ELECTRIC CO.
NEPO MFG. CO.
SUPREME LIGHTING CO.
221 Oak ..... UNdrl 1-7121

Duro-Test Corporation
1486 Egbert Av, ATwtr 2-2063
Electro Silb-A-King Lighting
420 Market, YUkon 2-4762

Elufson-Smith Co 1139 Mission ..... UNdrl 1-4224
Epperson J C Co 721 Bryant ..... GA rfd 1-5410
Erikson John D 918 Irving ..... LOMbrd 4-8163

FLUORESCENT FIXTURES OF CALIF
Mir of All-Brite Fluorescent Fix
352 Shaw Rd S S F ..... Plaza 5-7077
Garcy In Calif 1261 Howard ..... UNdrl 3-2271

General Electric Vapor Lamps Sales & Service
72 Sacramento, GA rfd 1-7877
General Lighting Co Inc 320 Market, YUkon 6-3935

Gross Wood & Co 230 Natoma ..... YUkon 2-5428
GUGLIELMO JOS 729 Mission ..... DOuglas 2-2715
GUGLIELMO LIGHTING FIXTURE CO
132-9th, HEmlck 1-5614

Hub Electric Co 320 Market ..... YU kon 6-3935
Kim Lighting 1485 Bay Shore Blvd, JU niper 6-3440
Kjaer Equipment Co
Show Case & Wall Case Lighting
1261 Howard ..... UNdrl 3-2271

Kluegl Bros Universal Electric Stage Lighting
Co Inc 1119 Howard ..... UN dnl 1-2050
Kurt Versen Co 221 Oak ..... UNdrl 1-7121
LEADLIGHT FIXTURE CO
800-100th Av Oakland, SWestw 8-7760

Lighting & Lamps 2661 Ocean Av, JU niper 7-0777
Lighting Products Inc 320 Market, YUkon 6-3935
Litercraft Mfg Corp 55 New Montg, SUTtr 1-4557

Luminous Ceilings Inc
26 Circle Av Mill Vly, DU nlp 8-7720
McPhibben Manufacturing Co Inc
1485 Bay Shore Blvd, JU niper 6-3440

Moe Light Inc 983 Castle San Leandro, ELan 1-5429
Neo-Ray Products Inc 420 Market, YUkon 2-3483
Noma Lites Inc 745 Bryant ..... DOuglas 2-0232

Pac Assoc Lighting & Mfg Co
182 Shipley, DOuglas 2-5537
PALCO LIGHTING FIXTURES-
MANUFACTURERS
PAC ASSOC LIGHTING & MFG CO
Specialists in Custom and
Commercial Lighting Fixtures
182 Shipley ..... DOuglas 2-5537

Parker A R Co 420 Market ..... YUkon 2-4762
Peerless Electric Co 576 Folsom ..... EXbrk 2-8553

PHOENIX DAY CO 729 Mission ..... DOuglas 2-2715
PRESCOLITE LIGHTING FIXTURES-
PRESCOLITE MFG CORP
222-4th Brkly, THrwl 1-0527

Pressteel Co 2229-4th Brkly, THrwl 1-0527
PRYNE & CO INC 778 Natoma ..... UNdrl 3-6425
Quality Glass Co 1063 Howard ..... UNdrl 1-2621

Radke Dan H Co 754 Natoma ..... HE mlock 1-5563
Rainbush Decorating 288-7th ..... MA rkt 1-2001
Revere Electric Mfg Co
391 Kansas ..... MA rkt 1-8636

Roberts Manufacturing Co 272 Tehama, SUTtr 1-0637
Ruby Lighting Corp
1485 Bay Shore Bl, JU niper 6-5266

Sechrest Albert Mfg Co 420 Market, YUkon 2-4762
Shalide Mfg Co 1301-6th ..... MA rkt 1-6759
Shaper Lighting Products
4200 Macdonald Av Richmond, BEacn 4-2370

SMOOT-HOLMAN CO
Mirs Lighting-Equipment-Coml & Indstrl
55 Mississippi ..... MA rkt 1-8474
Sunbeam Lighting Co
1485 Bay Shore Bl, JU niper 6-3440

SUPREME LIGHTING CO
Mirs Fluorescent & Silimline
221 Oak ..... UNdrl 1-7121
Swieller Lighting Fixtures
420 Market, YUkon 2-4762

SYLVANIA ELECTRIC PRODUCTS
MANUFACTURERS OF
FLUORESCENT
FIXTURES, LAMPS
AND
ACCESSORIES,
INCANDESCENT
LAMPS
"WHERE TO BUY IT"
DISTRICT OFFICE & WAREHOUSE
SYLVANIA ELECTRIC CO
1811 Adrian Rd Burlingame, OXrd 7-3590

DISTRIBUTORS
S F LIGHTING & SUPPLY CO
1147 Howard, MA rkt 1-7900
United Lighting Fixture Co 169 7th, UNdrl 1-0676

Lighting Fixtures-Mirs-(Cont'd)

Haluk Lighting & Mfg Co
Store & Office Lighting
65 Elmira ..... JU niper 5-3771

HANSCHEM & GODDARD
483 Tehama, EXbrk 2-1848
Holzmuehler C J 1110 Howard ..... UNdrl 1-2050

HONEYLITE LOUVRES-
HEXCEL PRODUCTS INC
951-61st Oakland, Olympc 8-5181

Hub Electric Co 320 Market ..... YU kon 6-3935
Kim Lighting 1485 Bay Shore Blvd, JU niper 6-3440

Kjaer Equipment Co
Show Case & Wall Case Lighting
1261 Howard ..... UNdrl 3-2271

Kluegl Bros Universal Electric Stage Lighting
Co Inc 1119 Howard ..... UN dnl 1-2050
Kurt Versen Co 221 Oak ..... UNdrl 1-7121

LEADLIGHT FIXTURE CO
800-100th Av Oakland, SWestw 8-7760

Lighting & Lamps 2661 Ocean Av, JU niper 7-0777
Lighting Products Inc 320 Market, YUkon 6-3935

Litercraft Mfg Corp 55 New Montg, SUTtr 1-4557
Luminous Ceilings Inc
26 Circle Av Mill Vly, DU nlp 8-7720

McPhibben Manufacturing Co Inc
1485 Bay Shore Blvd, JU niper 6-3440

Moe Light Inc 983 Castle San Leandro, ELan 1-5429
Neo-Ray Products Inc 420 Market, YUkon 2-3483

Noma Lites Inc 745 Bryant ..... DOuglas 2-0232
Pac Assoc Lighting & Mfg Co
182 Shipley, DOuglas 2-5537

PALCO LIGHTING FIXTURES-
MANUFACTURERS
PAC ASSOC LIGHTING & MFG CO
Specialists in Custom and
Commercial Lighting Fixtures
182 Shipley ..... DOuglas 2-5537

Parker A R Co 420 Market ..... YUkon 2-4762
Peerless Electric Co 576 Folsom ..... EXbrk 2-8553

PHOENIX DAY CO 729 Mission ..... DOuglas 2-2715
PRESCOLITE LIGHTING FIXTURES-
PRESCOLITE MFG CORP
222-4th Brkly, THrwl 1-0527

Pressteel Co 2229-4th Brkly, THrwl 1-0527
PRYNE & CO INC 778 Natoma ..... UNdrl 3-6425

Quality Glass Co 1063 Howard ..... UNdrl 1-2621
Radke Dan H Co 754 Natoma ..... HE mlock 1-5563

Rainbush Decorating 288-7th ..... MA rkt 1-2001
Revere Electric Mfg Co
391 Kansas ..... MA rkt 1-8636

Roberts Manufacturing Co 272 Tehama, SUTtr 1-0637
Ruby Lighting Corp
1485 Bay Shore Bl, JU niper 6-5266

Sechrest Albert Mfg Co 420 Market, YUkon 2-4762
Shalide Mfg Co 1301-6th ..... MA rkt 1-6759

Shaper Lighting Products
4200 Macdonald Av Richmond, BEacn 4-2370

SMOOT-HOLMAN CO
Mirs Lighting-Equipment-Coml & Indstrl
55 Mississippi ..... MA rkt 1-8474

Sunbeam Lighting Co
1485 Bay Shore Bl, JU niper 6-3440

SUPREME LIGHTING CO
Mirs Fluorescent & Silimline
221 Oak ..... UNdrl 1-7121

Swieller Lighting Fixtures
420 Market, YUkon 2-4762

SYLVANIA ELECTRIC PRODUCTS
MANUFACTURERS OF
FLUORESCENT
FIXTURES, LAMPS
AND
ACCESSORIES,
INCANDESCENT
LAMPS
"WHERE TO BUY IT"
DISTRICT OFFICE & WAREHOUSE
SYLVANIA ELECTRIC CO
1811 Adrian Rd Burlingame, OXrd 7-3590

DISTRIBUTORS
S F LIGHTING & SUPPLY CO
1147 Howard, MA rkt 1-7900

United Lighting Fixture Co 169 7th, UNdrl 1-0676
Westlite 420 Market ..... YUkon 2-4762

Wood Gross & Co 230 Natoma ..... YUkon 2-5428
Don't forget to plan for concealed telephone conduit and convenient locations for telephone 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.

Many buyers turn to the Yellow Pages first.

Lighting Fixtures-Repairing & Maintenance

CENTRAL ELECTRIC COMPANY INC
See Ad Electric Contractors Ind & Res
610-3d ..... EXbrk 2-2180

Electrical Maintenance & Service Co
55 McAllister, MA rkt 1-3315

Eveready Electric Company
See Ad Under Elec Contrs
833-22d ..... MI ssn 8-2400

Lynch Electric Co
See Ad Fluorescent Lighting Heading
937 McAllister ..... WEst 1-5158

ROSENBERG T L CO
708-4th Av Oakland, TEMplr 2-0512
(See Advertisement This Page)

Lighting Fixtures-Retail

A & B VERTEX ELECTRIC SUPPLY CO
EVERYTHING IN LIGHTING
Residential & Commercial
LARGE SELECTION
Never Under Sold

At 8th Av
4334 Geary Blvd ..... EVgrn 6-9493

ARC ELECTRIC COMPANY
4750 Mission ..... JU niper 5-5671

Bay Electric Company 245-6th ..... YUkon 6-2795
BOOKBINDER BROS 1420 Irving, SEabright 1-2348

BOYO LIGHTING FIXTURE CO
56-12th ..... HE mlock 1-4300

BROWNIE'S HARDWARE 1540 Polk ..... OR dwy 3-7776
CASSELLA ALFRED J 1243 Sutter, OR dwy 3-4610

COLUMBIA ELECTRIC CO
3338 Steiner, JOrdn 7-2605

DAY THOMAS CO
See Phoenix Day Co-Successor
729 Mission ..... DO uglas 2-2715

Decker Electrical Construction Co
128 Shipley, EXbrk 2-2286

DOWD-SEID ELECTRIC CO
2118 Mission ..... HEmlck 1-1283

EDWARDS THOMAS ROBERT JR
68 Post, SUTtr 1-2125

GLOBE LIGHTING FIXTURES-
DISTRIBUTORS
S F LIGHTING & SUPPLY CO
1147 Howard, MA rkt 1-7900

Goddard & Hanschen 483 Tehama ..... EXbrk 2-1848

GUARANTEED LAMP & LIGHTING PRODUCTS CO 50 Hawthorne, YUkon 2-2655

GUGLIELMO LIGHTING FIXTURE CO
Halco Light Co Inc 734 Mission ..... HEmlck 1-5614

Halco Light Co Inc 734 Mission ..... EXbrk 2-0579

Halco Light Co Inc 734 Mission ..... EXbrk 2-0664

Hanschen & Goddard 483 Tehama ..... EXbrk 2-1848

Light Shop The 3130-24th ..... MI ssn 7-8905

LIGHTING & LAMPS
Designers & Manufacturers
Specializing in
Residential & Office Lighting
MODERN - PERIOD - CRYSTAL
LIGHTING FIXTURES
2661 Ocean Av ..... JU niper 7-0777

LIGHTOLIER LIGHTING PRODUCTS-
CALIF ELECTRIC SUPPLY CO
For Homes-Offices-Public Buildings
1585 Folsom ..... UNdrl 3-2020

Media
Contemporary Lighting & Gifts
2039 Union ..... JOrdn 7-2414

MOHRDICK ELECTRIC CO 155-2d ..... EXbrk 2-7020

Good party-line neighbors are considerate party-fine users. Remember these golden rules:

• Space your calls instead of making 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.

Lighting Fixtures-Retail-(Cont'd)

PHOENIX DAY CO 729 Mission ..... DOuglas 2-2715
(See Advertisement This Page)

Portola Hardware & Appliance Co
2563 San Bruno Av ..... JU niper 5-1771

Stadner Lighting & Supply Co
3112 Geary Bl, SKYn 2-2850

STANDARD MAINTENANCE CO
Established 1921
COMPARE OUR PRICES
QUALITY - DISTINCTION
Modern - Period - Crystal

At 27th Av
6245 Geary Bl ..... SKYn 1-4074

STAR ELECTRIC CO
John H Richter
3164-24th ..... MI ssn 7-3673

Strom & Smith 1077 Valencia ..... MI ssn 7-8750

Advertise here-it pays.

LIGHTING MAINTENANCE
CLEANING • REPAIR
Lamp Replacement
Contract Rates
Installation

T. L. Rosenberg Co.
Since 1924

Templebar 2-0512

708-4th AVE. OAKLAND

THE ORIGINAL
THOMAS DAY CO
LIGHTING FIXTURES
SUCCEEDED BY
PHOENIX DAY CO
TEL. DOuglas 2-2715 MISSION ST. 729

Good party-line neighbors are considerate party-fine users. Remember these golden rules:

• Space your calls instead of making several without