

Electric Lamp Bulbs & Tubes-(Cont'd)

LIGHT SALES INC 721 Bryant... GARfld 1-2653
Lustra Corporation of America
1440-4th Brkly. LAnscape 5-8151
From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for: ENtprise 1-1047

LUXOR LAMP SERVICE
Long Life & Proper Color Bulbs-Tubes
480 Beach... GRaystn 4-1317
From telephones served by the following exchange East Bay Zone (No Inter-City Charge) Ask Operator for: ENtprise 1-1103

Nibley Frank & Co 50 Hawthorne... YUkon 2-2655
Patterson Sweets 1210 Fairfax Av... Missn 7-1175
Peerless General Supply Co
Champion-Radiant-Nalco-Complex
390 Eddy... PRspt 5-5016

PEERLITE MFG & SUPPLY CO
WESTINGHOUSE & SYLVANIA
Incandescent & Fluorescent Globes
178-5th... SUttr 1-4658

Plough Electric Supply Co
1148 Bryant. HEmlck 1-6300
S F Lighting & Supply Co
1147 Howard. MArkt 1-7900

SYLVANIA ELECTRIC PRODUCTS
MANUFACTURERS OF
INCANDESCENT LAMPS
FLUORESCENT LAMPS
FIXTURES AND ACCESSORIES
"WHERE TO BUY IT"
DISTRICT OFFICE & WAREHOUSE
SYLVANIA ELECTRIC PRODUCTS INC
1811 Adrian Rd Burlingame. OXfrd 7-3500

BLAKE MOFFITT & TOWNE
599-8th. HEmlck 1-2911
CRESCENT ELECTRIC COMPANY
276-11th. MArkt 1-5413
ELECTRIC CORP OF S F THE
1001 Brannan. MArkt 1-6510
Incandescent Supply Co
647 Mission. SUttr 1-4600

NATIONAL ELECTRIC SUPPLY CO
1-14th. HEmlck 1-8529
Peerless Electric Co 576 Fallon. EXbrk 2-8553
PEERLITE MFG & SUPPLY CO
178-5th. SUttr 1-4658
Phillips & Edwards Electric Corp
265 Vermont. HEmlck 1-7400
S F LIGHTING & SUPPLY CO
1147 Howard. MA rket 1-7900

Verd-A-Ray Corp 607 Market... YUkon 2-1473
WESTINGHOUSE ELECTRIC LAMPS
Fluorescent, Incandescent
Heat - Sun - Auto - Aircraft
Germicidal, Photographia
YOU CAN BE SURE
IF IT'S WESTINGHOUSE

"WHERE TO CALL"
MANUFACTURER
WESTINGHOUSE ELECTRIC CORP
410 Bush. EXbrk 2-5353

WHOLESALE DISTRIBUTORS
CRESCENT ELECTRIC SUPPLY CORP
355-4th. YUkon 2-3561
LIGHT SALES INC 721 Bryant. GARfld 1-2653
MEYBERG LED J CO 33 Gough. MArkt 1-3400

Electric Light & Power Companies
California-Pacific Utilities Co
405 Montgomery... YU kon-6-0433

Electric Lighting Fixtures
See Lighting Fixtures Headings
Electric Lighting Plants
See Lighting Systems & Equipment

Good party-line neighbors remember to space their calls.

Electric Motor Maintenance Equipment

ADVANCE CARBON & ELECTRICAL MFG CO
Brushes-Bearings-Capacitors-Switches
2505 Mariposa... HEmlck 1-4034
From telephones served by the following exchange Sacramento (No Inter-City Charge) Ask Operator for: ENtprise 1-0673

Burror L L Co
Motor Replacement Parts
1126-8th Av Oakland... TE mlpar 4-9533

Electric Motors
ACEC Electric Corp 7 Front... SUttr 1-6667
ADRETT ELECTRIC CORP
65 Federal... YU kon 2-2630
Acme Supply Co 1300 Bryant... MArkt 1-7881

ADJUSTABLE SPEED DRIVES-
VAN SCHAAK & CO
375 S Mayfair Av Daly City. PLaza 5-1256

ALLIS-CHALMERS ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th... HEmlck 1-1690

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

BADER BERT ELECTRIC CO
NEW MOTORS
SOLD
ANY TYPE - ANY SIZE
Pick-Up & Delivery Service
FACTORY WARRANTY SERVICE
Authorized Sales & Service
DELCO - IIG
1670-15th... KL ondkie 2-0408
If no answer call... ATwtr 2-7978

An extension telephone is a space-saver in any home.

MOTORS
REPAIRED - REWOUND
NEW & USED MOTORS
WIRING
INDUSTRIAL
COMMERCIAL
POWER & LIGHTING
ENGINEERING
Underhill 1-6780
Authorized DELCO ED ELECTRIC DYNAMICS NEFA

Electric Motors-(Cont'd)

BARBER-COLMAN-
BOWEN LLOYD
800 E 14th Oakland. TEMplr 4-8696

BRAYER ELECTRIC CO 286-12th... MArkt 1-1761
BROOK AC ELECTRIC MOTORS
Single and Polyphase Motors,
All Major Types in
Wide Horsepower Range...
For Every Application...
BROOK MOTOR

"FOR INFORMATION CALL"
BRANCH OFFICE
CENTURY ELECTRIC CO
681 Market. SUttr 1-2070
MOTOR DISTRIBUTORS
PAC PUMP & SUPPLY CO
420 Bryant. GARfld 1-5237
PHILLIPS & EDWARDS ELECTRIC CORP
265 Vermont. HEmlck 1-7400

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 - WAGNER
DUERR - FRANKLIN - REULAND
REPAIRING
REWINDING
REBUILDING
All Sizes
MOTORS LOANED DURING REPAIRS
New & Used AC - DC
84 Shotwell... UNdrhl 3-1100

Here's how you may be sure of getting your party more often when you dial:
1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

CRACKER-WHEELER DIVISION
Elliott Company
120 Monty... SUttr 1-2812
(Continued Next Page)
Advertise here-it pays.

Electric Motors-(Cont'd)

CENTURY ELECTRIC MOTORS
1/20 TO 400 H. P.
SINGLE PHASE MOTORS - POLYPHASE MOTORS - DIRECT CURRENT MOTORS - GEAR MOTORS - SELECTIVE SPEED DRIVES AC & DC GENERATORS
"FOR INFORMATION CALL"
BRANCH OFFICE
CENTURY ELECTRIC CO
681 Market. SUttr 1-2070
MOTOR DISTRIBUTORS
PAC PUMP & SUPPLY CO
420 Bryant. GARfld 1-5237
PHILLIPS & EDWARDS ELECTRIC CORP
265 Vermont. HEmlck 1-7400

EMERSON ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th... HEmlck 1-1690

EMERSON ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th... HEmlck 1-1690

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

GRAINGER ELECTRIC MOTOR SUPPLY-
WHOLESALE DISTRIBUTOR
GRAINGER W W INC
G-E-Westinghouse-Emerson-Dayton Mtrs
1/100 to 60 HP stocked in
San Francisco
519 Potrero Av... UNdrhl 1-4041

ILG VENTILATING MOTORS-
BADER BERT ELECTRIC CO
1670-15th. KL ondkie 2-0408
If no answer call... ATwtr 2-7978

Kennedy Electric Co
6237 Mission Daly City. PLaza 5-1237
Kuchel & Sievers Electric Works Ltd
350 Kansas... UNdrhl 1-8261

LOUIS ALLIS ELECTRIC MOTORS-
AUTHORIZED DISTRIBUTORS
ATLAS ELEC & ENG CO
617-7th. KL ondkie 2-3676

Lukacs Louis 394-7th... MArkt 1-0352
MARATHON ELECTRIC MFG CORP
85 Industrial... VAlenclia 6-5104

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

"FOR INFORMATION CALL"
BRANCH OFFICE
Master Electric Co The 270-7th... MArkt 1-1244
DISTRIBUTORS
McCREA ENGINEERING SUPPLY CO
285-7th. UNdrhl 3-2843

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

Speed Way
SILVER LINE
SUB-FRACTIONAL HP
MOTORS
Local Stock
McCREA ENGINEERING SUPPLY CO.
Underhill 3-2843
285-7th SAN FRANCISCO

Electric Motors-(Cont'd)

DELCO MOTORS-
SALES
MONARCH CORP
55 New Monty. GARfld 1-7724

BADER BERT ELECTRIC CO
1670-15th. KL ondkie 2-0408
If no answer call... ATwtr 2-7978
ELECTRICAL APPLIANCE SERVICE CO
OF S F 1434 Howard... HEmlck 1-8182
R & M ELECTRIC MOTOR SERVICE
173-14th. UNdrhl 3-3414

Dover Roland E 2031-20th Av... LOnbrd 4-6818
Electric Machinery Mfg Co
420 Market... EX brook 2-8296
Electro Dynamic Division of General
Dynamics Corp 383 Brannan... EXbrk 2-8672
ELLIOTT COMPANY INC
120 Monty. SUttr 1-2812

EMERSON ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th... HEmlck 1-1690

EMERSON ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th... HEmlck 1-1690

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

BROWN WYATT R CO
734 Harrison. YUkon 2-2171

GRAINGER ELECTRIC MOTOR SUPPLY-
WHOLESALE DISTRIBUTOR
GRAINGER W W INC
G-E-Westinghouse-Emerson-Dayton Mtrs
1/100 to 60 HP stocked in
San Francisco
519 Potrero Av... UNdrhl 1-4041

ILG VENTILATING MOTORS-
BADER BERT ELECTRIC CO
1670-15th. KL ondkie 2-0408
If no answer call... ATwtr 2-7978

Kennedy Electric Co
6237 Mission Daly City. PLaza 5-1237
Kuchel & Sievers Electric Works Ltd
350 Kansas... UNdrhl 1-8261

LOUIS ALLIS ELECTRIC MOTORS-
AUTHORIZED DISTRIBUTORS
ATLAS ELEC & ENG CO
617-7th. KL ondkie 2-3676

Lukacs Louis 394-7th... MArkt 1-0352
MARATHON ELECTRIC MFG CORP
85 Industrial... VAlenclia 6-5104

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

"FOR INFORMATION CALL"
BRANCH OFFICE
Master Electric Co The 270-7th... MArkt 1-1244
DISTRIBUTORS
McCREA ENGINEERING SUPPLY CO
285-7th. UNdrhl 3-2843

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

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

Electric Motors-(Cont'd)

McCREA ENGINEERING SUPPLY CO
285-7th. UNdrhl 3-2843
(See Advertisement Page 294)
McKee & Strub Co 269-7th... HEmlck 1-6464
MONARCH CORP
55 New Monty... GARfld 1-7724
Motor Exchange 1024 Golden Gate Av. WAInt 1-6930
NEWMAN ELECTRIC MOTORS INC
260 Kearny. DOuglas 2-6646

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

QUALITY ELECTRIC CO INC
1051 Howard. UNdrhl 1-6780
(See Advertisement Page 294)

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
Fowler Chas A Co 979 Bryant... UNdrhl 3-5010

FACTORY BRANCH
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

Reiland 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

STANLEY PAUL & CO
SUB FRACTIONAL FOR
DISPLAY ANIMATION
Inventors - Hobbyists Local Stock
180-1st... YUkon 6-1073

Star-Delta Electrical Works
50 Shipley. GARfld 1-0215

UNGER BROS
NEW - USED
RECONDITIONED
MOTORS
WE BUY
SELL & EXCHANGE
INDUSTRIAL - COMMERCIAL
838 Folsom... EXbrk 2-4834

U S Industrial Sales Inc
New & Used Surplus Stocks All Types
744 Harrison... SUttr 1-6539

WAGNER ELECTRIC MOTORS-
R & M ELECTRIC MOTOR SERVICE
173-14th. UNdrhl 3-3414

Weidenthal Gosliner Elec Works
353-10th... HEmlck 1-1690
WESTINGHOUSE ELECTRIC CORP
410 Bush. EXbrk 2-5353

Electric Motors-Mfrs
ALLIS-CHALMERS ELECTRIC MOTORS-
MONARCH CORP
55 New Monty. GARfld 1-7724

ALLIS-CHALMERS MFG CO
650 Harrison
Allis Louis Co The 1275 Rollins Rd Brngm
From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask Operator for: ENtprise 1-1210
American Electronics Inc 749 Bryant. DOuglas 2-1038
BALDOR ELECTRIC COMPANY
600-16th Oakland... TWIncks 3-1577
BODINE ELECTRIC CO
J F Cady Sales Rep
1485 Bayshore Bl... JUNipr 5-4108

Advertise here-it pays.

Electric Motors-Mfrs-(Cont'd)

BODINE ELECTRIC MOTORS-
HALLIKAINEN INSTRUMENTS
1341-7th Brkly. LAnscape 4-1757
NADON ENGINEERING & SALES CO
7 Front. DOuglas 2-3178

Boswell C W 1139 Mission... HEmlck 1-3409
Cady J F 1485 Bayshore Bl... JUNipr 5-4108

DELCO PRODUCTS DIVISION OF GENERAL
MOTORS DISTRICT SALES OFFICE
Fractional-Industrial
Gearmotors & Generators
1250-53d Emryvl... OLympc 5-5731
DEARR ELECTRIC CORPORATION
Special Electric
55 New Monty... GARfld 1-7724

DYNAMIC DIVISION EATON MFG
VARIABLE SPEED DRIVES
EDDY CURRENT CLUTCHES
DYNAMOMETERS
55 New Monty... GARfld 1-7724

ELECTRA MOTORS INC
THE LIGHTWEIGHT CHAMPION
Motors - Geomotors - Prekool Motors
Full Power in Half the Weight!
1485 Bayshore Bl... 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.
Selector 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

EMERSON-PRYNE CO 778 Natoma. UNdrhl 3-6425
GENERAL ELECTRIC CO
235 Montgomery... DOuglas 2-3740

GENERAL ELECTRIC MOTORS
A complete line of G-E
fractional and integral
motors, all types and
sizes. G-E replacement
parts. Call for fast
delivery and service.
"WHERE TO BUY THEM"
ENTERPRISE ELECTRIC WORKS
1164 Mission. MArkt 1-4780
GENERAL ELECTRIC SUPPLY CO
1201 Bryant. UNdrhl 3-4000
GRAINGER W W INC
519 Potrero... UNdrhl 1-4841
GRAYBAR ELECTRIC CO
1750 Alameda. MArkt 1-5131
Kuchel & Sievers Electric Works Ltd
350 Kansas. UNdrhl 1-8261
WILLIAM WURZBACH CO
1951 E 14th Oakland. ANdovr 1-0217

Janette Electric Mfg Agency
178 Townsend. YUkon 2-0888
Leland Electric Co 1485 Bayshore Bl. JUNipr 5-4108

LELAND ELECTRIC MOTORS-
SALES REPRESENTATIVES
CADY J F 1485 Bayshore Bl... JUNipr 5-4108
AUTHORIZED DISTRIBUTORS
NADON ENGINEERING & SALES CO
7 Front. DOuglas 2-3178
STAR-DELTA ELECTRICAL WORKS
50 Shipley. GARfld 1-0215

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

Louis Allis Co The 970 Tennessee... VAlenclia 6-3545
From telephones served by the following exchanges Fresno San Jose Sacramento (No Inter-City Charge) Ask Operator for: ENtprise 1-1210

Master Electric Co The 270-7th... MA rket 1-1244
Reeves Pulley Co-Division of Reliance Electric & Engineering Co 1525 Adrican 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

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
505-66th Av Oakland. LOckhn 9-8994

STERLING ELECTRIC POWER DRIVES-
DISTRICT OFFICE
STERLING ELECTRIC MOTORS INC
383 Brannan... SUttr 1-7997
DISTRIBUTORS
ADAM-HILL CO
Utah Av & Hayne Pl. S.F. PLaza 5-3935

Electric Motors-Mfrs-(Cont'd)

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

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
505-66th Av Oakland. LOckhn 9-8994

STERLING ELECTRIC POWER DRIVES-
DISTRICT OFFICE
STERLING ELECTRIC MOTORS INC
383 Brannan... SUttr 1-7997
DISTRIBUTORS
ADAM-HILL CO
Utah Av & Hayne Pl. S.F. PLaza 5-3935

US MOTORS
Varidrive-changeable speeds
Synrocoper-extra low speeds
Unclosed-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
219 Shaw Rd S F... PLaza 6-0520

WESTINGHOUSE MOTORS-
DISTRICT SALES OFFICE
WESTINGHOUSE ELECTRIC CORP
410 Bush. EXbrk 2-5353

Good party-line neighbors are considerate party-line 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.
• Ask your youngsters to be considerate, too.

A TELEPHONE DIRECTORY
ARRANGED
BY STREETS
Instead of by Names
For Information Call
GARfield 1-0570
THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY
153 Kearny