

**MFRS.**  
**FLAGS & BANNERS**  
Every Conceivable Type of Flag



U.S. Flags & Outfits  
Nyla-Wool  
Rayon-Cotton  
Silk-Nylon-Taffeta

Church Flags & Outfits  
Poles & Accessories  
Ship & Yacht Flags  
Decorations  
Advertising Flags  
Foreign Nation Flags

Desk & Table Flag Sets  
Service & Fraternal  
Flags  
City & State Flags  
Post Flags for Veterans  
Org.  
School & Fraternal  
Flags

**Garfield 1-8390**

**EMERSON MFG. CO.**  
The oldest and largest flag factory  
on the Pacific Coast  
**Hawthorne at Howard**  
**21 HAWTHORNE**

**BANNERS  
PENNANTS  
FLAGS**

**SILK SCREENED & SEWED**  
WE SPECIALIZE IN DECORATING  
AUTOMOTIVE AND SERVICE  
STATION LOCATIONS

**The BOWER Co.**  
533 EAST 12TH ST. OAKLAND  
TEmpbar 4-9291

SINCE 1927

**BANNERS  
FLAGS  
PENNANTS**

LITHOGRAPHED - PRINTED  
SEWN - SCREEN PROCESSED

Any Size, Material or Quantity  
U. S. & Foreign Flags

**HOLLYWOOD ADVERTISING CO.**  
UNderhill 3-3100  
363 GOLDEN GATE AVE.

**Flags & Banners-(Cont'd)**

Bower Co The 533 E 12th Oakland, TEmpbar 4-9291  
(See Advertisement This Page)

**CALIF COSTUME & FLAG DEC CO**  
1152 Valencia, ATwtr 2-0446  
Emerson Mfg Co Hawthorne at Howard, GARfid 1-8390  
(See Advertisement This Page)

**HOLLYWOOD ADVERTISING CO**  
363 Golden Gate Av UNdrhl 3-3100  
(See Advertisement This Page)

**MARSHALL ALEX M**  
1671 Market, KLondke 2-2277

**MILLER FLAG DISPLAY** 143 Dorc, MARKt 1-1294

**PARAMOUNT FLAG CO** 33 Fremont, YUkon 6-3686  
(See Advertisement Page 335)

**PASQUALE B CO**  
Quality Flags & Banners  
In Stock & To Order  
Back of Palace Hotel  
654 Mission, EX brook 2-1213

**PERSTEIN MAURICE**  
1671 Market, KLondke 2-2277

**PIONEER FLAG & DECORATING CO**  
OFFICIAL DECORATORS  
American Legion Conventions  
United Nations Conference  
Shrine Victory Convention  
Lions International Conventions  
Portola Festival & Pageant  
California Centennials  
S. F. Festival of Progress  
Xmas Decorations and Lighting  
1671 Market, KLondke 2-2277

**STUART CO** 31 Front, GARfid 1-2560  
Sullivan Awning Co  
Flags-Banners & Canvas Signs  
245 So Van Ness Av, UNdrhl 1-4572  
Weeks-Howe-Emerson Co  
645 Howard, EXbrk 2-2681

**Flameproofing**

**ACE DYE WORKS**  
FLAME RETARDING  
All Types of Yardage - Mill Finished  
State Approved  
2085 Bryant, ATwtr 2-7736

Albi Mfg Co Inc  
U L Approved Fire Retardant Paints  
2530-18th, UNdrhl 1-4442  
Baxter J H & Co 120 Montg, YUkon 2-0200

**BLENIO FLAME PROOFING CO**  
Established 1890  
**FLAMEPROOFERS**  
TEXTILES  
Scenery and Exhibitions - Muslin - Duck  
Linen - Burlap - Burlap - Sateens  
Silks - Cheesecloth  
Estimates for Spraying Furnished  
NATIONAL & STATE APPROVED  
729 Minna, UNdrhl 1-2218

**FLAMORT FLAMEPROOFING COMPOUNDS**  
For fabrics, wood, cellulose  
board, paper, Christmas trees &  
other combustible mat. Fire re-  
tardant paints, combined flame  
& mothproofing for fabrics.



State Approved  
Listed by Underwriters Lab  
**"FOR INFORMATION CALL"**

**MANUFACTURERS**  
**FLAMORT CHEMICAL CO**  
740 Natoma, MARKt 1-7825

**GLIDDEN CO THE**  
DUO-TEX  
FIRE RETARDANT PAINT  
STATE FIRE MARSHALL APPROVED  
1000-161th, MARKt 1-0200

**KWITZ CHEMICAL CORP**  
Manufacturers of  
**FLA-AND-MOTH**  
Odorless - Colorless - Stainless  
Flame Proofing  
Moth Proofing

Two Protections in One Spraying  
A Fire Retardant in Full Compliance  
With the Calif. State Requirements  
Also "Safe-Tree" for  
Evergreens, Foliage & Xmas Trees  
551 Railroad Av SSE, PLaza 6-1107

Advertise here-it pays.

**Flameproofing-(Cont'd)**

**MODERNE CURTAIN CLEANERS**  
FLAMEPROOFING  
STATE APPROVED  
CURTAINS AND DRAPERIES  
5338-17th, HEmlck 1-4047

Sullivan Awning Co  
245 So Van Ness Av, UNdrhl 1-4572

Talcott Co  
1620 Doolittle Dr Sn Leandro, NEpnt 8-8484

**Flashers-Electric**

**KAY-LAB FLASHERS-**  
MACCHI & CO  
Emergency Vehicles-School Buses  
819 Valencia, VAencia 6-0175

Macchi & Co 819 Valencia, VAencia 6-0175

**Flashlights**

**BRIGHT STAR FLASHLIGHTS-**  
BRIGHT STAR INDUSTRIES  
1355 Market, MARKt 1-3996

**NATIONAL CARBON COMPANY**  
22 Battery, YUkon 2-1360

**RAY O VAG FLASHLIGHTS-**  
RAY O VAG CO 461 Market, SU tter 1-4135

**Flavoring Extract Mfrs Supplies**

**FLORASYNTH LABORATORIES INC**  
Flavorings - Essential Oils - Aromatic  
Chemicals - Certified Food Colors  
383 Brannan, GARfid 1-4994

Lueders Geo & Co 35 Main, YUkon 2-5580

**RITTER F & CO**  
Essential Oils - Concentrated  
Fruit Flavors - Aromatic Chemicals  
Perfume Oils - Certified Food Colors  
954 Howard, DOuglas 2-7538

**Flavoring Extracts**

Berwick Extract Co 60 Zoe, YUkon 2-6973

Bush W J & Co Inc  
3525 East Olympic Bl Los Angeles  
From telephones served by the  
following exchange  
S F Zone  
(No Inter-City Charge)  
Ask Long Distance for, ENtrprise 1-0763

Eng-Skell Co 1035 Howard, UNdrhl 1-2680

Fries & Fries Flavors  
Flavor Concentrates-Caramel Color  
3450 Geary Bl, SKYn 2-1077

**FRITZSCHE BROTHERS FLAVOR RAW  
MATERIALS-**  
FRITZSCHE BROTHERS INC  
681 Market, GA rfd 1-0838

Gumpert S Co Inc 274, Brannan, EXbrk 2-1765

Hirsch Brothers Co 195 Arkansas, HEmlck 1-9860

**KING EXTRACT COMPANY**  
WHOLESALE - MANUFACTURERS  
Ice Cream - Bakers - Confectioners  
Flavoring Extracts  
1779 Folsom, HEmlck 1-0667

**KOHNSTAMM FLAVORS-**  
KOHNSTAMM H & CO INC  
Foot of Jay Alameda  
From telephones served by the  
following exchange  
S F Zone  
(No Inter-City Charge)  
Ask Operator for, ENtrprise 1-0194

**LOWE JOE CORP** 605-3d, YUkon 2-2688

**LUEDERS FLAVORING MATERIALS-**  
LUEDERS GEO & CO 35 Main, YUkon 2-5580

**LYONS-MAGNUS INC** 2545-16th, MARKt 1-5665  
Marbac Corporation  
Coffee Flavors Our Specialty  
12 Hale, JUNipr 7-6115

**MASSEY-VANILLAS-**  
MEYER-PHILLIPS CO  
Vanilla Specialists for the Ice  
Cream and Confectionery Trade  
Curers & Importers of Vanilla Beans  
140 Spear, DOuglas 2-5229

Good party-line neighbors re-  
member to space their calls.

**Flavoring Extracts-(Cont'd)**

Mulhens John Co  
390 Bay Shore Blvd, VA encia 4-1446  
From telephones served by the  
following exchange  
East Bay Zone  
(No Inter-City Charge)  
Ask Operator for, ENtrprise 1-0824

Norda Essential Oil & Chemical Co Inc  
955 Natoma, UNdrhl 1-3265

Paul R C & Sons 150 Davis, YUkon 2-6667

**POLAK & SCHWARZ INC**  
3450 Geary Bl, SKYn 2-1077

Polak's Fruit Works Inc  
656 Townsend, MARKt 1-7044

Rieger Paul & Co 420 Market, GARfid 1-2255

Schilling Division of McCormick & Co Inc  
301-2d, GARfid 1-7300

From telephones served by the  
following exchange  
East Bay Zone  
(No Inter-City Charge)  
Ask Operator for, ENtrprise 1-0732

**STIEFFVATERS'** 750 Battery, YU kon 6-4018

**SUNBERRY CO THE**  
Mfrs Of Flavor-Extracts-Syrups  
1250 Folsom, HEmlck 1-8408

Watkins J R Products 2343 Market, UNdrhl 1-7609

**Flexible Shafting-See Shafting**

**Flock Finishing**

Apollo Manganese 357 Tehama, YUkon 6-6251

**EMERSON MFG CO**  
Hawthorne at Howard, GARfid 1-8390

**RAINBOW PAINTING & DECORATING CO**  
1452 Broadway, TUxedo 5-6690

**ROYAL FLOCKING CO**  
Retailers & Wholesale Distrib of  
FLOCK - ADHESIVE - SUPPLIES  
Equipped to Flock-Process Everything  
969 Folsom, YUkon 2-1848

**S F FLOCK & DISPLAY SERVICE**  
Est. 40 Years  
Complete Window & Store Displays  
Blw 24th & 25th Av  
2411 Clement, BAYwv 1-2972

S F Flocking Co 1690 Bryant Colma, PLaza 5-8171

**Flock Finishing Supplies**

**DOUGLAS & STURGES**  
475 Bryant, DOuglas 2-6381

S F Flock & Display Service  
2411 Clement, BAYwv 1-2972

Screen Process Supplies Mfg Co W MacArthur  
Bl & Telegraph Av Oakland, OLYmpc 5-5577

**Flood Lights**  
See Lighting Systems & Equipment

**Floor Cleaning Service**

A A Janitorial 24 Hour Service  
281 Oxford, DElaware 3-2406

**ACE HOUSE CLEANING CO**  
37 Years Experience  
FLOORS - WALLS - WINDOWS WASHED  
"Careful and Thorough"  
6406 California, SKYn 1-3982  
(Continued Next Page)

**The Yellow Pages save you time.**

**FLOOR CLEANING  
& WINDOW CLEANING**



Expert  
Asphalt-Rubber  
Tile &  
Concrete  
Floor  
Cleaning &  
Waxing

Also  
Hardwood  
& Linoleum  
Floors

24-HR. SERVICE  
"No Job Too Large or Too Small"  
FULL INSURANCE COVERAGE  
CITY & STATE LICENSE  
Free Estimates

**LOUIS MAINTENANCE CO.**  
West 1-1924  
If No Answer Call West 1-9610  
1114 FULTON

**Floor Cleaning Service-(Cont'd)**

**AMERICAN BUILDING MAINTENANCE**  
WAXING and CLEANING  
BY MACHINE



Complete janitorial service. No  
job too big or too small. Com-  
plete 24-hour service for office  
buildings, banks, dept. stores,  
industrial plants. Employees  
bonded, insured, supervised. Free estimates.

**"WHERE TO CALL"**

**AMER BUILDING MAINTENANCE CO**  
Fell & Gough, HEmlck 1-5904

Antonchuk A 1125 Ocean Av, JUNipr 7-0640  
Caffrey Floor Service 1379-45th Av, LOMBrd 4-1464

**CERVETTO JOE CO**  
Floors Cleaned-Waxed & Polished  
15 Columbus Av, YU kon 2-1556

City Area Janitorial & Window Service  
678 Brunsell, DElaware 3-2384

**COMMERCIAL BUILDING MAINTENANCE CO**  
611 Gough, JORDn 7-5840

Comstock Wm Floor Co 38 Vicente, MONtrse 4-2975

**CROSETTI BROS INC**  
401 Duocce Av, UNdrhl 3-3900

Diamond Janitorial Service  
420 Market, EXbrk 2-2473

Ernest Maintenance Co 1055 Shotwell, ATwtr 2-4634

Golden Gate Building Maintenance Co  
107 Frankfort Daly City, JUNipr 8-8509

Golden State Bldg Maintenance Co  
Cleaning Waxing & Polishing  
383 Shotwell, UNdrhl 1-3263

Hallstrom Geo 740 Visitacion Av, JUNipr 6-6998

Hanley Frank D 1519 Funston Av, OV erland 1-5337

**JOHN PERKINS HOUSE CLEANER**  
3346-16th, HEmlck 1-6811

**JOHNSON & JOHNSON BLDG MAINTENANCE**  
Anything Pertaining to Floors-Reas  
2166 Market, UNdrhl 3-4459

Lewis & Taylor Inc 440 Bryant, SUttr 1-3496

**LOUIS MAINTENANCE CO**  
1114 Fulton West 1-1924  
(See Advertisement Page 336)

National Hardwood Floors, SEabright 1-1315

Ross Gunnar H 1109 Napies, JUNipr 5-0213

S F Building Maintenance Co  
27 Fillmore, HEmlck 1-2253

**Floor Laying & Refinishing-(Cont'd)**

**ANTHONY WILLIAMS**  
PARQUET SPECIALIST  
Estimates Gladly Given  
4319-24th, MISSn 8-2345

Antonchuk A 1125 Ocean Av, JUNipr 7-0640  
(See Advertisement Page 338)

**AXEL ISAKSON HARDWOOD FLOOR CO**  
NEW FLOORS INSTALLED  
OLD FLOORS REFINISHED  
Cleaned - Waxed - Polished

PENINSULA OFFICE  
CALL PALO ALTO

2401 Santiago, SEabright 1-0888  
4285 Los Palos Dr Palo Alto, DAMprt 8-5870

**CAFFREY FLOOR SERVICE**  
1379-45th Av, LOMBrd 4-1464  
(See Advertisement This Page)

Cardona John A  
Magnesite Floors  
All Types of Concrete Work  
1380 Sutter, PRopt 5-0576

Comstock Wm Floor Co 38 Vicente, MONtrse 4-2975  
(See Advertisement Page 338)

**DURACRETE FLOOR CO**  
Heavy Duty Cement Finishes  
666 Harrison, DOuglas 2-5582

Eastern Oak Floor Co 420 Buchanan, MARKt 1-4974

**ECONOMY FLOOR SERVICE**  
716 Cole, LOMBrd 6-1823  
(See Advertisement Page 338)

Fin E G Hardwood Floor Co  
1595-26th Av, LOMBrd 6-3850

Grassi P-American Terrazzo Co  
111 S Maple Av SSE, PLaza 6-1955

36 Wood, WAIm 1-1862

**HALLSTROM GEO**  
HARDWOOD FLOORS  
FLOOR SANDING  
Old Floors Renewed - Cleaned & Waxed  
740 Visitacion Av, JUNipr 6-6998

**HANLEY E E**  
470 Southgate Av Daly City, PLaza 5-1151  
If no answer call, PLaza 5-9026

**HANLEY FRANK D**  
37 Yrs Exp Clean-Sand-Refinish  
1519 Funston Av, OV rind 1-5337

**INLAID FLOOR CO** 600 Alabama, MISSn 7-1575

**JAPANESE HARDWOOD FLOOR CO**  
OLD FLOORS MADE LIKE NEW

LAYING  
SANDING  
REPAIRING  
WAXING

M. GENE YANO  
1865 O'Farrell, WEST 1-5831  
(Continued Next Page)

**Simmons Bros**  
26-YEARS EXP. SPECIALIZING IN  
WALLWASHING & FLOOR WAXING  
3101 Pierce, FIlmor 6-6111  
If no answer call, OV rind 1-1758

World Window Cleaning Co  
Central Tower Bldg, SUttr 1-2305

Yosemite Hardwood Floor Co  
719 Corbett Av, MISSn 7-1231

**Floor Coverings**  
See Specific Kinds, I.e., Linoleum Headings;  
Rugs & Carpets' Headings

**Floor Laying & Refinishing**

Acme Floor Company Inc 1115-20th, MISSn 7-6147  
(See Advertisement This Page)

**AMERICAN TERRAZZO CO**  
36 Wood, WAInut 1-1862

**ANDERSON HARDWOOD FLOOR CO**  
30 Surrey, JUNipr 7-5885  
If no answer call, SKYn 1-4910

Anderson Thure & Co 74 Arago, JUNipr 5-5206

Use the latest directory. Get the  
right number... right away.

**CAFFREY**  
HARDWOOD FLOORS  
LAYING - SANDING - REFINISHING

Residential & Commercial

FLOORS SANDED FOR LINOLEUM


PET STAINS REMOVED

Floors Cleaning - Waxing - Polishing  
Licensed & Insured

WORKMANSHIP & MATERIALS GUARANTEED

FREE ESTIMATES

Phone LOMBard 4-1464  
ANY TIME



1379-45th Ave.

**Floor Laying & Refinishing-(Cont'd)**

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FLOOR SANDING  
Old Floors Renewed - Cleaned & Waxed  
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Anderson Thure & Co 74 Arago, JUNipr 5-5206

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**CAFFREY**  
HARDWOOD FLOORS  
LAYING - SANDING - REFINISHING

Residential & Commercial

FLOORS SANDED FOR LINOLEUM

PET STAINS REMOVED

Floors Cleaning - Waxing - Polishing  
Licensed & Insured

WORKMANSHIP & MATERIALS GUARANTEED

FREE ESTIMATES

Phone LOMBard 4-1464  
ANY TIME



1379-45th Ave.

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HARDWOOD FLOORS  
LAYING - SANDING - REFINISHING

Residential & Commercial

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Licensed & Insured

WORKMANSHIP & MATERIALS GUARANTEED

FREE ESTIMATES

Phone LOMBard 4-1464  
ANY TIME



1379-45th Ave.

**HARDWOOD FLOORS**

Formerly Duncan Hardwood  
Floors of San Francisco

**NEW FLOORS INSTALLED**  
We are fully equipped to completely renew  
your old worn floors.

**SANDING and REFINISHING  
WAXING**

Our Latest Modern High Speed Machines  
Guarantee a Better Job at Lower Prices.

**RESIDENTIAL & COMMERCIAL**

ALL WORK GUARANTEED  
ESTIMATES GIVEN

Licensed & Insured

Floors Cleaned  
Waxed and Polished

**NATIONAL  
HARDWOOD FLOORS**

SEabright 1-1315



35 VICENTE

**ACME FLOOR CO**  
INC.

Established 1914  
CITY AND COUNTRY

**OLD FLOORS SANDED  
& REFINISHED**

Residential - Commercial  
Churches - Gymnasiums - Schools - Bakeries - Factories - Ballrooms

**HARDWOOD FLOOR CONTRACTORS**

Authorized Northern California Contractors for  
"WORTH" END GRAIN WOOD BLOCKS  
"KREOLITE" WOOD BLOCK FLOORS  
"ROBBINS" IRONBOUND FLOORS  
"PARKAY" READY-FINISHED FLOORS  
"BRUCE" HARDWOOD FLOORING  
"RICE" PORTABLE PARQUETRY

PERMA CUSHION FLOOR SYSTEM  
DANCE & BASKETBALL FLOORS

Mission 7-6147  
1115-20th St.



Continuous Strip  
HARDWOOD  
FLOOR