

Jewelers Supplies & Findings-(Cont'd)

STENGE SYLVAN JEWELRY DISPLAYS
WINDOW STEPS - RING BLOCKS - TRAYS
COSTUME JEWELRY STANDS - RACKS
Expert Covering in Jewelry Fabrics
465 Beech Av Sn Bruno.....JUng 3-0429

VIBROGRAF TIMING MACHINE
BUONAVENTURA FELIX M
830 Market YUkon 6-1658

Wildberg Bros Smelting & Refining Co
742 Market.....DO uglas 2-3505
Williams & Petersen 114 Geary.....EX brook 2-8501

Jewelers-Wholesale

ABATT GEORGE CO
LOOSE DIAMONDS - MOUNTINGS
JEWELRY BOUGHT & SOLD
704 Market.....EXbrk 2-6610

Arberhard Paul 210 Post.....SUttr 1-7094
Allied Merchandise Co Inc
Costume Jewelry-Watches & Clocks
1041 Mission.....UNdrlt 1-7776

ARSON MEN'S JEWELRY
JACOBS J & CO 712 Mission.....GA rfd 1-7818

Baker Edward & Co
Diamonds-Mountings-Diamond Watches
830 Market.....DO uglas 2-0132
Ballou B & Co 1300 Taylor.....TUxede 5-2523

BATT JERRY CO
EXCLUSIVE
FASHION JEWELRY
COMPLETE
STOCK ON HAND
833 Market.....YUkon 6-2496

BAUER WALTER JOS 833 Market.....YUkon 2-4541
Beard Stanley J 704 Market.....SUttr 1-0133
Bock Irving S 657 Mission.....SU ttr 1-4852

BRAGADO HENRY
RING MOUNTINGS
Diamonds - Charms - Wedding Rings
Room 318 3rd Floor
830 Market.....EXbrk 2-7186

Campana Frank R Co
Diamonds-Mountings-Platinummiths
704 Market.....DO uglas 2-7935
Chaput Eugene 210 Post.....YUkon 6-2107
Chinese Handcraft Co
Ivory Jewelry of all Types
742 Market.....SUttr 1-2992

CONTINENTAL CO OF CALIF
IMPORTERS & WHOLESALE
SPANISH BOLERO - SIAMSE NIELLO
& OTHER TAILORED JEWELRY
833 Market.....EXbrk 2-8228

Core Inc 209 Post.....SUttr 1-0346
Crown Jewelry Co 768 Market.....SUttr 1-4195

CULTURED PEARL DISTRIBUTORS INC
DIRECT IMPORTERS OF
CULTURED PEARLS
Hd Ofc - Imperial Hotel, Tokyo, Japan
704 Market.....EXbrk 2-0308

DAHNNEN
COSTUME JEWELRY
WATCHES - CLOCKS - SILVERWARE
BABY JEWELRY
32-3d.....DO uglas 2-8418

Dorchis Fred L 68 Post.....DO uglas 2-0725
DE VRIES PAUL CO 185 Post.....YUkon 2-6215
DIAMOND SYNDICATE OF CALIFORNIA
704 Market SUttr 1-1144

Dreyfus Henry & Daughter
Costume Jewelry
830 Market.....DO uglas 2-0988
Eben Alfred J 3423 Fillmore.....FI tter 6-9557
Eckel Max 321 Kearny.....DO uglas 2-3340
Eisenberg A & Co 68 Post.....DO uglas 2-0725
ELEFANT EDW & CO 657 Mission.....YUkon 6-1036

EXQUISITE JEWELRY CO
VIBROGRAF TIMING MACHINE
KIEFER EXPANSION BANDS
New & Used Tools Clng. & Timing Mach.
830 Market.....YUkon 6-1658

Fair Merchandising Co Inc
767 Mission SUttr 1-8146

The oldest of all the telephone industry's traditions is service.

Jewelers-Wholesale-(Cont'd)

FARBER BROS 760 Market.....GARfid 1-0560
FARBER GUS
DIAMOND SYNDICATE OF CALIF.
FINE DIAMONDS - JEWELRY
9 Geary or
704 Market.....SUttr 1-1144

Farber Gus 704 Market.....SUttr 1-7154
Field Crest Jewelry 833 Market.....EXbrk 2-1570

FIELD HARRY H CO
FASHION JEWELRY
Exclusive Styles - Stock on Hand
833 Market.....EXbrk 2-1570

Fil-American Trading Co Inc
26 O'Farrell DO uglas 2-4837
Fischer Al.....GARfid 1-6505
Res 19 Northgate Av Daly City.....PLaza 6-1962
Fisher Harrison Co 704 Market.....SUttr 1-1144
Fox Marcella J
Representative for Richelieu Pearls
704 Market.....GARfid 1-2479
Fried & Field Co 657 Mission.....DO uglas 2-6370
FRIEND S H 657 Mission.....DO uglas 2-2323
Fundeling Theodore 133 Geary.....DO uglas 2-7761
Fuji Pearl Co Inc 704 Market.....SUttr 1-1243

GABE'S & SONS
Wholesale
COSTUME JEWELRY
Boutiques - Wallets & Bags
STOCK ON HAND
Fast State-Wide Delivery
833 Market.....DO uglas 2-1740

Giaccobi L A & Co 114 Geary.....YU kon 6-6800
Glass Robert M Co
Military Distributors
420 Market.....DO uglas 2-4662

Gold Al 3338 Fulton.....SKYin 2-3476
Gold Leslie Co Inc 126 Post.....YUkon 6-4960
Goldberg Dave 760 Market.....YU kon 2-2232
GOMEZ BROS 657 Mission.....YUkon 2-6828
GOMEZ MANUFACTURING CO
657 Mission YUkon 2-6828

Gordon Erwin 760 Market.....GARfid 1-8108
Gottschalk Charlotte E MIS
1865 Oak Klondike 2-2420
Granat Manufacturing Co
114 Geary.....YU kon 6-6800
Green J 704 Market.....YUkon 2-4176
Greenbaum H Co 210 Post.....GA rfd 1-6114
Harper Jeweler 760 Market.....EXbrk 2-8421
Harris Mel Company 657 Mission.....GARfid 1-0458
Hartman H & Co 126 Post.....DO uglas 2-2769

HAWTHORNE WATCH CO
IMPORTERS - EXPORTERS - WHOLESALE
Watches - Movements - Cases & Diels
S. F. Factory Located at
593 Mission.....YUkon 2-0640

HICKOK MFG CO 742 Market.....GA rfd 1-0805
Johnson A Siegfried 704 Market.....DO uglas 2-6992
Kaye Richard W 657 Mission.....EXbrk 2-2600
Kearns R P Co 165 Post.....SU ttr 1-7131
Kingstone J O 126 Post.....DO uglas 2-5516
Kirkoff Gilbert I 45 Post.....DO uglas 2-0259

Lachman I & Sons Co 1504-3d Seattle Washington
From telephone served by the following exchange
& F Zone
Ask Long Distance for ENtprise 1-2220
Levene Harold L 210 Post.....YUkon 6-2064
Lerin Dan 760 Market.....EXbrk 2-4379
Lewy Eddie 830 Market.....DO uglas 2-6864
LEWIS INC 133 Kearny.....GARfid 1-7460

LIEBER HOWARD CO
COSTUME JEWELRY
Latest Creations - Immediate Delivery
251 Post.....SU ttr 1-0677

LORETZ & BENOIT INC 657 Mission EXbrk 2-4472
Lysick & Becker 760 Market.....YUkon 6-1540

MALSON'S FASHION JEWELRY
Wholesalers & Distributors
COSTUME JEWELRY
Distinctive Styles - Stock on Hand
833 Market.....YUkon 2-3231

MARTIN ROY
DIAMOND WATCHES
PLATINUM MOUNTINGS
JEWELRY DESIGNING
704 Market.....YUkon 6-1056

An extension telephone in another part of the house saves time and steps. The cost is small.

Jewelers-Wholesale-(Cont'd)

MAYER ARTHUR CO
COSTUME JEWELRY
HAIR ORNAMENTS
833 Market.....YUkon 2-3687

MCCOY C A & CO 704 Market.....SUttr 1-0447
MICKELSON S M CO
657 Mission.....EX brook 2-0203
Milos 830 Market.....GARfid 1-6083
Molkenbuh Brothers 23 Grant Av.....YU kon 6-6080
Monette M & Co 175-7th.....MArkt 1-6024
Morgan & Allen Co 657 Mission.....GA rfd 1-3440
MOSER BROS Phelan Bldg.....SUttr 1-2779
Multipearl Import Co 1923-41st Av LDbnd 4-1273
Murray and Appel 209 Post.....SUttr 1-0394

NANCO INCORPORATED
U. S. SHIP SERVICE
And Post Exch, Merchandise
Watches - Jewelry - Silverware
Luggage - Giftwares - Radios
608 Howard.....EX brook 2-3221

NORDMAN & AUBURN
Jewelry Supplies
657 Mission.....GA rfd 1-2154

DRECK PERC INC
WHOLESALE COSTUME JEWELRY
Watches - showers - lighters
Diamonds - radios - cameras - film
833 Market.....DO uglas 2-6989

ORIENTAL DEVELOPMENT CO
Directly Imported Siamse Niello
Mother of Pearl - Crystal & Ivory
Jewelry - Oriental Art & Gift Goods
728 Sacramento.....YUkon 6-5084

Pres Leo 210 Post.....YU kon 6-5694
REYNOLDS E W CO 657 Mission.....YU kon 2-4020
Robbins Maxwell 830 Market.....SUttr 1-2304
Schoenfeld Clyde J & Son
657 Mission.....GARfid 1-6341
Siegel Jewelry 704 Market.....GA rfd 1-4475
Siekert Gene A
Costume-Novelty-Men's Jewelry-Roson
657 Mission.....DO uglas 2-9171

SILIN I & SONS
CULTURED PEARL IMPORTERS
STRANDS & LOOSE
704 Market.....DO uglas 2-8281

Sommerfeld Morris 790-22d Av.....BAYw 1-6436

SPARROW L & CO
CULTURED PEARLS
Strands - Loose - 14K Ring
Mountings - Earrings - Charms
704 Market.....SUttr 1-1242

Stein Rudolph 830 Market.....SU ttr 1-2304
STEINHAU BLAHER CO
Wholesale To Ships Service & PX's
324 Mission.....GARfid 1-2313
Stern Nathan 704 Market.....YUkon 6-2032
Stern Myron 704 Market.....YUkon 6-3646
Swank Inc 26 O'Farrell.....SU ttr 1-2593
Tufa Frank 133 Geary.....SUttr 1-2386
Tufa M A Jewelry Co 133 Geary.....DO uglas 2-7559

UNITED DISTRIBUTORS
23 Grant Av YUkon 6-6080
U S Import Enterprises 150 Powell.....SUttr 1-9175
YAN CRAEYNST & LINZER INC
88-1st DO uglas 2-1025

YAN WORMER & RODRIGUES INC
FRATERNITY & LODGE EMBLEMS
Medals - Trophies - Plaques
126 Post.....EX brook 2-5886

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Jewelers-Wholesale-(Cont'd)

Vicaigne Rene 133 Geary.....GARfid 1-1055
VITENSON S
CULTURED PEARLS
SIAMSE JEWELRY & CRYSTALS
Rm 202 COSTUME JEWELRY
209 Post.....GARfid 1-0481

Weingarten Arthur 704 Market.....EXbrk 2-2594

WEINGARTEN MILTON CO
Leading Wholesalers
FASHION JEWELRY
254 Sutter.....DO uglas 2-2018

Whitely George Inc 704 Market.....EXbrk 2-1290
WINTERS HARRY 704 Market.....GARfid 1-2252
WISNIA BEN I INC
Designer & Mfr of Fine Jewelry
391 Sutter.....SUttr 1-5771
Wronski Harry V 704 Market.....GA rfd 1-0092
Wurkheim S & Brother 657 Mission DO uglas 2-0975
Yerdan Ara 240 Stockton.....GARfid 1-4340
ZWILLINGER & CO
704 Market.....EXbrk 2-7727

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.

Always keep Receiver On the HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Jewelry Buyers

ABATT GEO CO
DIAMONDS BOUGHT
100% MARKET VALUE PAID
704 Market.....EXbrk 2-6610

APPEL AND MURRAY
DIAMONDS - GOLD - JEWELRY
APPRAISERS - ESTATES BOUGHT
Bank References
209 Post.....SUttr 1-0394

BAKER EDWARD & CO
I PAY MORE FOR DIAMONDS
OLD GOLD - PAWN TICKETS - JEWELRY
ROOM 520 - OPPOSITE THE EMPORIUM
830 Market.....DO uglas 2-0132

BRAGADO HENRY
TOP CASH FOR OLD GOLD
Diamonds, Antiques, Precious Stones
Room 318 APPRAISER 3rd Floor
830 Market.....EXbrk 2-7186

CAMPANA FRANK R CO
We Pay Full Prices for
Jewelry - Diamonds & Pawn Tickets
See Us Before You Sell
704 Market.....DO uglas 2-7935

CRESALIA J A CO
DIAMONDS - JEWELRY
HIGHEST PRICES PAID
5th Floor
278 Post.....SUttr 1-7372

CUTLER'S 311 Grant Av.....SUttr 1-8871
Delmas & Delmas 760 Market.....SUttr 1-6146
DIAMOND SYNDICATE OF CALIF
704 Market SUttr 1-1144
(See Advertisement This Page)

FARBER BROS
AL & BEN FARBER
HIGHEST CASH PRICES
DIAMONDS - JEWELRY - SILVERWARE
760 Market.....GARfid 1-0560

GREEN J
PAYS THE TOPS FOR DIAMONDS
JEWELRY OLD GOLD & SILVER - ESTATES
ASSOC. - HENRY NATHAN
704 Market.....YUkon 2-4176

KARP FRANK 133 Kearny.....EXbrk 2-8143
Levison-Heller Inc 209 Post.....DO uglas 2-4752

LEVY EDDIE
DIAMONDS & JEWELRY BOUGHT
FOR CASH
Written Appraisals Given
830 Market.....DO uglas 2-6864

LOUIS & CO 300 Post.....YUkon 2-5571
(See Advertisement This Page)

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

NATIONALLY ADVERTISED ARTICLES CAN BE TRACED TO THEIR Local Dealers by looking up "WHERE TO BUY IT" in the Yellow Pages

Jewelry Buyers-(Cont'd)

MORDASINI JOSEPH & SONS
Buyers - Consultants - Appraisers
COMPLETE GEM TESTING LABORATORY
Phelan Bldg Suite 401
760 Market.....YUkon 2-1906

Security Jewelry & Loan Co
Money Landed on all Jewelry
17-3d.....DO uglas 2-4901
State Loan Co 103-3d.....YUkon 6-1224
STEWART JAMES R 239 Post.....EXbrk 2-0259
ZWILLINGER & CO 704 Market.....EXbrk 2-7727

Jewelry Designers
BRAGADO HENRY 830 Market.....EXbrk 2-7186
KIRKOFF GILBERT I 45 Post.....DO uglas 2-0259
Leslie Jean M 430 Victoria.....JU npr 7-1363

Jewelry Enamelers
Bedrosian Peter
Mail Orders Taken
140 Geary.....SUttr 1-6354

Jewelry Engravers
ATKINS & QUADROS ENGRAVERS
209 Post YUkon 2-6615
Brandi Anthony 704 Market.....GA rfd 1-2479
Brown Louis E 10 Leland Av.....JU npr 6-4079
Buehn Fred Co 233 Post.....GA rfd 1-1072
De Mastel & Warner 233 Post.....YUkon 6-3647
Dimitrios James P 133 Geary.....EXbrk 2-3544
GRANAT BROS
Downtown Store Grant Av at Geary.....YUkon 6-4600
Factory & Mission Store
Mission at 20th YUkon 6-4600
Hughes Phil G Jewelry Engraving
704 Market SUttr 1-3520

Karp Frank 133 Kearny.....EXbrk 2-8143
Nauman Keith G 704 Market.....GA rfd 1-8699
Phillips Duval D 126 Post.....DO uglas 2-6943
Schneider Clarence & Son
830 Market.....SU ttr 1-8447
Smith Jas H & Son 133 Geary.....DO uglas 2-3927
Turnquist F Shreve Bldg.....GA rfd 1-3675
VAN WORMER & RODRIGUES INC
126 Post EXbrk 2-5886

Viereck Charline
Alto Steel Engraving
210 Post.....DO uglas 2-5541

Jewelry Repairing
Antlo Hilmar N 830 Market.....DO uglas 2-0195
Aldeghi Mario 133 Geary.....EXbrk 2-0324

ALVAREZ JEWELRY MFG
WATCH & JEWELRY REPAIRING
Complete Jewelry Plofing Service
Bead Stringing - Since 1920
133 Geary.....GARfid 1-6579

Basinger Watch Crystal Co 830 Market SUttr 1-4750
Bay View Jewelers 3021-3d.....ATwtr 2-4530
Brandon John H 662 Market.....GARfid 1-4949
Cassabus Michel 1805 Polk.....PRsct 6-2773
Dauphin Edgar 210 Post.....YUkon 6-0591
Dunn Gus 96-3d.....SUttr 1-0276
Gem Shop The 214 Sutter.....EXbrk 2-3871
GRANAT BROS
Downtown Store Grant Av at Geary.....YUkon 6-4600
Factory & Mission Store
Mission at 20th YUkon 6-4600

W R LABORATORIES
Distributors of the World's Finest
CHAMPION JUICERS
Write or Phone for Free Literature
639 E Lockford Lodi.....ENdicat 9-4638

Juke Boxes
See Phonographs - Coin Operated

ONIONLESS ONION
If you like potato salad but do not like raw onion, you might try boiling an onion in the water in which you are boiling the potatoes for the salad. This gives the Spuds the flavor of onion.

The Yellow Pages - meeting place of buyers and sellers.

SELL YOUR JEWELRY WITH CONFIDENCE
Diamonds - Emeralds - Sapphires - Rubies
Pearls - Silver
ESTATES LIQUIDATED
DEPENDABLE WRITTEN APPRAISALS
FOR INSURANCE
We'll buy your diamonds for cash, or you can leave them with us and we'll sell them for you for a small fee.
YUkon 2-5571
LOUIS & CO.
300 Post at Union Square San Francisco

Jewelry Repairing-(Cont'd)

Hayes Lee W
Ring Sizing While You Wait
133 Geary.....YUkon 6-6828
Jewel Adolphe 830 Market.....YUkon 6-4089
Jewel Shop 276 Post.....SU ttr 1-6729
Karp Frank 133 Kearny.....EX brook 2-8143
Kirkoff Gilbert I 45 Post.....DO uglas 2-0259
Koplowitz Frank
Mfg-Repairing & Alterations
830 Market.....SUttr 1-6518
Macey's of Westlake
329 S Mayfair Av Daly City PLaza 5-7492
Olson Credit Jewelers 2471 Mission ATwtr 2-2799
Phil's Watch & Jewelry Repair
511 Valencia MENlok 1-8753
Rogers Jewelry Co 36 Market.....EXbrk 2-8431
Schwartz & Steilman 704 Market.....SUttr 1-8887
Shillington Jewelers 704 Market.....SUttr 1-7424
SHREVE & CO Post & Grant Av.....GARfid 1-2600
Stalb Charles L 209 Post.....EXbrk 2-5350

Jewelry Retail
STANIELS DOUGLAS J & CO
JEWELRY REPAIRING
REMODELING
BEAD STRINGING
233 Post.....SUttr 1-7948

STERN H C COMPANY
Rings Renewed-Sized & Diamonds Set
830 Market.....SUttr 1-0502
Sweett Chas E 133 Geary.....DO uglas 2-2668
Voll's Fine Jewelry 258 W Portal Av. OVRind 1-6434
Watch Hospital The 2277 Chestnut.....WAlnt 1-0977

Jewelry-Retail
La Boutique
International Jewelry
12 Thilman Pl.....GARfid 1-4595

Jiu Jitsu Instruction-See Gymnasiums

Juice Extractors
Bennett Corporation The 1028 Geary TUxede 5-6592
JUICER HEADQUARTERS-HAL STEWART
See Our Ad for Health Food
1512 Washington Av Sn Leandro Ldckhn 8-7388
Oster John Mfg Co 574 Eddy.....ORdwy 3-0855
Simmons William E Co
616-29th Av Oakland ANdow 1-6011

Juice Extractors
Distributors of the World's Finest
CHAMPION JUICERS
Write or Phone for Free Literature
639 E Lockford Lodi.....ENdicat 9-4638

Juice Extractors
See Phonographs - Coin Operated

ONIONLESS ONION
If you like potato salad but do not like raw onion, you might try boiling an onion in the water in which you are boiling the potatoes for the salad. This gives the Spuds the flavor of onion.

The Yellow Pages - meeting place of buyers and sellers.

SELL YOUR JEWELRY WITH CONFIDENCE
Diamonds - Emeralds - Sapphires - Rubies
Pearls - Silver
ESTATES LIQUIDATED
DEPENDABLE WRITTEN APPRAISALS
FOR INSURANCE
We'll buy your diamonds for cash, or you can leave them with us and we'll sell them for you for a small fee.
YUkon 2-5571
LOUIS & CO.
300 Post at Union Square San Francisco



GUS FARBER
FARBER'S JEWELERS
Since 1902

EXPERT APPRAISALS
JEWELRY ESTATES
DIAMOND JEWELRY
PRECIOUS STONES
GUS FARBER BUYER

DIAMONDS
EMERALDS
SAPPHIRES
RUBIES & PEARLS
ANTIQUE JEWELRY
GOLD & SILVER
PLATINUM

SUttr 1-1144

TWO ENTRANCES
704 MARKET
OR
9 GEARY
2nd floor