

**Silk Screen Processing—(Cont'd)**  
 Bergman Banner Co  
 Specializing in Cloth & Plastics  
 1822 Steiner ..... JOrd 7-8772  
 Bott Signs 1321-20th Av ..... MOntra 4-7434  
 Color Screen Products Co 561 Clay ..... SU tter 1-4320

**COMMERCIAL DISPLAY AND SHOW CARDS**  
 PHOTOGRAPHIC SILK SCREENING  
 Screens Made For Trade or Hobbies  
 Printed Signs  
 634 Paik ..... PRspt 6-5606

**DAY-GLO FLUORESCENT COLORS**  
 Make your advertising, displays and signs stop all eyes... Use DAY-GLO daylight fluorescent colors—up to 4 times as bright as the brightest of ordinary colors—visible up to 4 times as far.

**"WHERE TO BUY IT"**  
 AUTHORIZED SUPPLIERS  
**DEGRODT DISTRIBUTING CO**  
 573-16th Oakland, TEmple 6-1055  
 Goldberg Garrett M Paik Co  
 1019 Mission, UNdrl 1-0192

**LICENSED SILK SCREENERS**  
 Display Mart Inc 325 Minna ..... EXbrk 2-3914  
**PISCHOFF CO**  
 177 Golden Gate Av, UNdrl 1-3822  
 Standard Display Co 449 Bryant, GARd 1-5971

Dealer Display Products Inc  
 49 Stevenson ..... YU kon 6-6550  
 Display Mart Inc 325 Minna ..... EXbrk 2-3914  
 (See Advertisement Page 811)

Emerson Mfg Co  
 Printing on All Textiles Only  
 Hawthorne at Howard ..... GARd 1-8390

**SCARE AWAY RUST**  
 To prevent rust in trash or garbage cans, pour melted paraffin (or old candles) in bottom of container. Rotate to coat bottom and sides.

**THE BEST IN PRODUCTION SCREEN PROCESS PRINTING**  
 Specialists in POINT OF PURCHASE MERCHANDISING DISPLAYS

Window, wall, counter, plastic & fluorescent—shelf talkers, Bus Cards, Decals, Art Prints, Specialty Packaging

SINCE 1908  
**VELVETONE CO.**  
 108 DAVIS ST., S. F.  
 EXbrook 2-1024

**'Silk Screen Showcards'**  
 CHARTS · GRAPHS  
**PISCHOFF**  
 177 GOLDEN GATE AVE.  
 UN 1-3822  
 DENHILL

**Silk Screen Processing—(Cont'd)**  
**GALLAGHER CO**  
 DESIGNERS & PRODUCERS of QUALITY SCREENING Since 1918 Any Surface — Any Quantity Fast Service  
 969 Folsom ..... YUkon 2-4102

**GOODWIN JACK**  
 QUALITY SCREEN PROCESS WE SPECIALIZE IN SHORT RUNS  
 309 Turk ..... ORdwy 3-3048

Heymans Richard E 78 Clay ..... YUkon 6-2562

**KENNEDY R J CO**  
 PLASTIC DISPLAYS Silk Screen Process on Plastic A Specialty  
 820 Sn Mateo Av Sn Brno ..... JUNE 3-6162

Kenney Larry 72 Natoma ..... YUkon 2-4676  
 Kraft Maurice 1818-27th Av ..... SEabright 1-4989  
 Mansfield Sign Co 449 Valencia ..... UNdrl 3-4435  
 McCoy & Co 49 Stevenson ..... SUttr 1-8741  
 Metalcrafters Corp The 275 Post ..... YUkon 2-4971  
 Morse Decals 607 Market ..... YUkon 6-0574  
 Nordyne Eric 617 Market ..... DOuglas 2-6021

**NOVELART DISPLAY CO**  
 625 Turk ..... TU xedo-5-6483  
 Nutter H M Co  
 Signs-Metal-Cloth-Paper  
 253 Calif ..... DOuglas 2-5018  
**PISCHOFF CO** 177 Golden Gate Av, UNdrl 1-3822  
 (See Advertisement This Page)

**POSTERGRAFF CO**  
 Fine Reproduction-Car Cards-Displays  
 1070 Bryant ..... UN dnl 1-7583

**PRINTING ARTS CO**  
 Quality Silk Screen Printing  
 2515 Palm Pl Sn Mto ..... FIrled 5-4881

**PROCESS POSTER CO INC**  
 Silk Screen Bill Boards  
 675-37th Oakland ..... OLYmpc 2-7647

**SORENART CO** 652 Minna ..... UN dnl 3-5254  
 Seri-Tone 55 Merchant ..... SUttr 1-6839  
 Mandarin Fashions 512 Grant Av ..... YUkon 6-3655  
 Matsumoto's 504 Sutter ..... YU kon 6-2283  
 Tai Chong & Co 506 Grant Av ..... SU tter 2-2568  
 The House Of Sung 527 Grant Av ..... YU kon 6-1569  
 Wavel's 597 Grant Av ..... GARd 1-5199  
 Winn Ltd 100 West Portal Av ..... SE abright 1-0510

**SUN ADVERTISING CO**  
 MERCHANDISING SPECIALISTS PRODUCTION — INSTALLATION  
 323 Fremont ..... YUkon 6-6826

**TWOMEY E F CO**  
 Quality Displays-Signs-Decals  
 557 Howard ..... DO uglas 2-5617  
 Unit Display Advertising 78 Clay ..... SUttr 1-0187

**UNITED ADVERTISING DISPLAYS**  
 926 Chester Oakland, GLncrt 1-0865

**VELVA-GLO FLUORESCENT COLORS**  
 Sun-Tested VELVA-GLO Screen Colors Stop Traffic, Increase Sales, Outdoor Life Up to 4 Months. Colors: Orange-Red, Char- trouse, Orange-Yellow, Red, Cerise, Orange, Green & Pink.

**"FOR INFORMATION CALL"**  
 SUPPLIERS  
**LA CLAIR SILK SCREEN & CRAFT SUPPLIES** 1245 Noriega ..... OVRind 1-0197

**SILK SCREEN PROCESSING**  
 Art Craft Poster Company  
 2935 Broadway Oakland, Hlgate 4-4741  
 Commercial Display & Show Cards  
 634 Paik, PRspt 6-5606  
 Gallagher Co 969 Folsom ..... YUkon 2-4102  
 Goodwin Jack 309 Turk ..... ORdwy 3-3048  
 Novelart Display Co 625 Turk ..... TU xedo 5-6483

**VELVETONE COMPANY**  
 108 Davis, EXbrk 2-1024

**VELVETONE COMPANY** 108 Davis ..... EXbrk 2-1024  
 (See Advertisement This Page)  
 Vitachrome Inc 50 Hawthorne ..... DOuglas 2-7673

**FLEXIBLE THIMBLE**  
 To avoid pricked fingers when sewing, put several coats of nail polish on your finger tips.

**Silk Screen Processing Supplies**  
**CALIF INK CO INC THE**  
 Flax's 295 Kearny ..... 545 Sansome, EXbrk 7-1212  
 165 Fell ..... YU kon 2-4824

**LA CLAIR SILK SCREEN & CRAFT SUPPLIES**  
 Photo Screen Supplies — Artype Complete Supplies — Whols. & Retail Free Studio Classes in Craft  
 1245 Noriega ..... OVRind 1-0197

**SCREEN PROCESS SUPPLIES MFG CO**  
 WHOLESALERS & RETAILERS  
 Stencil Inks, Printing Units, Squeegees, Knives, Film, Screen Filters, Du Pont Film Ektagraph Film, Fabric Dyas, Fluorescent Glow Inks  
 PHOTO STENCIL SERVICE — IMPORTERS Swiss Interlock & Bolting Silks, Swiss Organdy, Carbon Photo Tissue, Decal Papers DISTRIBUTORS  
 Profilm, Litho-Tusche, Stencil Paper, Books on Silk Screen, Automatic Silk Screen Presses, CONSULTANT SERVICE Latest Methods & Techniques Without Charge  
 W MacArthur Blvd & Telegraph Av Oakland ..... OLYmpc 5-5577

Sinclair & Valentine Co Of Calif  
 Silk Screen Inks  
 1104-57th Av Oakland ..... KElog 3-6408  
 Western Sign Supplies Inc  
 Complete Sign & Silk Screen Supplies  
 4336 Sn Pablo Av Emryvl ..... OLYmpc 4-2426

**Silks-Oiled-See Coated Fabrics**  
**Silks-Retail**  
**CITY OF CHINA**  
 SILK GOODS Beautiful imported Tribute Silks Raw Silk — Wearing Apparel — Mail Ord.  
 440 Grant Av ..... YUkon 2-3311

**CITY OF SHANGHAI**  
 PURE SILK YARDAGE LINEN GOODS C.O.D. — Air Mail Delivery  
 566 Grant Av ..... YU kon 2-5520

Kay's Silk 315 Grant Av ..... EXbrk 2-5079  
 Madame Butterfly 347 Grant Av ..... SUttr 1-2417  
 Mandarin Fashions 512 Grant Av ..... YUkon 6-3655  
 Matsumoto's 504 Sutter ..... YU kon 6-2283  
 Tai Chong & Co 506 Grant Av ..... SU tter 2-2568  
 The House Of Sung 527 Grant Av ..... YU kon 6-1569  
 Wavel's 597 Grant Av ..... GARd 1-5199  
 Winn Ltd 100 West Portal Av ..... SE abright 1-0510

**Silks-Whols & Mtrs**  
 Acme Silk Co 833 Market ..... YU kon 6-5533  
 Bates M Co Inc 883 Mission ..... GARd 1-2893  
 Belding-Heminyway-Corticelli  
 820 Mission, GARd 1-5852

**CHINESE HANDCRAFT CO**  
 742 Market ..... SU tter 1-2992  
 Fomial E & Sons 154 Sutter ..... DOuglas 2-0662

**FOMIL E & SONS**  
 ORIENTAL BROCADES Silks — Satins — Damask — Raw Silks Prints — Pongees — Fuji — Habutae  
 154 Sutter ..... DOuglas 2-6856

Green H J Co of Calif 51 Grant Av ..... SUttr 1-6464  
 Greenberg's 133 Geary ..... EXbrk 2-4943  
 Ino Merchandise Co 347 Grant Av ..... SUttr 1-2417  
 Johnson & Gutfield  
 Linings-Rayons-Silks-Cottons  
 51 Grant Av ..... EX brook 2-4052

**MYERS K**  
 Imported Silks  
 9 Throckmorton Av Mill Vly ..... DUNp 8-1343

**RAZON COMPANY**  
 Importers of Pure Silks — Satins Oriental Brocades  
 Prints — Pongees — Raw Silks  
 Pler 45A ..... PRspt 6-1676

Razon Company Pler 45A ..... PRspt 6-4809  
 Skinner William & Sons 821 Market, YU kon 2-5334  
 Suey Chong Co 509 Grant Av ..... YUkon 2-0275

**Silver Buyers**  
**AMERICAN PLATINUM WORKS**  
 Buyers & Sellers Silver Sheet & Wire  
 740 Market ..... GARd 1-1447  
**FARBER GUS** 704 Market ..... SUttr 1-1344  
 Western Gold & Platinum Co  
 525 Harbor Blvd Belmont, LYxel 3-3121  
 Wildberg Bros Smelting & Refining Co  
 742 Market ..... DOuglas 2-3505

**Silver Cleaners & Polishes—See Polishers**

**Silversmiths**  
 Burridge Co The  
 Specialists in Silverware Repairing  
 Over 70 Years in Business  
 165 Fell ..... HEmlok 1-3480

**IRVINE & JACHENS INC**  
 Since 1886  
 Saddle Silver & Western Buckles  
 6700 Mission Daly City ..... PLaza 5-4715  
 209-9th ..... UNdrl 3-0729

**N & H Plating Works** 583 Market ..... EXbrk 2-5244  
 North Beach Plating Works  
 1529 Powell, YUkon 6-4056

**STANDARD PLATING & POLISHING WORKS INC**  
 Formerly at 288-1st  
 896 Folsom ..... YUkon 2-5128

**SUPERIOR PLATING WORKS**  
 Thumler Bros 928 Geary ..... ORdwy 3-8399  
 Van Erp Dirk  
 Custom Designing & Repairing  
 619 Beach ..... ORdwy 3-3956  
 Vella & Skinner  
 Repairing-Gold & Silver Plating  
 285 Shipley ..... EX brook 2-0476

**Silverware-Rentng**  
 See Colorers' Equipment

**Silverware-Retail**  
**AZEVEDO BROS JEWELERS**  
 210 Post, SUttr 1-0063  
 Behrend Jewelers 70 Stonestown ..... LOMbrd 6-2211  
 Christian S of Copenhagen Inc  
 225 Post, EXbrk 2-3394  
 Easterling Co 2048 Market ..... UNdrl 3-0585  
 Easterling Sterling Silver—  
 EASTERLING CO 2048 Market, UNdrl 3-0585

**GRANAT BROS**  
 Shreve Treat & Ecuret  
 Downtown Store Grant Av at Geary, YUkon 6-4600  
 Factory & Mission Store  
 Mission at 20th, YUkon 6-4600

**GUMPS** 250 Post ..... YU kon 2-1616  
 Hartman's Jewelry Co 126 Post ..... DOuglas 2-2769  
**LOUIS & CO** 300 Post ..... YUkon 2-5571  
**SCHMIDT A & SON** 576 Sutter ..... SUttr 1-4753  
**SHREVE & CO** Post & Grant Av ..... GARd 1-2600

**WESTMORLAND STERLING—**  
 ALUMINUM COOKING UTENSIL CO INC THE  
 Nancy Prentiss Flatware-China & Crystal  
 45th & Adeline Oakland ..... OLYmpc 5-3260

Westmorland Sterling Silver Distr  
 1738-12th Av, SEabright 1-3028

**Silverware-Whols & Mtrs**  
 Fair Merchandising Co Inc  
 767 Mission, SUttr 1-6146  
 National Silver Co 1355 Market ..... MARKET 1-0735  
 Oneida Community Ltd 657 Mission, GARd 1-1310  
 Oneida Ltd 657 Mission ..... GARd 1-1310  
 Oppenheimer Perry & Co  
 1355 Market, UNdrl 1-4037

Rogers Wm A Ltd Oneida Ltd Successor  
 657 Mission, GARd 1-1310  
 Selter M Company 1400 Folsom ..... HEmlok 1-8411  
 Wallace Silversmiths Inc 140 Geary, DOuglas 2-1178

**Sink Boards—See Drainboards**

**Sirens**  
**BUCKLEY E L CO**  
 SIRENO SIRENS — LIGHTS  
 Police — Fire — Emergency Vehicles  
 988 Harrison ..... YUkon 2-1989

Calix George F Co  
 1744 Shattuck Av Brkly, THrmal 5-4342

**FEDERAL SIGN & SIGNAL CORP**  
 Sirens, Horns, Bells, Signals  
 Marine, Industrial, Vehicle, Fire, etc.  
 714 Harrison ..... YUkon 2-1964

**TO FILL CRACKS**  
 Cracks in wooden walls, etc., can be permanently repaired by filling them with a thick paste made of approximately 1 part linseed oil, 2 parts hot glue, 3 parts whitening and 4 parts sawdust.

**Skating Equipment & Supplies**  
**CALIF SKATE SALES**  
 ICE & ROLLER SKATES  
 RIEDELL SHOES  
 Wholesale Only  
 5518 Telegraph Av Oakland ..... OLYmpc 3-7191

**HARLICK & CO**  
 ICE & ROLLER SKATING  
 BOOTS CUSTOM MADE  
 1125 Market ..... MARKET 4-7879

Viking Sporting Goods 1874 Market, HEmlok 1-8317  
 West Portal Sport Shop  
 301 West Portal Av ..... MOntra 4-7879  
 Western Roller Skate Sales  
 1303 Main Rdwv City, EMran 8-5946

**Skating Rinks**  
**COLISEUM ROLLER BOWL**  
 In the Heart of Downtown S.F.  
 SESSIONS 1-4 EYES 7:30-10:30  
 SKATE SALES & REPAIRS  
 Rink Available for Birthday, Club & Private Skating Parties. Spec Rates to Students Professional Instructions All Ages  
 CLOSED MONDAYS & TUESDAYS  
 11th Street Bet. Market & Mission  
 45-11th ..... UNdrl 1-9300

**LEGG SCHOOL OF ICE SKATING**  
 Owned & Operated by Phyllis & Harris Legg  
 Former Ice Follies Stars  
 SKATING INSTRUCTION All Ages — 3 to 83  
 PRIVATE — SEMI PRIVATE — GROUP  
 Complete Rental—Sales & Sharpening Service  
 Rink Available for Birthday, Club & Private Skating Parties  
 Ask About Our Daily Skating Sessions  
 1951 Ocean Av ..... JUNipr 6-1300

**ROLLER CITY NO 1**  
 The West's Most Beautiful Roller Rink  
 13168 Sn Pablo Av Sn Pblo ..... BEacn 4-0600

**SAN FRANCISCO ICE ARENA**  
 Open All Year Around  
 Open Week Days  
 2:15 P.M. to 5 P.M.—7:45 P.M. to 10:30 P.M.  
 Sat-Sun. & Holidays  
 10 A.M. to 12:30 P.M.—2:15 P.M. to 5 P.M.—  
 7:45 P.M. to 10:30 P.M.  
 PROFESSIONAL STAFF  
 Thomas Twins Marshal Beard  
 Pancho Rodriguez Bill Root  
 1557-48th Av ..... SEabright 1-9711

**SKATELAND AT THE BEACH ROLLER RINK**  
 MATINEE  
 2 P.M. to 5 P.M. Daily  
 Evenings 7:30 P.M. to 10:30 P.M.  
 LATE SESSIONS  
 Every Sat Night 11 P.M. to 1 A.M.  
 SPECIAL GROUP RATES  
 ARE AVAILABLE  
 Skating Classes for All Ages  
 Private Instructions  
 Available By Appointment  
 Balboa & Great Hwy ..... SKYln 1-4717

Sutros-Whitneys At Seal Rocks  
 1000 Pt Lobos Av ..... BAYw 1-7711

**WHITNEYS-SUTROS AT SEAL ROCKS**  
**ICE SKATING RINK**  
 SESSIONS DAILY: PUBLIC  
 Junior — Dance — Children  
 Speed — Private — Patch  
 PROFESSIONAL STAFF:  
 Bill Barrett Julie Barrett  
 George Cross Tony Howard  
 FOR INFO OR LESSONS RES CALL  
 1000 Pt Lobos Av ..... BAYw 1-7711

**Skating Equipment—Whols & Mtrs**  
 Anglo-Scandinavian Co 121-2d ..... EXbrk 2-8651  
 Curley-Bates Co 575 Mission ..... DOuglas 2-8677  
 Legras George & Co 1005 Market ..... HEmlok 1-9919  
 Lipschultz Irving 718 Mission ..... GARd 1-7681  
 Sportswear Imports Ltd 821 Market ..... SUttr 1-5220

**Skin Diving Equipment**  
 See Divers' Equipment & Supplies

**Skin Treatments**  
**A BASIC SCIENCE INSTITUTE THERAPY**  
**SKIN DISORDERS TREATED**  
 DR. A. G. RESLER, D.C.  
 ACNE, PIMPLES, WARTS, MOLES, ETC.  
 DRUGLESS, PAINLESS REMOVAL  
 Please Call for Appointment  
 1026 Market ..... KLondke 2-0064

**BLUMENTHAL ELIZABETH**  
 133 Geary, GARd 1-0096  
 (See Advertisement This Page)  
 Marcelle Hair Stylist 2588 Mission ..... ATwtr 2-8666  
 Molly's for Beauty 722 Geary ..... PRspt 6-2257

**SAK DI GOR SKIN MEDICATION**  
 MEDICATED CREAM  
 For Arthritis Pains & Skin Disease  
 Money Back Satisfaction Guaranteed  
 951 Kearny ..... YUkon 2-5923

**Skip Tracing**  
 Modern Adjustment Bureau of No Calif  
 9 Sutter, GARd 1-7979  
 Morrison & Sellar Inc  
 1844 Van Ness Av, TU xedo 5-0830

**Skyllights**  
**ACME SHEET METAL & FURNACE WORKS**  
 SKYLIGHTS  
 HOMES — INDUSTRIAL  
 All Types & All Sizes  
 228 Duncan ..... ATwtr 2-2506

Aluminex Incorporated 171-2d ..... SU tter 1-1100  
**ANEW SHEET METAL WORKS**  
 1226-9th Av ..... LO mbrd 6-2048  
**BOLLER J OCEANSIDE SHEET METAL SHOP**  
 633 Taraval, SEabright 1-5573  
**BORDIN JAMES J DO**  
 1333 Noriega, LOMbrd 6-3222  
 Bryant Sheet Metal Co  
 1248 Divisadero, FImor 6-5792  
**GOSS WM P SHEET METAL WORKS INC**  
 3944 Geary Bl, SKYln 1-0393

**McKUNE METAL PRODUCTS CO**  
 ALUMINUM  
 Puttyless Skylights & Glazing  
 570 Bryant ..... EXbrk 2-1185

**LILLY ALFRED E & ASSOC**  
 Wascolite Skydoms  
 1029 Larkin ..... ORdwy 3-7542  
 (Continued Next Page)

**KENNEALLY'S SPORT SHOP**  
 Complete Rental Service  
 Skis — Boots  
 Clothing — Chains  
 SALES  
 IMPORTED BOOTS — SKIS — POLES CLOTHING & ACCESSORIES  
 During Ski Season DOuglas 2-3676  
 Open Till 8 P.M. 67-2d Street  
 Half Bk. Off Market

**SKI SPECIALISTS**  
 Widest Selection of Ski Equipment & Clothing  
 The Most Complete Ski Rentals in the Bay Area  
 Ski Instructors on Hand To Help and Advise You  
 Ask About Our Clubs, Groups and Individual Ski Tours  
**GEO. B. GERAMONI**  
**SKIHaus**  
 131 Market St.  
**YUkon 2-5825**  
 OPEN EVENINGS 'TIL 9 — FRIDAYS 'TIL 7  
 SATURDAYS 9:30 TO 5:30

**VIKING TOP SELECTION**  
 • RENTALS  
 • SALES  
 Clothing — Boots — Skis JUNIOR & ADULTS  
 MON. WED. FRI. TILL 9 IN SKI SEASON  
 CREDIT TERMS  
**HEmlock 1-8317**  
 1874 MARKET

**SKI SPECIALISTS**  
 • Sales • Repairs • Rentals  
 • Tours • Reservations  
 TWO OF THE FINEST SHOPS IN THE WEST  
**DAWSON'S**  
 SAN FRANCISCO — SAN RAFAEL  
 535 Mason St. — Betw. Sutter & Post  
**TU xedo 5-4321**  
 OPEN EVES.

**Elysée**  
**THERAPEUTICAL SKIN & MUSCLE TREATMENTS**  
 Restoration of Face & Neck. Acne — Black- heads — Pore Treatments — Guaranteed Improvement, Vacuum & Wave Therapy, Scientific Non-Surgical Contour Lift.  
 Removes All Tissue Debris — Corrects Clogged Pores — Smooths Wrinkles & Lines — Tightens Sagging Muscles — Increases Circulation — Vitalizes Nerve Gland Muscle & Skin Structure  
 Prof. Service — Individual Attention — European Physiotherapists & L.P.T. Scientific Hypo-Allergenic Cosmetics

For Appointment Call GARfield 1-0096  
**ELIZABETH BLUMENTHAL L. P. T. — Elysée**  
 133 GEARY SUITES 709-11

**IT PAYS TO ANSWER TELEPHONE CALLS PROMPTLY**  
 Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

**SKYLIGHT LEAKS?**  
 EXPERT REPAIRS With AMERICAN PLASTIC CEMENT  
**AMERICAN ROOF MAINTENANCE CO.**  
 PLaza 5-3888 or PLaza 5-4695