

**Silverware-Retail**

**AZEVEDO BROS JEWELERS**  
210 Post SUttr 1-0063  
Behrend Jewelers 70 Stonestown... L0mbrd 6-2211  
Christian S of Copenhagen Inc 225 Post EXbrk 2-3394  
Crescent Jewelry Co 2622 Mission... ATwtr 2-6727  
Easterling Co The 304 Taraval... M0ntrse 1-1122  
**GRANAT BROS**  
Downtown Store Grant Av at Geary... YUkon 6-4600  
Factory & Store Mission at 20th... YUkon 6-4600  
**GUMP'S** 259 Post... YUkon 2-1636  
Hartman's Jewelry Co 126 Post... D0nlas 2-2769  
**LOUIS & CO** 300 Post... YUkon 2-5571  
**SHREVE & CO** Post & Grant Av... GArfid 1-2600  
**WESTMORLAND STERLING**  
WESTMORLAND STERLING DIVISION OF  
WEAR-EVER ALUMINUM INC  
Nancy Prentiss-Flatware-China-Crystal  
45th & Arline Oakland Olympc 5-3260  
Westmorland Sterling Silver Distr  
1738-12th Av SEabright 1-3028

**Silverware-Whse & Mfrs**

**Boord Laurence D**  
Sheffield Silver Company  
1353 Post... P0rpt 5-2235  
Fair Merchandising Co Inc 767 Mission SUttr 1-8146  
National Silver Co 1355 Market... MArkt 1-0735  
Oneda Community Ltd 657 Mission... GArfid 1-1310  
Oneda Ltd 657 Mission... GArfid 1-1310  
Rogers Wm A Ltd Oneda Ltd Successor  
657 Mission GArfid 1-1310  
Wallace Silversmiths Inc 140 Geary D0nlas 2-1178

**Sirens**

**BUCKLEY & L CO**  
SIRENO  
SIRENS - LIGHTS  
Police - Fire - Emergency Vehicles  
986 Harrison... YUkon 2-1989

**Cake George F Co**  
1744 Sbatuck Av Brkly THrml 5-4342  
Curtis L N & Sons  
5814 College Av Oakind Olympc 5-5111

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

**Skating Equipment & Supplies**

**CALIF SKATE SALES**  
ICE & ROLLER SKATES  
BIEDLE SHOES  
Wholesale Only  
5518 Telegraph Av Oakind Olympc 3-7191

Coliseum Roller Bowl 45-11th... UNdrl 1-9300

**DANCE ART CO**  
Headquarters for  
HIGH STYLE SKATING SKIRTS  
TIGHTS - LEOTARDS - HOSIERY  
Exhibition Costumes to Order  
Opp Macy's  
171 O'Farrell... EXbrk 2-4912

**HARLICK & CO**  
ICE & ROLLER SKATING  
BOOTS CUSTOM MADE  
3125 Market... MArkt 1-0462

**VIKING SPORTING GOODS**  
1874 Market HEmlok 1-8317

**WEST COAST SKATE SALES CO INC**  
STREET KING SKATES  
ROLLER DERBY RINK SKATES  
AERFLYTE ICE SKATES  
3046 Bayshore Hwy Rdwv City-Emrn 9-2078

West Portal Sport Shop  
301 West Portal Av... M0ntrse 4-7879

**Skating Instruction**

Coliseum Roller Bowl 45-11th... UNdrl 1-9300  
San Francisco Ice Arena  
1557-48th Av SEabright 1-9711

Our business office will be glad to help with any telephone problem you may have.

**LET'S GO roller Skating**

THERE'S FUN FOR EVERYONE at COLISEUM ROLLER BOWL S.F.'s ONLY DOWNTOWN ROLLER RINK

SKATING CLASSES FOR BEGINNERS ALL AGES

Sessions 1 P.M. to 4 P.M.  
Evenings 8 P.M. to 10:30 P.M.  
CLOSED MONDAYS & TUESDAYS

THE WHOLE FAMILY HAS FUN TOGETHER  
Roller Skating Is Good Clean Fun... A Grand Recreation

SKATE SALES AND REPAIRS  
RINK AVAILABLE FOR BIRTHDAY - CLUB & PRIVATE PARTIES

11th Street Between Market & Mission  
45 ELEVENTH STREET

Underhill 1-9300

**ROLLER CENTER**

SKATERS OF TOMORROW DANCE CLUB BEGINNERS OF TODAY

Afternoons 2:30 - 4:30 P.M.  
Evenings 7:30 - 10:30 P.M.

Saturday Late Skate  
Sat. & Sun. Afternoons 1 - 4 P.M.

J0rdan 7-6106

ROLLER SKATING REASONABLE RATES WITH SPECIAL AFTERNOON DISCOUNT  
GROUP RATES • CLASS & PRIVATE LESSONS

Formerly ST. BENEDICT'S YOUTH CENTER

1520 LYON STREET

**SAN FRANCISCO ICE ARENA**

OPEN ALL YEAR AROUND

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.

ARENA ICE SKATING SCHOOL  
Director - Hugh Hendricksen  
Staff - THOMAS TWINS - PANCHO RODRIGUEZ  
MARLENE JACKSON - BILL ROOT

SEabright 1-9711

Complete Skate Sales & Repairs  
1557 - 48th AVE. - Bet. Kirkham & Lawton

**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

131 Market St.  
YUkon 2-5825

OPEN EVENINGS 'TIL 9 - FRIDAYS 'TIL 7  
SATURDAYS 9:30 TO 5:30 - Thru Jan. 1st

**Skating Rinks**

Bel-Arena Ice Rink  
815 Old County Rd Bimnt. LYal 1-3333  
**COLISEUM ROLLER BOWL**  
45-11th UNdrl 1-9300  
(See Advertisement This Page)

**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... JUNpr 6-1300

**ROLLER CENTER THE** 1520 Lyon... J0rdn 7-6106  
(See Advertisement This Page)  
San Francisco Ice Arena  
1557-48th Av SEabright 1-9711  
(See Advertisement This Page)

**SKATELAND AT THE BEACH ROLLER RINK**  
MATINEE'S  
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 4-4717

Skating Enterprises Inc 45-11th... KLonde 2-2874  
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 Barrall Julia Barrall  
George Cross Tony Howard  
FOR INFO OR LESSONS RES CALL  
1000 Pt Lobos Av... BAYw 1-7711

**Ski Tours-See Sightseeing Tours**

**Skating Equipment-Retail**  
See Also Sporting Goods Headings  
Ayoub's Sport Shop  
Ski-Boots-Clothes-Rentals  
2598 Sn Bruno... DE aware 3-1207  
Bavarian Ski Shop 58-3d... YUkon 6-0265  
(See Advertisement Page 837)  
**CLARK'S SPORTING GOODS**  
Skiing Equip-Sales & Rental  
301 West Portal... M0ntrse 4-7879  
**DAVE SULLIVAN SPORT SHOP**  
Ski-Ski Clothing-Rental-Sale-Repair  
5323 Geary Bl... SKYln 1-7070  
**DAWSON'S** 535 Mason... TUXedo 5-4321  
(See Advertisement Page 837)  
(Continued Next Page)

**KENNEALLY'S SPORT SHOP**

Complete Rental Service  
Skis - Boots  
Clothing - Chains SALES

IMPORTED BOOTS - SKIS - POLES  
CLOTHING & ACCESSORIES

During Ski Season D0nlas 2-3676  
Open Till 8 P.M. 67-2d Street  
Hall Bk. Ott Market

**Skating Equipment-Retail-(Cont'd)**

G & M Sales Co 1647 Market... UNdrl 3-2855  
Geramoni Geo B-Skihaus 131 Market YUkon 2-5828  
Kenneally's Sport Shop 67-2d... D0nlas 2-3676  
(See Advertisement Page 836)

**LAND BROS SPORTING GOODS**  
Rentals on Ski-Poles-Boots  
Clothing-Taboggans-Car Racks  
571 Mission... YUkon 6-3864

**PARK PRESIDIO SPORTING GOODS**  
Ski Clothing-Equip-Rental-Sale-Rep  
152 Clement... SK Ylne 2-0800  
Skihaus 131 Market... YUkon 2-5825  
(See Advertisement Page 836)

**TEXDAHL & JOHNSON**  
Ski Equip-Sales & Rentals  
571 Mission... GArfid 1-6557

**VIKING SPORTING GOODS**  
1874 Market HEmlok 1-8317  
(See Advertisement This Page)

**WEST PORTAL SPORT SHOP**  
Complete Sales & Rental  
301 W Portal Av... M0ntrse 4-7879

Your telephone is one of today's best bargains.

**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  
TUXedo 5-4321  
OPEN EVES.

**VIKING**

SOME OF OUR LEADING BRANDS  
BOGNER HEAD MOLITOR  
ROFFE ATTENHOFER STROLZ  
MEGGI BLIZZARD KASTINGER  
WHITE STAG KNEISSL ALBER

Custom Tailored Ski Pants In 4 Days

SALES - RENTALS  
MON. WED. FRI. TILL 9 IN SKI SEASON  
CREDIT TERMS

**HEmlock 1-8317**  
1874 MARKET 4 Blks W. of Van Ness Av.

**Bavarian Ski Shop**

Sales - Rentals - Repairs  
WEEK-END SKI TOURS  
YUkon 6-0265  
58-3rd St. Off Market  
OPEN EVENINGS

**Skating Equipment-Whse & Mfrs**

Anglo-Scandinavian Co 121-2d... EXbrk 2-8651  
Curly-Bates Co 575 Mission... D0nlas 2-8677  
Hagemaster-Lert  
110 Gilbert Av Mrio Prk. DAVnpr 3-9823  
Legras George & Co 1005 Market... HEmlok 1-9919

**LIBO OF SWEDEN**  
ISELIN IMPORTS DIV OF PARROTT & CO  
231 Sansome D0nlas 2-2400

Lipschultz Irving 718 Mission... GArfid 1-7681

**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... KLonde 2-0064

**BLUMENTHAL ELIZABETH**  
Corrective Skin & Muscle Treatment  
Restoration of Face & Neck  
ACNE - BLACKHEADS  
PORE TREATMENTS  
Guaranteed Improvement  
VACUUM & WAVE THERAPY  
Scientific Non-Surgic Contour Lift  
Flexolator Relieves Tension  
Increases Circulation Tightens  
Muscles During Treatment  
Individual Attention by European  
Experts Licensed by State Med. Bd.  
CALL ELYSEE  
Suite 709-10  
133 Geary... GArfid 1-0096

Molly's for Beauty 722 Geary... P0rpt 6-2257

**Skip Tracing**  
Modern Adjustment Bureau of No Calif  
9 Sutter GArfid 1-7979

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

Aluminex Incorporated 325-5th... SUttr 1-1100  
**APEX SHEET METAL WORKS**  
1226-9th Av... L0 mbar 6-204E  
**BORDIN JAMES J CO**  
1333 Noriega L0mbrd 6-3222

**DELEHANTY J E CO**  
NATURALITE DOME SKYLITES  
FOR QUOTATIONS CALL  
122-2d Av Sn Mto... DImnd 2-3877

**GOSS WM P SHEET METAL WORKS INC**  
3944 Geary Bl SKYln 1-0393  
**LILLY ALFRED E & ASSOCIATES**  
1029 Larkin ORWay 1-7542  
(See Advertisement This Page)

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

**O'KEEFFE'S INC**  
ALUMINUM PUTTYLESS SKYLIGHTS  
75 Williams Av... VALencia 6-5666

**OWENS-ILLINOIS TOPLITE PANELS**  
KIMBLE GLASS CO  
1485 Bay Shore Bl JUNpr 6-3234

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

**Skylights-(Cont'd)**

**PACIFIC FAN & BLOWER CO**  
ALUMINUM PUTTYLESS SKYLIGHTS  
QUICKLY INSTALLED  
Beauty Unequaled  
Large or Small Areas  
Clear or Heat Resistant Glass  
No Maintenance Necessary  
Unconditionally Guaranteed  
FREE ESTIMATES  
1860 Folsom... UNdrl 1-9663

**PAM DOME SKYLIGHTS**  
CONTINENTAL BUILDING PRODUCTS CO  
178 Fremont YUkon 2-6630

Phoenix-Simpton Co 520-6th... UNdrl 1-5606

**PLASTICO SKYDOMES**  
SCHULTZ-DEWEY & CO  
190 MacArthur Bl Oakind HGate 4-2333

Stelling Sheet Metal 2814-25th... ATwtr 2-0777  
Wasco Products Inc 522 Clement... SKYln 2-5266

**WASCOLITE SKYDOMES**  
WASCO PRODUCTS INC  
Plastic Skylights & Smoke Vents  
522 Clement... SKYln 2-5266

**Slate**  
**ANDERSON ROOFING CO INC**  
Slate Applied & Repaired  
2940 San Jose Av... JUNpr 4-9575  
Rolph-Mills & Co 325-5th... SUttr 1-1100  
Western States Stone Co  
907 Scott Snta Cira AXmnr 6-4525

**Slaughter Houses**  
See Meat-Whse; Also Stock Yards

**Sleeping Bags-See Camping Equipment**

Wise buyers know that the Yellow Pages are the quickest way to get up-to-date purchasing information.

**SKYLIGHT LEAKS?**

EXPERT REPAIRS With AMERICAN PLASTIC CEMENT

**AMERICAN ROOF MAINTENANCE CO.**  
PLaza 5-3888  
or PLaza 5-4695

**ALFRED E. LILLY & ASSOC.**

"NATURALITE" PLASTIC SKYDOMES

LOCAL STOCK  
IMMEDIATE DELIVERY

**ORdway 3-7542**  
1029 LARKIN

**Slicing Machines**

Amer Slicing Machine Agcy  
Slicers-Choppers-Easyused Saws  
1586 Bush... GRaytn 4-1898

**GLOBE SLICING MACHINE AGCY**

**SLICING MACHINES**  
Meat Grinders & Scales  
SALES & SERVICE  
All Makes Serviced & Repaired  
Bought - Sold - Exchanged  
D. A. MASON Distributor  
969 Mission... EXbrk 2-2125

**HOBBART SALES & SERVICE AGCY**  
952 Mission... GA rfd 1-6738  
Howell J P Co 7 952 Mission... GArfid 1-6738  
**MASON BROS**  
Dist of Globe Slicing Machines  
969 Mission... EXbrk 2-2125  
Toledo Scale-Division of Toledo Scale Corporation  
1665 Hudson Av. ATwtr 2-7958

**U S-BERKEL SLICERS**  
U S SLICING MACHINE CO INC  
Counter And Heavy Duty  
989 Howard... GArfid 1-8429

**U S Slicing Machine Co Inc**  
989 Howard... GArfid 1-8429

**Slides & Filmstrips**  
Allen's Photo Supply Co 238 Market... EXbrk 2-2871  
Betts John J Co 7 Front... D0nlas 2-8857  
George Doug & Associates  
250 Golden Gate Av. ORWay 3-0750  
Service Slide Co 129 Hyde... PR aspt 5-7543

**Slip Covers**  
Carroll-Beaure Interiors  
1501 Taraval M0ntrse 4-9581  
**DE VILLE UPHOLSTERY CO**  
3135-22d. MIsn 8-5252  
Drapery & Slipcover Shop  
1957 Divisadero. WAlnt 1-5715

**FINLAY'S INC**  
Formerly Finlay's Slip Cover Co.  
CUSTOM MADE FOR THE TRADE  
Bonded Workmanship & Service  
1328 Irving... M0ntrse 4-7636

**JACKSON IDA SLIP COVERS**  
Custom Draperies & Fabric Available  
2417 California... FTImor 6-3144

**MILL END SHOP**  
Custom Made  
Slipcovers & Draperies  
A Specialty  
Slipcover, Drapery and Upholstery  
Fabrica Sold by the Yard  
117 O'Farrell... D0nlas 2-1002

**NEWMAN MAX** 1639 Ocean Av... JUNpr 4-3310  
SF Upholstery 955 Clement... SKYln 2-5707  
Suchard Leon G 1644 Taylor... ORWay 3-0563  
Sunset Upholstering 2245 Judah... L0mbrd 4-9912

**Smelters**  
Amer Smelting & Refining Co  
405 Montgomery... D0nlas 2-2145  
Apex Smelting Co 634 Polk... P0rpt 6-3896  
**ASSOCIATED METALS CO OF CALIF**  
Aluminum Ingots  
2730 Perilla Oakland... TEngbr 2-4343  
Electric Smelting Co 1275 Indiana... ATwtr 2-2643  
Federated Metals Division Amer Smelting & Refining Co 1901 Army... ATwtr 2-3340  
From telephones served by the following exchanges  
East Bay San Jose  
(No Intercity Charge) Ask Operator for ENTrprise 1-0426  
Globe Metals Inc  
Aluminum Ingots  
Babbitts-Solders-Typemetal  
1820-10th Oakland... HGate 4-7249  
Southern Peru Copper Corp  
405 Montgomery D0nlas 2-2145

An extension telephone saves time and steps—doubles the usefulness of your present telephone.