

Wire

ABALONE WIRE SPECIALTIES—CONSTRUCTION DEVICE COMPANY Wire Straightened & Cut to Length Special Hangers—Anchors—Clips Wire Cloth—Netting—Screen 820 Bryant MA rkt 1-6226

ADVANCE CARBON & ELECTRIC MFG CO BELDEN MAGNET WIRE LEAD & SHUNT WIRE 2505 Mariposa HEmlak 1-4034

All West Wire Products Co 971 Terminal Wy Sn Carlos From telephones served by the following exchanges San Francisco

AMER INSULATED WIRE CORP 216e Market UNdrl 3-2600

AMPHENOL COAXIAL CABLE—AMPHENOL-BORG CORP Ampheno District Sales Division 1040 El Camino RI Sn Carlos LYtel 1-2691

DISTRIBUTOR SALES REPRESENTATIVES

ELLIS G B SALES CO 850A Hansen Wy Palo Alto DAmp 1-3100

Anacosta Wire & Cable Co 120 Monty YUkon 6-0051

BETHLEHEM STEEL COMPANY 20th & Illinois MA rkt 1-3200 Bucky Harris Co 221-11th UNdrl 1-2694

C F & I WICKWIRE WIRE—COLORADO FUEL & IRON CORP THE-PAC COAST DIV 425 Hester Sn Leandro From telephones served by the following exchange San Francisco (No Intercity Charge) Ask Operator for Entreprise 10071

C O JELLIFF MFG CORP THE NICKEL CHROME RESISTANCE ALLOYS MONEL—GRADE A NICKEL INCONEL ALL IN WIRE & RIBBON 158-11th HEmlak 1-8450

CAROL CABLE CO 714 Harrison YUkon 2-1964

CERESKE WM CO ELECTRIC WIRE & CABLE Commercial—High Voltage—Marine ALL SIZES—TYPES—VOLTAGES In Stock For Immediate Delivery Cut To Your Requirements 1401 Middle Harbor Rd Oakland TEMpl 2-3546

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Wire—(Cont'd)

CHICAGO STEEL & WIRE CO CARTON STITCHING & BOOKBINDERS WIRE 605-3d YUkon 6-0717

CLIFTON WIRE CO 101 Kansas MA rkt 1-8636 COLLYER INSULATED WIRE CO 191 Kansas MA rkt 1-8636

CONTINENTAL HEAT RESISTING INSULATION TRI-STATE SUPPLY CORPORATION Heat Resistants, to 2000° F 554 Bryant EXbrk 2-8890

Copperwell Steel Co 681 Market DOuglas 2-6979 DRIVER-HARRIS CO Nichrome Products 760 Tennessee ATwtr 8-4208 Driver Wilbur B Co 2378 Westwood Bl West Los Angeles From telephones served by the following exchange San Francisco (No Intercity Charge) Ask Long Distance for Entreprise 10704

ELECTRICAL SPECIALTY CO PHELPS DODGE MAGNET WIRE LEAD—PORTABLE CORDS DELTABBESTON 158-11th HEmlak 1-8450

Essex Wire Corp of Calif Harbor Wy SSF PLaza 6-3030 Ferric Products Co 616 Peterson Oakland KE Hlog 4-7861 GENERAL CABLE CORP 185 Industrial Missn 8-4140 HATFIELD WIRE & CABLE CO Insulation & Wires Inc 310 Shaw Rd SSF PLaza 6-0825 Kerite Co The Monadnock Building GARfld 1-2916 Macalyte Wire Rope Company 188 King EXbrk 2-4966 Mohs Commercial Co 24 California GARfld 1-3810 Morello Wire Works 920 Howard GARfld 1-7892 O'DONNELL P F CO 2298 Jerrold Av ATwtr 8-6382

OKONITE CO THE 701 Phelps VAencia 4-7474

PACIFIC SCIENTIFIC CO Thermocouple Stock-Special Wires 760 Harrison DOuglas 2-0934

PHELPS DODGE WIRE AND CABLE Rubber and thermo-plastic insulated building wire and cables, bare and weather-proof line wire, power and control cables, magnet wire, welding cables, coaxial cables, signal cables. "FOR INFORMATION CALL" PHELPS DODGE COPPER PRODUCTS CORP 625 Market EXbrk 2-7379

Plastic Wire & Cable Corp 714 Harrison YUkon 2-1964

Industrial screens of all commonly used metals in many different weaves for screening, filtering, separating, grading, cleaning, and processing. Also Hardware Cloth.

TO PAINT SCREENS To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.

WIRE CLOTH American Supply Company 1108 Blake Brkly THrwl 3-0275 AUDUBON WIRE CLOTH CORP 979 Bryant UNdrl 3-5010

C F & I WIRE CLOTH Industrial screens of all commonly used metals in many different weaves for screening, filtering, separating, grading, cleaning, and processing. Also Hardware Cloth.

"WHERE TO BUY IT" COLORADO FUEL & IRON CORP THE-PAC COAST DIVISION 425 Hester Sn Leandro From telephones served by the following exchange San Francisco (No Intercity Charge) Ask Operator for Entreprise 10071

CAMBRIDGE INDUSTRIAL WIRE CLOTH—CAMBRIDGE WIRE CLOTH CO 420 Market YUkon 6-4503

WIRE CLOTH—WIRE SCREENS Local Warehouse Stocks INDUSTRIAL SCREENS Special Screens Made to Order All Metals & Weaves HARDWARE CLOTH—POULTRY NETTING INSECT SCREEN—WIRE STRAND 1530-17th UNdrl 3-5340

HOWARD HARDWARE CO All Types of Industrial—Strainer Hardware—Screen & Fencing 1260 Howard MA rkt 1-0925

Leahy R J Co Brass-Copper-Monel-Stainless Steel 486-8th UN dhrll-1-7161

MICHIGAN WIRE CLOTH CO INDUSTRIAL WIRE CLOTH FABRICATED STRAINERS E. Jordan Brookes Co.—Dist. Rep. 571 Howard YUkon 6-2974

NEW YORK WIRE CLOTH CO OPAL GALVANIZED OPAL BRONZE—OPAL ALUMINUM INSECT SCREENING Monadnock Bldg DOuglas 2-2014

PACIFIC METALS COMPANY LTD ALUMINUM—BRASS COPPER—MONEL STAINLESS 1900-3d UNdrl 3-5600

Wire—(Cont'd)

ROCKBESTOS PRODUCTS CORP Electric Insulated Wire & Cables Aircraft & Electronic Wire & Cable High Temperature Wires Appliance Leadwire—Heating Cables Fix. Wire—Asbestos—Silicone Rubber Varnished Cambric Cable Silicone Rubber-Motor—Power Cable Industrial Cable—Switchboard Wire 6 Guitard Rd Brimng—OXfrd 7-1060

Roebling's John A Sons Corp 340 Roebling Rd SSF PLaza 6-6330

ROME CABLE CORP Aluminum & Copper Wire 1100 Selby VAencia 6-3580 SF Wire & Iron Works 53 Colton MA rkt 1-8711 Scovill Mfg Co Brass Wire 434 Brannan GA rfd-1-1923

SEQUOIA WIRE & CABLE—SEQUOIA WIRE & CABLE CO SUBSIDIARY OF ANACONDA WIRE & CABLE CO Electronic Wire & Cable 2201 Bay Rd Rowd City EMrsn 9-0331

Simplex Wire & Cable Co Of Calif Insulated Wires & Cables 486-8th DOuglas 2-4220 Standard Wire & Cable Co 221-11th UNdrl 1-2694

TRI-STATE SUPPLY CORPORATION Magnet Wire: All Type Insulations Plastic Lead Wire, Silicone Lead Wire Asbestos Appliance & Apparatus Cable—Copper Braided Strap, Armature Wire—Bare Round, Flat & Rectangular Wire—Steel Tinned Armature Banding Wire—Fiberglass Insulated Wire & Cable—Aircraft, Hook-Up Lead Wire ONE CALL FOR ALL 554 Bryant EXbrk 2-8890

Triangle Conduit & Cable Co Inc 2415-17th UNdrl 3-6260 UNITED STATES WIRE CORP 2694 Bay Rd Rowd City EMrsn 9-4118 Universal Wire & Cable Co 305 King YUkon 2-0788 WESTERN INSULATED WIRE CO 305 King YUkon 2-0789

WESTERN STEEL & WIRE CO 1426 Light Av VAencia 6-0167 (See Advertisement This Page) Wilcox E A Co Chromal Resistance Alloys 173 Utah Av SSF PLaza 6-7380 Wilson Steel & Wire Co 120 King SUtr 1-4059

Wire Cloth American Supply Company 1108 Blake Brkly THrwl 3-0275 AUDUBON WIRE CLOTH CORP 979 Bryant UNdrl 3-5010

C F & I WIRE CLOTH Industrial screens of all commonly used metals in many different weaves for screening, filtering, separating, grading, cleaning, and processing. Also Hardware Cloth.

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Cambridge Wire Cloth Co 420 Market YUkon 6-4503 FLYNN AND ENSLOW INC

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Wire Products

ABC WIRE & METALS Formerly Burlingame Wire Products

MFRS. & DESIGNERS BASKETS—DISPLAY RACKS SHELVING—METAL STAMPING INDUSTRIAL WIRE & METAL SPECIALTIES Custom & Production Estimates 577 W Harder Rd Hayward JEFrsn 7-1350

Amer Copper Products Div of Phelps Dodge Copper Products Corp 625 Market EXbrk 2-7379 Baker & Hamilton 700-7th HEmlak 1-2600

BAY DISPLAYS INC Designers & Manufacturers of DISPLAY RACKS—BASKETS—TRAYS ALL TYPES OF WIRE FORMING 1246-5th Brkly LAnsce 6-6813

BURLINGAME SALES CO MANUFACTURERS OF Wire & Metal Display Stands & Devices DESIGN & PLANS BASKETS—TRAYS—SHELVING WIRE FORMING & DESIGNING Metal Stamping—Special Shapes Automatic Wire Forming and Welding Equipment 225 Kearny EXbrk 2-1600

C F & I PRODUCTS—COLORADO FUEL & IRON CORP THE-PAC COAST DIVISION 425 Hester Sn Leandro From telephones served by the following exchange San Francisco (No Intercity Charge) Ask Operator for Entreprise 10071

Chicago Steel & Wire Co 605-3d YUkon 6-0717

EDGAR S E CO IMPORTS & WAREHOUSE STOCKS Reinforcing Mesh—Form & Tie Barbed—Fencing—Nettings 21 South Park DOuglas 2-0925

Forbes Steel Corp 1485 Bayshore Bl JUnipr 7-7346

GAY LEE PRODUCTS INC Cust. Designed Wire—Metal Forming Decorative and Industrial Production Spot-Electric & Acetylene Welding 812 Sweeney Av Rowd City EMrsn 8-1037

Habitshaw Cable & Wire Div of Phelps Dodge Copper Products Corp 625 Market EXbrk 2-7379 Hoffer Wire Products Co 172 Butler Av SSF PLaza 6-1277 Inca Mfg Div of Phelps Dodge Copper Products Corp 625 Market EXbrk 2-7379 Kern F & Sons Iron Works Wire Mesh Div—Partitions—Grilles 517-6th EXbrk 2-2171 KUSBER BROS MFR CO Automatic Wire Fabricators Tools Dies & Metal Stamping 56 Werner Dairy City PLaza 5-3237

LARKIN SPECIALTY MFG CO AUTOMATIC FORMING of SPECIAL WIRE FORMS Clips—Hooks—Handles—Hangers Rings—Flat Springs—Wire Specialties Made to Specifications Tools—Dies—Metal Stamping—Drawing ESTABLISHED 1912 915 Linden Av SSF PLaza 5-9300

MENEFEE SUPPLY WIRE TIES, LOOP ENDS & TOOLS LEAD & WIRE—CAR SEALS 222-6th Oakland TWinks 3-3033

MICHEL & PFEFFER IRON WORKS INC 212 Shaw Rd SSF PLaza 5-8983 Michigan Wire Cloth Co 571 Howard YUkon 6-2974 MORELLO WIRE WORKS Wire Designs Made to Order 920 Howard GARfld 1-7892 Northern Calif Hardware & Steel Co 209 Mission UN dhrll 3-5815

OAKLAND IRON & WIRE WORKS WOVEN WIRE MESH PARTITIONS & WINDOW GUARDS 14448 Washington Av Sn Leandro ELgn 1-8760

OLIVER METAL PRODUCTS METAL DISPLAY STANDS MECHANICAL SPRINGS WIRE FORMING & DESIGNING 3825 Dublin Bl Hayward LUCern 2-3547

Progressive Wire & Iron Works 2130 Folsom MA rkt 1-8410

S F WIRE & IRON WORKS INDUSTRIAL—ORNAMENTAL WIRE MESH PARTITIONS & GUARDS RACKS—SHELVES—BASKETS 53 Colton MA rkt 1-8711

SANTA CRUZ WIRE & MFG CO Designers & Manufacturers of WIRE & METAL DISPLAY STANDS BASKETS—TRAYS—SHELVING 411 Swift Santa Crz GARdn 3-9211

Stevenson Thos D & Sons Merchants Exch Bldg GARfld 1-2484

TRI-STATE CARGOTAINER & WIRE BASKETS—OLD JAMES A & SON 325-5th SUtr 1-1100

UNITED STATES WIRE CORP 2694 Bay Rd Rowd City EMrsn 9-4118 WELDED WIRE MESH CORP Mfgs. Agent for Planet Mfg. Co. COMPLETE LINE OF WIRE PRODUCTS For Homebuilding, Farm & Industry 4805 Tidewater Av Oakland ANDovr 1-9140

Wire Products—(Cont'd)

MICHEL & PFEFFER IRON WORKS INC 212 Shaw Rd SSF PLaza 5-8983 Michigan Wire Cloth Co 571 Howard YUkon 6-2974 MORELLO WIRE WORKS Wire Designs Made to Order 920 Howard GARfld 1-7892 Northern Calif Hardware & Steel Co 209 Mission UN dhrll 3-5815

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WESTERN INDUSTRIAL EQUIPMENT CO Baskets—Trays—Racks Display Stands Etc. Materials Handling & Bakery Specialties WIRE & METAL FABRICATION OF ALL KINDS 420 Market SUtr 1-0222

WESTERN STEEL & WIRE CO See Our Ad For Wire 1428 Egbert Av VAencia 6-0167

WIRE SPECIALTY PRODUCTS CO Manufacturers of DISPLAY RACKS WIRE NOVELTIES AND LAMP SHADE FRAMES Spot Welding & Forming 727 Gough JOrdn 7-2116

Please distinguish between the letter "O" and the numeral "0" when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable . . . and you'll save time by looking up the right number before you call!

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the YELLOW PAGES.

Wire Rope

Abramam N Co 1062 Folsom HE mlock 1-9426 AMER CABLE CO See Amer Chain & Cable Co Inc 890 Tennessee MIsn 7-4640 AMERICAN CHAIN & CABLE—MARINE & SHIP SUPPLY INC 390 Jefferson ORdwy 3-2709

BARNETT FRED E CO 1455 Custer Missn 8-2970 Bell Rigging Supply 320 Clay SU tter 1-3048 BETHLEHEM STEEL COMPANY 20th & Illinois MA rkt 1-3200 Broderick & Bascom Rope Co 44 Potrero UNdrl 3-3567

BROWN STRAND WIRE ROPE WIRECO Brown Strand WIRE ROPE and Super-Flex (Mazzella) SLINGS "FOR SERVICE CALL" WIRE ROPE CORP OF AMERICA INC 370-10th UNdrl 1-0212

CF&I-WICKWIRE ROPE Tough wire rope for heavy hoisting, hauling and rigging. In all sizes and constructions—WISSCOLAY preferred. Also wire rope slings and fittings. "WHERE TO BUY IT" COLORADO FUEL & IRON CORP THE-PAC COAST DIV 425 Hester Sn Leandro From telephones served by the following exchanges San Francisco (No Intercity Charge) Ask Operator for Entreprise 10071

CABLE DISTRIBUTORS 715 Brannan UNdrl 3-7710 Calif Industrial Supply Co 44 Potrero UNdrl 3-3565 COLUMBIA-GENEVA STEEL DIVISION—U S STEEL CORP 120 Monty SUtr 1-2500 Edwards E H Co Butler Av & Industrial Wy S S F PLaza 6-2115 EDWARDS E H CO-NORTHERN CALIF SALES OFC WIRE ROPE SPLICING & SWAGING 1455 Custer MIsn 8-3385

EDWARDS WIRE ROPE—EDWARDS E H CO Butler Av & Industrial Wy S S F PLaza 6-2115

FEENEY J R WIRE ROPE—NEW & USED Splicing & Socketing Taper Sleeve Slings Cable Clamps—Blocks—Shackles Hooks—Slings & Turnbuckles ALL WORK MADE TO ORDER GUARANTEED & INSURED 600 Addison Brkly THrwl 3-8236

PELL CABLE CUTTER CO Hydrazine Wire Rope Cutter 116 Monty EXbrk 2-2572 Porter H K Company Inc 520-4th GARfld 1-8134 RICHMOND YACHT SERVICE Swaging-Complete Rigging Service Canal & Cutting Bl Richmond BEacn 4-6959 Rochester Ropes Inc 1045 Brannan UN dhrll 1-6068 (Continued Next Page)

NORTHWEST WIRE ROPE CO. U S S—TIGER BRAND STOCKING DISTRIBUTORS Wire Rope for Contracting Industrial Riggings Slings—Call Us Collect LOKhaven 2-2953 966-77th AVE. OAKLAND

WEST COAST WIRE ROPE & RIGGING INC. WIRE ROPE & RIGGING HARDWARE HIGHLY GRADED USED WIRE ROPE WIRE ROPE & RIGGING HARDWARE FOR LOGGERS—CONSTRUCTION—MARINE & INDUSTRIAL SPLICING—SOCKETING & FABRICATION OF ALL KINDS WHOLESALE & RETAIL Higate 4-6244 NIGHT—WEEK END CALLS—Res. LOKhaven 9-2547—DON NEWTON Res. Jefferson 7-0121—FRED HOLM 351 EMBARCADERO OAKLAND

FLAMEING DON D CO INC 460 Bay PRsct 6-2344 HAZARD WIRE ROPE CO See Amer Chain & Cable Co Inc 890 Tennessee MIsn 7-4640 HEADLUMES EQUIPMENT & RUBBER CO INC 435 Brannan YUkon 6-2770 Jones & Laughlin Steel Corp Russ Bldg EXbrk 2-0266 KRIEGER H MACHINERY CO New & Used 724 Brannan MA rkt 1-4453 LESCHEN RED STRAND WIRE ROPE—PORTER H K COMPANY INC 520-4th GARfld 1-8134 MACWHYTE WIRE ROPE COMPANY Mfrs. Wire Rope & Braided Slings Stainless—Monel—Plastic Coated Rope—Aircraft Cable & Assemblies 188 King EXbrk 2-4966 NORTHWEST WIRE ROPE CO 966-77th Av Oakland LOKchn 2-2953 (See Advertisement This Page) PACIFIC WIRE ROPE Pacific Coast Mfrs. Equalized & Prefomed Galvanized Strand Splicing & Fittings Plastic coated rigging & tiller rope "NO ORDER TOO SMALL" "The Blue Reel" Teletype Connections With Factory "FOR INFORMATION CALL" BRANCH OFFICE PACIFIC WIRE ROPE CO 607 Addison Brkly THrwl 3-6572

Wire ALL GRADES ALL SIZES ALL FINISHES MANUFACTURING GRADE FOR FORMING BRIGHT & GALVANIZED OIL TEMPERED—MUSIC—SPRING FLAT BRUSH WIRE—BALE TIES COILS OR STRAIGHTENED & CUT TO LENGTH VAencia 6-0167 WESTERN STEEL & WIRE CO. 1428 EGBERT AVE. S. F.

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

NORTHWEST WIRE ROPE CO. U S S—TIGER BRAND