



REGAL PALE

NOW... for that Regal Feeling

Valencia 4-8080

3250 20TH STREET

REGAL PALE BREWING COMPANY • SAN FRANCISCO



Miller HIGH LIFE



Rainier BEER & ALE

FROM SEATTLE

N. CERVELLI & CO.

945 FRONT



Burgermeister

Burgermeister Brewing Corp.

470-10th St.

Market 1-0505



San Miguel

BEER

a real...good beer

world famed for quality

WESTERN BEVERAGE CO. DISTRIBUTORS

1650-3rd St. YUkon 2-9101

Beds—(Cont'd)

MEDICO SUPPLY CO THE
Rollaway & Hospital Beds - Baby Cribs
Free Delivery & Pick-Up Service
Rentals
555 Sutter YUkon 2-0142

SUPERIOR SLEEPRITE CORP
1355 Market HE mlock 1-5356
if no answer call KL ondi 2-2311

Beds-Disappearing

BELL WALL BED CO
NEW & USED
RECESS - JAMB & ROLLAWAY
WALL BEDS
BALANCE SPRINGS & PARTS
Sales - Installation - Repairs
MARSHALL & STEARNS - MURPHY
SIMMONS - ETC.
Also Repairs on
SOFA-BEDS & HIDE-A-BEDS
CITY-WIDE - GUARANTEED WORK
2441 Balboa BAyvw 1-7716

DOYLE SERVICE
WALL BEDS - SOFA-BEDS
NEW - RECONDITIONED
WALL BED MATTRESSES
INSTALLATIONS - REPAIRS - SALES
PHONE FOR APPOINTMENT
133 Parker SKyline 1-6227
if no answer call JOrdn 7-6577

Marshall-Stearns Wallbeds
600-16th Oakland GLncrt 1-1174

MURPHY WALLBED SALES CO
PACIFIC COAST DISTR. - NATIONWIDE
New Jamb - Reccas & Rollaway Beds
Also Parts for All Beds
600-16th Oakland GLncrt 1-1174

Bedsprads

AAMES INTERIORS
Reupholstering-Draperies-Curtains
93 Stonestown Ovrind 1-3277

BERNARD CUSTOM INTERIORS
1741 Noriega MOntrse 1-0750

BLOOD CHAS INC
573 Mission YUkon 2-2671

Cable Crafts Inc 1355 Market UNdri 1-3144

CASSIDY'S INTERIORS & DRAPERIES
Custom Only-Retail
678 Mission DOuglas 2-2931

Cattan J Co 741 Mission SUtr 1-3548

Fitzgerald J F Co 1150 Folsom KLandie 2-1701

Globe Quilting Co 2240 Palou Av MIsn 7-1411

India China Trading Co 742 Market DOuglas 2-1054

INDIA IMPORTS SAN FRANCISCO
429 Sutter YUkon 2-7777

Jackson Ida Slip Covers
2417 California FIlmor 6-3144

Manasse Max 833 Market YUkon 6-5003

Newman Max 1619 Ocean Av JUNipr 4-3310

Peerless Curtain Mfg Co 575 Mission YUkon 6-4982

Beer Keepers
Bee Removal Service 26 O'Farrell GArtd 1-3091

**AMERICA'S
PREMIUM QUALITY BEER**



FALSTAFF

Distributed by
FALSTAFF BREWING CORP.

540 HAMPSHIRE

Underhill 3-0460

Beer & Ale Distrs

Asnor Corporation
Importers-San Miguel Beer
120 Montgoy DOuglas 2-1688

B & T Distributing Co
Hamm's & Budweiser Distrs
2440 Alameda MArkt 1-4138

Bayview Associates
2444 San Bruno Av JUNipr 7-2273

BLATZ BEER—
PABST BREWING COMPANY
475 Main SUtr 1-6334

BUDWEISER BEER—
B & T DISTRIBUTING CO
2440 Alameda MArkt 1-4138

ROSSI DISTRIBUTING CO
145 Barneveld Av MIsn 8-3085

STATE DISTRIBUTORS INC
2298 Newcomb MIsn 7-7883

BURGERMEISTER BEER—
BURGERMEISTER BREWING CORP
470-10th MArkt 1-0505

Burgermeister Brewing Corp
470-10th MArkt 1-0505
(See Advertisement This Page)

Calif Beer Wholesalers Asia Inc
25 Taylor TUxedo 5-4118

**CARLING'S RED CAP ALE & BLACK LABEL
BEER—**
ROYAL DISTRIBUTING CO
923 Valencia MIsn 7-3736

CERVELLI N & CO 945 Front
YUkon 6-4280
(See Advertisement This Page)

Charters & King Inc 108-9th UNdri 3-8283

CONSUMERS DISTRIBUTING CO
**GOEBEL - COUNTRY CLUB
BULLDOG STOUT & ALE**
CHAMPALE - NEAR BEER
DORTMUNDER UNION
CALSO WATER
3337-26th MIsn 7-0953

COORS—
WESTERN BEVERAGE CO
1650-3d YUkon 2-9101

DENVER BOTTLING CO
Burgermeister Beer
251 Francisco GArtd 1-6289

FALSTAFF BEER

"THE CHOICEST
PRODUCT OF THE
BREWERS' ART"

"WHERE TO CALL"
DISTRIBUTORS
FALSTAFF BREWING CORP
540 Hampshire UNdri 3-0460

Falstaff Brewing Corp
540 Hampshire UNdri 3-0460
(See Advertisement This Page)

GOLDEN BRAND BOTTLING CO INC
Burgermeister-Olympia Beers
275 Barneveld Av ATwtr 8-1660

GOLDEN WEST DISTRIBUTING CO
Distributor for Regal Pale Beer
1010 Franklin PRapt 6-1300

HAMM'S BEER

HAMM'S
The Beer Refreshing

In All Popular Packages
And Light and Dark Draft

"WHERE TO BUY"
B & T DISTRIBUTING CO
2440 Alameda MArkt 1-4138

ROSSI DISTRIBUTING CO
145 Barneveld Av MIsn 8-3085

HAMM'S BEER—
STATE DISTRIBUTORS INC
2298 Newcomb MIsn 7-7883

(Continued Next Page)

A color extension telephone adds
beauty and comfort to your home.

Beer & Ale Distrs—(Cont'd)

LUCKY LAGER

IT'S LUCKY WHEN
YOU LIVE IN
CALIFORNIA

"WHERE TO BUY IT"
PREMIUM PRODUCTS
411 Allan JUNipr 6-7000

MARINO EDWIN J
Distributor For Regal Pale Beer
1600 McKinnon Av VA lencia 4-9134

Mc Kesson & Robbins Incorporated
2830 Alameda UNdri 3-1850

MILLER HIGH LIFE BEER—
CERVELLI N & CO 945 Front YUkon 6-4280

Nomura & Co 35 Main YUkon 6-6495

OLYMPIA BEER

"IT'S THE WATER"
THAT MAKES IT
SO GOOD

"WHERE TO CALL"
DISTRIBUTOR
GOLDEN BRAND BOTTLING CO INC
275 Barneveld Av ATwtr 8-1660

PABST BLUE RIBBON BEER

BREWERS OF
FINE BEER
SINCE 1844

"WHERE TO BUY IT"
PABST BREWING COMPANY
475 Main SUtr 1-6334

PREMIUM PRODUCTS

LUCKY LAGER BEER
BANKERS ALE
LABATT'S BEER & ALE
TUBORG
HEINEKEN'S
WURZBURGER
GUINNESS STOUT
MACKESON STOUT
411 Allan JUNipr 6-7000

RAINIER ALE & BEER—
CERVELLI N & CO 945 Front YUkon 6-4280

Rathjen Bros of Calif 3d & Berry EXbrk 2-7191

REGAL PALE

NOW... for that
REGAL FEELING

"WHERE TO BUY IT"
REGAL PALE BREWING CO
3250-20th Valencia 4-8080

ROSSI DISTRIBUTING CO
Distr-Hamm's & Budweiser Beers
145 Barneveld Av MIsn 8-3085

Royal Distributing Co 923 Valencia MIsn 7-3736

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.

Beer & Ale Distrs—(Cont'd)

SCHLITZ

THE BEER THAT
MADE MILWAUKEE
FAMOUS

"WHERE TO BUY IT"
JOS SCHLITZ BREWING CO
1050-25th Valencia 6-2642

Schlitz Jos Brewng Co-S F Branch
1050-25th Valencia 6-2642

STATE DISTRIBUTORS INC
Distr-Hamm's & Budweiser Beers
2298 Newcomb MIsn 7-7883

Valmar Distributors 440 Valencia HEmlot 1-8307

WESTERN BEVERAGE CO

**COORS - BALLANTINE
LOWENBRAU**
Domestic & Imported
Premium Beers
1650-3d YUkon 2-9101

Western Beverage Co 1650-3d YUkon 2-9101
(See Advertisement Page 138)

Beer Parlors—See Taverns

Beeswax

Bee Removal Service 26 O'Farrell GArtd 1-3091

Browning E S Co 1515-3d DOuglas 2-0631

Bellows

FLEXON METALLIC BELLOWS—
FLEXONICS CORPORATION
1485 Bay Shore Bl DElaware 3-0573

Solar Aircraft Co 16 Beale YUkon 6-6558

Bells—See Chimes & Bells

Belting-Mechanical

**ACME PACIFIC-DIV OF THE ACME
HAMILTON MFG CORP**
Conveyor-Elev-Canners-Transmission
537 Brannan DOuglas 2-4636

Alloy Wire Belt Co 210 Phelan Av Sn Jse
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 11282

For speed and accuracy on your
dial calls, listen first for the dial
tone. Dial each letter and digit
carefully, drawing the dial all the
way to the finger stop. Lift your
finger each time to let the dial re-
turn to position naturally.

BELTING ALL TYPES
IN STOCK

Gates V-BELTS &
SHEAVES

Industrial - Automotive

VEELOS V-LINK BELTING
TRANSMISSION - CONVEYOR - SWING
Endless - High Speed - Nylon - Cotton

DARCROID CO. OF CALIFORNIA

Underhill 1-6984

234-9th

Belting-Mechanical—(Cont'd)

ALLOY WIRE CONVEYOR BELTS

ALL TYPES OF
WOVEN WIRE
CONVEYOR BELTING
Balanced spiral, conventional
& flat wire - both positive
& friction drive.
Manufactured in San Jose for
immediate delivery and service.

"FOR INFORMATION CALL"
MANUFACTURERS
Alloy Wire Belt Co 210 Phelan Av Sn Jse
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 11282

AMER RUBBER MFG CO THE
1145 Park Av Emeryville
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 10542

AMERICAN WEDGEBELT DRIVES—
BEARING ENGINEERING CO
Econ-O-Matic V and Flat Drives
Conveyor Belts
Engineering Service-Complete Stock
1547 Mission HEmlot 1-1500

AUDUBON WIRE CLOTH CORP
METALWOVE BELTS
For Special Conveyor Applications
979 Bryant UNdri 3-5010

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

Large Stock on Hand

IMMEDIATE SERVICE

SUter 1-0657

**DODGE V
PAGE LEATHER
RUSCO WHITE COTTON
RUBBER
CANVAS BELTS**

**DODGE
TAPERLOCK
V-TYPE SHEAVES**

HORSFORD BROS. CO.

944 FOLSOM ST.

Belting-Mechanical—(Cont'd)

BAY CITY IRON WORKS INC
475-4th Oakland HIGate 4-1092

Bayshore Machinery & Pipe Co
Conveyor Transmission Belts-V-Belts
93 Bayshore Bl. MIsn 7-7981

BOSTON INDUSTRIAL RUBBER PRODUCTS—
DIVISION OFFICE
BOSTON WOVEN HOSE & RUBBER CO
1355 Market UNdri 3-8240

SALES REPRESENTATIVES
LIPPINCOTT CO 1355 Market UNdri 3-8240

AUTHORIZED DISTRIBUTORS
GILMORE SUPPLY CO
836 Brannan UNdri 3-5288

C F & I WISSCO STEEL PROCESSING BELTS—
COLORADO FUEL & IRON CORP THE
PAC COAST DIV 425 Webster St Leandro
From telephones served by the
following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entrprise 10071

CAMBRIDGE METAL-MESH BELTS—
CAMBRIDGE WIRE CLOTH CO
420 Market YUkon 6-4503

COOK BELTING CO
MFG. LEATHER-BELTING
Distr. Roybestos - Manhattan Belting
Dayton V Belts & Pulleys
401 Howard DOuglas 2-6681

Cook Belting Co 401 Howard
From telephones served by the
following exchanges
East Bay
(No Intercity Charge)
Ask Operator for Entrprise 10440

**CYCLONE FENCE DEPT AMER STEEL &
WIRE DIV U S STEEL CORP**
954-60th Oakland VA lencia 4-1575

954-60th Oakland Olympc 2-2060
(See Advertisement This Page)

Darcoid Co of Calif The 234-9th UNdri 1-6984
(See Advertisement This Page)

Dayton Rubber Co The 401 Howard DOuglas 2-9082
(Continued Next Page)

**WORTHINGTON
MULTI-VARIABLE
GOOD YEAR
BELTS**

Engineering & Design Service

COMPLETE STOCK OF
CONVEYING & TRANSMISSION
BELTING OF ALL TYPES
PULLEYS AND SHEAVES

Since 1878

EXbrook 2-3820

DEGEN BELTING CO.

260 MISSION

CYCLONE

Metal Conveyor Belts



FLAT WIRE SPIRAL FLEX GRID

All styles; all specifications,
including chain drive types.

Phone Valencia 4-1575

CYCLONE FENCE DEPT.
Amer. Steel & Wire Div., U. S. Steel Corp.
440 Bayshore Blvd., San Francisco
954-60th St. Oakland
Oakland Phone: Olympic 2-2060