

Cranes-(Cont'd)
BIGGE CRANE & RIGGING SERVICE
CRANES 20 TO 90 TON
RIGGERS & MILLWRIGHTS
MACHINERY ERECTING
HEAVY & SPECIALIZED HAULING - RAIL
SPIR & YARD STORAGE - ICC COMMON CAR-
RIER - Serving All of Calif. - Ore. - Nev. - Idaho
Joint Competitive Rates To The 12 Western States

"FOR SERVICE CALL"
Bigge Crane & Rigging Co
24 Hour Service
10700 Bigge Av San Leandro--NEptn 8-8100

BLUE HERON FLOOR & TRUCK CRANES--
FACTORY REPRESENTATIVES
SANDERSON R E & ASSOCIATES
221-11th-----HE 1-6246

BUCYRUS ERIE CO
120 Fremont St-----PL 5-7436

MOTO CRANE
NEW MATERIAL - NEW RESULTS
NEW DESIGN - CALL LYtel 1-8907
Illustration of a crane on a truck.

SANTA FE EQUIPMENT CO., INC.
SERVING CALIFORNIA FOR OVER 20 YEARS
1695 INDUSTRIAL RD., SAN CARLOS

CRANE HOIST
ENG. & MFG. CO.
We Design, Fabricate
And Erect
CRANES
To Suit Your Requirements
Hand or Electric
OVERHEAD TRAVELING CRANES
MONORAILS • JIBS
Exclusive Distributors
SHEPARD NILES
CRANES - ELECTRIC HOISTS
SALES - PARTS - REPAIRS
Lockhaven 2-3075
426 HESTER SAN LEANDRO

CRANES
LOCOMOTIVE CRANES 25 TO 100 TONS
ELECTRIC TRAVELING CRANES
TRUCK-CRAWLER CRANES-7 TO 17 1/2 TONS
DECK-PEDESTAL-JIB CRANES
ELECTRIC HOISTS-MAGNETS-BUCKETS
HAYES EQUIPMENT CO.
SU 1-1036
HEARST BLDG. SAN FRANCISCO

Cranes-(Cont'd)
BUCYRUS-ERIE CRANES--
DISTRIBUTORS
WEST COAST ENGINE & EQUIPMENT CO
1081 East Shore Hwy Alhby LAnespe 5-2261

CAM TOOL CO
Floor & Truck Cranes
1038 Larkin-----ORwly 3-2951

CLEVELAND TRAMRAIL
CRANES
HOISTS
MONORAIL SYSTEMS
SAF-POWR-BAR
ENGINEERS & CONTRACTORS
"WHERE TO BUY THEM"

GENERAL CONVEYOR INC OF
NORTHERN CALIF 870 Market-----EX 7-0737

Cleveland Tramrail 870 Market-----EX 7-0737
COAST EQUIPMENT COMPANY
444-8th-----MA 1-5740

CRANE HOIST ENGINEERING & MFG CO
426 Hester St Leandra-----Lckhwn 2-3075
(Please See Advertisement This Page)

CYCLOPS IRON WORKS
1490 Donner Av-----MIsan 8-8080
Dankas Walker & Co 1340 Underwood Av--MI 8-6016
(Please See Advertisement Page 257)

General Conveyor Inc of Northern Calif
870 Market-----EX 7-0737

HARNISCHFEGER OVERHEAD
TRAVELING CRANES
INDUSTRIAL AND
MILL CRANES
for all applications
TRAV-LIFT CRANES
GANTRY CRANES
WALL CRANES

"WHERE TO CALL"
DISTRICT OFFICE
HARNISCHFEGER
1838 El Camino St Brngm-----OXfrd 7-4153

Hayes Equipment Co Hearst Bldg-----SU 1-1036
Day & Night Call-----EXbrk 2-0415
(Please See Advertisement This Page)

INSUL-B-BAR--
FLETCHER SALES CO
Crane Electrification
2300-4th Brly-----THrwl 5-1863

Intul-B-Corp
Electrification for Cranes
Post Office Box 697 San Carlos
867 American St San Carlos-----LYtel 1-7307

LIINK-BELT SPEEDER--
BACON EDWARD R COMPANY
17th & Folsom HE1ok 1-3700

LORAIN CRANES & SHOVELS--
SANTA FE EQUIPMENT CO INC
1695 Industrial Rd Sn Carlos-----LYtel 1-8907

MACHINERY SUPPLY INC
Dist'r for Lima Cranes & Shovels
1648 N Hwy 99 Slatn-----HE 1-5060
From telephones served by the
following exchanges
San Francisco
Ask Operator for-Entrprise 11652

MARION POWER SHOVEL CO
Shovels-Cranes-Draglines
Crawler & Truck Mounted
326 Shaw Rd SSF-----PLaza 6-3154

MICHIGAN TRUCK CRANES--
DISTRIBUTORS
BURAN EQUIPMENT CO
2380 Lafayette Smta Ctra-----CHery 3-0323

NICHOLSON D W CORP
1701 San Leandro Bl San Leandro-Lckhwn 8-5655
NORTHWEST ENGINEERING CO
Crawler & Truck
255-10th-----HE 1-5060

P & H SHOVELS & CRANES--
McCORMICK-MORGAN CO
324-5th-----SU 1-6591

RECORD YOUR PATTERNS
A quick and easy reference file
for patterns is an old record al-
bum. To identify, paste pattern
envelope over openings.

Cranes-(Cont'd)
PACIFIC COAST ENGINEERING COMPANY
Oak & Clement Almda LAnesrst 2-6100

PITMAN--
BACON EDWARD R COMPANY
17th & Folsom-----HE 1-3700

ROSENDAHL CORPORATION
101 Ohio Av Richmond-----BEacn 4-5386
(Please See Advertisement Page 257)

RUGER HYDRAULIC FLOOR & TRUCK
CRANES--
DISTRIBUTORS
TAYLOR ROBT M CO 268 Market YUkon 2-1760

Santa Fe Equipment Co Inc
1695 Industrial Rd Sn Carlos-----LYtel 1-8907
(Please See Advertisement This Page)

SHAW-BOX OVERHEAD TRAVELING CRANES
& HOISTS
INDUSTRIAL & MILL CRANES
POWER HOUSE CRANES
GANTRY CRANES
LOAD LIFTER WAREHOUSE
CRANES
BUILT IN SAN FRANCISCO

"FOR INFORMATION CALL"
DISTRICT SALES OFFICE
MANNING MAXWELL & MOORE INC
456 Bayshore Bl-----MIsan 8-1420

SHEEY TRANSPORTATION
1215 Michigan-----MI 8-7171
(Please See Advertisement Page 257)

SHEPARD NILES CRANES--
CRANE HOIST ENGINEERING & MFG CO
426 Hester St Leandra-----Lckhwn 2-3075

SKYSCRAPER SERVICES INC
Highly Mobile Telescopic Cranes
Check Our Low Rates
446 Grove-----UN 3-1000

Smith-Rice Company
Floating Cranes
Embarcadero At Pler 20
Day & Night Call-----EXbrk 2-0415

SPANMASTER CRANES
Cranes, Monorails
Hoists
Designers, Mfrs.,
Installation
Factory in Los Angeles

"FOR SERVICE CALL"
Webb Jarvis B Co of Calif
2020 Pioneer Ct Sn Mto-----FTresd 5-6866

STRYCK MANUFACTURING CO
All Makes Sales-Service Repairs
470 Natoma-----SUtr 1-8310

TAYLOR ROBT M CO
268 Market-----YUkon 2-1760
If no answer call Greenbra-----GLwtd 3-5340
Thomas Boomstop Co 50 Chestnut-----EXbrk 7-4596

THOMAS G W DRAYAGE & RIGGING CO INC
Over 50 Years Service
CRANE RENTALS
Concrete - Dredging Clamshell Buckets
Wrecking Bolls - Pile Driver Leads
HEAVY HAULING - HOISTING - RIGGING
Piling Heavy Machinery, Etc.
DAY OR NIGHT CALL
114-14th-----HE 1-9624

Tinkler Equipment Co
Hoists-Pile Hammers-Sales-Rentals
2590 Oakdale Av-----MIsan 7-6777

TREADWELL JAMES L CO
USED Heavy Equipment of All Kinds
CRANES - SHOVELS - BACKHOES
TRACTORS - SCRAPERS - CRUSHERS
1755-3d-----DOuglas 2-3831

UNIT CRANE & SHOVELS UNIT-COLES--
DISTRIBUTORS
ROBINSON-CONEY CO 371-4th-----YU 2-0225

UNIVERSAL CRANEHOIST & MONORAIL CO
MFRS., DESIGNERS & ERECTORS
of Cranes, Hoists, Monorail Systems
We Repair Cranes & Hoists
424 Harriet-----MARit 1-8841

Cranes-(Cont'd)
WESTERN CRANE SERVICE INC
CONSTRUCTION EQUIPMENT
RENTALS
Butler Rd SSF-----YUkon 2-7511

WEYMAN WALTER CO INC
CRANES
Design - Manufacture
Sales - Installation
HOISTS
SALES - SERVICE
Local Stock
MONORAIL
607 Addison Brkly-----THrwl 5-3990

WHITING CRANES--
DANKAS WALTER & CO
1340 Underwood Av-----MI 8-6016

Crankshaft Grinding
A & H AUTO PARTS
Portable Crankshaft Grinding
3809 Geary Blvd-----SKylne 1-0941

AUTOMOTIVE ENGINEERING COMPANY OF
SAN FRANCISCO 1460 Pine-----GR 4-7620
Automotive Precision & Speed Equipment Co
1939 Oakdale Av. MIsan 8-2700

BAYVIEW AUTOMOTIVE PARTS
5360-3d MIsan 7-8332
DAY O H COMPANY 1460 Pine-----ORwly 3-8018
Fieck's Portable Grinding 141-8th-----UN 3-9359

LUND CRANKSHAFT GRINDING
1785-15th-----UNdrl 1-8479

PRECISION ENGINEERING SERVICE--
PRECISION ENGINEERING CO
See Our Ad Under Machine Shops
2430 Broadway Secta-----GLadstn 5-3001

REPLACEMENT ENGINE CO
EXPERT METAL SPRAYING
PRECISION POLISHED CRANK GRINDING
761 Ellis-----ORwly 3-5311

REX REBUILD ENGINE EXCHANGE
450-24th Oakland-----TEmpbr 6-0212

SAN FRANCISCO CRANKSHAFT EXCHANGE
CRANKSHAFT GRINDING
CRANKSHAFT & BEARING
KITS
ENGINE PARTS KITS
Whsle. & Retail
355-4th-----EX 7-1973

Superior Grinding & Motor Parts Co
863 Post-----PR osoc 5-2100

Crayons
Amer Crayon Co 785 Market-----SUtr 1-5801
Bienny & Smith Inc 26 O'Farrell-----DOuglas 2-1623
Pacific School & Office Supply Inc
Bryant at 20th-----AT 2-9600

Who
SELLS IT?
When a specific product or
service is needed and there is
an uncertainty as to who
sells it

THE
Classified
TELEPHONE
SECTION
Will Direct You

Credit Card & Other Credit Plans

BANKAMERICARD CHARGE ACCOUNT PLAN MEMBERS

BANKAMERICARD CHARGE ACCOUNT PLAN
Bankamericard holders can use their all-purpose family credit cards at the places of business listed in this section.

"MEMBER LIST"
AIR TRANSPORTATION
Empire Aircraft System
1112 Market-----KL 2-3811
Pacific Air Lines Inc
SF Intl Airport-----PL 5-9200
Pac Southwest Airlines-----EX 7-6200

ANTIQUES
Hole-in-the-Wall 1118 Polk-----GR 4-7107
APPAREL SPECIALTY STORES
Doctors & Nurses Outfitting Co Inc
1214 Sutter-----OR 3-8525

ART GOODS & GALLERIES
BARON'S SUPPLIES
585A Market-----YU 6-4699
COLOR-AMA INC
Custom Picture Framing
1643 Polk-----GR 6-5727
Kotzbeck Galleries 2031 Fillmore-----FI 6-5620

PARIS ART GALLERY
1168 Sutter-----GR 4-9079
AUTOMOBILE DEALERS-
PARTS & SERVICE
Automotive Engineering Company of
San Francisco 1460 Pine-----GR 4-7620

B & H MOTORS INC
Broadway & Sansome-----EX 2-8338
Boat Pontiac 2323 Geary-----JO 7-6060
BRITISH MOTOR CAR DISTRS LTD
1200 Van Ness Av-----PR 6-7700

CARLSEN BROS INC
1900-19th Av-----LO 4-5900
CECIL WHITEBONE INC
950 Van Ness Av-----PR 5-8800
Donahue Jas E
6232 Mission Daily City-----PL 5-1904

Europan Motors Ltd
1740 Van Ness Av-----OR 3-9109
Geary Motors 4700 Geary Bl-----BA 1-2300
Harvey Motors 1601 Van Ness Av-----PR 6-9300

Krieger & Sons 2950 Geary Bl-----SK 2-1080
MURPHY C M OLDSMOBILE
3950-19th Av-----JU 5-9561
NEVILLE FORD
7360 Mission Daily City-----PL 5-4813

Prila Motors 4900 Mission-----JU 7-7935
Rezaghi Motors 2715 Hyde-----OR 3-4896
S & M Motors 4041 Geary Bl-----SK 1-0580
THE MUFFLERMAN
7011 Mission Daily City-----TU 5-3022
Union Garage Inc 1550 Union-----OR 3-5728

WESTLAKE AUTO SERVICE
6498 Mission Daily City-----PL 5-6700
BABY SHOPS
WINKEL'S BABY SHOP
1006 Taraval-----SE 1-5108
BEAUTY SHOPS
Beth's Beauty Salon 518 Geary-----GR 4-2214
Leonard's Hair Stylists
331A W Portal Av-----MO 4-5320

BICYCLES
Borelli Hardware & Sporting Goods Co
4537 Mission-----JU 5-7480
Broadmore Bicycle Shop
98 San Pedro Rd Daly City-----PL 6-1120
JESSEN'S
1126 Valencia-----MI 7-4800
BOATS & MARINE EQUIPMENT
Cincotta Bros 169 Jefferson-----PR 5-8977
BOOK DEALERS
Elder's Paul Books 228 Monty-----SU 1-2113
ELDER'S PAUL BOOKS
401 Sutter-----SU 1-2208
Henry Albert 524 Geary-----OR 3-5383

AUTOMOBILE SERVICES

A & E MOTORS
845 Polk-----PR 6-9944
A & K Motors 3284 San Bruno Av-----JU 7-0800
All-Make Auto Air Conditioning Co
1336 Post-----TU 5-6565

Alouis Auto Radiator Works
1375 Golden Gate Av-----WA 1-9273
Automotive Engineering Company of
San Francisco 1460 Pine-----GR 4-7620

B & S Automotive Service 650 Polk-----OR 3-3711
BAY BRIDGE GARAGE
524 Howard-----SU 1-6603
Benny's Tip Top Service
3700 Mission-----MI 8-9960

British & German Car Service
385 Elm-----PR 5-6688
C & G Mufflers & Brakes 340-10th-----MA 1-1654
Chester's Auto Repair 629 Gough-----WA 1-5355

City Grille & Radiator Shop
3168 Mission-----AT 2-1436
Del-Deb Motors 1336 Grove-----FI 6-0121
Del's Ekhorn Garage 4741-3d-----VA 4-8194

Foreign Car Center Inc
6601 Mission Daily City-----PL 6-4666
Franco & DeValle Autmve Service
55 Oak-----MA 1-3589

Glowa Garage 387-21st Av-----SK 2-6677
Gundler's Auto Reconstruction
280-14th-----UN 3-2247
HAMMERS AUTO REPAIR
Complete Automotive Service
Brakes Relined & Wheel Alignment
Free Pickup & Delivery
2941 Geary Bl-----SK 1-7860

Hollidge Hydrumatic Service
600 Van Ness Av-----GR 4-2292
Import Auto Body Service 1215 Fell-UN 3-1132
Lincoln Park Garage
6420 Geary Bl-----SK 1-0927

MARK MORRIS TIRE CO
999 Geary-----OR 3-3441
MARK MORRIS TIRE CO
721 Mission Daily City-----WY 2-4950
Melrose Motors 2470 Calif-----WA 1-9797

Muffler Mart
1971 Junipero Serra Bl Daly City-----WY 2-0222
Nutter's Bill Garage
515 Visitation Av-----JU 7-7020
Ocean Avenue Garage 1719 Ocean Av-----JU 4-8181

PALACE NEW MONTGY GARAGE
125 Stevenson-----DO 2-7558
Palen Marc Engine Rebuilding
384 Hayes-----UN 3-5887
Predovich Auto Repairs 166 Fremont-----EX 4-6185

Reed & Hagensen 1270 Valencia-----VA 4-5622
SAFeway DRIVING SCHOOL
1447 Market-----HE 1-5322
SAN FRANCISCO MOTORS
5900 Mission-----JU 6-8600

Schwering Brake Service 1430 Bush-----OR 3-9333
Scotty's Transmissions 143 Scott-----UN 1-2048
Stadium Garage 522 Frederick-----OV 1-5800
Stop in Time Brake 1361 Bush-----TU 5-3022

THE MUFFLERMAN
7011 Mission Daily City-----TU 5-3022
Union Garage Inc 1550 Union-----OR 3-5728
WESTLAKE AUTO SERVICE
6498 Mission Daily City-----PL 5-6700

BUILDING MATERIALS

Albrite Plywood Manufacturing Co
2348 Mission-----MI 8-3743
Borg J Supply Co 251 S Van Ness Av-----KL 2-1219

CITY BUILDERS SUPPLY
1621 Mission-----HE 1-1512
Cleveland Wrecking Co 2800-3d-----VA 4-1411
Houses of Color 2995-34th-----MI 7-9189

SUNDOWN FENCE CO
7798 Mission Colma-----PL 5-2217
CAMERAS & PHOTOGRAPHIC
EQUIPMENT
Adolph Gasser Inc 5733 Geary Bl-----SK 1-0145

ALLEN'S PHOTO SUPPLY CO
238 Market-----EX 2-2871
Bass Alfred Inc 585 Market-----YU 2-1523
Bradley Cameras 1128 Market-----HE 1-7476

Brooks Cameras & Photo Supplies
45 Kearny-----EX 2-1902
Camera Center 998 Market-----PR 5-5100
FAST'S CAMERAS OF STONESTOWN
46 Stonestown-----LO 4-1490

Fillmore Camera Shop 1229 Fillmore-----FI 6-2548
Haps Camera Shop 2225 Irving-----LO 6-6033
Kaufmann Camera Mart 644 Market-----GA 1-8027

PARK-PRESIDIO PHOTO CENTER
840 Clement-----SK 1-9230
SCHAEFER'S CAMERA SHOP
243 Montgomery-----EX 2-4552

SKINNER HIRSCH & KAYE
229 Kearny-----GA 1-7370
CHILDREN'S & INFANTS' WEAR
Dorellas Childrens Fashions
2706 San Bruno Av-----JU 6-3804

HERMANN'S BABY SHOPS
& BABY NEWS
Phone Orders Delivered Promptly
San Francisco's Baby Store
1718 Union-----PR 1-2222

Ideal Kiddie Shop 2374 Mission-----MI 8-4800
Jesters Childrens Shop 1819 Polk-----TU 5-1367
Kings Tots 'N' Teens
1700 Ocean Av-----JU 4-0831

Madeira Linens & Baby Shop
979 Market-----YU 6-3967
Riley's Childrens Shop 1554 Haight-----MA 1-8385
Rose's Baby Shop 4614-3d-----MI 7-0084

Sally's Childrens Shop 2458 Mission-----VA 6-0787
Terry's Ladies & Children's Wear
1357 Stockton-----YU 6-5429
CHINAWARE
Weinstock's House of Dishes
2356 Mission-----MI 7-1143

CLEANERS & LAUNDRIES
Annabelle's French Cleaners
363 West Portal Av-----SE 1-6675
DALY CITY CLEANERS
4287 Mission Daily City-----PL 5-5261

Sea Breeze Cleaners Inc 1302 Castro-----VA 4-5905
COLLATERAL LENDERS
Big Ben Loan Office 179-3d-----DO 2-5787
Eagle Loan Office 123-3d-----DO 2-3767

Reliable Mercantile & Loan Co
109-3d-----GA 1-5984
Security Jewelry & Loan Co 17-3d-----DO 2-4901
State Loan Co 103-3d-----YU 6-1224
DANCERS' SUPPLIES
DANCE ART CO
222 Powell-----EX 2-4912
DEPARTMENT STORES
Big M Department Store
2474 Mission-----MI 7-5000

DRAPERIES & UPHOLSTERERS

A & C Upholstery 976 Valencia-----MI 8-3906
Central Upholstering Co
2650 Ocean Av-----LO 6-6025

Perez R C & Son's Co 1030 Polk-----PR 6-8331
DRUGGISTS
Castro Prescription Pharmacy
1301 Castro-----AT 2-0448

Coronet Pharmacy 3500 Geary Bl-----SK 2-0404
GENEVA PHARMACY
1201 Geneva Av-----JU 7-5028
Lee's Prescription Pharmacy
6395 Mission Daily City-----PL 5-0610

Mario's New Centre Pharmacy
2300 Clement-----SK 1-1320
Miraloma Pharmacy 673 Portola Dr-----LO 6-1100

New Centre Pharmacy Mario's
2300 Clement-----SK 1-1320
Reina's Venice Drug Co
532 Columbus Av-----EX 2-5477

Seabreeze Pharmacy 3600 Taraval-----LO 4-2700
DRY GOODS & LINENS
Fabric Center Inc 807 Market-----EX 7-2088

Fabric Center Inc 2310 Mission-----AT 2-9915
Safdie Bros House of Linens
943 Market-----SU 1-7894

SCOTT'S BIG VALUE STORE
1083 Market-----UN 3-0922
ELECTRICAL SUPPLIES &
SERVICES
Vertex Electric Supply Co
4334 Geary Bl-----SK 1-8422

ELECTRONIC EQUIPMENT &
SERVICES
WEST COAST RADIO & ELECTRONICS
339 Market-----YU 2-1352
FLOOR COVERINGS
Dizzy's 2256 Mission-----KL 2-3046

Floorcraft 760-2d-----SU 1-8254
LAWRENCE CUSTOM CUT RATE
FLOORS 35 Main-----DO 2-3565
FLORISTS
Bishop and Harper Florists
3430 Geary Bl-----SK 1-1939

Fregosi J & Son 4834 Mission-----JU 5-3386
Podesta Baldocchi Calif & Mason-----GA 1-1011
Podesta Baldocchi 224 Grant Av-----UN 1-6200

Podesta Baldocchi Powell & Geary-----YU 2-7100
Podesta Baldocchi Powell & Geary-----UN 1-2080
Sunset Floral Company 1422 Haight-----UN 1-7422

FURNITURE & HOME
FURNISHINGS
A-1 CUSTOM FINISHERS
2891-24th-----AT 5-0055

Acme Furniture Co 4042-24th-----VA 4-4373
Boxer's Furniture Appliance & TV Co
1401 Fillmore-----FI 6-5400

Calif Home Furnishings 1525 Union-----PR 6-6001
DECORET READY TO FINISH FURNITURE
1020 Clement-----BA 1-4287
GRANZ & ERMANN
489 Haight-----HE 1-5567

Kay Furniture-----UN 1-5900
Martinson's Stork Club Furniture
3249 Mission-----VA 4-3203

Mission Carpet & Furniture Co
4649 Mission-----JU 5-3793
Reiter's Furniture 2474 Mission-----MI 8-5200

San Francisco Furniture Co
2141 Mission-----MA 1-3992
STARLIGHT FURNITURE CO
2211 Mission-----VA 4-4365

Wurth White Shop 2040 Polk-----OR 3-6773
(Continued Next Page)

Here's how you may be sure of
getting your party more often
when you dial:
1. Look up the number in the latest
directory. Write it down.
2. Listen for dial tone.
3. Dial carefully.
4. Wait a minute before you de-
cide your party isn't home.