

**AL / FIORE and COMPANY**

# Fiore Kitchens

"A Modern Kitchen Makes Every Day a Holiday"

Custom Cabinets & Appliances  
COMPLETE KITCHEN INSTALLATION

State Licensed—We Carry Liability Insurance.

CALL **PL 6-6166** Free Planning & Estimates  
15 Years Experience

1967 Junipero Serra Blvd. Daly City

## COMPLETE KITCHEN & BATH REMODELING

- ★ FREE ESTIMATES & PLANNING SERVICE AVAILABLE NO MONEY DOWN
- ★ HOME LOAN PLAN AVAILABLE
- ★ ALL WORK FULLY GUARANTEED
- ★ WATER HEATER SALES & SERVICE

SERVING SAN FRANCISCO

**MA 6-0685**

**PEDONE & ARTEGIANI, INC.**

637 NATOMA SAN FRANCISCO

## Custom Kitchens & Baths

**BA 1-5552**

- ALTERATIONS
- BUILT-INS
- CARPENTRY
- DECORATING
- ESTIMATES
- FORMICA & TILE COUNTER TOPS
- OVENS AND DISHWASHERS
- GARBAGE DISPOSERS
- FANS AND HOODS
- NEW SINKS

**RAY JIM**

**PURCELL & PURCELL**

"Personalized Service"

Kitchen & Bath Specialists for Over 20 Years

## Kitchens Remodeled

• CUSTOM WOOD CABINETS

• BUILT-INS

WE DO THE COMPLETE JOB

**L. E. NILES CO.**

2034 CLEMENT **SK 2-3160**

## KITCHEN REMODELING GENERAL ELECTRIC

MODERN KITCHEN LIVING

- DISHWASHERS • DISPOSALS
- REFRIGERATORS • OVENS
- CABINETS—WOOD OR METAL

Hotpoint — Thermador  
Kitchen-Aid  
Wedgewood — Youngstown  
Tradewind Fans & Hoods

**MA 1-7778**

**GENERAL APPLIANCE Co.**

369 FELL STREET S.F.

Shop Where You Can Park & Save

## Kitchen Equipment—(Cont'd)

### HARMONY HOUSE KITCHENS

"We do the complete job" Free Estimates - Expert Planning-Complete Installation Easy Financing Wood or Steel Cabinets Quality Built Counter Tops Built-In Ranges & Ovens Disposers & Dishwashers

"FOR SERVICE CALL"

**SEARS ROEBUCK AND CO**  
Retail Stores  
Geary Store  
Geary Bl & Masonic Av. JO 7-7360  
Mission Store Mission & Army. VA 4-2400

### I-XL KITCHEN CABINETS—DEALERS

**CUSTOM KITCHENS HOUSEHOLD PRODUCTS INC**  
By John Wilkins  
6624 Telegraph Av Oakland. THrwl 3-3600

### JONES CRAFT SHOP CABINET MAKERS

COMPLETE KITCHENS DESIGNED - BUILT - INSTALLED FINE WOODWORK

1314 Ocean Av. JUnipr 7-1545

### KANE DON

1255 Vicente OV 1-8686

### KEUSCH PLUMBING CO

KITCHEN & BATH REMODELING FREE ESTIMATES - REPAIRS

3239 Balboa SK 2-5975  
Nights Call MI 7-5972

Kitchen Craft Calif Co 2357 San Pablo Av Oakland From telephones served by the following exchanges:  
San Francisco  
(No Intercity Charge)  
Ask Operator for Entrance 15135  
KITCHEN INSTITUTE OF CALIF OR 3-1124  
KITCHEN INSTITUTE OF CALIF  
Call Collect  
222 E 3d Av Snto. DIInd 4-0434

## KITCHEN & BATH REMODELING

★ ENTIRE JOB HANDLED BY OUR OWN EXPERT CRAFTSMEN

★ CUSTOM WOOD CABINETS REFRIGERATORS - RANGES & OVENS

★ BUILT-INS - DISHWASHERS - DISPOSALS

Visit Our Factory and Showroom  
101 WILLIAMS AVE.  
OFF 5300 Block of 3rd. St.  
Mon. Thru Fri. 8 Till 5 - Sat. 9 Till 4

**VA 4-6950**

## MAYTA & JENSEN

GENERAL CONTRACTOR & CABINET MAKERS

4900 BROADWAY OAKLAND

## MAJOR LINE ALDER AND BIRCH CABINETS

Cabinets of the finest woods superbly finished at the factory. Beautifully styled. Delivered complete, including hardware, to minimize installation costs.

**Major Line**

"WHERE TO BUY THEM"

DISTRIBUTORS

**CALIFORNIA ELECTRIC SUPPLY CO**  
1585 Folsom UN 3-2020

**MAYTA & JENSEN**  
101 Williams Av. VA 4-6950  
(Please See Advertisement This Page)

**McAFEE CABINET SHOP**  
811 San Jose Av. AT 2-1561

**McDERMOTT L J & SONS INC**  
2111 Jennings MI 8-9144  
(Please See Advertisement Page 531)

**MELL'S CONSTRUCTION CO**  
143 Sickness Av. JU 7-0301  
(Please See Advertisement This Page)

**MENARY W & CO**  
3125 Mission VA 4-1429  
(Please See Advertisement Page 531)

Mission Supply Co 3469 Mission. VA 6-7350

**MUTSCHLER KITCHENS OF CALIF**

Kitchens like those featured in leading magazines

Modular Kitchens in Traditional Styling & Paul McCobb Modern. Eastern Maple Cabinetry in various finishes.

"FOR INFORMATION CALL"

DISTRICT OFFICE ASSEMBLY PLANT

**MUTSCHLER KITCHENS OF CALIF**  
635 Texas Mission 8-3377

DEALERS  
General Appliance Company  
369 Fell Markt 1-7778

(Continued Next Page)

## Custom Built Kitchens

WE ARE LICENSED GENERAL CONTRACTORS Specializing in

BUILT-IN KITCHENS NEW & REMODELING

Terms to suit your individual needs  
All Work Guaranteed - Free Estimates

**JU 7-0301**

**MELL'S CONSTRUCTION CO.**  
Courteous Dependable Service Since 1952  
The Symbol of Quality Work  
143 SICKLES AVE.

## GENEVA MODERN KITCHENS Agency

Featuring IMPASTO BY GENEVA

The Kitchen That Is Many, Many Things Kitchens Have Never Seen Before

COMPLETE REMODELING BY FACTORY TRAINED EXPERTS TERMS ARRANGED

For A Free Estimate Call

**Olympic 2-2621**

4900 BROADWAY OAKLAND

## Kitchen Equipment—(Cont'd)

Mutschler Kitchens of Calif 635 Texas Mission 8-3377

**NILES L E CO**  
2034 Clement SKYn 2-3160  
(Please See Advertisement Page 532)

### OAKLAND COMPACT KITCHENS—WOHLFORTH W W & CO

420 Market YU 2-2616

Otis Sheet Metal Inc 1347 Donner Av. VA 6-6400

### OVERN'S CABINET SHOP

KITCHEN CABINETS FORMICA TOPS BIRCH - ASH - FIR

2512-25th MIssn 8-1070

### PACIFIC CABINET SHOP

4734 Mission JU 4-4083

### PARAMOUNT BUILT-IN FIXTURE CO

Manufacturers of High Grade Custom Built Kitchen Cabinets. Planned and Designed to Give You the Latest in Cabinet Convenience

962 Stanford Av Oakland. Olympic 3-9911

### PEDONE & ARTEGIANI INC

637 Natoma MA 6-0685  
(Please See Advertisement Page 532)

### PERRUQUET VERGIL

KITCHENS & BATHS Free Estimates

4788 Mission JU 4-5500

### PURCELL & PURCELL

590-4th Av. BA 1-5552  
(Please See Advertisement Page 532)

### RCA WHIRLPOOL BUILT-INS

Dishwashers, disposers, built-in gas or electric range tops and ovens. Also home laundry appliances and gas or electric refrigerator-freezers. All appliances color coordinated to match exactly.

**Whirlpool**

"WHERE TO CALL"

DISTRIBUTORS

**Meyer A H Company 33 Gough. MA 1-3400**

### REVO EQUIPMENT—ALAN DORAN CO

1625 Pacific Av. PR 6-3760

### ROSEN JACK INC

170 Otis HE 1-6533  
Rosenbaum Construction Co  
3000 Geary Bl. SK 2-4676  
Royal Showcase & Fixture Co  
770 McAlister JOrdn 7-0311  
S & P Co 2828 Mission. MI 7-9563

### ST CHARLES CUSTOM KITCHENS

Designed to the exact needs of your family. Choice of styling, colors, materials, convenience features and layout. We are prepared to plan, install & coordinate all trades needed for completing your kitchen. Visit our showroom.

"FOR INFORMATION CALL"

**ST CHARLES CUSTOM KITCHENS OF NORTHERN CALIF 3207 Fillmore JU 7-5088**

St Charles Custom Kitchens of Northern Calif 3207 Fillmore JU 7-5088

### SCATENA PETER D

See Our Ad Contractors Alterations 1265 Shafter Av. MI 8-8830

### SMYSER BILLY E

ALTERATIONS - KITCHENS KITCHEN CABINETS BATHROOMS

239 Vienna JU 7-5272

### SUNSET WOODCRAFT

1240-9th Av. SEabright 1-3057  
Superior Home Supply Co  
505 Van Ness Av UNdrhl 3-2626  
(Please See Advertisement Page 530)

T and J Plumbing Co 1400 Castro. MIssn 7-2338  
Tara Mfg Co 1515 Folsom. HEmok 1-2354

### THOMA'S SHEET METAL SHOP

See Our Ad Restaurant Equip & Supplies 1030 Golden Gate Av. FI 6-0553

## Kitchen Equipment—(Cont'd)

Vent-A-Hood Co of Bay Area  
2170 Encinal Av Almda LAkehrst 3-4552  
Western Hotel Supply Inc 968 Mission. EXbrk 2-4334

### WESTINGHOUSE KITCHENS—ALAN DORAN CO

1625 Pacific Av. PR 6-3760

### WOHLFORTH W W & CO

420 Market YU 2-2616

### YOUNGSTOWN KITCHENS

Cabinet Sinks Base Cabinets Wall Cabinets Dishwashers Food Waste Disposers Built-In Ranges and Ovens Serv-Center

**Youngstown Kitchens**

DIVISION OF AMERICAN-STANDARD

"WHERE TO BUY THEM"

DISTRIBUTORS

**PIONEER APPLIANCE CO**  
Michigan & Alameda YU 2-3900

DEALERS

**BOWMAN HARDWARE CO**  
2415 Sutter. WEst 1-2144  
Casini's Appliance Service Sales-Service-Parts 6570 Mission Daly City. PL 6-3700

**MENARY W & CO**  
3125 Mission. VA 4-1429

**PURCELL & PURCELL**  
590-4th Av. BA 1-5552

**ROSEN JACK INC**  
170 Otis HE 1-6533

## Knife Sharpening Machines

See Grinding Machines & Equipment

## Knif Goods—Retail

**ANA LUCIA HANDKNITS**  
Formerly 210 Post  
ALTERATIONS - DYEING - BLOCKING Instructions by Appointment - No Waiting

2236 Irving MOntrae 4-4184

### BEAUCHESNE MARJORIE FASHION KNITS

Arbor Rd & Creek Dr Mno Prk. DAvnprt 5-3906

### BETTY'S KNIT BLOCKING STUDIO

THE ORIGINAL BETTY IS BACK CLEANING, DYEING, ASSEMBLING & REMODELING KNITTED GARMENTS

191-11th Av. SKYn 2-0088

### BLINOFF & BLINOFF

SPECIALIZING IN CUSTOM HAND LOOM KNITTED DRESSES & GARMENTS Made to Order SPECIAL EXTRA LARGE SIZES DYEING - CLEANING REMODELING & BLOCKING

2236 Irving MOntrae 4-4184

### KERMIT'S YARN SHOP

1534 California TU 5-2134  
Knit Kraft Sportswear 2544 Mission. AT 2-1690

### MEADERS FRENCH CLEANING & ART DYEING SERVICE

KNITS - CLEANED - BLOCKED - DYED OVER 3 DECADES

3200 Geary Bl. SK 2-4800

### SAN FRANCISCO BLOCKING STUDIO

Specializing in Cleaning - Dyeing & Blocking of Knitted Garments Between Jones & Taylor 731 Sutter GRaystn 4-8332

Simone's Woolcraft. 3232 Scott. WA 1-8921

## Knif Goods—Wholesale & Mfrs

Alom Knitwear 86-3d DO 2-5277

**BARCLAY KNITWEAR CO**  
821 Market EXbrk 2-3802  
Carlson Co The Sun-Knit Inc 165 Jessie. SU 1-5497  
Duskin Mfg Co Inc 3221-20th MI 8-7878

**EDITH OF CALIF** 86-3d YUkon 6-6591  
Fish Clatin E 821 Market. EXbrk 7-5281  
Lawrence Knitwear Co 833 Market. YUkon 2-2078  
Lindner Bros 375 Fremont. DO 2-5518  
Lo Godo Knitting Mills 35 Main. YUkon 2-1775

### LOFTIES—LAWRENCE KNITWEAR CO

833 Market YUkon 2-2078

Advertise here—it pays.

## Knif Goods—Wholesale & Mfrs—(Cont'd)

**ROB ROY SPORTSWEAR—TAYLOR EDMUND & SONS**  
788 Mission GARld 1-7974

Schaefer & Rymer  
Savoy Knitwear  
1053 Howard UNdrhl 1-0081  
833 Market UNdrhl 1-0081

Shannon Johnson Knitting Mills 120 Burrows JUnipr 7-3820

Smith Roy M Knitting Mills 75 Lansing DOuglas 2-7933  
Snyder Bros Knitting Mills 120-8th UNdrhl 1-8058

**SNYDERKNIT OF CALIF—SNYDER BROS KNITTING MILLS**  
120-8th UNdrhl 1-8058

Spagnoli of Italy 821 Market. YUkon 2-4141  
Sun-Knit Inc 165 Jessie. SU 1-5497  
Traube Lionel Jr & Co 833 Market. EX 2-0667  
Velma of Italy 2554-3d MI 7-2746  
Wallenstein M Co 57-1st. EX 2-3923

## Knitted Fabrics

A-1 Alterations & Tailoring 821 Market. EXbrk 2-6571  
Duskin Fabric Co 3221-20th MI 8-7878  
Exter's Reweaving Studio 133 Geary EXbrk 2-4133  
Invisible Mending Co The 830 Market GARld 1-4982

## Knitting Instruction

Ala Marshall's 665 Hyde. GRaystn 4-2454

**APOLLO KNITTING STUDIO**  
400 London DE 3-3594  
Avarial's 8-926 Irving. MI 8-7878  
Band Box Knit Shop The 77 West Portal Av. SE abright 1-5021

**COLONIAL KNIT SHOP**  
236 West Portal Av. LOrbrd 4-6655  
Expert Alterations

Helen's Knit Shop EXbrk 2-3697

**KERMIT'S YARN SHOP**  
1534 California TU 5-2134  
Knit Fil Studio 1999-19th Av. MOntrae 4-0603  
Lambert Knitting Studio  
Domestic & Imported Yarns 26 Clement BA yview 1-9071

**LE SALON PETIT**  
Free Instr with Purchase of Yarn Expert Alterations-Imported Yarns 248 W Portal Av. LO 4-3123  
Lizette of San Francisco Sheraton-Palace Hotel YUkon 2-3197

**PIPER JANET YARN & KNITTING STUDIO**  
Pantouse Patio Shop EXbrk 2-8879  
133 Geary EXbrk 2-8879  
S F Blocking Studio 731 Sutter. GRaystn 4-8332

### SIMONE'S WOOLCRAFT

EXPERT KNITTING INSTRUCTION Italian Spoken - Marina District 3232 Scott. WAInt 1-8921

### YO'S KNITTING CENTER

INSTRUCTION - SALES ALL MAKES OF KNITTING MACHINES

2441 Mission. VA 4-4750

## Knitting Machines

**APOLLO KNITTING STUDIO**  
OVER 14 YEARS EXPERIENCE Sales - Service - Repairs All Makes Home Knitting Machines Instruction & Charting YARN FURNISHED Call for Free Demonstration 400 London. DE 3-3594

**AVARIAL'S**  
Bldg 10 & 11th Avs-Closed Mon-Tues 926 Irving MO 4-9009  
Knitting Machine Studios 2441 Mission. VA 4-4750

**SPEED-O-KNIT KNITTING MACHINE—SEWING MACHINE EXCHANGE THE**  
1131 Mission. MA 1-9877

Yo's Knitting Center 2441 Mission. VA 4-4750

## SEWING ON BUTTONS

While sewing a button on a garment keep a pin stuck between the cloth and the button. This will leave enough play for easy buttoning.

Advertise here—it pays.

## Knives—Machine

**AMERICAN SHEAR KNIVES—WILCOX E A CO**  
173 Utah Av SSF. PLaa 6-7380  
Or. JUNo 9-1920

**CALIF SAW & KNIFE WORKS**  
721 Brannan UNdrhl 1-0644

**CONN EDW E SAW & TOOL WORKS**  
242 Commercial Sunrvl. REEgt 9-2566

**HEPPENSTALL INDUSTRIAL KNIVES—WOOLDRIDGE CO**  
309 Primrose Rd Brimgm. DIInd 2-0823

**KLINGELBERG'S GERMAN-STEEL KNIVES—PETERS ENTERPRISES INC**  
Paper-Foil-Plastic-Metal-Lumber Etc 3871 Piedmont Av Oakland. OLYmpc 5-5087

**OHIO KNIFE CO THE**  
600-16th Oakland GLncrt 1-1174

**SIMONDS SAW & STEEL CO**  
228-1st. EX 2-8212  
Taylor-Stiles & Co 1485 Bayshore Bl JUnipr 4-3000  
West of Calif 580 Green. DOuglas 2-4773

**WAPAKONETA MACHINE CO**  
681 Market. DOuglas 2-4930

## Labeling

**HARTMAN PAUL CO INC** 1301-6th. MARkt 1-7228  
Mac Nichol & Co Pier 5. YUkon 6-3941

## Labeling Equipment

Burt Machine Co 441 Folsom. EXbrk 2-7664

**CLAMP-SWING PRICING CO**  
LABEL HOLDERS For All Industry - Tool & Parts Bins Tool CRBs, Stock Shelves Etc. 2515 Blanding Av Almda. LAkehrst 3-6321

Economic Machinery Company-Division Geo J Meyer Manufacturing Co 499 Hamilton Av Palo Alto. DAvnprt 2-3244

**KING SALES & ENGINEERING CO**  
Burt Labelers - King Label Gluers Equipment to Label Cans, Cartons, Boxes, Bottles, Packages, Etc. 441 Folsom. EXbrk 2-7664

Machinery & Equipment Co Inc Used Equipment -Booght & Sold-Terms 123 Townsend. GA 1-1380

**NEW WAY C R C O—FOOD EQUIPMENT & SUPPLY INC**  
210 Mission St. HEmok 1-8162

Unique Distributors 512 W Orange SSF. PO 1-1981

## FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

## PLEASE LISTEN FOR THE DIAL TONE BEFORE DIALING

That "dial tone," a steady hum, is the signal that the equipment is ready to receive a call. It corresponds to an operator's "Number, please?"