

Signs—(Cont'd)

ROTH DIRECTORY CO
CHANGEABLE LETTER SIGNS
PLASTIC LETTERS
CORK BULLETIN BOARDS
DIRECTORIES WINDOW & MENU
SIGNS
31 Stevenson —EXbrk 2-1823

Rubino Sign Co 1615 Polk —TU 5-3300
S F NEON CO
199-20th —VA 4-0757
(See Advertisment Page 924)

SCHOTCRAFT SIGNS
682-40th Av —SK 2-8191
Schultz-Dewey And Co
Catt & Fabricated Metal Letters
And Plaques-For All Purposes
321 E 12th Oakland —HGate 4-2333
SCHWAN W G 150-7th —Mkrt 1-4697

SCOTCHLITE REFLECTIVE SHEETING—
DEALERS
HAWKINS-HAWKINS CO INC
1255 East Shore Hwy Brkly-LAnspe 5-8500

SIGN & EMBLEM
MANUFACTURERS
BORDEN DECAL CO 207-11th —HE 1-1587
HAWKINS-HAWKINS CO INC
1255 East Shore Hwy Brkly-LAnspe 5-8500

Sign Service 7 Front —DOuglas 2-4469
SMALL R L SIGN CO INC
LETTERING SPECIALISTS
Trucks — Windows — Store Fronts
1117 Howard —HE 1-0661

SPANJER BROS METAL LETTERS
DISPLAY LETTER MART
NORTHERN CALIF DISTRIBUTOR
SAMPLE ROOMS
325 Minna —EX 2-3914

STANDARD DISPLAY CO
SHOWCARDS — EXHIBITS
DISPLAYS
449 Bryant —GA 1-5971

STATE SIGN CO
All Types of Signs
308-7th —MA 1-0584
SUN ADVERTISING CO
323 Fremont YUkon 6-6826
Sure-Fire Specialty Industries
Changeable Letter Signs-Wholesale
285-9th —MA 6-0422

SWAN THE PAINTER
Established 1877
SIGNS
TRUCK, OFFICE AND WINDOW LETTERING
1117 Howard —MA 1-1511

T & H Neon Service 1539-18th —ATwtr 2-1255
(See Advertisment Page 924)

TABLET & TICKET SIGNS—
TABLET & TICKET CO THE
425 Bush —EXbrk 2-2878

TED SHOWERS SIGNS
TRUCKS — WALLS — SILK SCREEN
WINDOWS — POSTERS — STORE FRONTS
4740 Mission —DE 4-3666

THOMAS-SWAN SIGN CO INC
1117 Howard —MA 1-1511
(See Advertisment Page 923)

TWOMEY E F CO
Metal Signs-Deals & Shelf Strips
619 Mission —YUkon 2-8450

U S PORCELAIN ENAMEL SIGNS—
REPRESENTATIVES
RAWSON R C CO
Porcelain Truck & Adv Signs
50 Hawthorne —DOuglas 2-7673

UNIVERSAL SIGN & PAINTING CO
943 Harrison YUkon 2-1871
(See Advertisment Page 923)
Ve Kay Poster Co 830 Market —SUtr 1-5628

VELVETONE COMPANY
SINCE 1908
THE BEST IN PRODUCTION
SCREEN PROCESS PRINTING
108 Davis —EXbrk 2-1024

Signs—(Cont'd)

Ware Chester J
Commercial Sign Painting
643 Fulton —MA 1-7217
Westwood Signs 1 Genessee —JUnipr 7-5699

WILMES CO
REAL ESTATE SIGNS
IN QUANTITIES
5978 Mission —PLaza 5-5141

WONDERLITE NEON PRODUCTS CO INC
4301-3d —VA 6-4300
(See Advertisment Page 922)
Zeon Electrical Products Corp
750 Bryant, EXbrk 2-0950

Signs-Equipment & Supplies
Denso Sales Co
Neon Supplies
1905 Adeline Oakland —TEmptr 2-7970
From telephones served by the
following exchange
San Francisco
(No Intercity Charge)
Peterson Supply Co 480-5th —DOuglas 2-1695

SCOTCHLITE REFLECTIVE SHEETING
The brilliant reflective
material that keeps
your sign on the job
day-and-night. Requires
no illumination. Any trademark or message
reproduced in full color.
A PRODUCT OF MINNESOTA MINING &
MFG. CO.

"WHERE TO BUY IT"
MINNESOTA MINING & MFG CO
320 Shaw Rd 55F —PL 6-0800

Sullivan Auning Co
Canvas Banners-Made-Any Type-Size
245 S Van Ness Av —UN 1-4572

WESTERN SIGN SUPPLIES INC
Complete Sign & Silk Screen Supplies
Lettering Brushes — Sundries & Trade Items
Sign Cloths — Papers — Cards — Valvo-Glo
4336 San Pablo Av Emryvl —OLympic 4-2426

Signs-Hanging Service
ARROW NEON SIGN CO
We Cover the Bay Area
ANYTHING IN SIGNS
50 to 85 Ft Telescopic Booms
SK 1-3195

ARTHUR SIGNS
SIGN HANGING
OF ALL KINDS
1708 Waller —SK 1-5288

Hallinan Neon Maintenance Co
2647-15th Av —MO 4-5686

Signs-Maintenance & Repairing
AMER ELECTRIC & NEON SIGN CO
1147 Treat Av, ATwtr 2-8422
Apex Neon Corporation 1444 Egbert Av —AT 2-0333
Arrow Neon Sign Co —SKYin 1-3195

ARTHUR SIGNS
1708 Waller —SK 1-5288
Bramfield Electric Sign Co
965 Folsom DOuglas 2-0476
Cascade Products Co 65 Verona Pl —GA 1-3555

HALIHAN NEON MAINTENANCE CO
COMPLETE SIGN SERVICE
Manufacturing — Maintenance
2647-15th Av —MOntrse 4-5686

LUNA NEON CO 1739 Union —PRpct 5-0842

NATIONAL NEON CORPORATION
Established 1929

REPAIRS
MAINTENANCE CONTRACTS
1500 Davidson Av —VA 6-3463

Neon Sales & Service Co 290 Pacific, SUtr 1-6787
NEON SIGN CONSTRUCTION & REPAIR
SERVICE
1219 Scenic Wy Hayward —JEfran 7-1987

Signs-Maintenance & Repairing—

(Cont'd)
Q R S Neon Co 690 Potrero Av —VAIencia 4-7707
S F Neon Co 199-29th —VA 4-0757
Schotcraft Signs 682-40th Av —SK 2-8191
T & H Neon Service 1539-18th —ATwtr 2-1255
See Our Ad Under Signs
4301-3d —VA 6-4300

Silica
Abbot S L Company 135 King —SUtr 1-8802
Amersil Quartz Division of Engelhard
Industries Inc 760 Market —GA 1-1447

DEL MONTE PROPERTIES CO
SILICA FLOUR
FOR ALL PURPOSES
BULK OR SACKED
420 Market —GARfid 1-4533

Silicones & Silicon Products
GENERAL ELECTRIC SILICONE PRODUCTS—
GENERAL ELECTRIC CO
220 E 3d Av Sn Mto —DImond 2-6044

Tomso Products Co
Shoe Shine Cloths-Eye Glass Cleaners
3020 Clement —BAywn 1-4025

BERGMAN BANNER CO
Complete Silk Screen Service
Specializing in Cloths & Plastics
1822 Steiner —Jrdn 7-8772

BORDEN DECAL CO
DECALS — SCOTCHLITE — SCOTCHCAL
Nameplates — Emblems — Bumper Strips
VINYL — MYLAR — KLEENSTIK
207-11th —HE 1-1587

Color Screen Products Co 961 Clay —SU tier 1-4320

COMMERCIAL DISPLAY & SHOW CARDS
PHOTOGRAPHIC SILK SCREENING
PRINTING ON PLASTIC — METAL
WOOD & PAPER
634 Polk —PR 6-5606

SILK SCREEN

Any Quantity
Any Size
Any Material
Fast — Economical

EXbrook 2
3914
Specialists in Point of Purchase Displays
display mart, inc.
325 MINNA STREET, SAN FRANCISCO 3, CALIF.

Everything from the Design to Shipping
SILK SCREENING

PISCHOFF
880 HARRISON ST.
HIGH QUALITY
ANY SURFACE
ANY QUANTITY

EX 2-6377
WE CATER TO
THE TRADE &
ADVERTISING
AGENCIES

Silk Screen Processing—(Cont'd)

A & E PLASTIK PAK CO
420 Market —SU 1-3993
American Ad-Art 2851-21st —Mison 7-3232

ANDERSON SILK SCREEN PRINTING INC
PRECISE REPRODUCTION
MODERN HI-SPEED PRESSES
PHOTO-MECHANICAL EQUIPMENT
3315 Grand Av Oakind —TEmptr 6-2542

Argonaut Display Co 33 Fremont —YUkon 2-9002
Art Craft Poster Company
Quality Outdoor Posters
2935 Broadway Oakind —HGate 4-4741

ASSOCIATED SILK SCREEN PRINTERS
Our Motto — QUALITY
Your Delivery Date — A MUST
PHOTOGRAPHIC & MECHANIZED
METHODS
FROM ART TO FINISHED PRODUCT
DISPLAYS — DECALS — INDUSTRIAL
2034 Manhattan Av
E Palo Alto —DAvnprt 6-9690

BACHMAN DISPLAY
24 & 30 Sheet Posters A Specialty
914 Grayson Brkly —THrwn 8-5164
Baker Chas-Silk Screen Processing
1564 Waller —MA 1-8389

BERGMAN BANNER CO
Complete Silk Screen Service
Specializing in Cloths & Plastics
1822 Steiner —Jrdn 7-8772

BORDEN DECAL CO
DECALS — SCOTCHLITE — SCOTCHCAL
Nameplates — Emblems — Bumper Strips
VINYL — MYLAR — KLEENSTIK
207-11th —HE 1-1587

Color Screen Products Co 961 Clay —SU tier 1-4320

COMMERCIAL DISPLAY & SHOW CARDS
PHOTOGRAPHIC SILK SCREENING
PRINTING ON PLASTIC — METAL
WOOD & PAPER
634 Polk —PR 6-5606

(Continued Next Page)

Silk Screen Processing—(Cont'd)

Dealer Display Products Inc —YU 6-6550
49 Stevenson
DISPLAY MART INC —EX 2-3914
325 Minna —(Please See Advertisment Page 926)

DISPLAY PRODUCTIONS INC
Photographic Silk Screen Printers
634 Polk —PR 6-5606
Dynamic Displays 14 Spear —YU 2-7642
Emerson Flag Mfg Co
Printing on All Textiles Only
21 Hawthorne —GA 1-8390

GALLAGHER CO
969 Folsom —YUkon 2-4102
(See Advertisment This Page)
Globe Sign Co 342 Bxbee —JUnipr 6-5235

GOODWIN JACK
QUALITY SILK SCREEN PRINTING
WE SPECIALIZE IN
SHORT RUNS
449 Turk —ORdy 3-3048

Heymans Richard E Co 14 Spear —YU 2-7642

KENNEDY R J CO
PLASTIC DISPLAYS
Silk Screen Process on Plastic
820 Sn Mateo Av Sn Brno —JUn 3-6162

Kraft Maurice 1818-27th Av —SEabright 1-4989
LAIB SIGNS
321-7th —MA 1-5162
McCoy & Co 49 Stevenson —SUtr 1-8741

MILLHAUSER DISPLAY SERVICE
1239-9th Av —Lombd 4-5518

MOTIFS SILK SCREEN
Complete Silk Screen Service
ELECTRONIC — PLASTICS
COMMERCIAL & INDUSTRIAL
SCREENS MADE FOR THE TRADE
Quality and Attention To Deadlines
814 Hurlingame Av Rdwd Cty-EMran 9-4181

Mueller C Silk Screen Printing
14 Spear —SU 1-3477

Advertise here—it pays.

THE BEST IN PRODUCTION
SCREEN PROCESS PRINTING

VELVETONE
SINCE 1908
CREATORS
AND
PRODUCERS
OF
COLORFUL
POINT-OF-PURCHASE
ADVERTISING DISPLAYS

108 DAVIS ST. EXbrook 2-1024

The Bay Area's
most complete
SILK SCREEN
SERVICE

Any
SURFACE
SIZE
QUANTITY
SPEED
QUALITY
Since
1918

YUkon 2-4102

Silk Screen Processing—(Cont'd)

NOVELARY DISPLAY CO INC
1420 Carroll Av —VA 6-7400
Nutter M Co
Signs-Metal-Cloth-Paper,
467 Pine —DOuglas 2-5018

PHOENIX GLASS DECORATING CO
GLASS AND PLASTIC BOTTLES
SILK SCREEN PROCESS
528 Claire Hayward —LUcero 2-7111

PISCHOFF CO
HIGH QUALITY SILK SCREENING
ANY QUANTITY — ANY SURFACE
COMPETITIVE PRICES — FAST SERVICE
880 Harrison —EX 2-6377

Pischoff Co 880 Harrison —EX 2-6377
(See Advertisment Page 926)

Postcraft Co
Fine Repro-Dials Panels Car Cards
1070 Bryant —UN 1-7583

RAY ADVERTISING DISPLAY CO
5th & Gilman Brkly —LANspe 4-9161
Standard Display Co 449 Bryant —GA 1-5971

SUN ADVERTISING CO
MERCHANDISING SPECIALISTS
PRODUCTION — INSTALLATION
323 Fremont —YUkon 6-6826

Ted Showers Signs 4740 Mission —DE 4-3666
TWOMEY E F CO
Quality Displays-Signs-Decals
619 Mission —YUkon 2-8450

Unit Display Advertising 50 Mary —SU 1-0187

UNIVERSAL SIGN & PAINTING CO
943 Harrison —YU 2-1871
VELVETONE COMPANY 108 Davis —EXbrk 2-1024
(See Advertisment This Page)

Wilachrome Inc 50 Hawthorne —DOuglas 2-7673
Williams Printing Company
300 Broadway DOuglas 2-2943

Wilmes Co
Real Estate Signs
5978 Mission —PL 5-5141

Silk Screen Processing Supplies
CALIF PROCESS SUPPLY INC
COMPLETE PROCESS SUPPLIES
Ink-Dor — Day-Glo
Ulonc — Nu-Film — McGraw
845 University Av Brkly —THrwn 1-7477

DORN ERNST W CO INC
Oakind —OLympic 3-4172

INKO SCREEN PROCESS SUPPLIES
Complete stock of INKO
BRAND inks, squeegees,
frames, screens, silk,
Film, cutting tools,
photo-stencils, tusche,
decal papers, flock, etc.

"WHERE TO BUY IT"
SCREEN PROCESS SUPPLIES CO
1199 E 12th Oakland —GLncrt 1-1048

LA GLAIN SILK SCREEN & GRAFT SUPPLIES
Photo Screen Supplies — Arttype
Nes-Dor — Day-Glo
CONSULTANT SERVICE
21st Av & Taraval —ORvnd 1-0197

Owens Edward Associates 32 Otis —HE 1-9761
Western Sign Supplies Inc
Complete Sign & Silk Screen Supplies
4336 San Pablo Av Emryvl —OLympic 4-2426

Silks-Retail—(Cont'd)

MANDARIN FASHIONS
Facturing Pure Silk
Brocades — Raw Silks — Satin — Damask
Tributes — Prints — Habutae — Pongee
512 Grant Av —YUkon 6-3655

Matsumoto's 504 Sutter —YU kon 6-2283
Tai Chong & Co 506 Grant Av —SU tier 1-2568
Winn Ltd 100 West Portal Av —SE abright 1-0510

Silks-Whistle & Mirs
Acme Silk Co 833 Market —YUkon 6-5553
Belding-Hemlinway-Cortice
820 Mission GARfid 1-5852
Chinese Handcraft Co 259 Geary —SUtr 1-2992
City Of China 440 Grant Av —YUkon 2-3311
Couture Fabrics 370 Sutter —DO 2-7626

FOMIL E & SONS
ORIENTAL BROCADES
Silks — Satins — Damask — Raw Silks
Prints — Pongees — Fuji — Habutae
20 Beale —DOuglas 2-6856

Greenberg's 133 Geary —EXbrk 2-4943
Ino Merchandise Co 347 Grant Av —SUtr 1-2417
Langer M T 109 New Montgomery —DO 2-8799
Myers K
Imported Silks
9 Throckmorton Av Mill Vly —DUnlo 8-3686
Skinner William & Sons 821 Market YU kon 2-5334
Suey Chong Co 509 Grant Av —YUkon 2-0275

Silver Buyers
Engelhard Industries Inc 760 Market —GA 1-1447
FARBER GUS
Buyer Sterling-Flatware-Holloware
704 Market —SU 1-1144
Western Gold & Platinum Co
525 Harbor Blvd Belmont LYtel 3-3121
Wildberg Bros Smelting & Refining Co
Sales & Refining-Precious Metals
349 Butler Av 55F —PO 1-1770

Silversmiths
ADLER ALLAN SILVERSMITHS
At V C Morris
140 Maiden Ln —EX 2-5502
Burridge Co The
Specialists in Silverware Repairing
Over 74 Years of Continuous Service
165 Fell —HE 1-3480
M & H Plating Works 657 Mission —EX 2-5244
North Beach Plating Works
1529 Powell YUkon 6-4056

STANDARD PLATING & POLISHING
WORKS INC
Formerly at 288-1st
896 Folsom —YUkon 2-5128
Superior Plating Works 928 Geary —OR 3-8399
Thumler Bros 928 Geary —OR dway 3-4048
Van Erp Dirk
Custom Designing & Repairing
619 Beach —ORdy 3-3956
Vella & Skinner
Repairing-Gold & Silver Plating
285 Shipley —EX brook 2-0476

Silverware-Retail
Behrend Jewelers 70 Stonestown —Lombd 6-2211
Christian S J of Copenhagen Inc
225 Post EXbrk 2-3394
ATwtr 2-6727

EASTERLING CO
4444 Geary Bl —SK 2-6126

GRANAT BROS
Factory & Store Mission at 20th —YUkon 6-4600
Downtown Store Grant Av at Geary —YUkon 6-4600

GUMPS 250 Post —YU kon 2-1616
Hartman's Jewelry Co 126 Post —DOuglas 2-2769

MORRIS Y C
Allan Adler Silverware
140 Maiden Ln —EX 2-5502
Paul de Vries et Cie 300 Post —YU 2-5571

SALADMASTER—
A & B INC
Northern Calif Franchise Dealer
1745 Van Ness Av —GR 4-7437

Samuels Albert S Co 856 Market —GARfid 1-6383
SHREVE & CO Post & Grant Av —GARfid 1-2600

WESTMORLAND STERLING—
WEAR-EVER ALUMINUM INC
Nancy Prentiss-Flatware-China-Crystal
45th & Adeline Oakland —OLympic 5-3260

Westmorland Sterling Silver Distr
1738-12th Av SEabright 1-3028

The oldest of all the telephone
industry's traditions is Service.

Silverware-Whistle & Mirs

National Silver Co 1355 Market —Mkrt 1-0735
Oneida Community Ltd 657 Mission —GARfid 1-1310
Oneida Ltd 657 Mission —GARfid 1-1310
Rogers Wm A Ltd Oneida Ltd Successor
657 Mission —GA 1-1310
WALLACE SILVERSMITHS INC
140 Geary —DOuglas 2-1178

Sirens & Horns
BROOKS EQUIPMENT CO
HORNS
MARINE — AUTOMOTIVE — INDUSTRIAL
CO2 — AIR — ELECTRIC
4445-3d —VA 4-8223

BUCKLEY E L CO
SIRENO
SIRENS — LIGHTS
Police — Fire — Emergency Vehicles
986 Harrison —YUkon 2-1989

Curtis L N & Sons
4133 Broadway Oakind —OLympic 5-5111

FEDERAL SIGN & SIGNAL CORP
Sirens, Horns, Bells, Signals
Marine, Industrial, Vehicle, Fire, etc.
72 Townsend —YUkon 2-1964

Skating Equipment & Supplies

DANCE ART CO
Headquarters for
HIGH STYLE SKATING SKIRTS
TIGHTS — LEOTARDS — HOISERY
Exhibition Costumes to Order
222 Powell —EX 2-4912

HARLICK & CO
ICE & ROLLER SKATING
BOOTS CUSTOM MADE
1125 Market —MArt 1-0462

San Francisco Ice Arena 1557-48th Av —SE 1-9711
West Portal Sport Shop
301 West Portal Av —MOntrse 4-7879

Skating Instruction
Legg School of Ice Skating
Van Ness Av & Geary —TU 5-4164
San Francisco Ice Arena 1557-48th Av —SE 1-9711

Skating Rinks
Belrod Corp Bel-Arena Ice Rink
815 Old County Rd Simit —LYtel 1-3383
Berkeley Iceland
Ward & Milvia Brkly —THrwn 3-8800
Burlingame Ice Skating Club Inc
1415 N Carolan Av Brngm —DImond 2-7471
Legg Schools of Ice Skating
1951 Ocean Av —JU 6-1300
(See Advertisment This Page)

(Continued Next Page)

Please dial carefully . . . keep
watching the dial.

PHYLLIS AND HARRIS
LEGG SCHOOLS OF
ICE SKATING

Skating Instructions by Former
Ice Follies Stars
GROUPS OR PRIVATE LESSONS
All Ages

COMPLETE SALES — RENTALS
ICE SHOWS FOR CONVENTIONS ETC.
NOW AT TWO LOCATIONS

JACK TAR LEGG SCHOOL OF
HOTEL ICE SKATING
Van Ness at Geary 1951 Ocean Ave.
TU 5-4164 JU 6-1300

"For An Ice Time"