Safety Equipment

ACCESSORY SUPPLY CO
65 Page ----------MA 1-1626
Amer Abrasive Metals Co
55 New Montgy ----------DOuglas 2-4438

ARCADE FIRST AID SUPPLY CO
900 Leavenworth ----------TU 5-0405

BAUSCH & LOMB INCORPORATED
PROTECTIVE EYEWEAR
20 Jones ----------UN 3-1580

BRENTON EQUIP CO
Industrial Safety Equipment
Safety Clothing – Safety Belts
Work Gloves – Leather & Cotton
Asbestos Gloves, Mitts & Clothing
Respirators & Goggles
Welders' Gloves & Hoods
First Aid Equipment
374 Brannan ----------EXbrk 2-8185

Buckingham Mfg Co same as Linemen's Supply
Corp of Calif 70 Townsend----------EX 7-6826
Bullard E D Co
2680 Bridgeway Sausito--------EXbrk 7-0780

BULLARD SAFETY EQUIPMENT—
BULLARD E D CO
2680 Bridgeway Sausito---------EX 7-0780

Burke Co The 2360 San Bruno Av------DE 3-5500
Calif First Aid Co 465 California-------YU 1-6075
Calif Welding & Equipment Co 2955-3d -VA 6-0343
Campbell Medical Aid Supplies
First Aid Kits-Refills & Supplis
2793-16th ----------KL 2-3125
Clearlite Products Highway Flares
717 Battery ----------EX 2-5378
CURTIS L N & SONS
4133 Broadway Oaklnd----------655-5111
(Please See Advertisement This Page)
Dahl Safety Equipment Co
Specializing in Seat Belts
471 Jessie ----------EX 7-1646

DAVIS EMERGENCY EQUIPMENT—
CURTIS L N & SONS
4133 Broadway Oaklnd----------655-5111

Dickson Safety Products Co
600-16th Oaklnd ----------444-2635
FIBRE-METAL PAC INC
Wholesale Only
1615 Polk ----------GR 4-8734

FIBRE-METAL PRODUCTS—
FIBRE-METAL PAC INC
Wholesale Only
1615 Polk ----------GR 4-8734

Filtronics Inc
Air Sampling Equipment
1st Concord ----------685-6615
First Aid Service Co 215-2d ------- SUtter 1-2144

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Safety Equipment—(Cont'd)

FLASHER BARRICADES
Serving Calif & Nevada
First Aid Kits - Signs
Fluorescent Safety Paint
Traffic Cones - Flags
Flagman's Vests - Flood Lights
Asphalt Rakes - Shovels - Hard
Hats & Caps and All Other Safety Equipment
"FOR INFORMATION CALL"
SALES & SERVICE
FLASHER CO THE
351 Embarcadero Oaklnd---------836-0861

FRANKLIN OPTICAL CO
1628 Franklin Oaklnd----------832-1474
(Please See Advertisement This Page)
FRESEN LABORATORY
Guaranteed Comfortable Ear Plugs
325 Mason ----------PR 6-2050
Fresen Laboratory 2845 Mission--------AT 2-3371

GLENDALE SAFETY GLASSES—
FIBRE-METAL PAC INC
Wholesale Only
1615 Polk ----------GR 4-8734

Gowan Co The 2360 San Bruno Av------DE 3-5501
HAWKINS-HAWKINS CO INC
Hwy & St Traffic Safety Devices
1255 East Shore Hwy Brkly----------525-8500

J-W GAS DETECTORS AND ALARMS—
JOHNSON-WILLIAMS INC
2300 Leghorn Mtn Vw----------DA 3-4131

JENKEL-DAVIDSON OPTICAL CO
SAFETY GLASSES
366 Post ----------GA 1-3400

JUSTRITE SAFETY EQUIPMENT—
BROOKS EQUIPMENT CO
Safety Cans & Oily Waste Cans
4445-3d ----------VA 4-8223

LEHIGH SAFETY SHOES—
QUIST'S MOBILE SAFETY SHOE SERVICE
4709 Williams Rd Sn Jse--------253-6906
If no answer call Santa Clara-------248-2548

Linemen's Supply Corp of Calif
70 Townsend ----------EX 7-6826

M-S-A SAFETY APPLIANCES
INDUSTRY'S SAFETY EQUIPMENT HEADQUARTERS
WAREHOUSE STOCKS
Gas Masks, Respirators, First Aid Materials, Protective Hats, Edison Electric Cap Lamps, Gas Detecting Instruments, Safety Clothing, etc.
"WHERE TO BUY IT"
MINE SAFETY APPLIANCES CO
1255 Howard ----------HE mlock 1-3870

Macintosh Company The
3030 Bridgeway Sausito EXbrk 2-1412
McDonald B F Co 1255 Howard------HEmlok 1-3870
From the following exchanges only
East Bay San Jose
Richmond
(No Charge) Ask Operator for---Entrprise 10019

Advertise here—it pays.

Safety Equipment—(Cont'd)

PULMOSAN INDUSTRIAL SAFETY EQUIPMENT—
SALES REPRESENTATIVES
DILLON STEVENS & CO
420 Market ----------DO 2-2518

Rodman & Co
Representing Davis Instruments
420 Market ----------YU 2-0824

S & W SAW & TOOL CO
HARD HATS
Goggles, Respirators & Other
Safety Equipment
1222 Folsom ----------MA 1-6300

TWENTIETH CENTURY GLOVES—
FIBRE-METAL PAC INC
Wholesale Only
1615 Polk ----------GR 4-8734

U S SAFETY PRODUCTS—
U S SAFETY SERVICE CO
Saf-I Safety Glasses-Prescriptions
Goggles-Plastic Eyeshields-Specs-
Face Shields-Aprons-Salt Tablets-
Carbon Monoxide Detectors Specialists
In Eye Protection Programs
564 Howard ----------EX 2-6408

U S Safety Service Co 564 Howard -----EX 2-6408

VICTOR SAFETY EQUIPMENT—
VICTOR EQUIPMENT CO
844 Folsom GArfld 1-3000

VOORHEES CLARENCE E
Window Cleaners Safety Anchors
General Contractors
2785 Green ----------WE 1-1702

WELSH MFG CO
Head-Eye & Face Protective Products
Goggles – Lenses – Respirators – Hard Hats
Spectacles – Helmets – Warehouse Stock
788 Mission ----------DO 2-8563

WESTERN FIRE EQUIPMENT CO
Scott Air Pak Breathing Apparatus
69 Main ----------SUttr 1-0618

WESTERN HARDWARE & TOOL CO
Safety Belts – Rope Slings
Welders Gloves, Hoods, Clothing
Industrial Safety Equipment.
122-10th ----------UNdrhl 3-4540

Wilson Rubber Co 532 Howard-------SUttr 1-6505

TO MAKE RUBBER GLOVES LAST LONGER
Put a very small tuft of cotton in the end of each finger. Keeps fingernails from punching through gloves.

Sailmakers

ADMAR MANUFACTURING CO
Moulded Dacron Yacht Sails
1425 Alice Oaklnd----------451-4785

DeWITT SAILS
4725 Bissell Av Richmnd----------234-4334

HARD SAILS INC
Ft of Spring Sausito----------332-4055

SIMPSON & FISHER
Sailmakers Since 1876
240 Steuart ----------SU 1-3479

SUTTER PETER M CO
Custom Made Sails
Rigging & Boat Covers
Gate 5 Marinship Sausito----------332-2510

Salads

BETTERMADE FOODS
4706 Grove Oaklnd----------653-6565

HERMAN'S DELICATESSEN
Geary Bl & 7th Av----------SKyln 1-3133
Lucca Delicatessen 2120 Chestnut...WAlnt 1-7873

LUDIER'S SALADS
Potato – Macaroni & Coleslaw Salads
Pickles – Mayonnaise – Mustard – Relish
We Serve Stores – Rests. – Delcatns. – Etc.
6540 Mission ----------PLaza 5-7450

SILVER-N-BLUE—
FULTON SUPPLY CO THE
Salad Dressing-Mayonnaise-Pickles
Lodge Wedding & Party
Orders Our Specialty
901 Fillmore ----------FImr 6-9760

Vitality Health Juice Bar 945 Market---SU 1-6960

Sales Contest Organizers

Betts John J Co 7 Front----------DO 2-8857

MacDONALD E F CO THE
Merchandise and Travel Prize
Sales Incentive Programs
1485 Bayshore Bl----------JU 7-3662

MARITZ INC
Merchandise-Travel Awards
Sales Incentives
681 Market ----------DO 2-7747
Pollak's 1543 Mission----------MArkt 1-0222

SERVICE EXCHANGE DISTRS
170-9th ----------HE 1-7490

Sales & Order Books

A Offset Printing Service 667 Howard --DO 2-0450
Cal-Tab Systems 105 Market----------SU 1-8129
Century Business Forms Inc
1780 Oakdale Av----------VAlencia 6-8282
MOORE BUSINESS FORMS INC SALES OFFICE 165 Post----------GA 1-0435
Olivera Printing 3020 Clement----------BA 1-7784
Packet Printing-Posters & Calendars
3327-23d ----------AT 2-0138
Redi-Rite Business Forms Inc
Specialists-One-Time Carbon Forms
1400-17th ----------HEmlok 1-8837
From the following exchanges only
East Bay Richmond
(No Charge) Ask Operator for----Entrprise 11196
Salesbook Mfg Co 151-2d ----------EX 2-3050
Stock Forms Co 1246 Folsom----------UN 3-1558
Willats Printing Co
Books-Carbon Sets in a Hurry
950 Folsom ----------YUkon 2-9040

Sales Presentations

CLOSE & PATENAUDE SALES BUILDING PROGRAMS—
BETTS JOHN J CO
Sales Development Specialists
7 Front ----------DO 2-8857

Sales Promotion & Counseling Service

ADVERTISING DISPLAY ASSOCIATES
430 Brannan ----------YU 1-1495
Almstead F N & Co 600-16th Oaklnd----451-3525
Cameron Development Co 870 Market---EX 7-4376
Clement Randolph R 16-1st----------DO 2-7314

CLOSE & PATENAUDE SALES PLANS—
BETTS JOHN J CO
Creative Selling Programs
7 Front ----------DO 2-8857

Dudley Sales Company
561 Buckingham Wy----------MO 1-0748
Erwin Wasey Ruthrauff & Ryan Inc
465 California ----------EX 2-4616
Garfield Hoffman & Conner Inc
301 Broadway ----------GA 1-0575
Graphic Printed Promotion 540-1st-----YU 2-3015

(Continued Next Page)

SAFETY EQUIPMENT
SERVING ENTIRE WEST SINCE 1929
WITH SAFETY & FIRE EQUIPMENT OF ALL TYPES
FIRST AID • GAS MASKS • GOGGLES • RESUSCITATORS • OXYGEN EQUIP. PROTECTIVE CLOTHING • HARD HATS • COMBUSTIBLE GAS INDICATORS • SIRENS AND EMERGENCY LIGHTS
CALL NOW
655-5111
L. N. CURTIS & SONS
4133 BROADWAY OAKLAND

SAFETY Equipment
• HARD HATS • ALL TYPES
• FACE SHIELDS • GOGGLES
• RESPIRATORS • GLOVES
Complete Line of Welding Equipment & Accessories
ALL TYPES SAFETY GLASSES
4 to 5 Day Prescription Service
Franklin Optical Co.
INDUSTRIAL DIVISION
1628 FRANKLIN • OAKLAND
832-1474

Sales Promotion & Counseling Service—(Cont'd)

IMAGINATION ATTITUDE MOTIVATION INC
HARRY G. SWIFT
"WE UNLIMITED" Courses & Color Films
681 Market ----------DO 2-1136

Luncheon Is Served 3430-21st ------ MIssn 7-9195
If no answer call ---------- WEst 1-8119
Mack Newman Inc 2415 Chestnut------WE 1-0643
Maritz Inc 681 Market ----------DO 2-7747
Marketing Unlimited 420 Market------YU 1-8068
Marketing Unlimited 420 Market------YU 1-8069
Medina Wm A 942 Market----------EX 7-1785
Mercator Inc 476-5th ----------SU 1-4515
Merchandising Advertisers Of Calif
125 Clement ----------SK 2-0200

POLLAK'S
PRIZES & PREMIUMS
BUSINESS GIFTS
Sales Campaigns - Contest Prizes
1543 Mission ----------MArkt 1-0222

Porter Corp The 1355 Market ------UNdrhl 1-7715
PRODUCT DEVELOPMENT CORP
655-4th ----------YU 6-1376
Promotion Programs Inc 270 Sutter ----YUkon 2-0270
Rowland & Assoc 200 Guerrero--------UN 1-0738
Sales Training Institute-Cyril Wright & Assoc
442 Post ----------SU 1-5681
Sales Unlimited 420 Market----------EX 2-8874

SALESPOWER INC
Nationwide or Local Sales Promotional Campaigns and Sales Distribution Offices 250 Cities
36-2d ----------SU 1-7171

Sanford William Inc 657 Harrison------EX 7-0845
SERVICE EXCHANGE DISTRS
Sales Prizes-Promotions-Awards
170-9th ----------HEmlok 1-7490
Sherwood W R 101 Old Orchard Rd Ls Gts
From the following exchanges only
San Francisco
(No Charge) Ask Operator for----Entrprise 13027
SMITH CO THE
47 Fremont ----------SU 1-6564
Space Age Advertising Products 285-9th MA 6-0422
Teague Fred 430 Brannan----------EX 7-0294
Walden Charles K & Co 235 Montgy-----YU 1-0963
YARBROUGH & BUTLER
222 Kearny ----------DO 2-0393

Salt

LESLIE SALT CO 505 Beach. PR ospct 6-5730
Leslie-Spice Islands Sales Co 505 Beach PR 6-5730
MORTON SALT CO
1710 Trousdale Dr Belmont----------697-5563
From the following exchanges only
San Francisco
(No Charge) Ask Operator for----Entrprise 11830
SCIENTIFIC SALTING CO OF CALIF
505 Beach PRspct 6-5739
VAN WATERS & ROGERS INC B-K-H DIV
3745 Bayshore Bl Brisbn----------DE 4-2600

Salvage–Marine

Abe Schuster Fiberglas 41 Oak Oaklnd----836-4894
American Salvage Co 33 Filbert ------DOuglas 2-5507
Green Bros & Co 1132 Mission--------MA 6-0767
SMITH BEN B
420 Market ----------YU 2-1548
Star Equipment Co 425 Clementina-----DO 2-7869
SUGARMAN BROS 107 Front ------SU tter 1-3727

Salvage Merchandise

A J S BAY BRIDGE EMPORIUM
SALVAGE
We Buy Store Damaged
JOB LOT BANKRUPT
DISTRESSED FACTORY
DAMAGED – BROKEN – TORN
NEW MERCHANDISE
TURN IT INTO CASH
1169 Valencia ----------MI 8-0545

A & K Salvage Co 967 Harrison ------YUkon 2-2584
Abraham N Co 1062 Folsom ----------HEmlok 1-9426
ACORN METAL & MACHINERY CO
300-16th ----------YUkon 6-0696
American Junk Service 1369 Valencia MIssn 8-0545
Amer Vets Thrift Shop 181-6th ---------EX 2-9254

Advertise here—it pays.

Salvage Merchandise—(Cont'd)

BIG BONUS FOODS INC
Licensed Food Salvage Dealers
We Buy & Sell Railroad – Truck Damage
Bankrupt – Distress – Surplus Merchdise
1158 Howard ----------UN 1-5986

Buckley Daniel R & Sons
1890 Evans Av ATwtr 2-7695
Chicago Clothing Co 211-4th----------SU 1-6728
Disabled American Veterans Salvage Shop
322 S Van Ness Av----------UN 1-3456
ERNST GUS
1823 Clement ----------SK 2-6197
Flora Crane Service Inc 250 Mendell ----AT 2-1455
Friedman Irwin 768 Mission ------ EXbrk 2-5864
GREEN BROS & CO
Steamship Salvage
1132 Mission ----------MA 6-0767
J & H OUTLET STORES
See Ad Electronic Equip & Supplis-Dirs
1487 El Camino Rl Blmnt----------591-7113
Jacobs J J Sales Co 35 Main ------GArfld 1-5698
Kahn Zel R & Son 1358 Hayes------WAlnt 1-5600
LAFLEUR M
Used Machinery & Tanks
1203 Fairfax Av. ----------MIssn 7-0210
Levin Steel Products 1201-23d --------MI 7-8800
Military Order of The Purple Heart
164-6th ----------HE 1-9059
Military Order of The Purple Heart Salvage
Bureau 3372 Mission----------MI 7-2202
Nadell & Co Inc 15th & Potrero Av-----KL 2-0282
(Please See Advertisement This Page)
Patrons of Art & Music Salvage Shop
1947 Jackson ORdwy 3-3446
Pirate Black's Warehouse Sales
2140 Jerrold Av----------AT 2-3727
SAFREN WOOL STOCK CO
800 Minnesota ----------MIssn 7-8354
ST VINCENT DE PAUL SOCIETY
Call Truck
1815 Mission ----------HE 1-4588
ST VINCENT DE PAUL SOCIETY
6726 Mission Daly Cty----------PL 5-4346
For San Mateo County Collections call--PL 5-4346
SMILO CHEMICAL CO
725-2d ----------YU 2-7858
SMITH BEN B
420 Market ----------YUkon 2-1548
Standard Surplus 1230 Market-----HEmlok 1-3106
STAR EQUIPMENT CO
425 Clementina ----------DO 2-7869
SUGARMAN BROS 107 Front. ------SUttr 1-3727
Tradeway Salvage Warehouse
We Buy-Salvage Mdse-All Kinds
Fire Stock & Bankrupt Stock
Transportation Damaged Stock
10860 San Pablo Av El Crrto--------525-2379

UNDERWRITERS SALVAGE CO OF NY
EXECUTIVE OFFICE
315 Montgomery YU 1-4505
for
24-HR SERVICE CALL SK 1-9134
SF Branch Office 1960 Hayes
1960 Hayes ----------SK 1-9134
315 Montgomery ----------YU 1-4505

Underwriters Salvage Co of N Y
Departmental Ofc 315 Montgy --------YU 1-4505
S F Branch Ofc 1960 Hayes ----------SK 1-9134
From the following exchanges only
East Bay
(No Charge) Ask Operator for ---- Entrprise 11901
U S Industrial Sales Co Inc 532-6th ---MA 1-6122
WEST COAST MERCANTILE CO
985 Folsom ----------SU 1-5369

The Yellow Pages save you time.

Salvage Merchandise—(Cont'd)

WHITMAN BOB SALES CO
LICENSED FOOD SALVAGE DEALERS
Buy & Sell Railroad – Truck Damage
Bankrupt – Distress – Surplus Merchdse
1360 Jessie ----------MA 6-2828

Wurth While Shop 2230 Polk----------OR 3-6773

Sample Cards & Books

PACIFIC BINDER CO
115 New Montgy----------EX 2-2161
Utility Workshop
Sample Books-Card & Swatch Assembly
423 Presidio Av ---------- WA lnut 1-5881

WESTERN SAMPLE BOOK & PRINTING CO
COMPLETE SAMPLE SERVICE
COLOR CARDS
Sample Books of All Materials
625 S Sn Pdro Ls Angls----213 MA 7-3581

Sample Cases

CONTINENTAL-VOGUE LUGGAGE CO
ALL TYPE CASES FOR INDUSTRY
To Display – Carry – Store – Ship
DESIGNED – MANUFACTURED – REPAIRED
585 Howard ----------SU 1-5007

Hazley Mfg Co
Carrying Cases
230-5th ----------SU 1-8652
Malm C A Luggage Co 1465 Bush -------OR 3-6000

SAVANO SAM SAMPLE CASE CO
FIBRE AND SALESMAN CASES
MADE TO ORDER
LUGGAGE, LEATHERGOODS, PORTFOLIOS
320 West Portal Av----------OV 1-4249

TRAVELAIRE LUGGAGE CO INC
SINCE 1909
Manufacturers & Designers
of
CUSTOM MADE
SAMPLE CASES
Leather – Fibre – Thermo-plastic
For
Electronic – Industrial – Commercial Cases
Any Quantity Made to Specifications
STOCK SIZES AVAILABLE
Friedberg-Grunauer Co., Inc.
48 Fremont ----------DO 2-7239

Sand & Gravel

Acme Filter Materials
Sand & Gravel for Every Purpose
See Adv-Filtering Materials
335 Berry ----------GA 1-7786

AMER CONCRETE BLOCK CO
SAND – GRAVEL – CEMENT
FOR THE DO-IT-YOURSELFER
CONCRETE BLOCKS – STEPPING STONES
4200-3d ----------MI 8-8766

BALBOA BUILDING MATERIALS
3831 Junipero Serra Bl Daly Cty-----PL 5-0800
BODE GRAVEL CO
235 Alabama ----------UN 1-5321
California Rock & Gravel Co
Hobart Bldg ---------- DOuglas-2-6852

DEL MONTE PROPERTIES CO
INDUSTRIAL SANDS
CORE – GROUND – GLASS
FELDSPAR
STUCCO SILICA
SPECIAL SAND BLAST SAND
620 Market ---------- GArfld 1-4533

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Sand & Gravel—(Cont'd)

FIGONE JOHN P COAL CO
FIGONE'S SAND
MONTEREY WHITE SAND
CEMENT – ROCK – GRAVEL
Successors to
BAY CITY COAL CO.
CITY-WIDE COAL and DELIVERY SERVICE CO.
CITY-WIDE DELIVERY
Main Yard & Office
2238 Mason ----------GArfld 1-3281

GINOTTI COAL CO 4419 Geary Bl. .SKyln 1-1300
Jackson R Trucking Service
605 Lisbon Colma----------PL 6-4629
MALERBI A SAND CO 273 Holyoke .JUnipr 5-5529
Mersan Inc 1480 Carroll Av----------MI 8-7380

MOE SAND CO
DREDGED SAND FOR
Concrete – Plaster – Paving – Fill
Barge Lots – Truck Delivery
4501 Tidewater Av Oaklnd---------261-8532

MONTEREY SAND CO
"CRYSTAL AMBER SAND"
Stocking Dealer:
THE RIX CO., Inc. 582-6th, S. F.
TRUCKLOADS & CARLOADS ONLY
CALL: MONTEREY SAND CO.
625 Elder Sand Cty----------394-6541

PACIFIC CEMENT & AGGREGATES INC
Yard 400 Alabama----------KL 2-1616
Yard 400 Alabama ----------589-0166
Rosenberg H Victor 400 Alemany Bl----MI 7-4285
S F GARDEN MART
1400 El Camino Rl SSF----------589-6244
San Francisco Gravel Co 552 Berry. HEmlok 1-1273

S F MATERIALS CO
SAND – ROCK & GRAVEL
CEMENT – ALL KINDS
BRICK – CONCRETE BLOCKS
PLASTER – LIME – ALL KINDS
BUILDING PAPERS – ALL KINDS
Tools For Brick – Cement – Plaster
at Folsom
3070-23d ----------AT 2-0133

Seaside Sand & Gravel Co Inc
6767 Mission Daly Cty PLaza 6-7722
Serra Materials Yard & Nursery
197 B Colma----------PL 6-5055
Thomsen H C 1302 Noe ---------- ATwtr 2-2613
United Sand & Gravel Co
Ft of Spring Sausito ----------332-1551

Sand & Gravel Handling Equipment

BRUMLEY-DONALDSON CO
CLEMTEX PNEUMATIC
SAND HANDLING UNITS
75 Market Oaklnd ----------835-8530

CATERPILLAR MATERIAL HANDLING EQUIPMENT—
PETERSON TRACTOR CO
955 Marina Bl Sn Leandro--------357-6200

EHRSAM J B & SONS MFG CO
2475 Mar East Tlbrn----------435-1783
Krogh Pump Company 515 Harrison-----YU 6-2100

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.