

Shoes-Retail-(Cont'd)

WILBUR COON SHOES- BENDER SHOE CO 2412 Mission AT water-2791 CAPTAIN CHARLES GRIMM 323 Geary GA rfd-6124 FOOT RELIEF SHOE SALON 362 Geary SU tter-7047 HITTENBERGER C H CO 1117 Market Market-4244 WRIGHT ARCH PRESERVER SHOES- SOMMER & KAUFMANN 838 Mkt SU tter-5242

Shoes-Whse & Mfrs

Abel's Shoe Co 317 Mkt EXbrook-7043 Buckingham & Hecht 25-1st DO uglas-4300 Cambridge Rubber Co 704 Mission EXurok-4544 Consolidated Slipper Corp 833 Mkt DO uglas-5946 Davidson Mill Shoe Co 440 Mission GA rfd-1908 Endicott-Johnson 833 Market GA rfd-7699 Friedman-Shelley Shoe Co 833 Market DO uglas-1885 Fry Etnier M 149-2d EX brook-6153 Glaser Shoe Co Juvenile Footwear and Slippers SU tter-0624 Knapp Shoe Agency 420 Market EX brook-4059 Lipschutz Irving Wood Sandals & Clogs Men's & Ladies 738 Mission GA rfd-7681 LLAMA SLIPPERS OF CALIF 2411-20th Av SEabright-2603 Markelli L R 833 Mkt DO uglas-5946 Nap-A-Tan Shoe Co 25-1st DO uglas-4300 Pacific Shoe Co 451 Washington GA rfd-2911 Rajala-Pugh Co Inc Slippers-Moccasins Rubber & Canvas Footwear 532 Howard SU tter-6505 Roberts Johnson & Rand 833 Market EX brook-6061 Shapiro Abe 833 Market GA rfd-5927 Solmit Shoe Co 833 Market SU tter-6477 Uhlmann Walker Shoe Co 704 Mission EXurok-4544 Weinbrenner Albert H Co Bondshire & Thorogood Shoes 612 Howard EX brook-2418

Shoek-Mfrs

Dwight Lumber & Box Co 461 Market GA rfd-7523 Haslett & McGuire Shoek Supply Co 1 Montgomery EX brook-3316 New Colma Mill & Lumber Co Main Office 564 Market YUkon-0228 Pnt & Sales Ofc (Toll) Call "Operator" for Decoto-2561

Shopping Service

Shopping Service Complete Personal Shopping Service 680 Post PRospect-3533 Willmark Service System Inc Flood Bg SU tter-7949

Shoulder Pads

Dubbs Mfg Co 171-2d EX brook-5951

Shovels-Power

BAY CITY SHOVELS- GARFIELD & CO Hearst Bldg SU tter-1036 BUCYRUS-ERIE CO 390 Bay Shore Blvd AT water-2341 CALIF TRACTOR & EQUIP CORP 24th & Cypress Oakland TW inoaks-5824 GENERAL EXCAVATOR CO 2200 Jerrold Av MI ssn-3631 LIMA POWER SHOVELS- GARFIELD & CO Hearst Bldg SU tter-1036 LINK-BELT SPEEDER SHOVELS- HALE EDWARD F COMPANY 925 Harrison YU kon-2092 MANITOWOC SPEED SHOVELS- INDUSTRIAL EQUIPMENT COMPANY 1301-59th Emeryville PI edmit-8100

MARION STEAM SHOVEL CO THE GASOLINE - DIESEL AND ELECTRIC SHOVELS Back-Hops, Cranes & Draglines 571 Howard EX brook-7493

NORTHWEST ENGINEERING CO Convertible Gasoline Or Electric 255-10th HE mlock-5060 OSGOOD CO 2200 Jerrold Av MI ssn-3631 P & H POWER SHOVELS- HARNISCHFEGGER CORP 82 Beale DO uglas-2313

Buy War Bonds for Victory.

Shovels-Power-(Cont'd)

ROYCE KEN CO RENTALS Carry-alls - Bulldozers - Power Shovels Motor Graders - Road Rollers All Types of Road Building Machinery 185 Bay Shore Blvd VA lencia-5121 If no answer (Toll) call Su Mateo-3-9590

Shovel & Truck Crane Service Co Rented By Day-Week or Month 210 Post GA rfd-8007 THEW-LORAIN SALES & SERVICE Coast Equipment Company 948 Bryant Market-5740

Shovels-Power, Repairing

TUCKER ENGINEERING CO Power Shovels - Cranes & Contractors Equipment Repairing - Rebuilding Maintenance 2255 Quesada VA lencia-0535

Show Card Writing

Dec-Art Studios The 12 Geary EM brook-1622 DISPLAY MART Designers - Artists Craftsmen Show Cards - Price Tickets Displays - Backgrounds Silk Screen Process - Signs Die Cutting - Photography 804 Mission DO uglas-8776

Shoek-Mfrs

Gallagher Co 166 Eddy PR ospect-7203 General Display Company 300 Front GA rfd-0878 HANSEN N GED 177 Post DO uglas-7859 Hee Joseph K 177 Post EXurok-6516 HURDLE M J 714 Market DO uglas-2499

M & T STUDIO SIGN SHOP SHOW CARDS - SIGNS Window Displays - Art Work BILL DORSCH 1230 McAllister WA Inut-4819

Dimsted H E 580 Market GA rfd-7700 Pac Display Co 109 Shipley EX brook-9639

PISCHOFF CO CARD SIGNS - THEATRICAL and NIGHT CLUB POSTERS 177 Golden Gate Av UN drhil-5808

SHEPARD DISPLAY SIGN STUDIOS Silk Screen Process-Displays 617 Market YU kon-2468

SORENSEN STATIONERY & SHOW CARDS Show Cards & Posters Made to Your Order Commercial Art Work 463 McAlstr UN drhil-3703

STAUS SIGN SERVICE 2176 Union WAlnut-5808 Sun Advertising Co 479 Bryant DO uglas-7993 VeKey Poster Co 830 Market SU tter-5628 Williams Bill E H 1961 Mission HE mlock-2049

Shoek-Mfrs

Diamond Patent Co Elastic Glass Cement 290-8th HE mlock-4091 Fuller F J Glass Co New & Used Bought & Sold 2052 Market MA rket-1717

HERTENSSTEIN A & SON Out Door Metal Frames & Cases 309 Florida HE mlock-5303

KRASNE CLYDE A Representing Columbus Show Case Co 150 Post EX brook-4050 Modern Show Case & Refrigerator Co Mfr of Show Cases 655 McAllister WA Inut-1478

Show Cases-(Cont'd)

REGAL MANUFACTURING CO 1310 Fulton WE st-6000 ROYAL SHOW CASE & FIXTURE CO 770 McAllister WA Inut-1776 Samuel Fixture Co 683 McAllister WE st-0352 Terkeltaub & Co Show Cases-Bar & Store Fixtures 677 McAllister WA Inut-1785 Unit-Bilt Store Equipment Co 2501 Phelps DE laware-1264 UNITED CRAFTSMEN & SHOW CASE CO 2052 Market MA rket-7171 WESTERN FIXTURE & SHOW CASE CO 716 McAllister FI Imor-7208

Shower Bath Compartments

BATHROOM ACCESSORIES SUPPLY CO 762 Clementina MA rket-7471 CALIF SHOWER DOOR CO Mrs. of Shower Doors Shower Enclosures Bath Tub Enclosures 630-4th YUkon-1504

Colotype Corp 907 Post OR way-7542 Dillon Colorize Co 1190 Bryant HE mlock-3943 Epping Norbert I 221 Oak HE mlock-0646 Price Bldg Specialties Co 35 Gilbert UN drhil-6733 Western Art Stone Works Mir Cement Receptors Bases & Stalls 441-6th DO uglas-6295

Sick Room Equipment & Supplies

-See Hospital Equipment & Supplies

Sidewalk Doors & Lights

DELANEY CHAS GET MY ROCK BOTTOM RATES On All Sidewalk Repairing BULGED, CRACKED OR DAMAGED 1715 Eddy WE st-8686

PATTERSON & ELVIN IRON WORKS MANUFACTURERS OF SIDEWALK DOORS REPAIRED WIRE SCREEN GUARDS FOR SIDEWALK DOORS 280-13th MA rket-3646

PHOENIX-SIMPSON CO 520-6th UN drhil-5606 From East Bay Zone only (No Inter-City Charge) Ask "Operator" for Enterprise-10898

Siding

Coast Construction Co 2177 Mkt HE mlock-8036 Earl Roofing & Siding Co 113 Church HE mlock-9966 Johnson Jack Roofing Co 3365 Army AT water-4914

MALOTT & PETERSON ASBESTOS AND BRICK TYPE SIDING Sold & Installed by Experts 3221-20th AT water-1600

Murray Roofing Co 1119 Pierce FIImor-1759 Pioneer-Flintkote Shell Bldg SU tter-7571

3330 E 12th Oakland ANdover-4100 United Roofing & Siding Co 2906 Mission VA lencia-0849 WILSON S B ROOFING CO 75 Montcalm MI ssn-8731

Sightseeing Tours

FIALER'S LIMOUSINES INC 955 Post PR ospect-3311 YOSEMITE GRAY LINE LIMOUSINES INC 955 Post PR ospect-3232

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Our Country needs its telephone equipment these days.

Sign Painters

A A A NEON SIGN SERVICE CO 1120 Golden Gate Av WE st-1838 Abel-Shepard Display Sign Studio 617 Market YU kon-2468 ACE SIGN SERVICE PAINTED SIGNS - ALL KINDS TRUCK LETTERING CHROME LETTERS 2209 Bush WE st-2682

ALBRIGHT SIGN CO

GENERAL SIGN CONTRACTORS Window Lettering - Raised Letters Metal and Muslin Signs Process - Walls AUTOMOBILE LETTERING 150-7th UN drhil-1890

Andrews James R 716 Waller UN drhil-1808

BAY SIGN COMPANY WINDOW - METAL - CLOTH AND TRUCK SIGNS E. Simpson 1909 Fillmore FI Imor-5436

BELL SIGN CO 24 Years in Downtown Financial District OFFICE DOOR AND WINDOW LETTERING 605 Kearny EX brook-8196

Bronson Percy B Russ Bldg EX brook-4015

BROOME SIGN SERVICE Wall - Metal Glass - Cloth - Trucks Tavern Fronts 210 Post YUkon-0141

CLEMENT DOOR LETTERING SERVICE 259 Geary DO uglas-1467 Cohen Sam 28-8th MA rket-9753 DAGGETT L B 335 S Van Ness Av MA rket-0317

DE VAUX SIGNS 2974 Mission MI ssn-4126 Eichenbaum Joseph H 991 Bryant UN drhil-8644 Eilken Wm E 341 Larkin HE mlock-2627 Goldberg Lawrence 1085 Golden Gate Av WE st-3344 Henshaw Clyde 1444 Pine TUkedo-2219 Laib 7th & Folsom MA rket-5162 (See Advertisement Opposite Page)

Lee Charlie W 828 Grant Av CHina-0059 Lorenzen C 720 Montgomery SU tter-5480 MANNING C E Signs Of All Kinds 810 Buchanan HE mlock-1343

MOAD ROBT F Office Door & Window Lettering 49 Geary SU tter-5328 NEON SIGN SERVICE CO 1120 Golden Gate Av WE st-1838 NOVEL ART CRAFTS 395-9th UN drhil-5826

O'NEAL RAY SIGNS THAT ARE SIGNS FOR EVERY PURPOSE Bet. 22nd & 23rd 1134 Valencia AT water-0936

Palette Sign Shop 1635-17th Av MO ntrose-6383 PISCHOFF CO 177 Golden Gate Av UN drhil-5808

QUANDT A&SONS Est. 1885 SIGNS of All Kinds Painters & Decorators 374 Guerrero MA rket-1711

Robinson Oscar M 281 Natoma DO uglas-5100 Skolmen Co 45 Duboce Av MA rket-1501 (Continued Next Page)

Sign Painters-(Cont'd)

SMALL R L SIGN CO SIGNS - Designed and Styled to Suit Your Purpose WOOD CUT-OUT LETTERS 431 Jessie GA rfd-9232

STATE SIGN COMPANY

SIGNS Complete Lettering Service Special Attention Given to War Work 308-7th MA rket-0584

SWAN THE PAINTER Established 1877 SIGNS Truck Office And Window Lettering 1117 Howard MA rket-1511

Signal Systems

See also Burglar Alarm Systems; also Photo Electric Cells & Equipment; Etc

Autocall Co Autocall Systems 320 Market GA rfd-0526 Edwards & Co 2720-17th HE mlock-1526 General Railway Signal Co Merchants Exch Bldg EX brook-1538 Pac Railway Signal Co Inc 420 Mkt EX brook-4133 Signal Electric Supply Co 3123-17th HE mlock-6646 Union Switch & Signal Co Matson Bg EX brook-3295

DAGGETT L B 335 S Van Ness Av MA rket-0317 Dec-Art Studios The 12 Geary EX brook-1622 DE VAUX SIGNS 2974 Mission MI ssn-4126 Eilken Wm E 341 Larkin HE mlock-2627 ELECTRICAL PRODUCTS CORP (See Advertisement This Page) 910 Harrison EX brook-0950 Empire Advertising Co 7252 Mission RA ndiph-6117 FERRO ENAMELING COMPANY Porcelain Enamel 1100-57th Av Oakland KE Hlog-2-0266 Frederick Sign Co 1635 Haight UN drhil-8417 Gallagher Co 166 Eddy UN drhil-8177 GOLDBERG LAWRENCE 1085 Golden Gate Av WE st-3344 (Continued Next Page)

Phone EX brook 0950

ZEON

Tube Signs • Lighting

* THE MARK OF MERIT ZEON IS LICENSED ONLY ON ILLUMINATING EQUIPMENT WHICH CONFORMS TO LABORATORY STANDARDS ESTABLISHED IN THE PUBLIC INTEREST BY THE NON-PROFIT CORPORATION ZEON, CHICAGO, U. S. A.

NEON Maintenance "ON CALL" OR REGULAR SERVICE PAINTING CLEANING MECHANICAL REPAIR REPLACEMENT 910 Harrison St. SAN FRANCISCO

ELECTRICAL PRODUCTS Corporation OFFICES IN PRINCIPAL WESTERN CITIES

Sigms

A A A NEON SIGN SERVICE CO REPLACE NOW With the Newest Development In Fluorescent Tubing 1120 Golden Gate Av WE st-1838

Abel-Shepard Display Sign Studio 617 Market YU kon-2468 Ace Sign Service 2209 Bush WE st-2682 ALBRIGHT SIGN CO 150-7th UN drhil-1890 APEX ELECTRIC CO Neon Signs-Maintenance & Repairs 363 Fell HE mlock-7811 Apex Neon Co 363 Fell HE mlock-7812 Atlas Pacific Neon 433-11th UN drhil-8393 (See Advertisement Following Page)

Bay Sign Company 1909 Fillmore FI Imor-5436 Bell Sign Co 605 Kearny EX brook-8196 Brumfield Electric Sign Co 965 Folsom DO uglas-0476 (See Advertisement Following Page)

CAMPBELL STUART Neon Signs & Maintenance 1120 Golden Gate Av WA Inut-6143

COAST DIRECTORY CO MANUFACTURERS FELTO CHANGEABLE LETTER SIGNS Directories - Bulletin Boards - Menus Genuine Plastic Letters PRODUCTION CONTROL BOARDS 125 Hyde OR way-9162

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QUALITY SERVICE COMPLETE LETTERING SERVICE DAYLIGHT DISPLAYS OF EVERY DESCRIPTION NEON DISPLAYS OF EVERY DESCRIPTION 7TH & FOLSOM STS. ALL WORK CONSERVATIVELY PRICED EXPERT SUPERVISION OF ALL OPERATIONS CALL MARKET 5162

Manufacturers of NEON SIGNS AND COLD CATHODE LIGHTING EST 1927 MAINTENANCE CORPORATION "SERVING NORTHERN CALIFORNIA" CALL Underhill-6711 1122 HOWARD ST.