

Electric Equipment-Whse & Mfrs-(Cont'd)

G & W Electric Specialty Co GA rfd 1-2916
Meadow Brook Bldg
Cal-Tronics Corp Mendocino Bldg GA rfd 1-2916
Garland-Affolter Engr Corp SU ttr 1-6806
58 Sutter
Garrett Young & Co 390-4th DO uplas 2-4220
Godney Electric Co 2720-17th HE mlock 1-1526
GENERAL ELECTRIC COMPANY
235 Montgomery DO uplas 2-3740
GENERAL ELECTRIC SUPPLY COMPANY
1201 Bryant UN drhl 3-4000
Gieson Reel Corp 420 Market SU ttr 1-1399
Grainger W W Inc 519 Potrero Av UN drhl 1-4841
Gray Geo A Co 2720-17th HE mlock 1-1526
GRAYBAR ELECTRIC CO
1750 Alameda MA rkt 1-5131
Guthrie Fred G 420 Market EX brook 2-8296
Heat & Control Inc 270-7th UN drhl 1-6833
Heineman Electric Co 379 Brannan DO uplas 2-5073
Honn Geo E Company 420 Market SU ttr 1-7352
HUBBARD & O
701 Main Hardware
1250-45th Emeryville OL ympt 2-6600
I-T-E Circuit Breaker Co 320-4th YUkon 2-2760
I-T-E SWITCHGEAR
AIR CIRCUIT BREAKERS
METAL CLAD SWITCHGEAR
ISOLATED PHASE BUS
UNIT SUBSTATIONS
"WHERE TO CALL"
I-T-E CIRCUIT BREAKER CO
320-4th YUkon 2-2760
Ideal Electric & Mfg Co
780 Natoma MA rkt 1-7563
Ideal Industries Inc
John H Maddox Representative
420 Market DO uplas 2-3249
Incandescent Supply Co 647 Mission SU ttr 1-4600
Inc. Inc. Tunstun Bldg GA rfd 1-2916
Ingalls C E & Sons
Monadnock Bldg GA rfd 1-2916
Jefferson Electric Co
674 S Van Ness Av HE mlock 1-4490
Jones W S Rialto Bldg UN drhl 1-6517
Joslyn Pacific Co 180 Potrero Av UN drhl 1-7313
K P F Electric Co 855 Howard EX brook 2-0701
Kearney R Jas Corp 158-11th HE mlock 1-1630
Kelman Electric & Manufacturing Co
Monadnock Bldg GA rfd 1-2916
KINK-PALKA CO
Sales Engineers Representing
Delta-Star Elec. Co. Substation Equip.
Folheads - Connectors - Bus Supports
Standard Transformer Co. - Transformers
Trent Inc. - Electrical Heating Equip.
Hevi Duty Elec. Co. Constant
Current Reg.
Utilities Service Co. - Pole Line Hdwe.
420 Market DO uplas 2-1997
Lacey Co The
Mobile Telephone Service Ask Long Distance
For Mobile Service Then Ask For WJ6-2825
Lapkin H D & Son 255-4th SU ttr 1-0778
Lapp Insulator Co Monadnock Bldg GA rfd 1-2916
Laska Relay Co 170 Main GA rfd 1-6130
LENKURT ELECTRIC CO INC
Carrier Current Equipment & Components
1105 County Rd San Carlos Lytell 3-2161
Lennox Products Inc 754 Folsom DO uplas 2-4019
Levinson Manufacturing Company Inc
American Insulated Wire Inc
2166 Market UN drhl 3-2600
LEXINGTON ELECTRIC PRODUCTS CORP
374 Brannan DO uplas 2-5073
LINE MATERIAL CO
101 Williams Av VA lencia 6-6262
Marwood Ltd 357-9th HE mlock 1-7893
From telephones served by the
following exchange
East Bay Zone
(No Inter-City Charge)
Ask "Operator" for Entrprise 9914
MAYDWELL & HARTZELL INC
150-11th HE mlock 1-1630
McGill Manufacturing Co
2720-17th HE mlock 1-1526
MONTGOMERY BROTHERS
Chromalox Electric Heaters
1122 Howard UN drhl 1-3527
Murphy A B Co 228-9th MA rkt 1-6855
NATIONAL ELECTRIC PRODUCTS-
NATIONAL ELECTRIC PRODUCTS CORP
400 Potrero UN drhl 1-1145
NATIONAL ELECTRIC SUPPLY CO
1-14th HE mlock 1-8529
The Yellow Pages save you time.

Electric Equipment-Whse & Mfrs-(Cont'd)

Needline Inc 254 Folsom DO uplas 2-4019
Pacific Electric Mfg Corp
Electric High Voltage Switches
5815-3d AT water-2-0810
Parker Electrical Mfg Co
221 Washington Oakland TW inoaks 3-5325
Pasading John I Inc 615-2d DO uplas 2-4727
PEERLITE MFG & SUPPLY CO
178-5th SU ttr 1-0550
PHELPS DODGE COPPER PRODUCTS CORP
American Copper Products Division
Habirshaw Cable & Wire Division
Inca Manufacturing Division
369 Pine EX brook 2-7379
Phillips & Edwards Electric Corp
265 Vermont HE mlock 1-7400
PLOUGH ELECTRIC SUPPLY CO
1168 Bryant HE mlock 1-6300
Porcelain Products Inc 2720-17th HE mlock 1-1526
R & IE SWITCHGEAR
INTERLOCK SYSTEMS
CONDUCTOR SUPPORTS
ISOLATED PHASE BUS
OUTDOOR SUBSTATIONS
POWER SWITCHING EQUIPMENT
"WHERE TO CALL"
I-T-E CIRCUIT BREAKER CO
R & IE Equipment Division
320-4th YUkon 2-2760
Railway & Industrial Engineering Co
320-4th YUkon 2-2760
Risco 265A Minna EX brook 2-7820
ROBERSON DISTRIBUTORS
HEATSUR CABLE FOR
RADIANT ELECTRIC HEATING
L. N. ROBERSON CO.
165 Jessie EX brook 2-3425
Roller-Smith Corp 379 Brannan DO uplas 2-5073
ROUTH T R CO THE
Recording Meters - Megohmmeters - Tachometers - Magnetic Brakes & Crane Control
Limit Stops - Water - Oil & Specialty Meters
742 Market GA rfd 1-6487
Rowan Controller Co 420 Market SU ttr 1-1399
Ryals K M Co 461 Market YUkon 2-5510
S & C Electric Co
Elec High Voltage Protective Devices
420 Market SU ttr 1-7352
SAFETY SWITCHBOARD CO
Manufacturers of Switchboards
Representative
Bulldog Electric Products
1445 Stevenson HE mlock 1-2470
SCHULTE ELECTRIC BORDS CO
Better Light Cords & Extensions
Standard & Special Assemblies
1232-35th Av Oakland KE ilog 4-8744
Signal Electric Supply Co
1420 Irving MO ntrose 4-7676
SHOOT-BULMAN CO
Mfgs Lighting Equip-Cand & Industrial
55 Mississippi MA rkt 1-6474
Sperti Faraday Inc 1473 Harrison MA rkt 1-3821
Standard Electric Time Co of Calif The
16 Seal SU ttr 1-5980
State Electric Supply 241-10th Oakland
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Entrprise 10616
States Company The 420 Market SU ttr 1-7352
Sterling Electric Motors Inc
363 Brannan SU ttr 1-7997
Styro Manufacturing Co
470 Natoma SU ttr 1-8310
SUPERIOR ELECTRIC CO THE
623 Laurel Av Menlo Park DAvmpst 5-4983
Toumey Electric & Eng Co
115 Stewart GA rfd 1-8102
TRANSREX ENGINEERING CO
Transformers & D C Power Supplies
Marinship Sausalito 141
Tri-State Supply Corporation
554 Bryant EX brook 2-8890
Triangle Conduit & Cable Co Inc
656 Townsend UN drhl 3-6260
TRIANGLE PRODUCTS-
TRIANGLE CONDUIT & CABLE CO INC
656 Townsend UN drhl 3-6260
Trumbull Electric 555 Minnesota MA rkt 1-1753

Electric Equipment-Whse & Mfrs-(Cont'd)

U S Electrical Motors Inc 564-4th GA rfd 1-7625
From telephones served by the
following exchange
East Bay Zone San Jose
(No Inter-City Charge)
Ask "Operator" for Entrprise 11127
U S Motors Co 564-4th GA rfd 1-7625
VULCAN ELECTRIC HEATERS-
BELLOVE CO 420 Market YUkon 2-1716
Wagner Electric Corporation
219 Shaw Rd 55F Plaza 6-0520
Walsham de Witt & Krul
Monadnock Bldg GA rfd 1-5054
WARD LEONARD ELECTRIC CO
Resistors-Relays-Rheostats
750 Natoma UN drhl 1-2840
WELLS MANUFACTURING CO
Commercial Electric Cooking
Appliances
"Thermoseal" Heat Sealing Iron
Industrial Electric Heating
Equipment
Automatic Immersion Heaters
Special Elements
220-9th UN drhl 1-4411
Western Insulated Wire Co Riss Bldg YUkon 6-2941
WESTINGHOUSE ELECTRIC CORP
EX brook 2-5355
Wiegand Edwin L Co 1122 Howard UN drhl 1-3527
Wiremold Company 2720-17th HE mlock 1-1526
Young Garnett & Co 390-4th DO uplas 2-4220
ZENITH ELECTRIC CO
Automatic Transfer Switches
Magnetic Contractors
Reversing Starters
Timers - All Types
320 Market YUkon 6-3935
Electric Eye Equipment
See Photo Electric Cells & Equipment
Electric Fans
See Fans-Electric; Electric Appliances-
Household Headings
Electric Generating Plants
See Lighting Systems & Equipment;
also Power Plant Equipment
Electric Heaters
See Electric Appliances-Household
Headings; also Heaters
Electric Instruments
ALLAN INSTRUMENT CO
SALES - SERVICE - CALIBRATING
Pyrometers - Anemometers - Draft Gages
Pressure & Vacuum Gages - Clocks &
Timers - Switchboard Meters - Portable
Test Meters - Tank Level Indicators - Tachometers - Thermometers - Electronic Test
Equipment - Salinity Systems - Underwater
Log - Voltage Regulators - Shaft & Engine
RPM's - Gyro Compass Systems - Dead
Reckoning Systems
30 Sterling EX brook 2-1270
Associated Research Inc
748 Prague Delaware 3-5963
ASSOCIATED RESEARCH INSTRUMENTS-
CALIFORNIA INSTRUMENT CO
Vibrotest Insulation Testers-Hi-Pois
Ground & Soil Resistance Meters
748 Prague Delaware 3-5963
Berlington Instrument Co
1355 Market KL ondlke 2-2311
Coby Manufacturing Co
985 Golden Gate Av JO rdan 7-5225

Electric Instruments-(Cont'd)

GENERAL ELECTRIC INSTRUMENTS
METERS, INSTRUMENTS
SPECIAL APPARATUS
Sales - Service - Repair -
Rentals
"WHERE TO CALL"
PAC COAST INSTRUMENT CO INC
256 Mission SU ttr 1-3181
MEGGER INSULATION TESTER-
PACIFIC ELECTRICAL INSTRUMENT
LABORATORY 122 Main GA rfd 1-7185
Moulthrop & Hunter 160-10th HE mlock 1-2624
PAC COAST INSTRUMENT CO INC
256 Mission SU ttr 1-3181
PACIFIC ELECTRICAL INSTRUMENT
LABORATORY
Authorized Service
WESTON
SIMPSON
Instrument Calibration
Tachometers - Pyrometers
Tube Checkers
Test Equipment - Thermometers
Since 1909
Formerly 420 Market St
122 Main GA rfd 1-7185
Pyramid Instrument Corp
714 Harrison YUkon 2-1964
Routh T R Company The 742 Market GA rfd 1-6487
Sangamo Electric Co 1061 Howard HE mlock 1-4738
Standard Meter Laboratory
70 Dorman Av VA lencia 6-3232
Tigeran Engineering Co
Tel-Alarm Annunciators
256 Mission SU ttr 1-3181
Universal Instrument Co
901 So Van Ness Av VA lencia 6-2150
Weston Electrical Instrument Corp
120 Main GA rfd 1-6130
Electric Lamp Bulbs & Tubes-(Cont'd)
ECONOMICAL - BRILLIANT
Long Lasting - Fluorescent
and Incandescent Lamps
"WHERE TO BUY THEM"
DISTRIBUTOR
SOUTHWESTERN ELECTRIC CO
721 Bryant GA rfd 1-2654
Nibley Frank & Co 736 Mission YUkon 2-2655
PANAMA LAMP & COMMERCIAL CO INC
Champion Lamps For Economical Lighting
Fluorescent And Incandescent Lamps
325-9th MA rkt 1-3251
PEERLITE MFG & SUPPLY CO
WESTINGHOUSE & SYLVANIA
Incandescent & Fluorescent Globes
178-5th SU ttr 1-0550
Peerlite Mfg & Supply Warehouse
540-1st YUkon 6-5474
Southwestern Electric Co 721 Bryant GA rfd 1-2654
SYLVANIA ELECTRIC PRODUCTS
MANUFACTURERS
OF
INCANDESCENT
LAMPS
FLUORESCENT
LAMPS
FIXTURES AND
ACCESSORIES
"WHERE TO BUY IT"
DISTRICT SALES OFFICE
& WAREHOUSE
SYLVANIA ELECTRIC PRODUCTS INC
6450 Hollis Emeryville OL ympt 3-0457
DISTRIBUTORS
BLAKE MOFFITT & TOWNE
599-8th HE mlock 1-2911
Crescent Electric Company MA rkt 1-5413
PEERLITE MFG & SUPPLY CO
178-5th SU ttr 1-0550
S F LIGHTING & SUPPLY CO
1147 Howard MA rkt 1-7900
EXECUTIVE OFFICE
SYLVANIA ELECTRIC PRODUCTS INC
111 Sutter GA rfd 1-1846
Good party-line neighbors are
considerate party-line users. Re-
member these golden rules:
• Space your calls instead of mak-
ing 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 con-
siderate, too.

Electric Lamp Bulbs & Tubes-(Cont'd)

GENERAL ELECTRIC LAMPS
Fluorescent, Incandescent,
Heat, Sun, Auto, Aircraft,
Germinical, Photographic
"STAY BRIGHTER
LONGER!"
"FOR INFORMATION CALL"
MANUFACTURER
GENERAL ELECTRIC CO-LAMP DEPT
PACIFIC SALES AND SERVICE DIST
999-98th Av Oakland LUckhn 9-3422
WHOLESALE DISTRIBUTORS
CRESCENT ELECTRIC SUPPLY CO
701 Mariposa UN drhl 1-9728
ELECTRIC BORG OF S F THE
145-9th MA rkt 1-6510
GENERAL ELECTRIC SUPPLY COMPANY
1201 Bryant UN drhl 3-4000
GENERAL SALES CORP
500 Minnesota HE mlock 1-9766
GRAYBAR ELECTRIC CO
1750 Alameda MA rkt 1-5131
Peerless Electric Co 576 Plam. EX brook 2-8553
S F LIGHTING & SUPPLY CO
1147 Howard MA rkt 1-7900
ZELLERBACH PAPER COMPANY
534 Battery EX brook 2-1631
DEALER
General Appliance Company
369 Fell Market 1-7778
GRAYBAR ELECTRIC CO
1750 Alameda MA rkt 1-5131
Guaranteed Lamp & Lighting Products Co
736 Mission YUkon 2-2655
Incandescent Supply Co 647 Mission SU ttr 1-4600
INDUSTRIAL ELECTRONICS CORP
Fluorescent Tubes-Starters & Lamps
260 Kearny YUkon 2-1997
KEN-RAD LIGHT BULBS
ECONOMICAL - BRILLIANT
Long Lasting - Fluorescent
and Incandescent Lamps
"WHERE TO BUY THEM"
DISTRIBUTOR
SOUTHWESTERN ELECTRIC CO
721 Bryant GA rfd 1-2654
Nibley Frank & Co 736 Mission YUkon 2-2655
PANAMA LAMP & COMMERCIAL CO INC
Champion Lamps For Economical Lighting
Fluorescent And Incandescent Lamps
325-9th MA rkt 1-3251
PEERLITE MFG & SUPPLY CO
WESTINGHOUSE & SYLVANIA
Incandescent & Fluorescent Globes
178-5th SU ttr 1-0550
Peerlite Mfg & Supply Warehouse
540-1st YUkon 6-5474
Southwestern Electric Co 721 Bryant GA rfd 1-2654
SYLVANIA ELECTRIC PRODUCTS
MANUFACTURERS
OF
INCANDESCENT
LAMPS
FLUORESCENT
LAMPS
FIXTURES AND
ACCESSORIES
"WHERE TO BUY IT"
DISTRICT SALES OFFICE
& WAREHOUSE
SYLVANIA ELECTRIC PRODUCTS INC
6450 Hollis Emeryville OL ympt 3-0457
DISTRIBUTORS
BLAKE MOFFITT & TOWNE
599-8th HE mlock 1-2911
Crescent Electric Company MA rkt 1-5413
PEERLITE MFG & SUPPLY CO
178-5th SU ttr 1-0550
S F LIGHTING & SUPPLY CO
1147 Howard MA rkt 1-7900
EXECUTIVE OFFICE
SYLVANIA ELECTRIC PRODUCTS INC
111 Sutter GA rfd 1-1846

Electric Lamp Bulbs & Tubes-(Cont'd)

WESTINGHOUSE ELECTRIC CORPORATION
410 Bush EX brk 2-5355
WESTINGHOUSE LAMPS-
DISTRIBUTOR
ETS-HOKIN & GALVAN
551 Mission EX brk 2-0432
Electric Lamps
See Lamps Headings
Electric Light & Power
Companies
California-Pacific Utilities Co
405 Montgomery YUkon 6-0433
Electric Lighting Fixtures
See Lighting Fixtures Headings
Electric Lighting Plants
See Lighting Systems & Equipment
Electric Motor Maintenance
Equipment
Burrer L L Co
Motor Replacement Parts
1126-8th Av Oakland TE mplar 4-9533
Electrical Specialty Co 316-11th HE mlock 1-5116
Electric Motors
A-B-C-O REFRIGERATION CO
1196 Folsom HE mlock 1-0093
ABBETT ELECTRIC CORP
85 Federal YUkon 2-2630
ADAM-HILL CO
Electro Motors & Gear Motors
244-9th MA rkt 1-4137
ALLIS-CHALMERS ELECTRIC MOTORS-
ETS-HOKIN & GALVAN
551 Mission EX brk 2-0432
WEIDENTHAL GOSLINER ELEC WORKS
353-10th HE mlock 1-1690
ALLIS LOUIS ELECTRIC MOTORS
Standard and Special A.C.
Motors, D.C. Motors and
Generators, Adjustable Speed
Drives, Gear Motors.
"FOR INFORMATION CALL"
DISTRICT OFFICE
ALLIS LOUIS CO THE
970 Tennessee VA lencia 6-3545
DISTRIBUTORS
Atlas Elec & Eng Co 617-7th KL ondlke 2-3676
Fowler Chat A Co 889 Bryant UN drhl 3-5010
ATLAS ELEC & ENG CO
Complete Service Dept
617-7th KL ondlke 2-3676
BADER BERT ELECTRIC CO
10 Heron KL ondlke 2-0408
Belgian Electric Sales Corporation
7 Front SU ttr 1-6667
BRAYER ELECTRIC CO 286-12th MA rkt 1-1761
Brown-Brockmeyer Electric Motors
420 Market YUkon 2-7120
BUZZELL ELECTRIC WORKS
Since 1908
NEW & RECONDITIONED
MOTORS
BOUGHT, SOLD, EXCHANGED, REPAIRED
Industrial & Commercial Wiring
130-8th HE mlock 1-5526
Century Electric Company
681 Market SU ttr 1-2070
Be sure you hear the dial tone
before starting to dial. "Flashing"
prevents the equipment from do-
ing an effective job for you.

Electric Motors-(Cont'd)

CENTURY ELECTRIC MOTORS-
CENTURY ELECTRIC CO
681 Market SU ttr 1-2070
CHRISTIAN J D ENGINEERS
G. E. Electrical Control
ELECTRIC MOTORS
REULAND MOTORS
Rite-Lo-Speed Gearmotors
480 Potrero HE mlock 1-1300
CITY ELECTRIC CO 84 Shotwell UN drhl 3-1100
(See Advertisement This Page)
CROCKER-WHEELER ELECTRIC MFG CO
Division of Elliott Co
Russ Bldg SU ttr 1-2812
CROCKER-WHEELER ELECTRIC MOTORS-
ETS-HOKIN & GALVAN
551 Mission EX brk 2-0432
DELCO ELECTRIC MOTORS
A COMPLETE LINE OF
DELCO & PACKARD MOTORS
ALL TYPES & SIZES,
MOTOR STARTERS
"FOR INFORMATION CALL"
AUTHORIZED FACTORY
SALES & SERVICE
Electrical Appliance Service Co of S F
1434 Howard HE mlock 1-8182
Dodwell & Co Ltd 1301 Sansome YUkon 2-3006
Electric Machinery Mfg Co
420 Market EX brook 2-8296
EMERSON ELECTRIC MOTORS-
WEIDENTHAL GOSLINER ELEC WORKS
353-10th HE mlock 1-1690
Advertise here-it pays.
MOTORS
REPAIRED and
REWOUND
NEW & USED MOTORS
Bought and Sold
Geo. M. Forrest
UNderhill 1-6780
WIRING
★ INDUSTRIAL
★ COMMERCIAL
★ POWER and
LIGHTING PLANTS
WESTINGHOUSE
1/4 to 3/4 hp
Motors
LARGE STOCK
FOR FANS, BLOWERS, PUMPS,
STOKERS, REFRIGERATORS,
TOOLS & 1001 OTHER USES.
WHOLESALE DISTRIBUTOR
W.W.GRAINGER, INC.
519 POTRERO AVE.
UNderhill 1-4841
Sales & Authorized Service
MARATHON - LELAND - WAGNER
Phone UNderhill 3-1100
MOTORS LOANED DURING REPAIRS
CITY ELECTRIC CO.
84 Shotwell

Electric Motors-(Cont'd)

ENTERPRISE ELECTRIC WORKS
1164 Mission MA rkt 1-4780
ETS-HOKIN & GALVAN
ALLIS-CHALMERS
CROCKER-WHEELER
HOOVER - MASTER
SALES - REPAIR
Dynamic Balancing
Vacuum Impregnation
551 Mission EX brk 2-0432
FAIRBANKS MORSE & CO
MOTORS - AC - DC - GEAR
Wound Rotor - Synchronous
Horizontal - Vertical
630-3d EX brk 2-5855
FOOTHILL ELECTRIC CORPORATION
1021-4th Av Oakland TE mplar 4-9675
FOWLER CHARLES A CO
Authorized Distributors For
LOUIS ALLIS MOTORS
Complete Electric Motor Line
889 Bryant UN drhl 3-5010
G & M Electric Motor Sales
983 Valencia Missn 8-4759
GENERAL ELECTRIC MOTORS
A complete line of G-E
Motors, all types and sizes.
Motor starters, Manual and
Magnetic and pushbuttons.
Adjustable Speed Drives.
Electronic Control.
"WHERE TO BUY THEM"
Enterprise Electric Works
1021-4th Av Oakland TE mplar 4-9675
GRAINGER W W INC
519 Potrero Av UN drhl 1-4841
GRAYBAR ELECTRIC CO
1750 Alameda MA rkt 1-5131
Kuchel & Slevers Electric Works Ltd
350 Kansas UN drhl 1-8261
(Continued Next Page)