

Signs-(Cont'd)

Sign Animation Corp Of Calif
7 Front... DO uglas 2-4469
Sign Service 7 Front... DO uglas 2-4469
SIMMS SIGNS & POSTERS
Showcards-Real Estate Signs-Art Work
591-39th Av... SKyln 2-3821

TAYLOR & ART INC
1710 E 12th Oakland... KElog 4-7377
TWOEY E F CO
Metal Signs Transfers and Specialties
657 Howard... DO uglas 2-5617

VELVETONE COMPANY
Since 1908 - Signs Designed - Reproduced
On Paper-Cloth-Mosonite-Metal-Wood
Card-Plastic-Fast Machine Production
108 Davis... EXbrk 2-1024

WEGAND MANUFACTURING CO
BAKED ENAMEL SIGNS
Point of Purchase - Highway
Nite ReflectORIZED - Embossed - Die Cut
15 California... YU kon 2-0172

WILMES CO
REAL ESTATE SIGNS
IN QUANTITIES
5978 Mission... PL aza 5-5141

WONDERLITE NEON PRODUCTS CO INC
BAKED ENAMEL SIGNS
UN drhl 1-4060
Zeon Electrical Products Corp
910 Harrison... EX brook 2-0950

Signs-Changable Letters
See Bulletin & Directory Boards
Signs-Maintenance Service
A A A NEON SIGN SERVICE CO
1201 Tennessee... VA tencia 6-3463

AMERICAN ELECTRIC & NEON SIGN CO
3724-24th... AT water 2-8422
APEX ELECTRIC CO
Neon Signs-Maintenance & Repairs
363 Fell... HE mlock 1-7811

ELECTRICAL PRODUCTS CORP
910 Harrison... EXbrk 2-0950
HALIHAN NEON MAINTENANCE CO
2647-15th Av... MO ntrose 4-5686

LUNA NEON CO
SALES & SERVICE
WHOLESALE & RETAIL
PROMPT - EFFICIENT
All Work Guaranteed
1739 Union... PR espect 5-0842

NATIONAL NEON CORPORATION
1201 Tennessee... VA tencia 6-3463
WONDERLITE NEON PRODUCTS CO INC
NEON MAINTENANCE
Reasonable Prices - Speedy Service
SPECIALISTS IN
REPAIR - REPAINTING
SINCE 1928
1095 Folsom... UNdrhl 1-4060

Signs-Process
See Silk Screen Processing
The Yellow Pages save you time.

Signs-Supplies & Equipment

BLACK LIGHT CORP OF CALIF
FLUORESCENT PAINTS
Blak-Ray Indoor & Outdoor Fixtures
1724 University Av Brkly... ASHbery 3-3167

EMERICK & DUNCAN CO
Sign Writer's Paints Brushes & Access's
34 Page... HE mlock 1-0832
Lawler Chemicals Inc
Luminescent Products & Equipment
1515-3d... DO uglas 2-0631

TAYLOR & ART INC
1710 E 12th Oakland... KElog 4-7377
United Stamp & Die Co
Manufacturing of Brass Signs
340 Sacramento... DO uglas 2-2697

VELVETONE COMPANY
Fused Quartz And Silica
760 Market... GARfid 1-1447
DEL MONTE PROPERTIES CO
SILICA FLOUR
FOR ALL PURPOSES
620 Market... GA rfid 1-4533

HANOVIA CHEMICAL & MANUFACTURING CO
Fused Quartz And Silica
760 Market... GARfid 1-1447
SILK SCREEN PROCESSING
A & B EMBLEM & PENNANT CO
SILK SCREENING FOR
EMBLEMS - FLAGS - BANNERS
PENNANTS - ARMBANDS
1251 Market... MArkt 1-2808

ABEL-SHEPARD SILK SCREEN STUDIO
SILK SCREENING
Show Cards, Posters
Displays, Signs
Small or Large Runs
From Your Own or Our Designs
QUICK SERVICE
Opp Post & Montgomery
617 Market... YU kon 6-2468

ARGONAUT FLAG CORP
Textile Specialty Printing
147-10th... HE mlock 1-1224
Art-Craft Poster Company
Quality Outdoor Posters
2935 Broadway Oakland... Hlgate 4-4741

BARBOUR RALEIGH W CO
Baked Enamel Steel Signs
420 Market... EXbrk 2-4463
BAY DISPLAYS
CREATORS & MANUFACTURERS OF
Window and Wall Displays - Awning Strips
Counter & Die-Cut Displays - Paint Chips
Screens Processing on Glass, Plastic, Cloth,
Metal, Wood & Mosonite With Ink,
Paint or Day-Glo Fluorescent
"The West's Most Modern Plant"
Photo Screens - Automatic Presses
15 California... YUkon 2-0172

COLBY-RALL MANUFACTURING CO
151-9th... UNdrhl 3-2533
Color Screen Products Co 561 Clav... SU tter 1-4320
Commercial Display & Show Cards
1651 Market... MArkt 1-1161
Dealer Display Products Inc
49 Stevenson... YU kon 6-6550

WORLDWIDE MANUFACTURING CO
1818-27th Av... SEabright 1-4989
If no answer call... OVrind 1-0197

FRIEDMAN M PAINT CO INC
ARTISTS MATERIALS
SILK SCREEN PROCESS SUPPLIES
2067 University Av Brkly... BErky 7-5612

KRAFT MAURICE
SILK SCREEN STENCILS
MADE TO ORDER
1818-27th Av... SEabright 1-4989
If no answer call... OVrind 1-0197

DE GRANT DISTRIBUTING CO
Switzer Bros Day-Glo Products
2054 University Av Berkeley... THrml 3-1737

DORN ERNST W CO
Exclusive Distributor
WORNOW PROCESS PAINTS
Silk - Film - Squeegees
Textile Dyes - Screen Frames
PHOTOGRAPHIC STENCIL MATERIALS
1515-3d... DO uglas 2-0631

FLAX'S 255 Kearny... YU kon 2-4824

WILBERG BROS SMELTING & REFINING CO
Silver Solders Sheet & Wire
742 Market... DO uglas 2-3505

SILVER CLEANERS & POLISHES
See Polishes

Silk Screen Processing-(Cont'd)

ADVERTISING DISPLAYS
DESIGNED AND PRODUCED
Posters - Window Displays - Car Cards
Counter Displays - Cut Outs
Plastic Displays - Billboard Posters
Complete Screening - Printing
Die Cutting - Display Services
Plastic Printing
FAST - ECONOMICAL
804 Mission... EXbrk 2-3914

GALLAGHER CO
969 Folsom... YUkon 2-4102
GENERAL DISPLAY COMPANY
517 Davis... GA rfid 1-0878

KENNEDY R S CO
PLASTIC DISPLAYS
Silk Screen Process on Plastic
A Specialty
977 Golden Gate Av... JOrdn 7-0645

KRAFT MAURICE
1818-27th Av... SEabright 1-4989
McCoy & Co 49 Stevenson... SU ttr 1-8741
Meinke C Frederick 333 Sacramento... DO uglas 2-1378

NOVELARTY DISPLAY CO
625 Turk... TU xedo 5-6483
PARAMOUNT FLAG CO
520 Folsom... YU kon 6-3686

POSTERGRAPH CO
Fine Reproduction-Car Cards-Displays
1070 Bryant... UN drhl 1-7583

PROGRESS POSTER CO INC
Silk Engraved Color Printing
679-37th Oakland... OL ympic 2-7647
Salter Screen Service 3410 Judah... OVrind 1-2363

SAN FRANCISCO POSTER AND ADVERTISING
CO 148 Leavenworth... ORowy 3-3048
SCREENART CO 652 Minna... UN drhl 3-5254

THOMAS & CO
Displays-Signs-Decals
657 Howard... DO uglas 2-5617
UNITED ADVERTISING DISPLAYS
3030 Ashby Av Berkeley... BE rky 7-6438

VELVETONE COMPANY
Since 1908
Designers and Producers of
ADVERTISING DISPLAYS
Window Displays - Counter Cards
Floor Stands - Car Cards - Posters
Decalcomanias - Cut-Outs
Awning Signs - Plastic Displays
Packaging
Daylight and Blacklight
Fluorescent Displays
108 Davis... EXbrk 2-1024

VIACHROME INC
50 Hawthorne... DO uglas 2-7673

DE GRANT DISTRIBUTING CO
Switzer Bros Day-Glo Products
2054 University Av Berkeley... THrml 3-1737

DORN ERNST W CO
Exclusive Distributor
WORNOW PROCESS PAINTS
Silk - Film - Squeegees
Textile Dyes - Screen Frames
PHOTOGRAPHIC STENCIL MATERIALS
1515-3d... DO uglas 2-0631

FLAX'S 255 Kearny... YU kon 2-4824

FRIEDMAN M PAINT CO INC
ARTISTS MATERIALS
SILK SCREEN PROCESS SUPPLIES
2067 University Av Brkly... BErky 7-5612

KRAFT MAURICE
SILK SCREEN STENCILS
MADE TO ORDER
1818-27th Av... SEabright 1-4989
If no answer call... OVrind 1-0197

WILBERG BROS SMELTING & REFINING CO
Silver Solders Sheet & Wire
742 Market... DO uglas 2-3505

Silk Screen Processing-Supplies-(Cont'd)

LA CLAIR SILK SCREEN & CRAFT SUPPLIES
Formerly Sold by Matrick Bros.
Complete Supplies - Wholesale & Retail
Free Studio Classes in Craft
1245 Noriega... OVrind 1-0197

SCREEN PROCESS SUPPLIES MFG CO
WHOLESALES & RETAILERS
Printing Units, Stencil Inks, Screen Fillers,
Fluorescent 'glow' Inks, Squeegees, Knives,
Ektograph Film, Stencil Liquids, Fabric Dyes
24-HR. PHOTO STENCIL SERVICE
IMPORTERS
Swiss Interlock & Bolting Silks, Swiss Or-
gandy, Carbon Photo Tissue, Decal Papers
DISTRIBUTORS
Profilm, Litho-Tusche, Stencil Paper,
Books on Silk Screen, Automatic
Silk Screen Presses
CONSULTANT SERVICE
Latest Methods & Techniques Without Charge
W MacArthur Blvd &
Telegraph Av Oakland... HUmbit 3-5577

SINCLAIR & VALENTINE CO OF CALIF
Silk Screen Inks
237-1st... YU kon 6-5700

CITY OF SHANGHAI
PURE SILK YARDAGE
LINEN GOODS
C.O.D. - Air Mail Delivery
566 Grant Av... YU kon 2-5520

MADAME BUTTERFLY
347 Grant Av... SU tter 1-2758
Matsumoto's 504 Sutter... YU kon 6-2283

TAI CHONG & CO
506 Grant Av... SU tter 1-2568
The House of Sung 527 Grant Av... YU kon 6-1969

WAVE'S 597 Grant Av... SE abright 1-0510
Winn Ltd 100 West Portal Av... SE abright 1-0510

ACME SILK CO
833 Market... YU kon 6-5533
Belding-Hemiway-Corticeil 62-1st... GARfid 1-5852

BHINESE HANDCRAFT CO
742 Market... SU tter 1-2992
Cohama Fabrics 62-1st... YU kon 6-6835

CORTICEIL SILK CO
62-1st... GARfid 1-5852
Fomil E & Sons 154 Sutter... DO uglas 2-6856

GREENBERG'S 133 Geary... GARfid 1-5199
Ino Merchandise Co 347 Grant Av... SU tter 1-2758

JOHNSON & GUTFIELD
Linings-Rayons-Silks-Cottons
51 Grant Av... EX brook 2-4052

LOCKHART & K
62-1st... GARfid 1-2893
Moldenhauer Textiles 833 Market... DO uglas 2-6768

MOSS-STILL INC
175 O'Farrell... GA rfid 1-7036

IMPORTED SILKS
76 Hill Mill Vly... Dunlap 8-1343

NATIONAL MALLINSON FABRICS CORP
605 Market... GA rfid 1-6857
Oriental Manufacturing Co
231 Kearny... YU kon 6-2995

RAZON COMPANY
Importers of Pure Silks - Satins
Oriental Brocades
Prints - Fongees - Raw Silks
251 Kearny... DO uglas 2-0544

SKINNER WILLIAM & SONS
821 Market... YU kon 2-5334
Suey Chong Co 309 Grant Av... YUkon 2-0275

Silversmiths

BURRIDGE CO THE
Specialists in Silverware Repairing
165 Feil... HE mlock 1-3480

IRVINE & JACHENS INC
Since 1886
Specializing in
Saddle Silver & Western Buckles
6700 Mission Daly Cty... PLaza 5-4715

M & H PLATING WORKS
583 Market... EXbrk 2-5244
Onida Community Ltd 657 Mission... GA rfid 1-1310

ONIDA LTD
657 Mission... GA rfid 1-1310
Rogers Wm A Ltd Onida Ltd Successor
285 Mission... GA rfid 1-1310

THUMLER BROS
928 Geary... OR way 3-4048
Van Erp Dirk
Custom Designing & Repairing
619 Beach... ORowy 3-3956

VALLA & SKINNER
Repairing-Gold & Silver Plating
285 Shipley... EX brook 2-0476

WALLACE R & SONS MFG CO
140 Geary... DO uglas 2-1178

AZEVEDO BROS
210 Post... SU tter 1-0063
Bader's Jewellers 1010A Market... HE mlock 1-5765

CHRISTIAN S OF COPENHAGEN INC
200 Stockton... EXbrk 2-3394
Dohrmann's 281 Geary... GA rfid 1-4343

EASTERLING COMPANY THE
1205 Hillside Bl South S F... YUkon 3-3946

EASTERLING STERLING SILVER-
JOHNSON FLORA A
753 Walker Oakland... GLncrt 2-4351

FINE ARTS STERLING SILVER &
FINE CHINA CO
2562-24th Av... OVrind 1-0925

GEORGIAN SILVER SHOP
113 W Portal Av... MO ntrose 4-7346

GRANAT BROS
Downtown Store
Sterling Silver By Kirk
Towle-Gorham-Wallace
And Other Silversmiths
Grant Av at Geary... MI ssn 7-1580

MISSION STORE
20th & Mission... MI ssn 7-1580

GUMPS
250 Post... YU kon 2-1616
Guyer W Wesley 2562-24th Av... OVrind 1-0925

HARTMAN'S JEWELRY CO
126 Post... DO uglas 2-2769
Home Beautiful 2166 Market... UNdrhl 3-2600

JENKEL JEWELERS
126 Post... GA rfid 1-2734
Sallye Silver Ltd 300 Post... YUkon 2-3869

SCHMIDT A & SON
ANTIQUE & MODERN SILVER
SHEPHERD PLATE
CHINA & GLASS
578 Sutter... SU ttr 1-4753

SHREVE TREAT & EAOREY
Grant Av at Geary... MI ssn 7-1580

WESTMORLAND STERLING-
ALUMINUM COOKING UTENSIL CO INC THE
45th & Adeline Oakland... HUmbit 3-3260

WESTMORLAND STERLING SILVER
DISTRIBUTOR
38 Shields... Junjr 4-4636

SILVERWARE-WHOLE & MFRS
Fair Merchandising Co 1035 Mission... MArkt 1-7842

MARTIN DISTRIBUTING CO
175 Jessie... YU kon 2-5274

MONARCH SILVER CO
61 Post... SU tter 1-4122

NATIONAL SILVER CO
61 Post... SU tter 1-4122

SELIER M COMPANY
1400 Folsom... HE mlock 1-8411

VICEROY SILVER CO
61 Post... SU tter 1-4122

ZIRO TOMY
1041 Mission... UNdrhl 3-3731

SINK BOARDS-SEE DRAINBOARDS

Sinks
See Plumbing Fixtures & Supplies
Headings

Sirens
Cake George F Co
1744 Shattuck Av Berkeley... BE rky 7-4342

FEDERAL ENTERPRISES INC
Formerly Federal Electric Co., Inc.
Sirens, Horns, Bells, Signals
Marine, Industrial, Vehicle, Fire, etc.
714 Harrison... YUkon 2-1964

PROSPECTS ready to buy use the Yellow Pages to find "Where to buy it."

Skating Equipment & Supplies

ICE SKATE EXCHANGE
2331 Quintara... SEabright 1-9278
Wy-N-Ess Skate Sales
1962-Joth Av... SEabright 1-8954

COLISEUM ROLLER BOWL
43-11th... UNdrhl 1-9300
Forty Eighth Av Ice Skating Rink
1557-40th Av... SE abright 1-9711

PRIMAISON THE
1223 Fillmore... JO rdn 7-1085

SAN FRANCISCO ICE SKATING RINK
ICELAND
Mornings
Sat. 10 A.M. to 12 Sun. 10 to 12:30

SHATTUCK ROLLER SKATE PRODUCTS
1962-30th Av... SEabright 1-8954

SKATELAND AT THE BEACH
Balboa & Great Hwy... SK yline 1-4717

SUTRO BATHS & ICE RINK
PI Lobos Sr Great Hwy... BAYw 1-7711

SKATING EQUIPMENT-RETAIL
See also Sporting Goods Headings

AYOUB'S SPORT SHOP
Skis-Boots-Clothes-Rentals
2598 Sn Bruno... DE laware 3-1207

BLARK'S SPORTING GOODS
Skiing Equipment-Sales & Rental
We Rent Car Chains & Toboggans
FREE USE OF CAR RACKS
OPEN EVENINGS - TIL 9 P.M.
Between Post & Sutter on Mason
535 Mason... TUxedo 5-4321

GERAMONI GEORGE B
Skis-Clothing-Rental-Sales & Repairs
246 Market... YUkon 2-0604

HIRSH & PRICE
Skis, Ski Boots and Ski Clothing
Rented & Sold
Waxing - Repairing
949 Kearny... SU tter 1-0691

KENNEALLY'S SPORT SHOP
SKI RENTALS
SKIS - BOOTS - CLOTHING
Sales & Repairs
67-2d... DO uglas 2-3676

KINGS SPORTING GOODS
6300 Geary Bl... SKyln 2-1068

SKI SPECIALISTS
Imported:-
Boots, Skis,
Poles, Sweaters

Complete RENTAL Service

SKI EQUIPMENT, CLOTHING, TOBOGGANS
FOR ADULTS & CHILDREN
REPAIRS, EDGING, WAXING
OPEN EVENINGS
823 POST ST.
SAGA GRaystone 4-7290

SKATING EQUIPMENT-RETAIL

SKI RENTALS
CLOTHING - BOOTS - SKIS
Featuring Safety Bindings
Also Children's Outfits
SALES
Skis - Boots - Clothing - Accessories
REPAIRS
Ski Work & Repairs of All Kinds
Store Hours During Ski Season
Tues. - Thur. - Sat. 9 A.M. to 6 P.M.
Mon. - Wed. & Fri. 10 A.M. to 9 P.M.
1874 Market... HE mlock 1-8317

WEST PORTAL SPORT SHOP
Formerly Clark's Sporting Goods
362 West Portal... MO ntrose 4-7879

Skating Rinks

COLISEUM ROLLER BOWL
43-11th... UNdrhl 1-9300
Forty Eighth Av Ice Skating Rink
1557-40th Av... SE abright 1-9711

PRIMAISON THE
1223 Fillmore... JO rdn 7-1085

SAN FRANCISCO ICE SKATING RINK
ICELAND
Mornings
Sat. 10 A.M. to 12 Sun. 10 to 12:30

SHATTUCK ROLLER SKATE PRODUCTS
1962-30th Av... SEabright 1-8954

SKATELAND AT THE BEACH
Balboa & Great Hwy... SK yline 1-4717

SUTRO BATHS & ICE RINK
PI Lobos Sr Great Hwy... BAYw 1-7711

SKATING EQUIPMENT-RETAIL
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Skis-Boots-Clothes-Rentals
2598 Sn Bruno... DE laware 3-1207

BLARK'S SPORTING GOODS
Skiing Equipment-Sales & Rental
We Rent Car Chains & Toboggans
FREE USE OF CAR RACKS
OPEN EVENINGS - TIL 9 P.M.
Between Post & Sutter on Mason
535 Mason... TUxedo 5-4321

GERAMONI GEORGE B
Skis-Clothing-Rental-Sales & Repairs
246 Market... YUkon 2-0604

HIRSH & PRICE
Skis, Ski Boots and Ski Clothing
Rented & Sold
Waxing - Repairing
949 Kearny... SU tter 1-0691

KENNEALLY'S SPORT SHOP
SKI RENTALS
SKIS - BOOTS - CLOTHING
Sales & Repairs
67-2d... DO uglas 2-3676

KINGS SPORTING GOODS
6300 Geary Bl... SKyln 2-1068

SKI SPECIALISTS
Imported:-
Boots, Skis,
Poles, Sweaters

Complete RENTAL Service

SKI EQUIPMENT, CLOTHING, TOBOGGANS
FOR ADULTS & CHILDREN
REPAIRS, EDGING, WAXING
OPEN EVENINGS
823 POST ST.
SAGA GRaystone 4-7290

SKATING EQUIPMENT-RETAIL

SKI RENTALS
CLOTHING - BOOTS - SKIS
Featuring Safety Bindings
Also Children's Outfits
SALES
Skis - Boots - Clothing - Accessories
REPAIRS
Ski Work & Repairs of All Kinds
Store Hours During Ski Season
Tues. - Thur. - Sat. 9 A.M. to 6 P.M.
Mon. - Wed. & Fri. 10 A.M. to 9 P.M.
1874 Market... HE mlock 1-8317

WEST PORTAL SPORT SHOP
Formerly Clark's Sporting Goods
362 West Portal... MO ntrose 4-7879

WONDERLITE NEON PRODUCTS CO INC
BAKED ENAMEL SIGNS
UN drhl 1-4060
Zeon Electrical Products Corp
910 Harrison... EX brook 2-0950

Skiing Equipment-Retail-(Cont'd)

MISSION PANTS FACTORY
SKI PANTS
Made to Measure
Large Selection
1965 Mission... UN drhl 1-3506

PARK PRESIDIO SPORTING GOODS
Ski Clothing-Equip-Rental-Sale-Rep
152 Clement... SK yline 2-0800

SPIRO'S INC
Ski Clothing-Equip-Rental-Sale
740 Market... SU tter 1-6181

VIKING SPORTS CENTER
RENTALS
CLOTHING - BOOTS - SKIS
Featuring Safety Bindings
Also Children's Outfits
SALES
Skis - Boots - Clothing - Accessories
REPAIRS
Ski Work & Repairs of All Kinds
Store Hours During Ski Season
Tues. - Thur. - Sat. 9 A.M. to 6 P.M.
Mon. - Wed. & Fri. 10 A.M. to 9 P.M.
1874 Market... HE mlock 1-8317

WEST PORTAL SPORT SHOP
Formerly Clark's Sporting Goods
362 West Portal... MO ntrose 4-7879

SKYLIGHTS
Aluminox Incorporated 171-2d... SU tter 1-1100

AMERICAN HEATING & SHEET METAL CO
1320 Ocean Av... JUNjr 7-3636

AMERICAN ROOF MAINTENANCE CO
32 Shakespear... PL aza 5-3888

ANCHOR FURNACE & PLUMBING CO
3310 Geary Bl... BAYw 1-2310

APEX SHEET METAL WORKS
1226-9th Av... LO mard 6-2048

BORDIN JAMES J CO
1333 Noriega... LO mard 6-8167

KRIEG O H SHEET METAL
SKYLIGHTS
All Types - All Sizes
INSTALLED COMPLETE
Bathrooms - Kitchens
Stairways - Patios
164 Otsego Av... DE laware 3-8000

MOKUNE METAL PRODUCTS CO
Aluminox Puttyless Glazing
570 Bryant... EX brook 2-1185

OCEANIDE SHEET METAL SHOP
-1509 Taraval... SEabright 1-5573

O'KEEFE'S INCORPORATED
ALUMINUM SPECIALISTS
PUTTYLESS SKYLIGHTS
DOORS - WINDOWS - ENTRANCES
55-11th... UNdrhl 3-4444

SKYLIGHTS
Aluminox Incorporated 171-2d... SU tter 1-1100

AMERICAN HEATING & SHEET METAL CO
1320 Ocean Av... JUNjr 7-3636

AMERICAN