

For RCA VICTOR TELEVISION OWNERS ... FACTORY-TO-YOU SERVICE



Service, Repair and Installation — on Job or Contract Basis

Whether or not you have an RCA Victor Factory Service Contract, if you are an RCA Victor television owner RCA Victor's own factory branch service is available to you. All work performed by RCA Factory Service technicians.

Complete stock genuine RCA Victor Parts
RCA Victor antennas installed and serviced
YUkon 6-1788
925 Harrison St.

For prompt, expert service at reasonable prices call your RCA Victor factory service branch.

RCA SERVICE COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

TELEVISION & RADIO SERVICING

by *Murphy's*



We Service and Sell all makes of Radios and Television Sets.

"TELEVISION IS OUR BUSINESS"

1438 California Street • Over 16 years same location

SERVICE — TELEVISION & RADIO

- ★ Repairs on All Makes
- ★ Recommended by Leading Furniture and Department Stores
- ★ Qualified Engineers

CITY WIDE SERVICE

CROCKER-JOHNSON CO.

Sutter 1-0233

460 TOWNSEND



Teletypewriter Service

TELETYPEWRITER SERVICE

For information and consultation service in planning for the handling of fast two-way written communications, call the Business Office and ask for "Teletypewriter Service."



"SERVICE RENDERED BY"
PAC TELEPHONE & TELEGRAPH CO THE
Business Office
444 Bush..... GA rfd-1-9000

Teletypewriter Supplies

DAVISON O H & CO
TT Rolls - Single & Multiple
Cont. TT Forms - Perforator Tapes
Spec. TT Ribbons - Local Stock
609 Mission..... GA rfd 1-3688

PAPER MANUFACTURERS CO
420 Market..... EX brook 2-3247

Television Apparatus— Installations & Service

A-1 RADIO & MUSIC STORE
816 Irving..... OV erland 1-6587

ADMIRAL TELEVISION—
BYRNE RADIO & TELEVISION
20 Yrs In Bus Pick-Up & Delivery
6241 Mission..... PL aza 5-1900

THOMSEN REFRIGERATION CO
5451 Mission..... DE laware 3-7242

All American Smith Radio Service
1920 Taraval..... SE abright 1-6969

AI's Radio Service 2015 Balboa..... SK yline 2-0143

AMAZON RADIO & TELEVISION

TELEVISION
Sales - Installation - Repairs
City Wide Pick-Up & Delivery

**ADMIRAL
PACKARD-BELL**
Service on All Makes
— All Work Guaranteed

1150 Geneva Av..... DE laware 3-1182

ANDRE'S RADIO & TELEVISION
2309 Irving..... SE abright 1-2792

APPLESTONE'S TV TELEVISION CENTER
Installations - Sales & Service
Open Every Night Incl. Sunday
Coronet Theatre Bldg
3601 Geary Blvd..... SK yline 2-0915

Appliance Repair Serv
559 Monterey Blvd..... DE laware 3-8350

ARTOD-AUDIO RADIO & TELEVISION CO
684 Geary..... PR ospect 6-5990

ATOM RADIO 1740 Taraval..... OV erland 1-3936

Audio Radio & Television Co
684 Geary..... PR ospect 6-5990

Ayoub Bros Radio
2600 San Bruno Av..... PL aza 5-3673

B & W Radio Repairs
265 Miriam Daly City..... JU niper 4-0698

BAY TELEVISION CO 97 Broadway Oakland
From telephones served from S.F. Zone only
(No Inter-City Charge)
Ask "Operator" for Enterprise 11057
(See Advertisement Page 679)

BAYVIEW APPLIANCE & FURNITURE CO
5015-3d..... VA lencia 4-1234

BILL'S RADIO TELEVISION CO
Television Sets to Fit Your
Furnishings & Budget
All Makes
CUSTOM MADE AERIALS
FOR YOUR LOCATION
City Wide Pick-Up & Delivery

2088 Bayshore Blvd..... JU niper 4-8944

Broadmoor Electric Junipero Serra Blvd
& 88th Daly City..... PL aza 5-5455

CALIFORNIA TECHNICAL SERVICE
Contractors & Engineers
1487 El Camino RI Belmont
(Toll) Call "Operator" for..... Lytell 3-4183

Television Apparatus— Installations & Service— (Cont'd)

Cardinal Electric Co 1708 Ocean..... JU niper 4-8688

Colorama TV Inc 2505 Geneva Av..... JU niper 7-6985

Columbia Electric Co 3338 Steiner..... JO rdn 7-2605

COMMERCIAL TELEVISION CO

— Specialists in Television
INSTALLATIONS & SERVICE
ANY MAKE

One of San Francisco's Oldest
Television Co's. in the
Servicing Field

429 Gough..... MA rket 1-0291

CROCKER-JOHNSON CO
460 Townsend..... SU tter 1-0233
(See Advertisement This Page)

DAVE'S RADIO & ELECTRICAL APPLIANCES
1651 Polk..... GR ayston 4-1362

DAY & NIGHT TELEVISION SERVICE
We Fix Them All-24 Hr Service
1369 Haight..... UN drhil 3-0793

ELECTRICAL COMMUNICATIONS

APARTMENT HOUSE, HOTEL
& STORE INSTALLATIONS

765 Clementine..... KL andika 2-1947

EL REY RADIO & APPLIANCE
1948 Ocean Av..... JU niper 4-3908

EMERSON TELEVISION—
BYRNE RADIO & TELEVISION
20 Yrs In Bus Pick-Up & Delivery
6241 Mission..... PL aza 5-1900

FIRESTONE APPLIANCE SERVICE SHOP
Bush & Franklin..... PR ospect 6-5018

Fiske Bud Co 2204 Chestnut..... JO rdn 7-2148

GEARY RADIO & APPLIANCE CO
Commercial Television - Home Service
Repairs - Installations
RCA - G.E. - ZENITH
5629 Geary Blvd..... SK yline 1-8016

General Radio Service Co
2708 Judah..... MO ntrose 4-9370

GRESHAM APPLIANCE CO
2301 Clement..... BA yview 1-7800

HOEFLICH TELEVISION
SALES - SERVICE - RENTALS
Buy Your TV From TV Engineers
Free Home Demonstration
3416 Balboa..... SK yline 2-0791

HOFFMAN TELEVISION—
BRANCH OFFICE

HOFFMAN SALES CORP
325-9th..... UN drhil 3-4060

AUTHORIZED SERVICE

A-1 RADIO & MUSIC STORE
816 Irving..... OV erland 1-6587

CITY OF PARIS
Geary & Stockton..... DO uglas 2-4500

HOME APPLIANCE RADIO SALES & SERVICE
Sunset District
837 Irving..... SE abright 1-3530

Jackson Radio & Television
1400 Jackson..... PR ospect 6-3354

JONES TELEVISION & RADIO
AUTHORIZED RCA DEALER
Installation & Service
Guaranteed

324 Leavenworth..... TU vedo 5-1222

KOHLER & CHASE 51 Grant Av..... SU tter 1-7167

1122 Market..... MA rket 1-8759

Lucky Radio Service 514 Guerrero..... UN drhil 3-9734

Mausser Radio & Television Service
1808 Clement..... SK yline 1-5839

Melody Radio & Appliance
2163 Polk..... GR ayston 4-6181

Miller's Television & Radio Service
100 Suckles..... JU niper 4-0257

MURPHY'S 1438 California..... OR way 3-9707
(See Advertisement This Page)

Norton's Radio & Television
Packard Bell & Motorola
337 Holloway Av..... JU niper 7-8565

PACIFIC TELEVISION SALES
2445 Lombard..... JO rdn 7-8520

Packard Bell Co 1157 Post..... PR ospect 6-0125

(Continued Next Page)

Check the Yellow Pages for WHO sells WHAT.

Television Apparatus— Installations & Service— (Cont'd)

PACKARD BELL RADIO PHONOCORD AND TELEVISION
BYRNE RADIO & TELEVISION
20 Yrs In Bus Pick-Up & Delivery
6241 Mission..... PL aza 5-1900

Park-Prsidio Radio Television
433 Clement..... BA yview 1-0441

Parkside Television & Appliance Co
926 Taraval..... LO mhard 6-2684

PHILGO TELEVISION—
SALTER & JACOBS
3372-26th..... VA lencia 6-3933

PIONEER RADIO & TELEVISION
1632 Buchanan..... WA imut 1-5325

PLASMIER JACK P CO
TELEVISION
Sales - Installations
We Service - Repair All Makes

3881 Army..... VA lencia 4-3134

PLAZA RADIO & TELEVISION CO
Specializing in
TELEVISION SERVICE - ALL MAKES
125 Wyandotte Daly City..... PL aza 5-0728

700 Arguello Blvd..... SK yline 2-2505

Plaza Radio & Television Co
125 Wyandotte Daly City..... PL aza 5-0728

PROMPT RADIO & TELEVISION CO
INSTALLATIONS & SERVICE
ALL MAKES

\$1,000 Reward If We Cannot
Repair Your Television Set
PICK-UP & DELIVERY SERVICE

At Van Ness Av
1062 Geary..... GR ayston 4-3299

R C A Service Co Inc
925 Harrison..... YU kon 6-1788
(See Advertisement Page 678)

Would you like to build sales
... attract new customers ...
encourage old customers to come
back again? Advertise in the
Classified Telephone Directory ...
it pays! The Yellow Pages will tell
your sales story to people who are
ready to buy!

"The Telephone Hour," which
presents some of the world's finest
music, is offered for your enjoyment
—N.B.C., Monday nights.

When

you want to find a busi-
ness concern in a hurry

Look

in the YELLOW PAGES

They contain almost every
type of commercial enterprise
in easily found classifications.

Television Apparatus— Installations & Service— (Cont'd)

RCA TELEVISION SERVICE
FACTORY BRANCH
SERVICE
EXCLUSIVELY
FOR
RCA VICTOR
TELEVISION



"FOR SERVICE CALL"
R C A SERVICE COMPANY INC
925 Harrison..... YU kon 6-1788

RADIO CLINIC THE
3181A Mission..... MI ssn 8-0180

RICHMOND RADIO & TELEVISION
SALES & SERVICE SPECIALISTS
ON ALL POPULAR MAKES

3739 Balboa..... SK yline 2-0515

S F RADIO & SUPPLY CO
1284 Market..... UN drhil 3-6000

S & M Radio Sales & Service
1575 Fulton..... FI lmor 6-8301

SCALA RADIO COMPANY
APARTMENT HOUSES
HOTEL & STORE
INSTALLATIONS

4787 Mission..... JU niper 4-8343

SERVICE RADIO WHOLESALE
INSTALLATION & MAINTENANCE
Wholesale

1357 Post..... GR ayston 4-7816

SHERMAN CLAY & CO
Main Store Sutter & Kearny..... SU tter 1-6000

SILVERTONE TELEVISION
NOBODY
Nobody but "Sears"
can give authorized
repair service for
Silvertone. We have
factory trained spe-
cialists using only factory approved parts.
Satisfaction guaranteed or money back



"WHERE TO CALL"
DEALER

Sears Roebuck & Co
Mission & Army..... VA lencia 4-2400

Stanley's Radio Service 3033-16th..... MA rket 1-8242

Tele-Radio Appliance Service
6785 Mission Daly City..... PL aza 5-0224

TELESONIC CO
418-8th Oakland..... TW inoaks 3-6938

Teletronic Laboratories 228-9th..... HE mlock 1-2051

TELE-TRONICS UNLIMITED
SERVICE TO DEALERS
"Install It Yourself"
Rotary Antenna Kits

2980-21st..... MI ssn 8-6414

TELEVISIO INC 458 Brannan..... SU tter 1-5342

TELEVISION OF S F 426 Larkin..... PR ospect 6-1890

TRANSVISION OF CALIFORNIA
3471 California..... SK yline 2-1248

UNITED TECHNICIANS
607 Bryant..... YU kon 2-2445

Valley Appliance Shop
51 Leland Av..... DE laware 3-3744

VIDEO ASSOCIATES 147-11th..... UN drhil 3-5577

VOGUE RADIO
TELEVISION
INSTALLATIONS - SALES - SERVICE
All Makes

3313 Sacramento..... WE st 1-2413

West Coast Television & Maintenance Service
3927-24th..... MI ssn 7-3878

Westco Television Serv
3927-24th..... MI ssn 7-3878

ZENITH TELEVISION—
BYRNE RADIO & TELEVISION
20 Yrs In Bus Pick-Up & Delivery
6241 Mission..... PL aza 5-1900

Consult our free Architects and
Builders Service about concealed
telephone wiring before you build.

Billy the Kid American Television



"Senior, Hold onto Your Money
Till You Check my Deal!"

DEALER
RCA - HOFFMAN - ADMIRAL - MOTOROLA

Free Home Demonstration

Underhill 3-6040

SALES & SERVICE

351-9th St.

1335 Polk St.

Our Copy Service De-
partment is equipped
to help advertisers use
their space so as to get
maximum results for
money expended.

there is no charge
for this service

Telephone—
Garfield 1-9000
Extension 2002

**THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY**



INSTALLATION and SERVICE

Oldest, Largest, Most Experienced
Independent TV Service Organiza-
tion in Northern California

Approved By All Major Manufacturers

We use only the finest quality, latest
model parts of all leading brands. Fast
service. All parts and work fully guar-
anteed. All work supervised by graduate
Electrical Engineers. Service through-
out entire Bay Area.

CALL
From telephones served from S.F. zone
only (no Inter-City Charge)
Ask "Operator" for Enterprise 11057

BAY TV SERVICE COMPANY

TV-Radio Electronic Equipment
Service and Installation
97 Broadway, Oakland
GLencourt 2-3515

When you want to telephone

LISTEN FOR THE 'DIAL TONE'

—dial carefully—turn the dial all the way and
then let it go back to position naturally, without
forcing. These simple steps enable you to dial
telephone numbers speedily and with precision.

The Pacific Telephone and Telegraph Company