

C. R. Skinner Co.

294 TURK ST.
ORdway 3-6909
ESTABLISHED 1929



Hirsch & Kaye

OWNED BY C. R. SKINNER CO.
239 GRANT AVE.
Garfield 1-7370
ESTABLISHED 1886

Television Sales & Service

FEATURING THE FINEST IN TELEVISION

- RCA VICTOR
 - HOFFMAN
 - PHILCO
 - ZENITH
 - ADMIRAL
 - MOTOROLA
- Open Wednesday & Friday Evenings
Till 9:00 P.M.
- Television Sets Rented

CALL GRAYSTONE 4-1362

DAVE'S RADIO & TELEVISION
1651 POLK - Near Clay

"TRY BEFORE YOU BUY!"

RENT TV for \$10⁰⁰ A Month & Up

Call LOMBARD 4-5275

- We Carry a Complete Line of the Following Brands
- * ADMIRAL
 - * PHILCO
 - * MOTOROLA
 - * PACKARD-BELL
 - * HALLICRAFTERS
 - * EMERSON



BONDED TELEVISION CO.

1435 IRVING STREET - Bet. 15th & 16th Avenues

Television Apparatus-Retail

A B C RADIO & TELEVISION CO
1670 St Jose Av. JU niper 5-7523

ADMIRAL TELEVISION

ADMIRAL "MAGIC MIRROR" TELEVISION
Super-powered to give bright, clear pictures even in outlying areas. Also Radios, Automatic Radio Phonographs, "DUAL-TEMP" No Defrosting Refrigerators, Electric Ranges.

"FOR INFORMATION CALL" DISTRIBUTOR

McDONNACK & CO
450-9th UN drhil 3-3300
SALES & SERVICE

A & B Vertex Electric Co Sales & Service
4334 Geary Blvd. SK yline 1-8422
AMAZON RADIO & TELEVISION
1150 Geneva Av. DE laware 3-1182
Appliance Repair Serv
559 Monterey Blvd. DE laware 3-8350
Bonded Television Co
1435 Irving. LO mboard 4-5275
Boxer's Appliance & Radio Co
1401 Fillmore. FI lmor 6-5400
Broadmoor Electric Junipero Serra Blvd & 88th Daly City. PL aza 5-5455

BYINGTON ELECTRIC CO

1809 Fillmore. WA inut 1-6000
BYRNE RADIO & TELEVISION
20 Yn Bus Pick-Up & Delivery
6241 Mission. PL aza 5-1900
CARNEY RADIO SERVICE
783 Haight. HE mlock 1-7945
Chong Jan Co 930 Grant Av. YU kon 2-1013
DAVE'S RADIO & ELECTRICAL APPLIANCES
1651 Polk. GR ayton 4-1362
DAVIS FURNITURE CO
981 Mission. EX brook 2-4091
DOYLE FURNITURE COMPANY INC
821 Mission. GA rfd 1-3038
FLORENCE-BELLY FURNITURE CO
1652 Stockton. YU kon 2-6558
GRIMES JACK JAY
Radios-Appliances-Cameras
1257 Market. HE mlock 1-7986
Harding Radio Service
701 Divisadero. WE st 1-5995
Home Appliance Radio Sales & Service
837 Irving. SE abright 1-3530
Irving Pharmacy 3900 Irving. MO ntrose 4-0221
JAMKE RADIO & TELEVISION
231 Cortland Av. MI ssn 8-2443
KARN & KEVILLE
Turk & Larkin. OR dway 3-0200
KAY J N GO THE
664 Howard. DO uglas 2-6288
KOHLER & CHASE
51 Grant Av. SU tter 1-7167
1122 Market. MA rket 1-8759
Lambert Tire Co
S Van Ness & Howard. HE mlock 1-4360
Long J M & Co Inc
1175 Market. KL ondkie 2-1088
Mark Morris Tire Co 999 Geary. OR dway 3-3441
Mayer Walker Refrigeration Supply Co
1397 Valencia. VA lencia 4-3738
Melita Furniture Co
2660 San Bruno. DE laware 3-9571
MODERN APPLIANCE CO
2311 Market. UN drhil 1-4050
PACIFIC TELEVISION SALES
2465 Lombard. JO rdan 7-8520
PARK-PRESIDIO RADIO TELEVISION
433 Clement. BA yview 1-0441
Parkside Television & Appliance Co
926 Taraval. LO mboard 6-2684
Phil's Appliance Shop
2139 Greenwich. WA inut 1-3776
PROGRESSIVE RADIO & APPLIANCE CO
3318-24th. VA lencia 4-8913
PROVIDENT FURNITURE CO
4614 Mission. JU niper 5-7979
Richards Radio Shop 1815 Union. FI lmor 6-6437
S F RADIO & SUPPLY CO
1284 Market. UN drhil 3-6000
Schindel's Furniture & Varieties
83 Leland Av. DE laware 3-4490
SLOANE W & J 224 Sutter. GA rfd 1-2827
Stanley's Radio Service
3033-16th. MA rket 1-8242
STYLES W N M CO
850 Divisadero. FI lmor 6-7655
SUGARMAN E INC
3624 Geary Blvd. SK yline 1-8845
THOMSEN REFRIGERATION CO
5451 Mission. DE laware 3-7242
Tiedeman Appliance Co
3471 Mission. VA lencia 4-2600
Valley Appliance Shop
51 Leland Av. DE laware 3-3744
YOUNG BROS TELEVISION STORES
5522 Geary Blvd. SK yline 2-1579
2225 Mission. VA lencia 6-3955
ZAIS HENRY M FURNITURE CO
849 Mission. EX brook 2-6512

The Yellow Pages save you time.

Television Apparatus-Retail

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

AMERICAN TV INC

1966 Broadway Oakland. TE mpar 6-1327
B & M Radio & Television Co
2412 Mission. VA lencia 6-2638
Bate Frank Television
1734 Lombard. WA inut 1-1500
BELL ELECTRIC CO 599 Castro. MA rket 1-8809
BILLY THE KID-AMERICAN TELEVISION CO
351-9th. UN drhil 3-6040
Billy The Kid-American Television Co
(See Advertisement Page 679)

Bonded Television Co 1435 Irving. LO mboard 4-5275
Borch Radio & Electric Service
1439 Taraval. MO ntrose 4-4731

BOXER'S APPLIANCE & RADIO CO

Complete Sales & Service
ADMIRAL - ZENITH - RCA
PACKARD-BELL - PHILCO
1401 Fillmore. FI lmor 6-5400

BROADMOOR ELECTRIC

Junipero Serra Bl & 88th Daly City. PL aza 5-5455

CALIFORNIA MUSIC HOUSE

A Treasury of Music

IMPORTED - DOMESTIC RECORDS

Exclusively Representing

THE FISHER

World's Finest Radio Phonography
AND TELEVISION RECEIVER

Open Evenings

1560 California. TU xedo 5-1200
2220 Chestnut. WA inut 1-2262

CAPEHART TELEVISION INSTRUMENTS

World-famous Capehart
tone brings television to
life... Better listening
as well as seeing.

"WHERE TO BUY IT"

DISTRIBUTOR
THOMPSON & HOLMES LTD
650-2d. EX brook 2-8154

DEALERS

Central Music Co 2185 Chestnut. WE st 1-0921
CITY OF PARIS
Geary & Stockton. DO uglas 2-4500
Superior Modern Furniture Co
2407 Judah. LO mboard 4-5035

(Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.

2. Please be on the line when the party you want answers.

3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.

4. Please replace the receiver gently when through talking.

Television Apparatus-Retail

CITY OF PARIS

Geary & Stockton. DO uglas 2-4500
Colorama TV Inc 2505 Geneva Av. JU niper 7-6984

CROSLY TELEVISION RECEIVERS

FOR FINER TV PLEASURE,
CROSLY TRUE PICTURE TELEVISION

Table Models and Combinations for Home and Commercial Installation

SALES - SERVICE

"FOR INFORMATION CALL" DISTRIBUTOR

CALIF ELECTRIC SUPPLY CO
1585 Folsom. UN drhil 3-2020

DEALERS

Acme Appliance Co. SK yline 1-5886
Pacific Appliance Co. DE laware 3-1182
2767 Mission. MI ssn 7-1715
SCHWABACHER-FREY CO
735 Market. DO uglas 2-4848

DAVE'S RADIO & ELECTRICAL APPLIANCES

1651 Polk. GR ayton 4-1362
(See Advertisement Page 680)
Dohrmann's 281 Geary. GA rfd 1-4343

DU MONT TELEVISION

SALES & SERVICE
SLOANE W & J 224 Sutter. GA rfd 1-2827

EMERSON RADIOS & TELEVISION

PACIFIC TELEVISION SALES
2465 Lombard. JO rdan 7-8520

FISHER RADIO PHONOGRAPH-TELEVISION

CALIFORNIA MUSIC HOUSE
1560 California. TU xedo 5-1200

GEARY RADIO & APPLIANCE CO

5629 Geary Blvd. SK yline 1-8016

GENERAL ELECTRIC TELEVISION

You're always close up with G-E television. Big pictures in Natural Clarity - G-E automatic clarifier - easy tuning - automatic synchronizer - all 13 U.S. television channels - factory pre-tuned.

"WHERE TO BUY THEM" DISTRIBUTOR

GENERAL ELECTRIC SUPPLY CORP
1201 Bryant. UN drhil 3-4000

DEALERS

AMERICAN APPLIANCE & SUPPLY CO
1150 Sutter. PR ospt 5-3711
ARG ELECTRIC COMPANY
4792 Mission. JU niper 5-5671
Dave's Radio & Electrical Appliances
1651 Polk. GR ayton 4-1362
GEARY RADIO & APPLIANCE CO
5629 Geary Blvd. SK yline 1-8016
General Appliance Company
369 Fell. MA rket 1-7778
GRIMES JACK JAY
Radios-Appliances-Cameras
1257 Market. HE mlock 1-7986
HIRSCH & KAYE 239 Grant. GA rfd 1-7370
KELLER FURNITURE & APPLIANCE CO
1362-9th Av. LO mboard 4-8000
Parkside Television & Appliance Co
926 Taraval. LO mboard 6-2684
PROGRESSIVE RADIO & APPLIANCE CO
3318-24th. VA lencia 4-8913
S F RADIO & SUPPLY CO
1284 Market. UN drhil 3-6000
SKINNER O R CO 294 Turk. OR dway 3-6909
Tiedeman Appliance Co
3471 Mission. VA lencia 4-2600

General Radio Service Co

2708 Judah. MO ntrose 4-9370

GRIMES JACK JAY

Radios-Appliances-Cameras
1257 Market. HE mlock 1-7986
(See Advertisement This Page)

WHERE TO BUY THEM" DISTRIBUTOR

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

DEALERS

A-1 Radio & Music Store
816 Irving. OV erland 1-6587
Balboa Furniture & Appliance
3729 Balboa. BA yview 1-8683
Billy The Kid-Amer Television Co
351-9th. UN drhil 3-6040
Billy The Kid-Amer Television Co
1335 Polk. PR ospt 6-1741
Brown Chas & Sons 813 Market. SU tter 1-6030
City of Paris Geary & Stockton. DO uglas 2-4500
Dave's Radio & Electrical Appliances
1651 Polk. GR ayton 4-1362
Emporium The 835 Market. YU kon 2-1111
Fell Radio Sales & Service
24th & Folsom. AT water 2-7334
Galli Furniture & Appliance Co
1200 Valencia. MI ssn 7-5111
General Appliance Co 369 Fell. MA rket 1-7778
Hale Bros 867 Market. SU tter 1-8000
2558 Mission. MI ssn 7-4890
Harmony Radio & Record Shop
651 Clement. BA yview 1-1944
Hirsch & Kaye 239 Grant. GA rfd 1-7370
Jules Furniture Co
2800 Taraval. LO mboard 6-4411
Kohler & Chase 51 Grant Av. SU tter 1-7116
Kohler & Chase 1122 Market. MA rket 1-8137
Lachman Bros Mission & 16th. HE mlock 1-3300
Lee Furniture Co 2838 Msn. VA lencia 4-0709
Macy's San Francisco
Stockton & O'Farrell. SU tter 1-1800
Marina Electric 2066 Chestnut. FI lmor 6-4700
McManus & Son 3259 Mission. VA lencia 4-7913
Melita Furniture Co
2660 Sn Bruno Av. DE laware 3-9571
Modern House 3265-16th. UN drhil 1-8842
Murphy's 1438 California. OR dway 3-9707
Nathan-Dohrmann Co
281 Geary. GA rfd 1-4343
Newman Frank Co
2141 Mission. UN drhil 1-0334

(Continued Next Column)

Television Apparatus-Retail

HALLICRAFTERS

PRECISION TELEVISION

by the makers of world famous Radio Communications Equipment. Superbly engineered Table and Console Models with exceptionally sharp pictures.

"WHERE TO BUY THEM" DISTRIBUTOR

KAEMPER & BARRETT
1850 Mission. MA rket 1-6625

DEALERS

A B C Radio & Television Co
1670 San Jose Av. JU niper 5-7523
AMAZON RADIO & TELEVISION
1150 Geneva Av. DE laware 3-1182
Franklin Radio Stores
787 Monterey Blvd. JU niper 5-8635
GRIMES JACK JAY
1257 Mkt. HE mlock 1-7986
Jackson's 1101 Golden Gate Av. WE st 1-9933
MISSION CARPET & FURNITURE CO
2101 Fillmore. VA lencia 4-9102
ONE DOLLAR RADIO SERVICE
2916-24th. AT water 2-1935
Pacific Appliance Co
2767 Mission. MI ssn 7-1715
S & M Radio Sales & Service
1122 Market. FI lmor 6-8301
S F RADIO & SUPPLY CO
1284 Market. UN drhil 3-6000
Vanoni Radio Service
3452 Mission. VA lencia 4-9429

AUTHORIZED FACTORY SERVICE

CROCKER-JOHNSON CO
460 Townsend. SU tter 1-0233

Herrigan & Barnett 3985-17th. HE mlock 1-4003
HILL TOP APPLIANCE STORE
3750 Mission. VA lencia 6-4577

HOFFMAN TELEVISION

The Eye-Easy Television with Easy-Vision Lens. Eye easy cabinetry too... designed & built by Hoffman Craftsmen.

"WHERE TO BUY THEM" DISTRIBUTOR

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

DEALERS

A-1 Radio & Music Store
816 Irving. OV erland 1-6587
Balboa Furniture & Appliance
3729 Balboa. BA yview 1-8683
Billy The Kid-Amer Television Co
351-9th. UN drhil 3-6040
Billy The Kid-Amer Television Co
1335 Polk. PR ospt 6-1741
Brown Chas & Sons 813 Market. SU tter 1-6030
City of Paris Geary & Stockton. DO uglas 2-4500
Dave's Radio & Electrical Appliances
1651 Polk. GR ayton 4-1362
Emporium The 835 Market. YU kon 2-1111
Fell Radio Sales & Service
24th & Folsom. AT water 2-7334
Galli Furniture & Appliance Co
1200 Valencia. MI ssn 7-5111
General Appliance Co 369 Fell. MA rket 1-7778
Hale Bros 867 Market. SU tter 1-8000
2558 Mission. MI ssn 7-4890
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651 Clement. BA yview 1-1944
Hirsch & Kaye 239 Grant. GA rfd 1-7370
Jules Furniture Co
2800 Taraval. LO mboard 6-4411
Kohler & Chase 51 Grant Av. SU tter 1-7116
Kohler & Chase 1122 Market. MA rket 1-8137
Lachman Bros Mission & 16th. HE mlock 1-3300
Lee Furniture Co 2838 Msn. VA lencia 4-0709
Macy's San Francisco
Stockton & O'Farrell. SU tter 1-1800
Marina Electric 2066 Chestnut. FI lmor 6-4700
McManus & Son 3259 Mission. VA lencia 4-7913
Melita Furniture Co
2660 Sn Bruno Av. DE laware 3-9571
Modern House 3265-16th. UN drhil 1-8842
Murphy's 1438 California. OR dway 3-9707
Nathan-Dohrmann Co
281 Geary. GA rfd 1-4343
Newman Frank Co
2141 Mission. UN drhil 1-0334

(Continued Next Column)

Television Apparatus-Retail

HOFFMAN TELEVISION (cont'd)

DEALERS (cont'd)

Pac Television Sales
2465 Lombard. JO rdan 7-8520
Parkside Television & Appliance Co
926 Taraval. LO mboard 6-2684
Passer Furniture Co 39 Grove. HE mlock 1-1565
Purcell Bros 1300 Polk. OR dway 3-0731
QRS Electric Co 5128 Mission. DE laware 3-0843
Redlicks 17th & Mission. MA rket 1-1600
Schwabacher-Frey Co
735 Market. DO uglas 2-4848
Sherman Clay & Co
Main Store
Sutter & Kearny. SU tter 1-6000
Mission Store
2539 Mission. MI ssn 7-2772
Singer Electric & Radio Co
1447 Divisadero. FI lmor 6-0220

Skinner C R Co 294 Turk. OR dway 3-6909
Sloane W & J 224 Sutter. GA rfd 1-2827
Stanley's Radio Service
3033-16th. MA rket 1-8242
Sterling Furniture Co
1049 Market. UN drhil 3-2800
Sugarman E Inc 3624 Geary Bl. SK yline 1-8845
Ti Sun Co 1123 Grant Av. YU kon 2-1958
Valley Appliance Shop
51 Leland. DE laware 3-3744
West Portal Radio & Record Shop
78 W Portal Av. OV erland 1-2595
Westlake Maple Shop
6940 Mission. PL aza 5-4595
White House Sutter & Grant. EX brook 2-5000
Wiley J H 2098 Market. UN drhil 1-5102
Wolf's Downtown Radio Service
389 O'Farrell. OR dway 3-2783
Young Bros Television Stores
5522 Geary Blvd. SK yline 2-1579

KAYE-HALBERT TELEVISION

MELODY SALES CO 369-6th. YU kon 6-6616

Keller Furniture & Appliance Co
1362-9th Av. LO mboard 4-8000

KOHLER & CHASE

51 Grant Av. SU tter 1-7167
1122 Market. MA rket 1-8759

LACHMAN BROS

Mission & 16th. HE mlock 1-3300

MAGNAVOX TELEVISION RECEIVERS

SALES AND SERVICE

Magnascope big picture television systems have built-in filter to eliminate eyestrain, give clearer, sharper pictures. Traditionally fine Magnavox cabinets.

"WHERE TO BUY THEM" EMPORIUM THE

835 Market. YU kon 2-1111
SLOANE W & J 224 Sutter. GA rfd 1-2827

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

Have the right number when you call. It's natural to trust to memory—but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number—won't you look it up in the telephone directory?

Young Women

There may be

EMPLOYMENT Opportunities

and a

Permanent Position

for you with the

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Television Apparatus-Retail

MOTOROLA TELEVISION

Motorola Exclusive "GOLDEN VIEW"

gives clear, sharp pictures and Golden Voice sound. Easy to operate. Priced amazingly low. Console models with FM and AM Radio Reception and Long Playing Record Player. Also Portable Television Sets.

"WHERE TO BUY THEM" DISTRIBUTOR

LANCASTER W J CO
1045 Bryant. UN drhil 3-2880

DEALERS

AMERICAN APPLIANCE & SUPPLY CO
1150 Sutter. PR ospt 5-3711
Better Homes Appliance Co
2501 Irving. SE abright 1-0848
Calif Television & Appliance Co
33 Calif. SU tter 1-3541
DAVE'S RADIO & ELECTRICAL APPLIANCES
1651 Polk. GR ayton 4-1362
General Appliance Company
369 Fell. MA rket 1-7778
GREENBERG TIRE CO
1058 Valencia. VA lencia 4-82