

**RENT TV**

Phone Now About Our **RENTAL PURCHASE PLAN**

Rental May Be Applied to Purchase of Any Set Desired (INCLUDES ANTENNA INSTALLATION)

Call **Lombard 4-5275**

**Bonded TV CO.**  
1395 IRVING ST. Bet. 14th & 15th Aves.

**REPAIR SERVICE**

GENOSCOPIC SPECIALISTS ON

- Sentinel
- Emerson
- Hallicrafters

ALL WORK SUPERVISED BY ELECTRONIC ENGINEERS

**PIONEER EXCLUSIVE TELEVISION CENTER**

OPEN EVENINGS & SUNDAYS TILL 9 P. M.

Free Demonstration in Your Home Tonight

**NO COST - NO OBLIGATION TRY BEFORE YOU BUY**

Liberal Credit Terms Immediate City-Wide Service

800 TARAVAL at 18th Avenue  
Phone **Lombard 4-9800**

**Pacific TELEVISION Center**

Factory Authorized Service • All Makes



**Television Apparatus-Retail**

A & B Electric & Radio 741 Jackson... YU kon 2-4390  
**A & B RADIO & TELEVISION CO**  
 4787 Mission... JU niper 5-7523

**ADMIRAL TELEVISION**

World's largest manufacturer of television combinations. Engineered to out-perform any set, anywhere, any time. Also television table models and consoles, radios, radio-phonos, Dual-Temp refrigerators, electric ranges.

**"FOR INFORMATION CALL"**

DISTRIBUTOR

**GOLDEN STATE APPLIANCE DISTRIBUTING CO**  
 274 Brannan... YUkon 2-1745

SALES & SERVICE

A & B Vertex Electric Co  
 4334 Geary Blvd... SK yline 1-8422  
 Appliance Repair Serv  
 559 Monterey Blvd... DE laware 3-8350  
 Associated Home Furnishers  
 1370 Mission... HE mlock 1-7667  
**BELVIEW TELEVISION CO**  
 5515 Mission... JUNipr 4-7207  
 Bond Home Furnishers  
 1295 Fillmore... FIlmor 6-2691  
**BOUQUET SERVICE**  
 6199-3d... VA lencia 4-3142  
**BOWLER'S FURNITURE & APPLIANCE CO**  
 4402 California... SK yline 1-6776  
 Boxer's Appliance & Radio Co  
 1401 Fillmore... FIlmor 6-5400  
 Byrne Radio & Television  
 22 Vrs in Bus Pick-up & Delivery  
 6241 Mission... PL aza 5-1900  
 Calif Television & Appliance Co  
 53 Calif... SU tter 1-3541  
**DAVE'S RADIO & TELEVISION**  
 1651 Polk... GRayston 4-1362  
 Dealers Radio & Television  
 3252 Mission... AT watr 2-8380  
**FIGONE FURNITURE CO**  
 1492 Stockton... YU kon 2-6558  
**FISKE BUD CO 2204 Chestnut**... JOrdn 7-2148  
**GOLDEN GATE TV & APPLIANCES**  
 701 Golden Gate Av... MArket 1-3967  
**GRIMES JACK JAY**  
 Radios-Appliances-Cameras  
 1257 Market... HE mlock 1-7986  
 Hervey's Television  
 Rental & Sales  
 2627 Mission... MIssn 7-6232  
**JAMKE TELEVISION & RADIO**  
 231 Cortland Av... MIssn 8-2443  
**KAHN & KEVILLE**  
 Turk & Larkin... OR dway 3-0200  
**KELLER H CLAYTON & SON FURNITURE CO**  
 2877 California... JOrdn 7-2828  
 Long J M & Co Inc  
 1175 Market... KL ondkie 2-1088  
 Mark Morris Tire Co 999 Geary... OR dway 3-3441  
**McVAN ANGUS TELEVISION**  
 505 Van Ness Av... HE mlock 1-3411  
**MIDTOWN FURNITURE CO**  
 1330 Polk... PRespect 5-2876  
**PACIFIC TELEVISION CENTER**  
 800 Taraval... LO mbar 4-9800  
**PARKER'S TELEVISION**  
 1870 Union... FIlmor 6-6437  
**REFLEX FURNITURE & APPLIANCE CO**  
 1645 Market... UNdrl 3-1080  
 Schindel & Valley Television & Appliances  
 144 Leland Av... DE laware 3-3744  
 Schindel's Furniture & Varieties  
 81 Leland Av... DE laware 3-4490  
**SCHWABACHER-FREY CO**  
 735 Market... DOuglas 2-4848  
**STANLEY'S RADIO & TELEVISION**  
 SERVICE 3052-16th... MArket 1-8242  
**SUPER RADIO SERVICE**  
 3719 Mission... VA lencia 6-4240  
**T V WAREHOUSE OUTLET**  
 1050 Fillmore... FIlmor 6-9257  
 West Portal Radio & Record Shop  
 78 West Portal Av... OV erland 1-2595  
 Western Radio & Record Shop  
 3619 Balboa... SK yline 1-9313  
**YOUNG BROS TELEVISION STORES**  
 2301 Mission... VA lencia 6-4132  
 5522 Geary Blvd... SK yline 2-2947  
**ZAIS HENRY M FURNITURE CO**  
 849 Mission... EX brook 2-6512

**ACME PIANO CO** YOUR PIANO IS THE DOWN PAYMENT OR MORE ON NEW TELEVISION SET  
 2226 Mission... MArket 1-9969

Alpha Television 2871 Mission... AT watr 8-0264

**Television Apparatus-Retail**

-(Cont'd)

**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... DElaware 3-3319

Amazon Town & Country Television  
 335 S Mayfair... PLaza 5-4400

**AMERICAN TV INC**  
 1966 Broadway Oakland... TE mplar 6-1327

**ANGUS McVAN TELEVISION**  
 SALES & SERVICE  
 EVERY KNOWN MAKE & MODEL  
 OVER 400 SETS ON DISPLAY  
 505 Van Ness Av... HE mlock 1-3411

**ARVIN TELEVISION**

Visible Value Television - You Can SEE the Difference  
 Brighter, steadier over-size pictures. Easier tuning—no maze of mystifying knobs. Highest FM tone fidelity. Brilliant beauty. Easily, quickly installed.

**"WHERE TO BUY THEM"**

DEALERS

**AMAZON RADIO & TELEVISION**  
 1150 Geneva Av... DElaware 3-3319  
**AMAZON TOWN & COUNTRY TELEVISION**  
 335 S Mayfair... PLaza 5-4400  
**B & B RADIO & ELECTRIC SERVICE**  
 2213 Union... WAlnut 1-1515  
**BROADMOOR ELECTRIC**  
 2720 Junipero Serra Blvd Colma... PLaza 5-5455  
 Heelich Television Engineers  
 3232 Balboa... SK yline 2-0791  
 Lockwood A C Radio & Television  
 700 Arguello Blvd... SK yline 2-1720  
**PROMPT RADIO & TELEVISION CO**  
 31 Lakeshore Plaza... LO mbar 4-3388  
 Service Center 2138 Fillmore... WEst 1-6036

**ATLAS RADIO & APPLIANCE CO**  
 3242-22d... AT watr 2-2234

**B G M RADIO & TELEVISION CO**  
 5 F's First & Oldest Television Dir  
 2412 Mission... VA lencia 6-2638  
 Barkley's 2733 Irving... MOntrse 4-4488  
**BELL ELECTRIC CO** 589 Castro... MArket 1-8809  
 Bellview Television Co 5515 Mission... JUNipr 4-7207

**BENDIX TELEVISION AND RADIO**

The Picture with the Billion Dollar Background... a product of Bendix Aviation Corporation, manufacturers of automotive, railroad, marine, aviation and industrial equipment, including electronic devices for radar and guided missiles.

**"WHERE TO BUY IT"**

DEALER

Parker's Television 1870 Union... FIlmor 6-6437

**BILL'S RADIO TELEVISION CO**  
 2088 Bayshore Blvd... DElaware 3-3133  
 (See Advertisement Page 735)

Bonded Television Co  
 1395 Irving... LO mbar 4-5275  
 (See Advertisement This Page)

Bories Radio & Television  
 4025 Judah... OV rind 1-9569

**BOXER'S APPLIANCE & RADIO CO**  
 Sales & Service  
 1401 Fillmore... FIlmor 6-5400  
 Broadmoor Electric  
 2720 Junipero Serra Blvd Colma... PLaza 5-5455  
**BROADWAY STORES THE**  
 820 Valencia... MIssn 7-6264  
 Bud's Radio & TV  
 20 West Market Daly City... PLaza 5-3187  
 (Continued Next Page)

Good party-line neighbors are sure the line is clear before they dial... when using a dial telephone. Good party-line neighbors get better party-line service.

**Television Apparatus-Retail**

-(Cont'd)

**CBS - COLUMBIA TELEVISION**

Television - Radio  
 "CUSTOM-TUNED" **CBS-Columbia** to your neighborhood

**"WHERE TO BUY THEM"**

DISTRIBUTOR

**RAYCRAFT COMPANY**  
 568-3d Oakland... TWInks 3-9698

**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... EXbrk 2-8154

DEALERS

**BROADWAY STORES THE**  
 820 Valencia... MIssn 7-6264  
**CITY OF PARIS**  
 Geary & Stockton... DO uglas 2-4500  
**FINE FURNITURE & APPLIANCE CO**  
 2226 Fillmore... FIlmor 6-2727  
**HOME APPLIANCE RADIO SALES & SERVICE** 816 Irving... SE abright 1-3530  
**KAHN & KEVILLE**  
 Turk & Larkin... OR dway 3-0200  
 Mac's Radio & Appliance Exchange  
 915 Cole... LO mbar 6-1760  
**McVAN ANGUS TELEVISION**  
 505 Van Ness Av... HE mlock 1-3411  
**T V WAREHOUSE OUTLET**  
 1059 Fillmore... FIlmor 6-9257

Castro Music Shop 443 Castro... UNdrl 1-8672  
 Cox & Ellis Tire Co  
 849 Golden Gate Av... JO rdn 7-6900

**CROSLY TELEVISION RECEIVERS**

FOR FINER TV PLEASURE, CROSLY TRUE PICTURE TELEVISION  
 Table Models and Combinations for Home and Commercial Installation

SALES AND SERVICE

**"FOR INFORMATION CALL"**

REGIONAL OFFICE

**CROSLY DIV AVCO MFG CORP**  
 1355 Market... KLondke 2-1443

DISTRIBUTORS

**CALIF ELECTRIC SUPPLY CO**  
 1595 Folsom... UN dhril 3-2020  
**CALIFORNIA ELECTRIC SUPPLY CO**  
 Service Depot  
 16th & Pennsylvania... UNdrl 3-6200

DEALERS

A B C Furniture Co  
 999 McAllister... WAlnut 1-7742  
 Acme Appliance Co  
 4203 Geary Blvd... SK yline 1-5886

**ALL AMERICAN FURNITURE & REFRIGERATION CO**  
 Home of 25c Meter Plan  
 938 Valencia... AT watr 2-7700  
**ANDERSEN RADIO & APPLIANCE**  
 4519 Mission... JUNipr 4-5222  
**BECHLER & SCHWAB FURNITURE CO**  
 140 Valencia... UNdrl 3-5985  
**BELVIEW TELEVISION CO**  
 5515 Mission... JU niper 4-7207  
 Better Homes Appliance Co  
 2501 Irving... SE abright 1-0848  
 (Continued Next Column)

"Looking it up in the Classified" is a national habit. Purchasing agents, production men and engineers as well as house-wives refer to the Yellow Pages when they are ready to buy.

**Television Apparatus-Retail**

-(Cont'd)

**CROSLY TELEVISION RECEIVERS (cont'd)**

DEALERS (cont'd)

Boxer's Appliance & Radio Co  
 1401 Fillmore... FIlmor 6-5400  
**BYINGTON ELECTRIC CO**  
 1809 Fillmore... WAlnut 1-6000  
 Cohen's 1 S San 144 Turk... GR ayston 4-2713  
**GRIMES JACK JAY**  
 Radios-Appliances-Receivers  
 1257 Market... HE mlock 1-7986  
 Merit Furniture Co  
 1899 Junipero Serra Blvd... PL aza 5-4311  
 Modern Appliance Co  
 2311 Market... UN dhril 1-4050  
**NORIEGA FURNITURE STORE**  
 1300 Noriega... LO mbar 4-4110  
**SCHWABACHER-FREY CO**  
 735 Market... DO uglas 2-4848  
 Sunnydale Appliance & Radio  
 1441 Sunnydale Av... JUNipr 4-9578

Dan's Sales & Service  
 600 Potrero Av... MI ssn 8-0085  
**DAVE'S RADIO & TELEVISION**  
 1651 Polk... GRayston 4-1362  
 (See Advertisement This Page)  
 Dohrmann's 281 Geary... GA rfd 1-4343

**DU MONT TELEVISION**

DISTRIBUTOR

**THOMSON-DIGGS CO THE**  
 1355 Market... HE mlock 1-5433

SALES & SERVICE

**BOOKBINDER BROS HOME APPLIANCES** 1420 Irving... MOntrse 4-7676  
**INTERNATIONAL MARKETING CO**  
 348 West Portal Av... SE abright 1-1614  
**PARKSIDE TELEVISION & APPLIANCE CO** 1006 Taraval... LO mbar 6-2684  
**TIEDEMAN APPLIANCE CO**  
 3471 Mission... VA lencia 4-2600

**EMERSON TELEVISION**

"In Every Screen Size, Every Style—Emerson is America's Best Buy."

Sold only through Authorized Emerson Television Dealers.

**Emerson Television and Radio**

**"FOR INFORMATION CALL"**

DEALERS

**ALL AMERICAN FURNITURE & REFRIGERATION CO**  
 Home of 25c Meter Plan  
 938 Valencia... AT watr 2-7700  
**AMAZON RADIO & TELEVISION**  
 1150 Geneva Av... DElaware 3-3319  
**AMAZON TOWN & COUNTRY TELEVISION**  
 335 S Mayfair... PLaza 5-4400  
 Bonded Television Co  
 1395 Irving... LO mbar 4-5275  
**Bories Radio & Television**  
 4025 Judah... OV rind 1-9569  
**GEARY RADIO & TELEVISION CO**  
 5629 Geary Blvd... SK yline 1-8016  
**JAMKE TELEVISION & RADIO**  
 231 Cortland Av... MIssn 8-2443  
**McVAN ANGUS TELEVISION**  
 505 Van Ness Av... HE mlock 1-3411  
**PACIFIC TELEVISION CENTER**  
 800 Taraval... LO mbar 4-9800  
**STARLIGHT FURNITURE CO**  
 2211 Mission... VA lencia 4-4365  
**TELEVISION CENTER**  
 3573 Geary Blvd... SK yline 2-0915  
 Vanoni Radio Service  
 3452 Mission... VA lencia 4-9429

**FISKE BUD CO** 2204 Chestnut... JOrdn 7-2148  
 (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.

*Featuring the Finest*

**in TELEVISION**

*Sales and Service*

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 ZENITH  
 PHILCO  
 PACKARD BELL

CAPEHART

HOFFMAN  
 GENERAL ELECTRIC  
 MOTOROLA  
 ADMIRAL

Our low overhead insures you a better trade-in allowance on your Radio or TV.

**TELEVISION SETS RENTED**

**Dave's**

**RADIO & TELEVISION**

1651 POLK ST - near Clay

OPEN WEDNESDAY & FRIDAY EVENINGS TILL 9:00 P. M.

Phone **GRaystone 4-1362**  
 Est. Since 1934



NO EXTRA CHARGE FOR THIS AND THAT

**CROSLY**

1921 - 1952

**OUR POLICY NOW**

As It Has Been for Over 30 Years

**ONE YEAR FREE SERVICE**

**ON ALL TELEVISION SETS**

Or Any Appliances We Sell

An Inside Antenna FREE With Each TELEVISION SET

We Do Our Own Guaranteed Service Work  
 No Waiting - Your Set Gets Immediate Attention

— Call —

**- Fillmore 6-0220 -**

Open Friday Evening

**SINGER ELECTRIC & RADIO CO.**

Since 1921

1447 DIVISADERO Near Geary

Small Down Payment - Big Trade In Allowance

