

**ELECTROLUX CORPORATION**  
 MANUFACTURER AND SOLE DISTRIBUTOR OF THE FAMOUS

**New & Factory Rebuilt  
 ELECTROLUX  
 CLEANER & AIR PURIFIER\***



Also

- ELECTROLUX HOME MAINTENANCE PRODUCTS
- ELECTROLUX GENUINE PARTS & SERVICE
- ELECTROLUX FLOOR POLISHERS

CALL  
**Mission 8-3773**

Bonded Representative Will Call by Appointment  
 DIRECT FACTORY BRANCH  
**ELECTROLUX CORPORATION**  
 3157 MISSION

**VACUUM CLEANERS**  
 New and Rebuilt  
 EXPERT REPAIRS - ALL TYPES  
 COMPLETE STOCK OF PARTS  
 Vacuum Cleaner Brushes Rebristled  
 Wholesale — CITY WIDE SERVICE — Retail  
 All Work Guaranteed

Call MARKET 1-8987 523 VALENCIA ST.

**NOEL VACUUM CLEANER CO.**

**I. S. COHEN'S SON**  
 Sales & Service  
 GENERAL ELECTRIC  
 HAMILTON BEACH  
 LEWYT  
 EUREKA  
 ROYAL

**Graystone 4-2713**

149 Turk San Francisco

**Vacuum Bottles—Parts & Repairing**  
**Vacuum Cleaners—Dealers**

**CAMPBELL BROS** 657 Mission... YU kon 2-5206  
**WHITE GEORGE L CO** 657 Mission. EXbrk 2-3518

**A-1 REFRIGERATION APPLIANCE SALES AND SERVICE**  
 ALL MAKES  
 SALES - SERVICE - RENTALS  
 GUARANTEE ON REPAIRS  
 • Electrolux • GE • Hoover • Air-Way  
 Electric Motor - Sales & Service  
 FREE ESTIMATES  
 Service to All City Points  
 983 Valencia... ATwatr 2-8489

**A & A Abbott Appliance Co**  
 3293-22d... VA lencia 4-4040

**APEX VACUUM CLEANER SERVICE**  
 EXPERT REPAIRS ON ALL MAKES  
 Your Old Cleaner Repaired Like New For Less Dependable Personal Service  
 Our 28 Years of Experience is Your Guarantee of Complete Satisfaction  
 1791 Church... VA lencia 4-5086  
 Or... JU niper 5-5872

**AIR-WAY VACUUM CLEANERS**

The all-purpose cleaner with the "Throw-A-Way" bag. Free home demonstration.

**AUTHORIZED SERVICE AND PARTS**  
 for all Air-Way Models

**"WHERE TO CALL"**  
**AIR-WAY BRANCHES INC**  
 717 Market... YU kon 6-6051

**AMER APPLIANCE & SUPPLY CO**  
 1150 Sutter... PR ospect-5-3711

**APEX VACUUM CLEANERS**  
 "The Peak of Quality for More Than 35 Years." Apex Upright and Cylinder Cleaners represent the peak in house cleaning perfection. See Apex before you buy!

**"WHERE TO BUY THEM"**  
**FACTORY BRANCH**  
**APEX ROTAREX CORP**  
 1355 Market... MA rket-1-4949

**SALES & SERVICE DEALERS**  
 Fashion Furniture 3801 Noriega... LO mbar 6-4128

**AUTHORIZED FACTORY PARTS**  
**ELECTRICAL APPLIANCE SERVICE CO**  
 OF S F 1434 Howard... HE mlock 1-8182

**NOEL VACUUM CLEANER CO**  
 523 Valencia... MA rket 1-8987

**APPLIANCE MART**  
 VACUUM CLEANERS SALES & SERVICE  
 NEW & REBUILT

Lewyt  
 Apex  
 Modern Hygiene  
 Universal  
 Super Dynamic  
 Hoover  
 Electrolux

**GUARANTEED PARTS & SERVICE ALL MAKES**

**PHONE PROspect 6-4308**

**FREE HOME DEMONSTRATION**

449 LARKIN SAN FRANCISCO

**Vacuum Cleaners—Dealers—(Cont'd)**

**APPLIANCE MART** 448 Larkin... PProspect 6-4308  
 (See Advertisement This Page)

**BARTZ SALES & SERVICE**  
 Since 1930 - Same Location  
**VACUUM CLEANER REPAIRING A SPECIALTY**  
 Electrolux - Hoover & All Other Makes  
**VACUUM CLEANERS RENTED NEW AND USED SOLD**  
 At Jackson 1906 Polk... ORdwy 3-1832

**BELL ERNEST G VACUUM CLEANERS KIRBY**  
 Vacuum Cleaners  
 Trade-Ins - Terms If Desired  
 1049 Sutter... TU xedo 5-3100

**Bell Ernest G Vacuum Cleaners**  
 1049 Sutter... TU xedo 5-3100  
 (See Advertisement Page 797)

**Better Homes Appliance Co**  
 2501 Irving... SE abright 1-0848

**CADILLAC VACUUM CLEANERS—DISTRIBUTOR**  
**DALLMAN CO APPLIANCE DIVISION**  
 685-7th... UNdrhl 3-4500

**DEALER**  
**NOEL VACUUM CLEANER CO**  
 523 Valencia... MA rket 1-8987

**CARPET SWEEPER REPAIR SHOP**  
 1578-48th Av... MO ntrse 4-2890

**CENTRAL APPLIANCE CO**  
 3158 Mission... MIsn 8-2774  
 (See Advertisement Page 797)

**COHEN'S I S SON**  
 ROYAL - HAMILTON BEACH  
 FILTER QUEEN  
 Sales and Repair Service  
 149 Turk... GR ayston 4-2713

**COHEN'S I S SON**  
 149 Turk... GR ayston 4-2713  
 (See Advertisement This Page)

**Dart Appliance Stores Inc** 1318 Polk. PProspect 6-4500  
 (See Advertisement Page 797)

**Dohrmann's 281 Geary**  
**ELECTRA APPLIANCE CENTER**... GA rld-1-4343  
 3277-22d... MIsn 8-0962

**ELECTROLUX AUTHORIZED SALES & SERVICE**  
 THE ONLY AUTHORIZED SALES AND SERVICE FOR THE ELECTROLUX CLEANER AND AIR PURIFIER  
 Ask the Service Man for Identification

**"WHERE TO BUY IT"**  
**ELECTROLUX CORPORATION**  
 3157 Mission... MI ssn 8-3773

**Emporium The 835 Market**... YU kon 2-1111  
 1 Stonestown... SE abright 1-2222  
 (Continued Next Page)

Who handles that brand? Many widely advertised products are listed in the Yellow Pages.

**Vacuum Cleaners—Dealers—(Cont'd)**

**EUREKA CLEANERS**  
 Automatic Upright Models "WALK" — you merely guide them. They CLEAN by themselves automatically. Also available in powerful Tank Models complete with all cleaning tools.

**"WHERE TO BUY IT"**  
**AUTHORIZED SALES DISTRIBUTOR**  
 Meyberg Leo J Co 33 Gough... MA rket 1-3400

**AUTHORIZED SERVICE DISTRIBUTOR**  
**CALIF ELECTRIC SERVICE INC**  
 168-1st... SU tter 1-0530

**DEALERS**  
**A & B Vertex Electric Co**  
 4334 Geary Blvd... SK yline 1-8422

**Associated Home Furnishers**  
 1370 Mission... HE mlock 1-7667

**Boxer's Appliance & Radio Co**  
 1401 Fillmore... FI lmor 6-5400

**CENTRAL APPLIANCE CO**  
 3158 Mission... MI ssn 8-2774

**Mark Morris Tire Co**  
 999 Geary... OR dway 3-3441

**STARLIGHT FURNITURE CO**  
 2211 Mission... VA lencia 4-3465

**FILTER QUEEN OF NORTHERN CALIF INC**  
 1305-17th Av... SE abright 1-1813  
 (See Advertisement This Page)

**Filter Sales & Service**  
 4000 Mission... JU niper 5-8080

**GENERAL ELECTRIC VACUUM CLEANERS**  
 Backed by years of research and experience, G-E cleaners give you efficient, dependable service. Light weight — easy to handle. Both upright and tank-type models.

**"WHERE TO CALL"**  
**SALES & SERVICE DEALERS**  
**AMERICAN APPLIANCE & SUPPLY CO**  
 1150 Sutter... PProspect 3-3711

**Bartz Sales & Service**  
 1906 Polk... OR dway 3-1832

**General Appliance Company**  
 369 Fell... MA rket 1-7778

**Mark Morris Tire Co** 999 Geary. OR dway 3-3441

**SALES DEALERS**  
**A & B Vertex Electric Co**  
 4334 Geary Blvd... SK yline 1-8422

**China City Tire Supply**  
 1357 Mason... TU xedo 5-4466

**General Appliance Company**  
 369 Fell... MA rket 1-7778

**Long J M & Co Inc**  
 1175 Market... KL ondis 2-1088

**Mark Morris Tire Co**  
 999 Geary... OR dway 3-3441

**NEERMANN'S** 59 W Portal. SE abright 1-3336

**Schilling Hardware Co**  
 806 Irving... MO ntrse 4-0896

**SCHWABACHER-FREY CO**  
 735 Market... DO uglas 2-4848

**HAMILTON BEACH APPLIANCE DEALER**  
**SOLD & REPAIRED**  
 149 Turk... GR ayston 4-2713

**HAMILTON BEACH OFFICIAL SERVICE STATION** 666 Howard... DO uglas 2-1413  
 (See Advertisement This Page)

**HOGAN VACUUM SERVICE CO**  
 REPAIRS ON ALL MAKES  
 Rebuilds & New Pick-Up & Delivery  
 1085 Sutter... ORdwy 3-7800

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Advertise here—it pays.

**Vacuum Cleaners—Dealers—(Cont'd)**

**HOOVER AUTHORIZED SALES & SERVICE**

Upright triple-action or Tank-Type Hoover Cleaners.

Service by Hoover trained men using genuine Hoover parts are available only through Factory Branch Stations and Authorized dealers. Do not accept Substitutes.

**"WHERE TO BUY IT"**  
**BRANCH OFFICE**  
 Hoover Co The 468 Turk... TU xedo 5-2164

**DEALERS**  
**A & B Vertex Electric Co**  
 4334 Geary Blvd... SK yline 1-8422

**Conklin Bros Inc** 3320-20th... ATwatr 2-1822

**DAVIS FURNITURE CO**  
 981 Mission... EXbrk 2-4091

**Dimmer Hardware Co Inc**  
 1735 Polk... OR dway 3-8512

**Doyle Furniture Company Inc**  
 821 Mission... GA rld 1-3038

**DULFER HARDWARE CO**  
 103 W Portal Av... OVrind 1-1020

**Fredericksen Hardware Co**  
 3029 Fillmore... JO rdn 7-3970

**GENERAL APPLIANCE COMPANY**  
 369 Fell... MA rket 1-7778

**HOUSE OF KARLSON** 130-10th. UNdrhl 3-3640

**Jackson G B & Son**  
 Irving At 20th Av... SE abright 1-5615

**Modern Television & Appliance Co**  
 2130 Irving... LO mbar 6-9121

**NORIEGA FURNITURE STORE**  
 1309 Noriega... LO mbar 4-4110

**PETERSEN GEO & SON FURNITURE & APPLIANCE CO** 4947-3d... MI ssn 7-9080

**Purcell Bros** 1300 Polk... OR dway 3-0731

**Ratto Alfredo & Sons**  
 561 Columbus Av... SU ttr 1-8318

**Reinert & Riley** 1833 Fillmore... FI lmor 6-9393

**San Francisco Furniture Co**  
 839 Mission... SU ttr 1-7302

**SCHWABACHER-FREY CO**  
 735 Market... DO uglas 2-4848

**Shaff's Furniture Co**  
 2868 Mission... MIsn 7-8580

**SUGARMAN & INC APPLIANCES & SERVICE** 3624 Geary Blvd. SK yline 1-8845

**KENMORE VACUUM CLEANERS**

NOBODY, nobody, but "Sears" can give authorized repair service for Sears Home Appliances. We have factory approved trained specialists using only factory approved parts.

**"WHERE TO CALL"**  
**AUTHORIZED SERVICE**  
**SEARS ROEBUCK & CO**  
 Army & Indiana... VA lencia 6-2000

**SALES**  
 Sears Roebuck & Co  
 Geary Blvd & Masonic Av... JO rdn 7-7360  
 Mission & Army... VA lencia 4-2400

**KIRBY CO THE**  
 Since 1906 America's Finest SID THOMAS & CO.  
 Authorized Distributors of **KIRBY VACUUM CLEANERS**  
 Call for a Free Demonstration  
 Liberal Trade In  
**REPAIRS ON ALL MAKES**  
 1168 Golden Gate Av... JO rdn 7-3919  
 Or... WE st 1-1715

Kirby Vacuum Cleaner 4736 Mission. JU niper 7-5791  
 (See Advertisement This Page)

**KIRBY VACUUM CLEANERS**  
 One of America's Finest - No Bag To Empty - Portable - Seven Units in One. Electrical Floor Polisher Optional.

Phone For Free Demonstration

**"WHERE TO CALL"**  
**DISTRIBUTOR**  
**KIRBY VACUUM CLEANER**  
 4736 Mission... JU niper 7-5791  
 Or... JU niper 7-1700

**LEWYT SALES AND SERVICE**  
 NO DUST BAG TO EMPTY

It's quiet — no roar! Lewyt picks up more lint, thread, hair—with less rug wear. Filters the air 3 times. You breathe no dusty odors.

**FREE HOME DEMONSTRATION**  
**"WHERE TO BUY THEM"**  
**DISTRIBUTOR**  
**EDWARDS FRANK CO**  
 382-6th... MA rket 1-9700

**SALES & SERVICE DEALERS**  
**AMERICAN APPLIANCE & SUPPLY CO**  
 1150 Sutter... PProspect 3-3711

**APPLIANCE MART**  
 448 Larkin... PProspect 6-4308

**BAYVIEW APPLIANCE & FURNITURE CO**  
 5013-3d... VA lencia 4-1234

**Cohen's I S Son** 149 Turk... GR ayston 4-2713

**Dulfer Hardware Co**  
 103 West Portal Av... OVrind 1-1020

**Jules Furniture Co**  
 21 Lakeshore Plaza... LO mbar 6-4411

**SALES DEALERS**  
**A & B Vertex Electric Co**  
 4334 Geary Blvd... SK yline 1-8422

**Associated Home Furnishers**  
 1370 Mission... HE mlock 1-7667

**CENTRAL APPLIANCE CO**  
 3158 Mission... MI ssn 8-2774

**GENERAL APPLIANCE COMPANY**  
 369 Fell... MA rket 1-7778

**GOLDEN GATE TV & APPLIANCES**  
 701 Golden Gate Av... MA rket 1-3967

**MARK MORRIS TIRE CO**  
 999 Geary... OR dway 3-3441

**Market Street Furniture Co**  
 2083 Market... HE mlock 1-6288

**MENARY W G CO**  
 3125 Mission... VA lencia 4-1429

**NORIEGA FURNITURE STORE**  
 1300 Noriega... LO mbar 4-4110

**NU-DEAL REPAIR SHOP**  
 557 Hayes... UNdrhl 3-3193

(Continued Next Page)

**Vacuum Cleaners—Dealers—(Cont'd)**

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 1300 Noriega... LO mbar 4-4110

**NU-DEAL REPAIR SHOP**  
 557 Hayes... UNdrhl 3-3193

(Continued Next Page)

**KIRBY**  
 America's Finest - Years Ahead  
 Kirby Life Time Guarantee  
 See for Yourself the New Sensation of the Vacuum Cleaner World

*Trade-Ins - Terms if Desired Demonstration Without Obligation At Our Store or in Your Home Day or Evening*

**KIRBY VACUUM CLEANERS**  
**TUxedo 5-3100**  
**ERNEST G. BELL**  
 1049 SUTTER ST.

**LEWYT**  
 NO BAG TO EMPTY!

Rent and Try Before You Buy

**REPAIRS - SALES**  
 NEW & REBUILT  
 HOOVER - EUREKA  
 and All Other Makes  
 CITY-WIDE SERVICE  
 OUR 10TH YEAR

**CENTRAL APPLIANCE CO.**  
**Mission 8-2774**  
 3158 Mission near Sears

**Kirby**



• Seven Units in One Including Electric Floor Polisher  
 • No Bag to Empty  
 • Portable

Only Factory Authorized Sales & Service

Phone For Free Demonstration

**Juniper 7-5791**  
**Juniper 7-7100**

The Only Authorized Distributor

**KIRBY CO.**  
 OF CENTRAL CALIF.  
 4736 MISSION

**FILTER QUEEN**  
 HOME SANITATION SYSTEM approved by... SALES & SERVICE

No Bag  
 No Dust  
 No Water  
 No Fuss

Filter Queen of Northern Calif. Inc.  
 SE abright 1-1813 1305-17th Av.

**ELECTROLUX HOOVER**  
 AND OTHER NATIONAL BRANDS  
 REBUILT BY DART STORES  
 WRITTEN GUARANTEE  
 LIBERAL TRADE-IN  
 WITH ATTACHMENTS

Sales - Service - Repairs  
 All Work Guaranteed

**FREE HOME DEMONSTRATION**  
**DART APPLIANCE STORES** PProspect 6-4500  
 INC. 1318 POLK