

Television Dealers—(Cont'd)

RCA VICTOR—(Cont'd) DEALERS—(Cont'd) PARK-PRESIDIO RADIO TELEVISION 307 Clement, BAywn 1-0441 PIONEER HOME SUPPLY CO 7 Front, SUttr 1-2374 Pioneer Radio & Television 1707 Buchanan, WAInt 1-5325 RADIO & T V SERVICE CO 2250 Taraval, LOMbrd 6-4336 Radio Alfredo & Sons 561 Columbus Av., SUttr 1-8318 Richmond Radio & Television Co 6140 Geary Bl., BAywn 1-5515 Saltzman Bros Furniture Co 719 Mission, DOuglas 2-8657 SCHWABACHER-FREY CO 735 Market, DOuglas 2-4848 SINGER ELECTRIC & RADIO CO 1447 Divisadero, FIlmor 6-0220 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370 Sloan W & J 216 Sutter, GARfId 1-2827 STANLEY'S RADIO & TELEVISION SERVICE 3043-16th, SKYln 2-2947 STYLES FURNITURE CO 850 Divisadero, FIlmor 6-7655 SUGARMAN E INC 3624 Geary Bl., SKYln 1-8845 SUNSET TELEVISION CENTER 2437 Noriega, MOntrse 4-9630 Taiyo Trading Corporation 1656 Post, JORdn 7-1221 YOUNG BROS TELEVISION STORES 2301 Mission, VAlencia 6-4132 ZAIS HENRY M FURNITURE CO 849 Mission, EXBrk 2-6512

RAYTHEON TELEVISION ENTIRELY NEW KIND OF TV: Raytheon Challenge — Light compact designed set. Stand-up tuning, full controls, 8 color colors and patterns. Sharp edge-to-edge picture. Long-range reception, at budget price! Also "Custom" series, and 816-screen color TV.



"WHERE TO CALL" DISTRIBUTORS LARKIN JOE COMPANY 3320-18th, UNdrl 3-5770

DEALERS A K Radio 3870-17th, UNdrl 3-5628 Bill Van Zee's Service Center 2244 Chestnut, WEst 1-7210 BYINGTON ELECTRIC CO 1809 Fillmore, WAInt 1-6000 C-KLEER TELEVISION INC 1933 Ocean Av., JUNipr 5-1873 Hoefflich Television Engineers 3950 Geary Bl., SKYln 2-0791 Home Appliance Television Sales & Service 816 Irving, SEAbright 1-3530 Prompt Radio & Television Co 61 Lakeside Plaza, LOMbrd 4-3388 Richmond Radio & Television Co 6140 Geary Bl., BAywn 1-5515 Television of S F 659 Geary, PRspt 6-1890 Young Bros Television Stores 2301 Mission, VAlencia 6-4132 SERVICE Airtronics-Radio 1355 Market, MArkt 1-4500 Valley Radio & Television 144 Leland Av., DElaware 3-3744

RICHMOND RADIO & TELEVISION CO 6140 Geary Bl., BAywn 1-5515 SAN BRUNO TV & APPLIANCE Installation & Service 2495 San Bruno Av., DElaware 3-5550 SEGAL MELVIN Sales-Rentals-Service 456 Larkin, TUxedo 5-0330

For better service, speak directly and clearly into the telephone mouthpiece.

NEWSPAPER FIREWOOD To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

SENTINEL TELEVISION AND RADIOS

Sentinel Subs Service Calls and Has Truly Automatic Tuning Modern As Tomorrow Alive As Today



"WHERE TO BUY IT" DISTRIBUTOR SCHWALB R D CO 298-8th, MArkt 1-2309

DEALERS A-1 TELEVISION & RADIO SERVICE 85 Carl, LOMbrd 6-6326 A B C RADIO & TELEVISION CO 4787 Mission, JUNipr 5-7523 Borles Radio & Television 4025 Judah, DVrind 1-9569 DON'S TV SERVICE 5344 Mission, JUNipr 6-4577 Hopman Electric & Radio Co 6299 Mission Daly City, PLaza 5-3300 KAFURDY'S 1420 Irving, MOntrse 4-7676 Steve's Refrigeration Service 1801 Clement, SKYln 1-3918 SUNSET TELEVISION CENTER 2437 Noriega, MOntrse 4-9630 SUPER RADIO & T V SERVICE 3719 Mission, VAlencia 6-4240 UNITED RADIO & TELEVISION 4080-24th, VAlencia 4-3913 UNITED TELEVISION SERVICE CO 2838-24th, VAlencia 4-3934 Valley Radio & Television 144 Leland Av., DElaware 3-3744 Zaharis T V & Radio Sales & Service 6598 Mission, PLaza 5-9271

SERVICE CENTER 2136 Fillmore, WEst 1-6036 Seven Hills Television Sales & Service 240 Scott, KLondke 2-0179

SHERMAN CLAY & CO LEADING MAKES TELEVISION and TV-RADIO-PHONOGRAPH COMBINATIONS Main Store Kearny & Sutter, SUttr 1-6000 Mission Store 2539 Mission, MIsn 7-2772

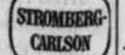
SINGER ELECTRIC & RADIO CO 1447 Divisadero, FIlmor 6-0220 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370 (See Advertisement Page 758)

SLOANE W & J 216 Sutter, GARfId 1-2827 SPARTON RADIO TELEVISION Famous Sparton Television, Radio, and Combinations — SOLD DIRECT by Sparton to your community dealer. No middleman costs to pay. Check Sparton value, performance — TODAY.



"WHERE TO BUY THEM" DEALERS Heller's T V & Appliance Co 2114 Fillmore, WAInt 1-8231

STROMBERG-CARLSON TELEVISION SALES AND SERVICE With exclusive PANORAMIC VISION for wider viewing angle, more picture visibility — "There is nothing finer than a STROMBERG-CARLSON"



"WHERE TO BUY IT" DEALERS Heller's T V & Appliance Co 2114 Fillmore, WAInt 1-8231 HIRSCH & KAYE SKINNER 239 Grant Av., GARfId 1-7370 Noriega Furniture Store 2326 Taraval, LOMbrd 4-4110 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370

STYLES FURNITURE CO 850 Divisadero, FIlmor 6-7655 Sugarmen E Inc 3624 Geary Bl., SKYln 1-8845 SUNSET TELEVISION CENTER 2437 Noriega, MOntrse 4-9630 An extension telephone is a step-saver in any home.

SYLVANIA TELEVISION

Sylvania — electronics pioneer — presents one of the world's finest with HALOLIGHT television sets, featuring exclusive Halolight for clearer, brighter pictures and greater viewing comfort.



"WHERE TO BUY IT" DISTRIBUTOR THOMPSON & HOLMES LTD 650-2d, EXBrk 2-8154

DEALERS Al's Radio & Television 282-29th, MIsn 8-0251 Bill Van Zee's Service Center 2244 Chestnut, WEst 1-7210 C & HEAR T V SERVICE 324 Mount Vernon Av., JUNipr 6-1833 Calif Home Furnishings 1694 Union, PRspt 6-6001 CALTRONICS T V SALES & SERVICE 1612 Haight, UNdrl 3-0990 CHINATOWN TELEVISION CENTER 635 Kearny, YUkon 2-3940 COOK'S RADIO & TELEVISION 6189 Mission Daly City, JUNipr 4-0871 DAY & NIGHT TELEVISION SERVICE CO 1322 Haight, UNdrl 3-0793 KAFURDY'S 1420 Irving, MOntrse 4-7676 Lockwood A C Radio & Television 935 Cole, LOMbrd 6-3300 LYNCH ELECTRIC CO 937 McAllister, WEst 1-5158 MARVEL TELEVISION 1444 Stockton, YUkon 2-4117 NICK'S RADIO & TELEVISION SERVICE 3412 Judah, DVrind 1-4546 RADIO & T V SERVICE CO 2250 Taraval, LOMbrd 6-4336 Richmond Radio & Television Co 6140 Geary Bl., BAywn 1-5515 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370 SUPER RADIO & T V SERVICE Taiyo Trading Corporation 1656 Post, JORdn 7-1221 Television of S F 659 Geary, PRspt 6-1890 TRANSVISION OF CALIF 3471 California, SKYln 2-1248 UNITED TELEVISION SERVICE CO 2838-24th, VAlencia 4-3934 Westlake's Town & Country T V 36 Park Plaza Dr, Daly City, PLaza 5-4400 Young Bros Television Stores Co 2301 Mission, VAlencia 6-4132

T V Radio Music Co 2398 Bryant, ATwtr 8-1177 Television of San Francisco 659 Geary, PRspt 6-1890 TELLO MICHAEL J 489 Haight, HEMlck 1-7188 Transvision of California 3471 California, SKYln 2-1248

TRAV-LER Famous for Performance and Values Since 1921 TELEVISION RADIOS AND PHONOGRAPHS America's Greatest Television & Radio Values "FOR INFORMATION CALL" DISTRIBUTORS TRAV-LER RADIO SALES CORP 1251 Folsom, HEMlck 1-2470



DEALERS DAY & NIGHT TELEVISION SERVICE CO 1322 Haight, UNdrl 3-0793 SUPER RADIO & T V SERVICE 3719 Mission, VAlencia 6-4240

UNION FURNITURE CO 2075 Mission, HEMlck 1-5600 UNITED RADIO & TELEVISION 4080-24th, VAlencia 4-3913 United Television Service Co 2838-24th, VAlencia 4-3934 (See Advertisement Page 759) Valley Radio & Television 144 Leland Av., DElaware 3-3744 Westlake's Town & Country T V 36 Park Plaza Dr, Daly City, PLaza 5-4400

WESTINGHOUSE TELEVISION DISTRIBUTORS WESTINGHOUSE ELECTRIC SUPPLY CO 201 Potrero Av., UNdrl 1-5051

DEALERS EL REY RADIO & APPLIANCE 133 West Portal Av., DVrind 1-8064 HIRSCH & KAYE SKINNER 239 Grant Av., GARfId 1-7370 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370

YOUNG BROS TELEVISION STORES

Service Dept. 2301 Mission, VAlencia 6-4667 Store No 1 5522 Geary Blvd, SKYln 2-2947 Store No 2 2301 Mission, VAlencia 6-4132 (See Advertisement Page 758)

ZENITH TELEVISION Television of the finest quality—with new exclusive features, backed by 36 years of Experience in Radionics exclusively.



"WHERE TO BUY THEM" DISTRIBUTOR BASFORD H R CO 235-15th, MArkt 1-8545

DEALERS A & B Vertex Electric Co 4334 Geary Bl., EVrgrn 6-9493 BAYVIEW APPLIANCE & FURNITURE CO 5013-3d, VAlencia 4-1234 Boxer's Appliance Radio & T V Co 1401 Fillmore, FIlmor 6-5400 Byrne Radio & Television 6241 Mission Daly City, PLaza 5-1900 CARR TELEVISION & RADIO CO 5611 Geary Bl., SKYln 2-1181 CITY OF PARIS Geary & Stockton, DOuglas 2-4500 CREST RADIO CO 2136 Fillmore, WAInt 1-4712 DAVE'S RADIO & TELEVISION 1651 Polk, GRaystn 4-1362 GEARY RADIO & TELEVISION CO 5629 Geary Blvd., SKYln 1-4200 General Appliance Company 269 Fell, MArkt 1-7778 HIRSCH & KAYE SKINNER 239 Grant Av., GARfId 1-7370 Home Appliance Television Sales & Service 316 Irving, SEAbright 1-3530 JAMKE TELEVISION APPLIANCE 324 Cortland Av., MIsn 8-2443 K'S TELEVISION & RADIO SERVICE 5482 Mission, JUNipr 5-9406 Long J M & Co Inc 1175 Market, KLondke 2-1088 Martin's Piano & Radio 631 Divisadero, WAInt 1-4388 MARVEL TELEVISION 1344 Stockton, YUkon 2-4117 MELITA FURNITURE CO 2555 San Bruno Av., JUNipr 7-4078 Miller's Radio & Television Service 1930 Ocean Av., JUNipr 6-6106

MOQUIN'S RADIO & T V 72 West Portal Av., DVrind 1-5121 NICK'S RADIO & TELEVISION SERVICE 3412 Judah, DVrind 1-4546 Noriega Furniture Store 1080-24th, LOMbrd 4-4110 PARK-PRESIDIO RADIO TELEVISION 507 Clement, BAywn 1-0441 Pioneer Radio & Television 1707 Buchanan, WAInt 1-5325 RADIO & T V SERVICE CO 2250 Taraval, LOMbrd 6-4336 Rowen's Radio & T V 1315 Noriega, LOMbrd 6-6135 SERVICE CENTER 2136 Fillmore, WAInt 1-4712 Shaif's Furniture Co 2868 Mission, MIsn 7-8580 SINGER ELECTRIC & RADIO CO 1447 Divisadero, FIlmor 6-0220 SKINNER HIRSCH & KAYE 239 Grant Av., GARfId 1-7370 STANLEY'S RADIO & TELEVISION SERVICE 3043-16th, MArkt 1-1152 STARLIGHT FURNITURE CO 2211 Mission, VAlencia 4-4365 SUGARMAN E INC 3624 Geary Bl., SKYln 1-8845 UNITED TELEVISION SERVICE CO 2838-24th, VAlencia 4-3934 YOUNG BROS TELEVISION STORES 2301 Mission, VAlencia 6-4132 5522 Geary Blvd, SKYln 2-2947

The Telephone Hour, heard over N.B.C. every Monday night, presents outstanding musical artists for your enjoyment.

EXPLOSION IN OVEN If you burn the inside of the oven with an exploded potato or something, soak a cloth in ammonia and let it stay on the burned places an hour or so, after which you can scrape the spots clean without harming the enamel.

Television Equipment—Closed Circuit

ETS-HOKIN & GALVAN Sole Northern California Distributor For Daga Closed Circuit Television 551 Mission, EXBrk 2-0432

HARRY McCUNE SOUND SERVICE WE RENT & SELL TELEVISION CLOSED CIRCUIT CAMERAS & EQUIPMENT 562 Bryant, YUkon 2-1878

KAY LAB—NEELY ENTERPRISES 2830 Geary Bl., WAInt 1-2361

RCA-T V EYE CAMERAS—ZACK RADIO SUPPLY CO Authorized R C A Distributors 1424 Market, MArkt 1-1424

RC-A-T V EYE INSTALLATIONS—SOUND PRODUCTS OF CALIFORNIA Industrial & Commercial Television 90 Tehama, EXBrk 7-0141 SKINNER HIRSCH & KAYE COMPLETE RENTAL SERVICE R.C.A. EQUIPMENT 239 Grant Av., GARfId 1-7370

Television Films—Producers & Distrs ANIMATION GRAPHICS ASSOC ANIMATED FILM PRODUCTION HOLLYWOOD QUALITY & SERVICE ROGER AND SELBY DALEY 307 Columbus Av., SUttr 1-3629

C B S Television Film Sales Sheraton-Palace Hotel, YUkon 2-7000 Captain Z-RD Productions Inc 127 Monty, SUttr 1-1127 Graphia Productions 127 Monty, SUttr 1-1127 Hollywood Television Service Inc 221 Golden Gate Av., MArkt 1-6880 Kinelsis 566 Commercial, YUkon 2-0867

MOTION PICTURE SERVICE CO Custom-Made TV Film Commercials Now in Our Twenty-First Year Complete Production Facilities 125 Hyde, ORdwy 3-9162

Official Films Inc 512-90th Colma, PLaza 5-4556 SPORTSVISION INC 233 Sansome, EXBrk 2-3837 TV CARTOON PRODUCTIONS ANIMATION FOR TELEVISION 222 Kearny, YUkon 6-6075

TELEVISION FILM SALES—CBS TELEVISION Sheraton-Palace Hotel, YUkon 2-7000 UNITED FILM SERVICE INC—U M & M-T V Syndicated Television Shows 821 Market, YUkon 2-4850 Videofilm Associates 821 Market, EXBrk 2-5203 Ziv Television Programs Inc 1615 Polk, GRaystn 4-1122

The Yellow Pages keep your sales message before prospective customers 24 hours a day, every day of the year.

Who SELLS IT? When a specific product or service is needed and there is an uncertainty as to who sells it

THE Classified TELEPHONE SECTION Will Direct You

Television Master Antenna Systems

A B C Radio & Television Co 4787 Mission, JUNipr 5-7523 (See Advertisement This Page) BILL'S RADIO & TELEVISION Complete Antenna Service Estimates 686 Monterey Bl., DElaware 3-3133 BONDED TELEVISION CO 947 Irving, DVrind 1-8524 BUD FISKE CO 1629 Pine, ORdwy 3-6200 Day & Night Television Service Co 1322 Haight, UNdrl 3-0793

Evans TV Service 1281 Fulton, WAInt 1-1659 Master Video Systems 340 Stockton, SUttr 1-1474 R C A Service Co Inc 2640 Bay Shore Bl., JUNipr 6-6600 Television Electronics Inc 285-9th, UNdrl 3-4126 Television Signal Corp 990 Filbert, ORdwy 3-6900

Television Program Producers ARMAND TELEVISION PRODUCTIONS Television Film Program Producers Studio Facilities Video Center Advertising Spots 960 Bush, PRspt 6-1600

BECKER MARVIN FILMS Film-Animation-Live Action 915 Howard, EXBrk 2-1655 Cheese Ralph Marlonics Inc 285-9th, UNdrl 3-4126 DIMER LEO FILMS 332 Golden Gate Av., PRspt 5-3664 FLAGG DON PRODUCTIONS TELEVISION COMMERCIALS Complete Motion Picture Service 155 Fell, HEMlck 1-3050

Levene Carol Productions 1736 Stockton, SUttr 1-5022 MOTION PICTURE SERVICE CO PRODUCING ALL TYPES TV FILM Outstanding Commercials — Program Packages—Backed by 21 Years' Experience 125 Hyde, ORdwy 3-9162

MOULIN PHOTOGRAPHIC STUDIOS 181-2d, YUkon 6-4224 New Albion Films Inc 981 Tennessee, VAlencia 4-8484

PACIFIC PRODUCTIONS Producers of TV Commercials 414 Mason, YUkon 2-3986 Palmer W A Films Inc 611 Howard, YUkon 6-3961 PICKERING ROBT L ADVERTISING AGENCY 231 Potrero, YUkon 6-6150 Oakland Ofc 2063 Mountain Bl., PRdmt 5-4151 RAWLINGS KATHLEEN K 127 Montgomery, SUttr 1-1127 Sedley Projections 2428 Union, JORdn 7-8234 SELBY ROBERT B & ASSOCIATES 522 Powell, YUkon 2-6936

SNAZELLE PRODUCTIONS INC EDWARD SNAZELLE COMPLETE LIVE FILM & TV PACKAGE PRODUCTIONS 5th Floor Near Grant Av 315 Sutter, EXBrk 2-6153

SPORTSVISION INC 233 Sansome, EXBrk 2-3837 Sutton Damer 2135 Powell, YUkon 2-2097 Video-Center 960 Bush, YUkon 6-1600 Videofilm Associates 821 Market, EXBrk 2-5203 WOLFE JOHN & CO Commercial Film & Spot Production 345 Sutter, YUkon 6-5040 Ziv Television Programs Inc 1615 Polk, GRaystn 4-1122

NEWSPAPER FIREWOOD To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

ANTENNA INSTALLATIONS - REPAIRS Underhill 3-0793 ALSO PROMPT TV REPAIRS 9 A.M. - 10 P.M. DAY & NIGHT TELEVISION SERVICE CO. 1322 HAIGHT ST.

"BRINGING IN ALL CHANNELS TO THE BAY AREA" Always Better Channels TELEVISION SERVICE ON ALL MAKES A B C RADIO & TELEVISION CO. 4787 MISSION ST. SAN FRANCISCO

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