



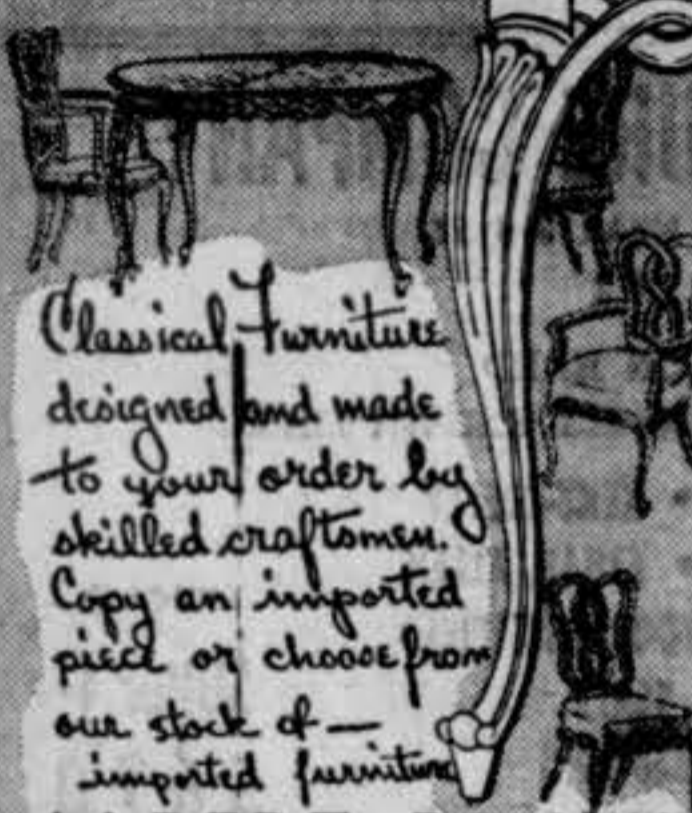
*Finest Selections of FURNITURE*

**DISTINCTIVE INTERIORS**  
WHETHER YOUR CHOICE BE TRADITIONAL, MODERN, CONTEMPORARY OR PROVINCIAL - OUR EXTENSIVE SELECTION OF FURNISHINGS GIVES WIDE LATITUDE OF CHOICE

**CUSTOM MADE DRAPES**  
Consultation Without Obligation  
BUDGET TERMS - OPEN MON. TILL 9 P.M.

**PROspect 6-1552**  
PACIFIC AVE., AT POLK  
SAN FRANCISCO

*Peter Giovannana*  
FURNITURE INTERIORS



Classical Furniture designed and made to your order by skilled craftsmen. Copy an imported piece or choose from our stock of imported furniture.

**ALBERT DAINI**  
1529 Pine St. - ORdway 3-6316



Specializing in Early **AMERICAN AND PROVINCIAL INTERIORS**

ALSO CUSTOM DRAPERIES AND GIFTS  
OPEN TUESDAY & THURSDAY TILL 9 P.M.

**Plaza 5-4595**  
6940 MISSION ST.  
DALY CITY

**DAINI BROS.**  
Makers & Importers of Fine Furniture



Upholstering & Chair Frames for Needle Point

**ORdway 3-4540**  
2001 POLK STREET AT PACIFIC

**ZAIS**  
FURNITURE & APPLIANCES



COMPLETE HOME FURNISHERS BUY HERE - EASY MONTHLY TERMS YOUR CREDIT IS GOOD

OPEN DAILY 9 A.M. TO 6 P.M.  
MONDAY 9 A.M. TO 3 P.M.  
EVENINGS BY APPOINTMENT

**EXbrook 2-6512**  
118-4th Just Off Mission  
Free Customer Parking at 349 Minna  
Bet. 4th & 5th Sts.



COMPLETE HOME OUTFITTERS

**FENECH FURNITURE CO.**  
TOM FENECH - Owner  
INTERIOR DECORATORS

**JUniper 4-7024**  
2636 SAN BRUNO AVE.

**SAN FRANCISCO FURNITURE CO.**

Established 35 Years ON EASY BUDGET TERMS  
Complete Home Furnishings

- MODERN
- PROVINCIAL
- 18th CENTURY
- MAPLE

**NEW LOCATION**  
2141 Mission  
Between 17th & 18th Sts.  
**MARKet 1-3992**  
OPEN 9:15 TO 5:30  
MONDAY & FRIDAY EVENINGS 'TIL 9

**Furniture Dealers - New - (Cont'd)**

**MERIT FURNITURE CO.**  
Complete Home Furnishings  
APPLIANCES - CARPETS - DRAPERIES  
Open Even, Tues, Wed, Thurs, & Fri. TILL 9  
1899 Junipero Serra Bl Dly Cty-Plaza 5-4311

**MIDTOWN FURNITURE CO.**  
COMPLETE HOME FURNISHINGS  
APPLIANCES & TELEVISION  
COMPLETE USED DEPT.  
Open Mon. & Fri. TILL 9 P.M.

Between Bush & Pine  
1330 Polk ..... PRspt 5-2876

Miller Frank J & Son 2301 Fillmore... WEst 1-0131  
Miller Verna 1375 Mission... KLondke 2-0971

**MILWAUKEE FURNITURE CO.**  
Leading Retail Store Specializing in  
Period Furniture - Established 100 Yrs  
832 Mission ..... SUttr 1-5942

**J. LEO Linn**

**DISTINCTIVE HOME FURNISHINGS**  
Decorating Consultation Without Obligation  
TERMS, OF COURSE  
9 A.M. 'Til 6 P.M.  
Thursday 'Til 9 P.M.  
Other Even. By Appointment

**OVERland 1-1800**  
380 West Portal Ave.

**MAPLE & PROVINCIAL**

LARGEST SELECTION IN SAN FRANCISCO

EASY TERMS  
TRADE-INS  
FREE DELIVERY IN CALIFORNIA

**FIllmore 6-6472**

**FIGONE MAPLE & PROVINCIAL**  
IN THE MARINA  
3325 FILLMORE

**FURNITURE BUYERS of SAN FRANCISCO**

FURNITURE - CARPETING  
RUGS - BEDDING  
AT  
PRICES BELOW ANY DEPT. OR RETAIL STORE  
FREE DECORATING SERVICE  
DEFERRED PAYMENT PLAN

**ORdway 3-5713**  
1580 PACIFIC AVE. Cor. Polk S F

**MISSION CARPET & FURNITURE CO.**  
STOVES - REFRIGERATORS & APPLIANCES  
**HOMES COMPLETELY FURNISHED**  
OPEN FRIDAYS TILL 9  
EASY TERMS

Corner of Persia  
4699 Mission ..... JUniper 5-3793

**MISSION RELIABLE FURNITURE CO.**  
HOME FURNISHINGS APPLIANCES  
Your Old Furniture Accepted In Trade  
Also Unfinished Furniture

2255 Mission ..... MIssn 7-8418

**NORIEGA FURNITURE STORE**  
SAVE WITH US  
Complete Line of Furnishing  
Refrigerators - Radios - Appliances  
2326 Taraval ..... LOmbrd 4-4110

**OLSEN HARRY INTERIORS**  
COMPLETE HOME FURNISHINGS  
APPLIANCES - CARPETS - DRAPERIES  
Open Evenings By Appointment  
2000 Lawton ..... LOmbrd 4-9266

Oriental & French Imports  
3019 Mission, MIssn 7-5521

**PAC PLAZA FURNITURE CO.** 482 Manor Plaza  
Square Sharp Prk. PLaza 6-0481

Paddeu A & Co 2225 Mission... ATwtr 2-5300  
Park-View Furniture 2600 Ortega... LOmbrd 4-2900  
Passer Furniture Co 621 Mission... EXbrk 2-6424

**PAUL'S FURNITURE CO.**  
HOME FURNISHINGS  
EASY CREDIT TERMS

At 6th St  
987 Mission ..... GARfid 1-8528

Payless Furniture Co 2177 Mission, KLondke 2-3733  
Peoples Furniture Co 863 Mission... GARfid 1-5162

**PETERSEN GEO & SONS FURNITURE & APPLIANCE CO.**  
Bayview District - Open Evenings  
Furniture - Rugs - Appliances  
4947-3d ..... MIssn 7-9080

Pinsker Harry 1418 Fillmore... WAlnt 1-8546

**PIONEER FURNITURE CO.**  
1155 McAllister... WAlnt 1-1968  
Pioneer Home Supply Co 7 Front... SUttr 1-2374  
Plaza Furniture & Appliance Co  
647 El Camino RI S S F PLaza 6-5166  
Post Auction Studio 1234 Glden GtAv, WA Inut 1-1737  
Price Furniture Co 409 Grand Av SFF, PLaza 5-4441  
Progressive Furniture Co  
17th Av & Taraval... LOmbrd 6-8300  
PROVINCIAL & MAPLE FIGONE  
3325 Fillmore... FIllmr 6-6472

**RADIO TELEVISION LABORATORIES**  
R T L Furniture  
1911 Hayes... SKYln 2-3300  
Ralph's Appliance & Furniture  
1570 California, TUxedo 5-5077

**RAMEY VERNA CO.** 1375 Mission, KLondke 2-0971  
**RAYBURN ERNEST L.** 739 Mission... GARfid 1-5720

**REDLICKS**  
REDLICK-NEWMAN CO.

17 REASONS WHY!  
One of San Francisco's Oldest and Largest Home Furnishers  
LIBERAL TRADE-INS - EASY TERMS  
FREE DECORATING SERVICE

Open Monday and Friday Nights  
Free Parking Lot at Rear Entrance

17th & Mission... MARKt 1-1600

Reedart-Rattan Mig Co 353 Sutter... EXbrk 2-1841  
(Continued Next Page)

**JOHNNY ON THE SPOT**  
Remove fresh grease spots from rugs by rubbing with baking soda. Leave on overnight, then vacuum.

**REDLICKS**  
REDLICK-NEWMAN CO.

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**Furniture Dealers - New - (Cont'd)**

**REFLEX FURNITURE & APPLIANCE CO.**  
FEATURING  
**GLENN OF CALIFORNIA BROWN SALTMAN**  
CARPET - DRAPERIES  
Complete Decorating Service

1695 Market ..... UNdrhl 3-1080

**REINERT & RILEY**  
SINCE 1906  
COMPLETE HOME FURNISHERS  
Bet Sutter & Bush  
1833 Fillmore ..... FIllmr 6-9393

Reuben Credit Home Furnishings  
2015-33d Av... LOmbrd 6-6981  
Rez Furniture Co 2169 Mission... KLondke 2-0439  
Richards K C Co 1734 Lombard... FIllmr 6-1274

**RICHMOND FURNITURE CO.**  
50 Years on Clement St  
433 Clement ..... SKYln 1-2866

**RICHTER RUDOLPH A.**  
321 S Mayfair Av Daly Cty, PLaza 5-1911  
Robert Cole Carpet Co 4690 Mission... JUniper 4-2110  
Romeo Vincent & Son Furniture Co  
1300 Grant ..... EX brook 2-4822

**ROYAL CATHAY TRADING CO.**  
Chinese Teakwood Furniture  
435 Grant Av ..... SUttr 1-5641

**ROYAL FURNITURE CO INC.**  
2154 Mission, MARKt 1-2940

Ruggeri Dino  
2147 Junipero Serra Bl Daly Cty, PLaza 6-2777

**SALTZMAN BROS FURNITURE CO.**  
719 Mission ..... DOuglas 2-8657  
(See Advertisement Page 371)

**SAN FRANCISCO FURNITURE CO.**  
2141 Mission, MARKt 1-3992  
(See Advertisement Page 372)

Save-Way Furniture Co 569 Valencia, UNdrhl 1-7550  
Scari A R & Co 324 Stockton... EX brook 2-0815

**SCHIMMEL'S FURNITURE & VARIETIES**  
83 Leland Av ..... DE lawre 3-4490

**SCHWARZ J FURNITURE CO.**  
COMPLETE HOME FURNISHINGS  
Furniture - Rugs - Appliances Etc.  
Easy Credit Terms  
1233 Divisadero ..... WEst 1-2261

Service Upholstering Co 1666 Market, MARKt 1-2623

**SHAFF'S FURNITURE CO.**  
SHAFF'S FOR FINE FURNITURE  
Contemporary - Traditional - Modern  
HOUSEHOLD APPLIANCES  
MIssion 7-8580

Near 25th  
2868 Mission ..... MIssn 7-8580

**SHAPIRO FURNITURE CO.**  
"Established Since 1911"  
Enjoy Comfort & Pleasure  
By Purchasing Your Furniture from Us  
2183 Mission ..... UNdrhl 1-6062

**SHERRY & GUGLIELMO FURNITURE & APPLIANCES CO.** 621 Mission... EXbrk 2-6424  
Sherry & Guglielmo Furniture & Appliances Co  
621 Mission... EXbrk 2-6426  
Singer Interiors Custom Upholstering & Furniture Co 5133 Geary Blvd... BAYw 1-4164

**SLOANE W & J.**  
COMPLETE HOME FURNISHINGS  
Complete Decorating Service  
Easy Budget Terms  
Special Contract Prices for Commercial Installations  
Over A Century Of Furnishing America's Homes

216 Sutter ..... GARfid 1-2827

Solo Furniture & Upholstery  
2065 Mission, UNdrhl 1-4902

**SHAPIRO FURNITURE CO.**  
"Established Since 1911"  
Enjoy Comfort & Pleasure  
By Purchasing Your Furniture from Us  
2183 Mission ..... UNdrhl 1-6062

**SHERRY & GUGLIELMO FURNITURE & APPLIANCES CO.** 621 Mission... EXbrk 2-6424  
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216 Sutter ..... GARfid 1-2827

Solo Furniture & Upholstery  
2065 Mission, UNdrhl 1-4902

Use the latest directory. Get the right number . . . right away.

**Furniture Dealers - New - (Cont'd)**

**STANDARD LINOLEUM CO.**  
UNFINISHED FURNITURE  
In Quality Woods  
To Fit Your Taste & Pocketbook  
ALSO MADE TO ORDER  
See Our Ad - Unfinished Furniture

1836 Polk ..... PRspt 5-9263  
Or call ..... PRspt 5-3823

**STANLEY FURNITURE CO.**  
739 Mission ..... SU ttr 1-5670  
(See Advertisement Page 371)

**STARLIGHT FURNITURE CO.**  
2211 Mission ..... VALencia 4-4365  
(See Advertisement Page 369)

Stein E and Company 1375 Mission... UNdrhl 1-1233

**STERLING FURNITURE CO.**  
1049 Market... UN drhl 3-2800

Stern's Furniture Co 560 Valencia UN drhl 1-2541

Steveco Furniture 2850 Alemany Bl... JUniper 4-9676

Stockton Furniture Co 1200 Stockton... YUkon 2-5217

Stolter Furniture & Appliance Co  
453 Larkin... OR dway 3-0771

**STONE DON FURNITURE CO.**  
NEW & USED  
Complete Home Furnisher  
24-MONTHS TO PAY  
Emerson - Admiral  
Occidental - Norge

1908 Mission ..... KLondke 2-2508

**STYLES FURNITURE CO.**  
BEDROOM - DINING ROOM - KITCHEN  
LIVING ROOM APPLIANCES  
Bet Fulton & McAllister  
850 Divisadero ..... FIllmr 6-7655

**SUBURBAN HOUSE**  
2147 Junipero Serra Bl Daly Cty, PLaza 6-2777

**T J FURNITURE CO.** 701 Shrader... BAYw 1-6563

**TAI PING CO.**  
Imported Chinese Traditionals  
701 Grant Av... DOuglas 2-5463  
Thomas Sid & Co 1321 Fillmore... JOrdn 7-1318  
Thomsen Furniture Co  
5451 Mission, DElawre 3-7242

**TI-SUN CO.** 1123 Grant Av... YUkon 2-1958

**Tomasini's Home Furnishings**  
947 Columbus Av, TUxedo 5-6024

From telephones served by the following exchange  
San Rafael  
(No Inter-City Charge)  
Ask Operator for ENtprise 1-1289

Torres Roger Furniture Co  
1236 Market, HEmlok 1-4674

Town & Country Shop 1736 Stockton... SUttr 1-0524

**TURNEY FURNITURE CO.**  
EXCLUSIVE MODERN INTERIORS  
CUSTOM DRAPERIES  
Free Decorator Service  
Complete Home Furnishers

4760 Mission ..... JUniper 7-8333

**UNION FURNITURE CO.**  
2075 Mission ..... HEmlok 1-5600

**UNIVERSAL FURNITURE CO INC.**  
1975 Mission ..... UNdrhl 1-4100  
(See Advertisement Page 371)

**VERNA RAMEY CO.** 1375 Mission, KLondke 2-0971

**VOGUE UPHOLSTERING CO THE**  
1623 Ocean Av ..... JU niper 7-7744

**WALLACH'S FURNITURE CO.**  
1801 Divisadero, WEst 1-6310

**WAYMAN FURNITURE CO.**  
HOME FURNISHINGS APPLIANCES  
RANGES - REFRIGERATORS  
WASHERS - RUGS - CARPETS  
JUVENILE FURNITURE

Don Abraham Se Habla Espanol  
2243 Mission ..... MIssn 7-4477

**WESTERN FURNITURE STORE COMPANY**  
See Our Ad Listed as  
Great Western Furniture Co  
1475 Market ..... UNdrhl 3-5200

**WESTLAKE MAPLE SHOP.**  
6940 Mission Daly City, PLaza 5-4595  
(See Advertisement Page 372)

White House Sutter & Grant Av... EXbrk 2-5000  
Wiley Furniture Co 2098 Market... UNdrhl 1-5102

**UNION FURNITURE CO.**  
2075 Mission ..... HEmlok 1-5600

**UNIVERSAL FURNITURE CO INC.**  
1975 Mission ..... UNdrhl 1-4100  
(See Advertisement Page 371)

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6940 Mission Daly City, PLaza 5-4595  
(See Advertisement Page 372)

White House Sutter & Grant Av... EXbrk 2-5000  
Wiley Furniture Co 2098 Market... UNdrhl 1-5102

Advertise here—it pays.

**Furniture Dealers - New - (Cont'd)**

**WILEY J H.**  
The Furniture Man  
2098 Market... UN drhl 1-5102

**WILLETT FURNITURE - DEALERS**  
STANLEY FURNITURE CO  
739 Mission, SUttr 1-5670

Winston A 2095 Union... FIllmr 6-8970  
**WURTH WHILE SHOP** 2040 Polk, OR dway 3-6773  
**YOUNG BROS FURNITURE CO.**  
2301 Mission, ATwtr 2-8436  
(See Advertisement Page 370)

Zais Henry M Furniture Co 118-4th... EXbrk 2-6512  
(See Advertisement Page 372)

**Furniture Dealers - Used**

**A-1 TRANSFER CO.**  
FURNITURE - APPLIANCES - BRIC-A-BRAC  
BOUGHT AND SOLD

422 Larkin ..... ORdwy 3-4932

**A A A Ace Basement Cleaners**  
902 McAllister ..... WAlnt 1-3850

**A B C FURNITURE CO.**  
CASH IN 5 MINS.  
Your Furniture - Rugs - Carpets  
Antiques - Appliances  
Or What Have You

For Top Prices Call  
**HEmlok 1-9982**

663 Golden Gate Av... HEmlok 1-9982  
Evenings call... MOntrse 4-5608

**GOOD COVER-UP JOB**  
Your ironing board cover will fit tight and smooth if you fasten it on while still damp. Dries fast.

**ALFRED B. CLARK**  
AUCTION STUDIOS

"PAYING THE BEST CASH PRICE OBTAINABLE OR COMMISSION SALES SINCE 1915."

COMPLETE HOMES OR SEPARATE PIECES

★ ANTIQUES  
★ RUGS  
★ ART OBJECTS  
★ PIANOS

APPRAISALS

WILLIAM M. SPELLINS - Auctioneer

**PROspect 6-3461**  
1185 SUTTER STREET (Between Polk & Larkin)  
AUCTION TUESDAYS

**ALFRED B. CLARK**  
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1185 SUTTER STREET (Between Polk & Larkin)  
AUCTION TUESDAYS

**Furniture Dealers - Used - (Cont'd)**

**A J S BAY BRIDGE EMPORIUM**  
YOU CAN GET MORE DOLLARS FOR YOUR FURNITURE  
Tools - Antiques - Rugs  
Household Goods - Odds & Ends - or Anything  
Phone Us a Courteous Buyer Will Call

**Mission 8-0545**  
1169 Valencia ..... MIssn 8-0545  
If no answer call... UNdrhl 1-7224

**A & M PREMACK MOVING & SALVAGE**  
WHY SELL FOR LESS?  
CASH FOR  
Televisions - Refrigerators - Stoves  
Pianos - Gas Heaters - Rugs - Divan Sets  
Bedroom & Living Room Furniture  
Excess Furniture Accepted on Moving & Storage Charges

At 15th St  
424 Valencia ..... HEmlok 1-0637  
If no answer call... LOmbrd 6-9110

**AARON AUCTION STUDIO**  
661 Golden Gate Av... UN drhl 3-3850  
(See Advertisement Page 375)

**AARON USED FURNITURE CO.**  
WE BUY FURNITURE SPOT CASH  
APPLIANCES  
OFFICE EQUIPMENT  
RUGS - ANTIQUES  
BRIC-A-BRAC

708 McAllister ..... FIllmr 6-8353  
If no answer call... WEst 1-8978

(Continued Next Page)

The Yellow Pages save you time.

**ALFRED B. CLARK**  
AUCTION STUDIOS

"PAYING THE BEST CASH PRICE OBTAINABLE OR COMMISSION SALES SINCE 1915."

COMPLETE HOMES OR SEPARATE PIECES

★ ANTIQUES  
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