

**CITY-WIDE SALES & SERVICE**

*Modern* **APPLIANCE CO.**

**PHILCO**

**KELVINATOR**

*Servel*  
**Gibson**

**NORGE**

*G. E.*

**SALES & SERVICE**

Domestic & Commercial

**PROMPT EXPERT SERVICE TO ALL DISTRICTS**

BUY OR RENT TO OWN METER PLAN

Guaranteed Rebuilt Appliances And Others

Open Till 9 - Sat. Till 6 - Sunday 11 to 6

**SPECIALIZED SERVICE ON COLDSPOT & FRIGIDAIRE**

Consult Our Appliance Technicians Before You Buy

Highest Trade-In - Easy Terms  
Lowest Prices

**UNDERHILL 1-4205**

UNDERHILL 1-4050

**2311 MARKET ST.**  
Near 16th Street - No Parking Problem

**FREEZERS**

DELIVERIES - SALES - SERVICE - INSTALLATIONS

**Quick Freeze**

WARRANTY BOXES SERVICED  
COMMERCIAL - DOMESTIC  
ALL MAKES

Local - East Bay and Peninsula  
**FOOD PLAN**  
Installations & Service

**ACCURATE APPLIANCE CO.**

Est'd. Since 1913  
**REFRIGERATORS & FREEZERS**

- GENERAL ELECTRIC
- NORGE

Call **Mission 7-0236**

**GERNHARDT-STROHMAIER CO.**  
Corner Mission & 18th St.

**Refrigerators & Freezers-(Cont'd)**

**FRIGIDAIRE REFRIGERATORS**

**FRIGIDAIRE**

"WHERE TO CALL"

**SALES & SERVICE DEALERS**

**DISTRIBUTORS**

**FRIGIDAIRE SALES CORPORATION**  
1250-53rd Emryvl. Dlympc 2-9700

**SALES & SERVICE DEALERS**

**Ayoub Bros Television & Appliance**  
2600 St Bruno Av. JUnipr 4-0698

**Balboa Furniture & Appliance**  
3729 Balboa Bkwyw 1-8683

**BAYVIEW APPLIANCE & FURNITURE CO**  
5015-3d Valencia 4-1234

**BRODIE'S** 1281 Mission. MArkt 1-0680

**CALIF HOME FURNISHINGS**  
1694 Union. PRspt 6-6001

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

**DULFERS OF WEST PORTAL**  
103 W Portal Av. OVRnd 1-1020

**Friendly Furniture Co**  
547 Clement. SKyn 1-9759

**GENERAL APPLIANCE COMPANY**  
369 Fell. MArkt 1-7778

**HOUSE OF FURNITURE**  
2000 Union. JOrdn 7-0430

**LACHMAN BROS**  
Mission & 16th. HEmlok 1-3300

**LEE FURNITURE CO**  
Eve Till 9 PM Meter Plan  
2838 Mission. VAencia 6-5200

**MENARY W G CO**  
3125 Mission. VAencia 4-1429

**RATTO ALFREDO & SONS**  
561 Columbus Av. SUTtr 1-8318

**SALTZMAN BROS FURNITURE CO**  
719 Mission. DUGlas 2-8657

**SAN FRANCISCO FURNITURE CO**  
2141 Mission. MArkt 1-3992

**SHIRAR-YOUNG REFRIGERATION CORP**  
1450 Van Ness Av. ORdyw 3-6822

**SUGARMAN & INC**  
3624 Geary Bl. SKyn 1-8845

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

**SALES DEALERS**

**BILL'S APPLIANCES**  
823 Divisadero. Filmor 6-9444

**BUTLER BROS DEPARTMENT STORE**  
S & H Green Stamps Given  
285 Winston Dr. LOrbrd 4-8800

**Granz & Ermann** 489 Haight. HEmlok 1-5567

**Noriega Furniture Store**  
2326 Taraval. LOrbrd 4-4110

General Appliance Co 369 Fell. MArkt 1-7778  
(See Advertisement Page 719)

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

- VERIFY ADDRESSES
- ARRANGE DELIVERY ROUTES
- PREPARE MAILING LISTS

JUST A FEW OF THE MANY USES

**The STREET ADDRESS TELEPHONE DIRECTORY**

Will Offer Your Business

For Particulars Call GARfield 1-0570

**The Pacific Telephone and Telegraph Company**

153 Kearny

**GENERAL ELECTRIC REFRIGERATORS & FREEZERS**

Refrigerators with Straight-Line Design, child safe magnetic doors, revolving shelves and vegetable bin. Bookshelf Upright Freezers & built-in Undercounter Freezer. Mix or Match Colors.

**"WHERE TO CALL"**

**SALES & SERVICE DEALERS**

**A & B Vertex Electric Supply Co**  
4334 Geary Bl. EVgrm 6-9493

**ARC ELECTRIC COMPANY**  
4750 Mission. JUnipr 5-5671

**Barnal Furniture & Appliance Company**  
950 Geary. TUXedo 5-3467

**BELVIEW T V & APPL CO**  
5515 Mission. JUnipr 4-7207

**BUTLER BROTHERS DEPARTMENT STORE**  
S & H Green Stamps Given  
285 Winston Dr. LOrbrd 4-8800

**Deoviet & Sons** 1660 Pine. PRspt 5-8014

**DULFERS OF WEST PORTAL**  
103 West Portal Av. OVRnd 1-1020

**FENECH FURNITURE CO**  
7656 San Bruno Av. JUnipr 4-7024

**GALLI FURNITURE & APPLIANCE CO**  
1200 Valencia. Mison 7-5111

**GENERAL APPLIANCE COMPANY**  
369 Fell. MArkt 1-7778

**GERNHARDT-STROHMAIER CO**  
Mission & 18th. Mison 7-0236

**Goodyear Service Stores**  
Mission at 11th. UNdrhl 1-2828

**Holm Carl E** 369 Fell. MArkt 1-7778

**Household Appliance & Furniture Co**  
843 Montgomery. YUkon 6-1768

**KAHN & KEVILLE TIRE & APPLIANCES**  
Turk & Larkin. ORdyw 3-0200

**LACHMAN BROS**  
Mission & 16th. HEmlok 1-3300

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

**MIKE YOB T V & APPLIANCES**  
1465 Haight. MArkt 1-8383

**SEIKI BROS** 1640 Post. FIImor 6-7590

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

**SUGARMAN & INC**  
3624 Geary Bl. SKyn 1-8845

**YOUNG BROS TELEVISION STORES**  
2301 Mission. VAencia 6-4132

**GERNHARDT-STROHMAIER CO**  
Mission & 18th. Mison 7-0236  
(See Advertisement This Page)

**GIBSON ELECTRIC REFRIGERATORS**

SUPREME QUALITY AND PROVEN PERFORMANCE.

SEE GIBSON, THE REFRIGERATOR YOU'LL BE PROUD TO OWN - DISTINCTIVELY DESIGNED TO ENHANCE YOUR HOME.

**"WHERE TO BUY THEM"**

**DISTRIBUTOR**

**LUKANISH J J CO**  
1355 Market. UNdrhl 3-3914

**DEALERS**

**ACCURATE APPLIANCE CO**  
903 O'Farrell. PRspt 5-2000

**KNIGHT R & SON**  
665 Valencia. MArkt 1-4325

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

(Continued Next Page)

**Refrigerators & Freezers-(Cont'd)**

**GILFILLAN REFRIGERATORS-ACCURATE APPLIANCE CO**  
903 O'Farrell. PRspt 5-2000

**GRANZ & ERMANN** 489 Haight. HEmlok 1-5567

**Gregall Co** 1355 Market. UNdrhl 3-0777

**HOTPOINT REFRIGERATORS AND FOOD FREEZERS**

Hotpoint Refrigerators offer new OUT-FRONT convenience with Big-Bin door shelves... 4-Way Shelves... Rollers... and "TOUCH-OPEN" safety door latches. Variety of sizes in upright and chest-type Food Freezers... adjustable storage.

**"FOR INFORMATION CALL"**

**DEALERS**

**A & B Vertex Electric Supply Co**  
4334 Geary Bl. EVgrm 6-9493

**Better Homes Furniture Co**  
2230 Polk. DRdwy 3-9343

**File Furniture & Appliance Co**  
2226 Fillmore. FIImor 6-2727

**FRIGID REFRIGERATOR SERVICE**  
1410 Ocean Av. JUnipr 4-3728

**House of Bargains**  
3469 Mission. VAencia 4-8736

**Mark Morris Tire Co**  
1508 Geary. ORdwy 3-5441

**Pioneer Home Supply Co 7 Front.** SUTtr 1-2374

**Soko Hardware** 1698 Post. WEst 1-5510

**AUTHORIZED SERVICE**

**ALERT APPLIANCE SERVICE CO**  
2741 Geary Bl. WAint 1-4665

**FRIGID REFRIGERATOR SERVICE**  
1410 Ocean Av. JUnipr 4-3728

**General Appliance Company**  
369 Fell. MArkt 1-7778

**POUND'S REFRIGERATION & APPL SERV**  
1407 Valencia. VAencia 4-7737

**DISTRIBUTOR**

**GRAYBAR ELECTRIC CO**  
1750 Alameda. MArkt 1-5131

**House of Karlson** 145-9th. UNdrhl 3-3640

**Jackson L R Homewares Co**  
852 Clement. SKyn 1-7921

**KAHN & KEVILLE TIRE & APPLIANCES**  
Turk & Larkin. ORdyw 3-0200

**KELVINATOR**

Complete line of Electric Refrigerators, Electric Ranges, Home Freezers, Electric Water Heaters, Room Air Conditioners, Dehumidifiers, Garbage Disposers and Laundry Equipment.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**KELVINATOR DIVISION-AMER MOTORS SALES CORP**  
2325 E 12th Dakind. KElog 4-0400

**DEALERS**

**All American Furniture & Refrigeration Co**  
938 Valencia. ATwtr 2-2900

**KNIGHT R & SON**  
665 Valencia. MArkt 1-4325

**MODERN APPLIANCE CO**  
Sales-Parts-Service & Rent to Own  
2211 Market. UNdrhl 1-4205

**NORIEGA FURNITURE STORE**  
2326 Taraval. LOrbrd 4-4110

**SAN FRANCISCO REFRIGERATION CO**  
153-7th. MArkt 1-6725

**STARLIGHT FURNITURE CO**  
2211 Mission. VAencia 4-4365

**Knight Refrigeration Co** 204 Davis. SUTtr 1-3924

**Levetin R Appliances & Furniture**  
1014 Clement. SKyn 1-5561

**Lukanish J J Co** 1355 Market. UNdrhl 3-3914

**MODERN APPLIANCE CO**  
2911 Market. UNdrhl 1-4205  
(See Advertisement Page 718)

**Complete line of Electric Refrigerators, Electric Ranges, Home Freezers, Electric Water Heaters, Room Air Conditioners, Dehumidifiers, Garbage Disposers and Laundry Equipment.**

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1014 Clement. SKyn 1-5561

**Lukanish J J Co** 1355 Market. UNdrhl 3-3914

**MODERN APPLIANCE CO**  
2911 Market. UNdrhl 1-4205  
(See Advertisement Page 718)

**TO REPAIR LINOLEUM**

If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

The Yellow Pages save you time.

**NORGE REFRIGERATORS & FREEZERS**

**NORGE**

"Customized" Completely automatic refrigerator-freezer combination. Also Jet-D-Frost models. Complete selection of sizes for every need. Upright freezers with Jet-Freeze shelves. Also chest-type models. Food protection warranty included. A size for every family.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**Lanester W J Co** 3150-3d. ATwtr 8-6930

**DEALERS**

**A-CITYWIDE REFRIGERATION SERVICE**  
1021 Guerrero. Mison 8-3167

**CARNEY REFRIGERATION SALES & SERVICE** 990 Valencia. HEmlok 1-7945

**DRESCO REFRIGERATION SERVICE**  
445 Valencia. KLondke 2-0593

**GERNHARDT-STROHMAIER CO**  
Mission & 18th. Mison 7-0236

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

**MARK MORRIS TIRE CO**  
999 Geary. ORdyw 3-3441

**MISSION CARPET & FURNITURE CO**  
4699 Mission. JUnipr 5-3793

**MODERN APPLIANCE CO**  
Sales-Parts-Service Rent to Own  
2311 Market. UNdrhl 1-4050

**Murphy's** 1508 Polk. ORdyw 3-9707

**Pioneer Home Supply Co 7 Front.** SUTtr 1-2374

**STEVE'S REFRIGERATION SERVICE**  
1801 Clement. SKyn 1-3918

**Tiedeman Appliance Co**  
3471 Mission. VAencia 4-2600

**SERVICE**

**A & B REFRIGERATION SERVICE**  
139 Gough. HEmlok 1-3153

**ACCURATE APPLIANCE CO**  
903 O'Farrell. PRspt 5-2000

**ALERT APPLIANCE SERVICE CO**  
2741 Geary Bl. WAint 1-4665

**APPLIANCE SERVICE CO**  
12 Garibaldi Daily City Plaza 5-5051

**CARNEY REFRIGERATION SALES & SERVICE** 990 Valencia. HEmlok 1-7945

**CRIM'S REFRIGERATION SERVICE**  
6630 Mission Daily City Plaza 5-1052

**FRIGID REFRIGERATOR SERVICE**  
1410 Ocean Av. JUnipr 4-3728

**MODERN APPLIANCE CO**  
2311 Market. UNdrhl 1-4050

**POUND'S REFRIGERATION & APPL SERV**  
1407 Valencia. VAencia 4-7737

**STEVE'S REFRIGERATION SERVICE**  
1801 Clement. SKyn 1-3918

**WHOLESALE PARTS**

**A-CITYWIDE REFRIGERATION SERVICE**  
1021 Guerrero. Mison 8-3167

**PHILCO REFRIGERATORS & FREEZERS**

Also famous for quality, performance and value in Electric Ranges • Domestic Washer-Dryer • Automatic & Wringer Washer • Dryers • Television • Radios • Phonographs • High-Fidelity • Tape Recorders • Air Conditioners.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**CALIFORNIA ELECTRIC SUPPLY CO**  
Main Office & Sales Dept  
1585 Folsom. UNdrhl 3-2020

**Service & Parts Dept**  
16th & Pennsylvania. UNdrhl 3-6200

**DEALERS**

**ACCURATE APPLIANCE CO**  
903 O'Farrell. PRspt 5-2000

**BELVIEW T V & APPL CO**  
5515 Mission. JUnipr 4-7207

**CARNEY REFRIGERATION SALES & SERVICE** 990 Valencia. HEmlok 1-7945

**DAVE'S RADIO & TELEVISION**  
1720 Polk. GRaysn 4-3880

**DAVIS ELECTRIC & REFRIGERATION CO**  
Repairs-Sales  
2407 Folsom. ATwtr 2-5329

**GALLI FURNITURE & APPLIANCE CO**  
1200 Valencia. Mison 7-5111

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

**MISSION CARPET & FURNITURE CO**  
4699 Mission. JUnipr 5-3793

**PETERSEN GEO & SONS FURNITURE & APPLIANCE CO** 4947-3d. Mison 7-9080

**Pioneer Home Supply Co 7 Front.** SUTtr 1-2374

**Tiedeman Appliance Co**  
3471 Mission. VAencia 4-2600

**WAXMAN FURNITURE CO**  
2243 Mission. Mison 7-4477

**Young Bros Television Stores**  
2301 Mission. VAencia 6-4132

**Sales & Service**

**PHILCO**

**NORGE**

**REFRIGERATORS**

ALL MAKES REPAIRED  
SPRAY PAINTING  
ANY COLOR OR TO MATCH  
HAVE THE JOB DONE RIGHT THE FIRST TIME. CALL

**HEmlok 1-7945**

**CARNEY REFRIGERATION**

SALES & SERVICE

590 VAENCIA S. F.

**As one friend TO ANOTHER**

Please speak distinctly, when you telephone, with lips close to the mouthpiece. It is just as important to talk directly into the transmitter as it is to keep your ear close to the receiver.

**The Pacific Telephone and Telegraph Company**

**Pioneer Home Supply Co 7 Front** SUTtr 1-2374  
(See Advertisement This Page)

**Pioneer Home Supply Co 7 Front** SUTtr 1-2374

**POUND'S REFRIGERATION & APPL SERV**

SERVICE ON ALL MAKES  
CITY-WIDE SERVICE  
ESTIMATES GLADLY GIVEN

1407 Valencia. VAencia 4-7737

**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.

**FACTORY AUTHORIZED SALES AND SERVICE**

**GENERAL ELECTRIC REFRIGERATORS**

S. F. Largest Exclusive Appliance Dealer

**KITCHEN REMODELING**

FRIGIDAIRE - REYCO BUILT-IN THERMADOR - SUB-ZERO

Reconditioned Refrigerators

**MARKET 1-7778**

**GENERAL APPLIANCE Co.**

369 FELL STREET S. F.

Free Parking in the Rear.

**SAVE DOLLARS!**

We Believe We Have the **BEST DEAL!**

On All Known Brands REFRIGERATORS

FREEZERS  
WASHERS, DRYERS,  
STOVES, APPLIANCES

- GUARANTEED
- DELIVERED
- INSTALLED

**EASY TERMS!**

Save Many Dollars At  
**Pioneer Home Supply Co.**

SALES & SERVICE

590 VAENCIA S. F.

7 FRONT ST. SUTtr 1-2374  
SUTtr 1-1687

**QUICFREZ REFRIGERATORS & FREEZERS**

Upright and Chest Type Freezers. Conventional Refrigerators and Combinations. Matching Twin Refrigerators and Freezers Only 38 1/2" High.

**"FOR INFORMATION CALL"**

**WHOLESALE DISTRIBUTORS**

**PIONEER APPLIANCE CO**  
Michigan & Alameda. YUkon 2-3900

(Continued Next Page)

**CORNER CLEANER**

Whisk away dirt in hard-to-reach corners with an old whisk broom trimmed to a V-shaped point.

**REFRIGERATORS**

AUTHORIZED NORGE SALES

Service On All Makes REPAIRED IN YOUR HOME OR NO HAULING FEES

- Crosley - Coldsport
- Cyclops - Dalco
- Frigidaire - Hotpoint
- Kelvinator - Leonard
- Norge - Philco
- General Chef

**DRESCO**

Refrigeration Service

**KLondike 2-0593**

If No Answer Call JUnipr 4-4575  
445 VAENCIA ST.

**SAVE DOLLARS!**

We Believe We Have the **BEST DEAL!**

On All Known Brands REFRIGERATORS

FREEZERS  
WASHERS, DRYERS,  
STOVES, APPLIANCES

- GUARANTEED
- DELIVERED
- INSTALLED

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SALES & SERVICE

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7 FRONT ST. SUTtr 1-2374  
SUTtr 1-1687

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