

WHERE TO BUY IT

# Maytag

The Original Maytag Sales & Service Dept.  
AUTOMATIC WASHERS - IRONERS - HOME FREEZERS  
DRYERS - REFRIGERATORS  
WATER HEATERS

Fully Automatic  
Water Level  
Control Saves Soap & Water

We Sell It  
We Deliver It  
We Install It  
We Guarantee It  
We Have Parts for It

ALL MAKES REPAIRED  
Wringer Rolls for All Makes

ONE YEAR GUARANTEE ON ALL WORK  
SAME MANAGEMENT SINCE 1928

Service Trucks  
Serving - San Francisco  
Daly City - Colma  
South S. F. - San Mateo

**MAYTAG Sales - Service - Parts**  
"Where You Buy Is as Important as What You Buy"

**WEST COAST WASHING MACHINE CO.**  
487 - 493 VALENCIA Underhill 1-5835  
Over 11 Million Maytags In Use

Washing Machines, Dryers & Ironers—

(Cont'd)

FRIGIDAIRE AUTOMATIC WASHERS & DRYERS

Patented 3-ring agitator. Lint-a-Way Washing Action automatically removes lint, dirt, scum. Built-in Suds-Water Saver. Sheer Look styling. Frigidaire sells color at the price of white.

"WHERE TO CALL"

DISTRIBUTORS  
FRIGIDAIRE SALES CORPORATION  
1250-53d Emryvl. Olympe 3-9700

SALES & SERVICE DEALERS

- Bayview Appliance & Furniture Co. 5015-3d Valencia 4-1234
- Boxer's Appliance Radio & TV Co. 1401 Fillmore. FImor 6-5400
- BRODIE'S 1281 Mission. MArkt 1-0680
- COIN WASH EQUIPMENT CORP. 2535 Van Ness Av. PRspt 6-7100
- General Appliance Company 369 Fell. MArkt 1-7778
- LEE FURNITURE CO. 2838 Mission. Valencia 6-5200
- NORIEGA FURNITURE STORE. 2326 Taraval. LOnbrd 4-4110
- Purcell Bros 2257 Irving. LOnbrd 4-0525
- SALTZMAN BROS FURNITURE CO. 725 Mission. DOnglas 2-8657
- SAN FRANCISCO FURNITURE CO. 2141 Mission. MArkt 1-3992
- SHIRAR-YOUNG DIVISION OF NAT'L REFRIGERATION SALES INC. 1161 Post. ORday 3-6822
- SUGARMAN E INC. 3624 Geary Bl. SKYln 1-8845

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately so that they need not be placed again . . . teaches children the little telephone courtesies.

FRIGIDAIRE AUTOMATIC WASHERS & DRYERS—

(Cont'd)

SALES DEALERS

- BAYVIEW APPLIANCE & FURNITURE CO. 5015-3d Valencia 4-1234
- DAVIS FURNITURE CO. 981 Mission. EXbrk 2-4091
- Golden Star Co. 846 Clay. GARfld 1-6228
- MORROW WILLIAM CO. 155 Church. UNdrhl 1-3387
- Noriega Furniture Store. 2326 Taraval. LOnbrd 4-4110
- Provident Furniture Co. 4614 Mission. JUnpr 5-7979
- Union Furniture Co. 2075 Mission. HEmlck 1-5600

SERVICE DEALERS

- BAYVIEW REFRIGERATION & APPLIANCE SERVICE. 789 Valencia. UNdrhl 3-4664
- General Appliance Company. 369 Fell. MArkt 1-7778

GENERAL ELECTRIC HOME LAUNDRY

Famous G-E Filter-Flo® lint-free Automatic Washer. Wash-to-order fabric keys—one touch controls water temp., wash & spin speeds. Matching Automatic Dryers. 2-in-1 Washer-Dryer Combination. Mix or Match colors.



"WHERE TO CALL"

- SALES & SERVICE DEALERS
- A & B Vertex Electric Supply Co. 4334 Geary Bl. EVrgm 6-9493
  - Droplet & Sons 1660 Pine. PRspt 5-8014
  - DULFERS OF WEST PORTAL. 103 W Portal Av. OVrind 1-1020
  - FENECH FURNITURE CO. 2626 San Bruno Av. JUnpr 4-7024
  - GALLI FURNITURE & APPLIANCE CO. 1200 Valencia. Mison 7-5111
  - GENERAL APPLIANCE COMPANY. 369 Fell. MArkt 1-7778

(Continued Next Page)

MERCHANTS and business firms appreciate being told that you found them in the YELLOW PAGES.

Washing Machines, Dryers & Ironers—

(Cont'd)

GENERAL ELECTRIC HOME LAUNDRY—

(Cont'd)

SALES & SERVICE DEALERS—

- GERNHARDT-STROHMAIER CO. Mission & 18th. Mison 7-0236
- Goodyear Service Stores. UNdrhl 1-2828
- Noriega Hardware & Appliances. 2526 Noriega. SEabright 1-0531
- Saltzman Bros Furniture Co. 725 Mission. DOnglas 2-8657
- Sugarman E Inc. 2808 Mission. Mison 7-8580
- Young Bros Television Stores. 2301 Mission. Valencia 6-4132
- 2029 Market. HEmlck 1-6854
- 5522 Geary Bl. SKYln 2-2947

GERNHARDT-STROHMAIER CO.

Mission & 18th. Mison 7-0236

(See Advertisement This Page)

Greggall Co. 1355 Market. UNdrhl 3-0778

HAMILTON WASHERS & DRYERS

Hamilton washers with Triple-Filtering Action, 5 Separate Rinses give you clean, bright washes, automatically washes, automatically Hamilton dryers give you exclusive Twin Air-Stream drying—a Cradling-Current for drying gentleness, a Carrier-Current for drying speed.

"WHERE TO BUY THEM"

DISTRIBUTORS

- BASFORD H R CO. 235-15th. MArkt 1-8545
- APPLIANCE SERVICE & SALES CO. 1658 Market. HEmlck 1-1760
- Boegershausen Carl J. 7828 California. FImor 6-9262
- BROADWAY PLUMBING CO. We Give S & H Green Stamps. 1790 Yountville Av. Mison 8-4250
- General Appliance Company. 369 Fell. MArkt 1-7778
- Thomsen Refrigeration Co. 5451 Mission. DELaware 3-7242

HORTON HOME LAUNDRY EQUIPMENT—

DEALER

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

AUTHORIZED FACTORY PARTS

WASHING MACHINE PARTS CO. 1275 Folsom. HEmlck 1-4686

HOTPOINT AUTOMATIC WASHERS AND DRYERS

New Hotpoint 6-CYCLE Automatic Washers wash fabrics sparkling clean—and wrinkle-free. New Underwater Lint Filter works full-time. New Hotpoint Electric Dryers available in 100% Vent-Free or Air Blower models.

"FOR INFORMATION CALL"

DEALERS

- BELVIEW T V & APPLIANCE CO. 5555 Mission. JUnpr 4-7207
- Mark Morris Tire Co. 999 Geary. OR day 3-3441
- Ramazzotti A Plumbing Inc. 1473 Vallejo. ORday 3-1261
- Automatic Home Laundry Service. 60 Clara. YUkon 2-0634
- CASINI'S APPLIANCE SERVICE. 6570 Mission Daly City. PLaza 6-3700
- General Appliance Company. 369 Fell. MArkt 1-7778
- House of Karlton 145-9th. UNdrhl 3-3640
- House of Louie 231 Davis. EXbrk 7-6191

IRONRITE AUTOMATIC IRONERS—

AUTHORIZED SERVICE

APPLIANCE SERVICE & SALES CO. 1658 Market. HEmlck 1-1760

IRONRITE SALES & SERVICE CO. 3100 Telegraph Av. Oskind. OLYmpe 8-3600

(Continued Next Page)

MAYTAG SALES & SERVICE SHOP

487 Valencia. UNdrhl 1-5835

(See Advertisement Page 1040)

McNally's Appliances 983 Valencia. ATwtr 2-1251

(Continued Next Page)

Would other members of your family appreciate a separate listing in the telephone directory under their own names? The cost is small, the convenience great.

The oldest of all the telephone industry's traditions is Service.

LAUNDERALL WASHING MACHINE PARTS—

FACTORY AUTHORIZED PARTS

WASHING MACHINE PARTS CO. 1275 Folsom. HEmlck 1-4686

LITTLE GIANT TRAY WASHERS

Saves Space  
Fits on Any Laundry Tray  
Always Ready & Out of the Way  
Proved For Twenty Years

"WHERE TO BUY THEM"

FACTORY BRANCH

ELECTRICAL APPLIANCE SERVICE CO. OF S F 1434 Howard. HEmlck 1-8182

DEALER

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

Malvine Furniture Co. 1230 Stockton. SUttr 1-2797

MAYTAG FACTORY AUTHORIZED SALES

Call your Maytag dealer for information about Maytag automatic & wringer washers, dryers & ironers.

More than 10 million Maytag washers sold.

"WHERE TO BUY THEM"

WHOLESALE DISTRIBUTOR

MAYTAG WEST COAST CO. 293 Whitmore Oakland. OLYmpe 5-5721

DEALERS

- All American Furniture & Refrigeration Co. 938 Valencia. ATwtr 2-2900
- ARC ELECTRIC COMPANY. 4750 Mission. JUnpr 5-5671
- DAVIS FURNITURE CO. 981 Mission. EXbrk 2-4091
- General Appliance Company. 369 Fell. MArkt 1-7778
- GERNHARDT-STROHMAIER CO. Mission & 18th. Mison 7-0236
- KOMOR'S ELECTRIC APPLIANCE. 3315 Irving. MOntrse 4-4842
- Lambert's Furniture Inc. 4000 Balboa. Bayw 1-1391
- Levetin R Furniture & Appliances. 1014 Clement. SKYln 1-1276
- MELITA FURNITURE CO. 2555 San Bruno Av. JUnpr 6-8700
- MENARY W G CO. 1125 Mission. Valencia 4-1429
- MISSION CARPET & FURNITURE CO. 4099 Mission. JUnpr 5-3793
- PETERSEN GEO & SONS FURNITURE & APPLIANCE CO. 4947-3d. Mison 7-9080
- Purcell Bros 2257 Irving. LOnbrd 4-0525
- RATTO ALFREDO & SONS. 561 Columbus Av. SUttr 1-8318
- RENE'S APPLIANCE. 1319-18th. Mison 7-5406
- Seki Bros 1640 Post. FIImor 6-7590
- Shaff's Furniture Co. 2808 Mission. MI ssn 7-8580
- Sugarman E Inc. Complete Sales and Service. 3624 Geary Bl. SKYln 1-8845
- Thomsen Refrigeration Co. 5451 Mission. DELaware 3-7242
- WEST COAST WASHING MACHINE CO. 487 Valencia. UNdrhl 1-5835
- YOUNG BROS TELEVISION STORES. 2301 Mission. Valencia 6-4132
- 1029 Market. HEmlck 1-6854
- 5522 Geary Bl. SKYln 2-2947

AUTHORIZED FACTORY PARTS

WASHING MACHINE PARTS CO. 1275 Folsom. HEmlck 1-4686

WHOLESALE PARTS ONLY

ELECTRICAL APPLIANCE SERVICE CO. OF S F 1434 Howard. HEmlck 1-8182

YATES FACTORY SERVICE. 336 E. 8th Oakland. Hlgate 4-8878

**APPLIANCE SERVICE & SALES CO.**

AUTHORIZED SALES & SERVICE  
RCA WHIRLPOOL MAYTAG CONLON EASY HAMILTON

ONE YEAR GUARANTEE ON ALL WORK  
Free Estimates

We Service and Repair All Makes Including  
• KENMORE • BENDIX  
• WESTINGHOUSE  
• HOTPOINT • NORGE  
• ABC • THOR  
• SIMPLEX

HEmlck 1-1760  
1658 MARKET ST. SAN FRANCISCO

Est'd. Since 1913

**Washers & Dryers**

- GENERAL ELECTRIC
- NORGE
- MAYTAG

Stoves  
Household Appliances  
Automatic Washers  
Water Heaters  
Refrigerators

Mission 7-0236

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

FACTORY AUTHORIZED SALES - SERVICE - PARTS

**GENERAL ELECTRIC**

WASHERS - DRYERS  
S. F. Largest Exclusive Appliance Dealer  
KITCHEN REMODELING  
MAYTAG - FRIGIDAIRE  
HOTPOINT - BENDIX  
HAMILTON - WHIRLPOOL

MARKET 1-7778

**GENERAL APPLIANCE Co.**  
369 FELL STREET S. F.  
Free Parking in the Rear

COIN OPERATED WASHING MACHINES & DRYERS

FOR  
★ Apartment Houses  
★ Institutions  
★ Motels  
★ Trailer Courts  
★ Housing Developments  
★ Guest Houses

CALL  
UNderhill 3-0415  
SERVICE DISTRIBUTORS INC.  
575-7th

When a NAME RECOMMENDED has been FORGOTTEN

You remember the recommendation but don't remember the name. If you will

LOOK IN THE Classified TELEPHONE SECTION

You will probably recognize the name when you see it.

**Modern APPLIANCE & SERVICE CO.**  
SALES & SERVICE  
26 Years Experience  
Prompt Expert Service To All Districts on

- BENDIX
- THOR
- NORGE
- EASY
- A.B.C.
- MAYTAG
- WESTINGHOUSE
- KELVINATOR
- BLACKSTONE
- APEX
- WHIRLPOOL
- AND OTHERS

Mission 7-1000  
Or Mission 7-4700  
2315 MARKET - 451 ELIZABETH  
PHONE FOR OUR NEW LOCATION

**WASHING MACHINES**  
NEW • USED  
REPAIRING and REBUILDING

Call... PRospect 5-2000

- A.B.C. • APEX
- AMERICAN BEAUTY
- DEXTER • EASY
- HANDYHOT
- NORGE • HORTON
- MAYTAG • BENDIX
- SPEED QUEEN
- BLACKSTONE
- STEREO WASHERS
- BEE VAC
- UNIVERSAL
- LITTLE GIANT
- HAMILTON
- & ALL AUTOMATICS

Wringer & Motor Specialists

ALL MAKES OF WASHERS & ELECTRICAL APPLIANCES  
FREE Pick-Up & Delivery

903 O'FARRELL CORNER OF POLK  
**ACCURATE APPLIANCE CO.**

**YOUNG BROS.**

AUTOMATIC WASHERS & DRYERS  
REFRIGERATORS  
FREEZERS - RANGES  
STOVES - DISHWASHERS

AUTHORIZED SALES & SERVICE

GENERAL ELECTRIC - MAYTAG  
RCA WHIRLPOOL - WESTINGHOUSE  
PHILCO - BENDIX - HOTPOINT  
ADMIRAL - AMANA  
OCCIDENTAL - O'KEEFE & MERRITT

3 Locations  
2301 MISSION ST.  
1029 MARKET ST.  
5522 GEARY BLVD.

Phone  
Valencia 6-4132  
Skyline 2-2947  
HEmlck 1-6854

**YOUNG BROS. TV STORES**  
OPEN EVERY DAY TIL 9 P.M. INCLUDING SUNDAY