

**Refrigeration Equipment—Wholesale (Cont'd)**

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**VILTER REFRIGERATION EQUIPMENT**

Industrial & Commercial Refrigeration, Air Conditioning Equipment, Heat Exchangers, Process Equipment

*Vilter*

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**MA 1-7778**

**GENERAL APPLIANCE Co.**  
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Shop Where You Can Park & Save

OVER 30 YEARS EXPERIENCE DAY & NIGHT

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Specializing in **CROSLY**

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**FRIGID ELECTRIC REFRIGERATION REPAIR CO.**

**Refrigerators & Freezers**

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WHY BUY? RENT A Refrigerator

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Weekly—Monthly—Yearly Rates

WE SELL NEW & USED REFRIGERATORS

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**ACME REFRIGERATORS**

Complete Line of Combination Refrigerators, Ranges, Gas or Electric—Sinks.

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THOMSEN REFRIGERATION CO  
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A complete line of quality food freezers, plus the world's finest freezer—refrigerators, backed by a century-old tradition of fine craftsmanship.

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**POUND'S REFRIGERATION & APPL SERV**  
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**SERVICE**

**NICHOLAS REFRIGERATION SERVICE**  
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See Our Ad Auto Air Cond Equip  
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**B & E REFRIGERATION ELECTRIC SERVICE CO**  
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Belview TV & Appliance Co  
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Boxer's Furniture Appliance & TV Co  
1401 Fillmore—FILmor 6-5400

**BRODIE'S**  
1281 Mission—FILmor 6-5400

Brown Furniture & Appliance  
2275 Market—UN 1-7328

**CHAMBERS BUILT-INS REFRIGERATORS-FREEZERS—**  
THOMPSON & HOLMES LTD  
255 Channel—UN 3-3993

**DEEPFREEZE FREEZERS—DISTRIBUTORS**

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Faciola's Finer Frozen Foods  
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**PACIFIC DISTRIBUTORS**  
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**FRIGID ELECTRIC REFRIGERATION REPAIR CO**  
2015-17th—UN 3-4374

(Please See Advertisement This Page)

**FRIGID REFRIGERATOR SERVICE**  
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**FRIGIDAIRE REFRIGERATORS & FREEZERS**

Now—no more defrosting ever again—in Frigidaire Frost-Proof Refrigerator, Freezers, or Frost-Proof Food Freezers, Roll-Top Shelves and Freezer Baskets. Colors. Authorized Sales and Service.

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**BRODIE'S**  
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General Appliance Company 369 Fell—MA 1-7778

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Authorized Factory Central Service  
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**SAN FRANCISCO FURNITURE CO**  
2141 Mission—MARkt 1-3992

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1625 Pacific Av.—PR 6-3760

Balboa Furniture & Appliance  
3729 Balboa BAYwn 1-8683

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

**DAVIS FURNITURE CO**  
981 Mission—EX 2-4091

Friendly Furniture Co 547 Clement—SK 1-9759

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**MENARY W & CO**  
3125 Mission—VA 4-1429

Modern House 3265-16th—UN 1-4833

Modern William Co 155 Church—UN 1-3387

Norrega Furniture Store  
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**RATTO ALFREDO & SONS**  
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**SALTZMAN BROS FURNITURE CO**  
725 Mission—DO 2-8657

**TI-SUN CO**  
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**YOUNG BROS TELEVISION STORES**  
Sales Department  
2301 Mission—VA 6-4132

1029 Market—HE 1-6854

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**DISTRIBUTORS**

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1250-53rd Emryvl OLYmpc 2-9700

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(Please See Advertisement This Page)

**GENERAL ELECTRIC REFRIGERATORS & FREEZERS**

Straight Line Design for that "Bull-in" look, magnetic safety doors, twirling-out shelves, Frost Guard over-all automatic defrosting. Convenient "Book-shelf" freezers. Mix or Match Colors.

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"WHERE TO CALL" FRANCHISED DEALERS

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

**COURTESY TV & APPLIANCE CO**  
4430-3d—VA 6-5333

Deovlet & Sons 1660 Pine—PR 5-8014

**DULFERS OF WEST PORTAL**  
103 W Porto Av.—OVrind 1-1020

**ELI HOME FURNISHINGS**  
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**FENECH FURNITURE CO**  
2636 San Bruno Av.—JU 4-7024

**FINE FURNITURE & APPLIANCE CO**  
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**GENERAL APPLIANCE COMPANY**  
Factory Auth Sales-Service-Parts  
369 Fell—MA 1-7778

**LAMBERT'S FURNITURE INC**  
4000 Balboa—BA 1-1391

Long J M & Co Inc 1167 Market—KL 2-1088

Mayra & Jensen 101 Williams Av.—VA 4-6950

Noriega Hardware & Appliances  
2526 Noriega—SEabright 1-0531

Saltzman Bros Furniture Co  
725 Mission—DO 2-8657

**SEIKI BROS**  
1640 Post—FI 6-5010

Shaff's Furniture Co 2868 Mission—MI 7-8580

Stockton Furniture Co 1200 Stockton—YU 2-5217

**SUBURBAN HOUSE**  
2147 Junipero Serra Bl Daily City—PL 6-2777

Sales Department  
2301 Mission—VA 6-4132

1029 Market—HE 1-6854

5522 Geary Bl.—SK 2-2947

General Refrigeration Service Co  
2015-17th—UN 3-4373

**GIBSON REFRIGERATORS & FREEZERS**

Supreme Quality and Proven Performance.

SEE GIBSON THE REFRIGERATORS AND FREEZERS YOU'LL BE PROUD TO OWN—DISTINCTIVELY DESIGNED TO ENHANCE YOUR HOME.

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"WHERE TO BUY THEM" DISTRIBUTORS

**THOMPSON & HOLMES LTD**  
255 Channel—UN 3-3993

**DEALERS**

**ACCURATE APPLIANCE CO**  
903 O'Farrell—PR 5-2000

**GUARANTEED APPLIANCE SERVICE**  
1015 Irving—OV 1-9292

**GILFILLAN REFRIGERATORS—ACCURATE APPLIANCE CO**  
903 O'Farrell—PR 5-2000

Gordon & Hill Appliance Co 1330 Polk—PR 5-0900

Greggall Co 608 Howard—YU 6-6471

Guaranteed Appliance Service  
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**HOTPOINT REFRIGERATORS AND FOOD FREEZERS—**

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**GENERAL APPLIANCE COMPANY**  
369 Fell—MA 1-7778

**MARK MORRIS TIRE CO**  
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**ALL AMERICAN FURNITURE & REFRIGERATION CO**  
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6748 Mission Daily City—MO 1-4488

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**Refrigerators & Freezers—(Cont'd)**

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Straight Line Design for that "Bull-in" look, magnetic safety doors, twirling-out shelves, Frost Guard over-all automatic defrosting. Convenient "Book-shelf" freezers. Mix or Match Colors.

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**COURTESY TV & APPLIANCE CO**  
4430-3d—VA 6-5333

Deovlet & Sons 1660 Pine—PR 5-8014

**DULFERS OF WEST PORTAL**  
103 W Porto Av.—OVrind 1-1020

**ELI HOME FURNISHINGS**  
1836 Polk—OR 3-0400

**FENECH FURNITURE CO**  
2636 San Bruno Av.—JU 4-7024

**FINE FURNITURE & APPLIANCE CO**  
2226 Fillmore—WA 1-1658

**GALLI FURNITURE & APPLIANCE CO**  
1200 Valencia—MI 7-5111

**GENERAL APPLIANCE COMPANY**  
Factory Auth Sales-Service-Parts  
369 Fell—MA 1-7778

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4000 Balboa—BA 1-1391

Long J M & Co Inc 1167 Market—KL 2-1088

Mayra & Jensen 101 Williams Av.—VA 4-6950

Noriega Hardware & Appliances  
2526 Noriega—SEabright 1-0531

Saltzman Bros Furniture Co  
725 Mission—DO 2-8657

**SEIKI BROS**  
1640 Post—FI 6-5010

Shaff's Furniture Co 2868 Mission—MI 7-8580

Stockton Furniture Co 1200 Stockton—YU 2-5217

**SUBURBAN HOUSE**  
2147 Junipero Serra Bl Daily City—PL 6-2777

Sales Department  
2301 Mission—VA 6-4132

1029 Market—HE 1-6854

5522 Geary Bl.—SK 2-2947

General Refrigeration Service Co  
2015-17th—UN 3-4373

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*Gibson*

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255 Channel—UN 3-3993

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**ACCURATE APPLIANCE CO**  
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1015 Irving—OV 1-9292

**GILFILLAN REFRIGERATORS—ACCURATE APPLIANCE CO**  
903 O'Farrell—PR 5-2000

Gordon & Hill Appliance Co 1330 Polk—PR 5-0900

Greggall Co 608 Howard—YU 6-6471

Guaranteed Appliance Service  
1015 Irving—OV 1-9292

**HOTPOINT REFRIGERATORS AND FOOD FREEZERS—**

**SALES & SERVICE DEALERS**

**GENERAL APPLIANCE COMPANY**  
369 Fell—MA 1-7778

**MARK MORRIS TIRE CO**  
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**AUTHORIZED SERVICE**

**GENERAL APPLIANCE COMPANY**  
Factory Auth Sales-Service-Parts  
369 Fell—MA 1-7778

**SALES DEALERS**

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938 Valencia—AT 2-2900

House of Karlson 145-9th—UNdhl 3-3640

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6748 Mission Daily City—MO 1-4488

Jackson L R Homewares Co  
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**Refrigerators & Freezers—(Cont'd)**

**KELVINATOR REFRIGERATORS & FREEZERS**

A Complete Line. "Bull-in" look, magnetic safety doors, twirling-out shelves, Frost Guard over-all automatic defrosting. Convenient "Book-shelf" freezers. See the many exclusive Kelvinator features Before You Buy.

*KELVINATOR*

"WHERE TO BUY THEM" FACTORY AUTHORIZED SERVICE CO

**AUTOMATIC APPLIANCE SERVICE CO**  
1690-17th—MA 1-4045

**NICHOLAS REFRIGERATION SERVICE**  
Factory Service Agency  
74 Harriet—HE 1-5126

**DISTRIBUTORS**

**KELVINATOR DIVISION-AMER MOTORS SALES CORP-ZONE OFFICE**  
2325 E 12th Oakland—KElog 4-0400

**DEALERS**

**ALL AMERICAN FURNITURE & REFRIGERATION CO**  
938 Valencia—AT 2-2900

**GREAT WESTERN FURNITURE CO INC**  
1475 Market—UN 3-5200

**KNIGHT R & SON**  
665 Valencia—MA 1-4325

**PERRY & WHITELAW INC**  
11th & Howard—UN 1-1801

Levitt R Appliances & Furniture  
1014 Clement—SKYin 1-5707

Long J M & Co Inc 1167 Market—KL 2-1088

**MANITOWOC SUB ZERO FREEZERS**

FACTORY AUTHORIZED SERVICE & PARTS

*Manitowoc*

"FOR SERVICE CALL" ACE ALLIED PORCELAIN & REFINISHING CORP  
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Modern Appliance & Service Co  
451 Elizabeth—MY 7-1000

Morrow William Co 155 Church—UNdhl 1-3387

**NORGE REFRIGERATORS & FREEZERS**

Smartly-styled Refrigerators with exclusive Norge "Big Freezer" frozen food storage capacity—Plus all the most-wanted convenience features. Also complete line of Norge upright & chest-type freezers with "Safety-First" zero temperature.

*NORGE*

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**BELVIEW T V & APPLIANCE CO**  
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**BERNARD'S FURNITURE CO**  
3201 Mission—MI 7-0631

**FRIGID REFRIGERATOR SERVICE**  
1410 Ocean Av JUNiper 4-3728

Long J M & Co Inc 1167 Market—KL 2-1088

Mark Morris Tire Co 999 Geary—ORay 3-3441

**MISSION CARPET & FURNITURE CO**  
4699 Mission—JUNiper 5-3793

**ZAIS HENRY M FURNITURE CO**  
118-4th EXbrk 2-6512

**SERVICE**

**A & B REFRIGERATION SERVICE**  
539 Gough, HEmlok 1-3153

**AARCO APPLIANCE SERVICE**  
3858-24th—MISsn 6-6707

**APPLIANCE SERVICE CO LTD**  
660 Mariposa—UN 3-8690

**FRIGID REFRIGERATOR SERVICE**  
1410 Ocean Av JUNiper 4-3728

**GUARANTEED APPLIANCE SERVICE**  
1015 Irving—OV 1-9292

**POUND'S REFRIGERATION & APPL SERV**  
1407 Valencia—VA 4-7737

Shell Refrigeration & Electric Center  
524 Octavia—UN 3-3367

Sterling Furniture Co  
275 Lake Merced Bl Daily City—PL 6-7500

Memory plays tricks. If in doubt about a telephone number, why not look it up in the directory and save time and trouble?

**Refrigerators & Freezers—(Cont'd)**

**PHILCO REFRIGERATORS & FREEZERS**

Also famous for quality performance and value in Electric Ranges • Duomatic Washer-Dryers • Automatic & Wringer Washer & Dryers • Television • Radios • Phonographs • Hi Fi Stereo.

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"WHERE TO BUY THEM" WHOLESALE DISTRIBUTORS

California Electric Supply Co  
1585 Folsom—UN 3-2020

**DEALERS**

**ALAN DORAN CO**  
1625 Pacific Av.—PR 6-3760

**BELVIEW T V & APPLIANCE CO**  
5515 Mission JUNiper 4-7207

**DAVIS ELECTRIC & REFRIGERATION CO**  
3151-23d—ATwtr 2-5329

Long J M & Co Inc 1167 Market—KL 2-1088

Mark Morris Tire Co 999 Geary—ORay 3-3441

**MISSION CARPET & FURNITURE CO**  
4699 Mission JUNiper 5-3793

**PENINSULA TV SERVICE**  
BankAmericard  
4630 Mission Daily City—PL 6-5300

**PETERSEN GEO & SONS FURNITURE & APPLIANCE CO**  
4947-3d—MISsn 7-9080

Schindel's Furniture & Varieties  
83 Leland Av.—VA 4-3490

**STARLIGHT FURNITURE CO**  
2211 Mission—DElaware 3-4490

**WAXMAN FURNITURE CO**  
2225 Mission—MI 7-4477

**YOUNG BROS TELEVISION STORES**  
Sales Department  
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1029 Market—HE 1-6854

5522 Geary Bl.—SK 2-2947

**RCA WHIRLPOOL REFRIGERATORS AND FOOD FREEZERS**

No-Frost even in the freezer in these refrigerator-freezers with automatic ice maker, quick-chilling shelf, constant cold. Chest and No-Frost upright freezer models protect food flavor, freeze food faster.

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Long J M & Co Inc 1167 Market—KL 2-1088

Mark Morris Tire Co 999 Geary—ORay 3-3441

Olsen Harry Interiors  
2000 Lawton LOMbrd 4-9266

**POUND'S REFRIGERATION & APPL SERV**  
Authorized Service  
Gas & Electric Refrigerators  
1407 Valencia—VA 4-7737

Saltzman Bros Furniture Co  
725 Mission—DOuglas 2-8657

Soko Hardware 1698 Post—WEst 1-5510

**STARLIGHT FURNITURE CO**  
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For the utmost in charm and convenience specify Revco Built-Ins in your new or remodeled kitchen. Offers wide selection of colors, finishes and arrangements to match any kitchen.

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Saul's Radio & Television Service  
1193 McAllister—JOrdN 7-9170

**SERVEL REFRIGERATORS—A & B REFRIGERATION SERVICE**  
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539 Gough—HE 1-3153

Shell Refrigeration & Electric Center  
524 Octavia—UN 3-3367

Sterling Furniture Co  
275 Lake Merced Bl Daily City—PL 6-7500

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*KELVINATOR*

"WHERE TO BUY THEM" FACTORY AUTHORIZED SERVICE CO

**AUTOMATIC APPLIANCE SERVICE CO**  
1690-17th—MA 1-4045

**NICHOLAS REFRIGERATION SERVICE**  
Factory Service Agency  
74 Harriet—HE 1-5126

**DISTRIBUTORS**

**KELVINATOR DIVISION-AMER MOTORS SALES CORP-ZONE OFFICE**  
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**DEALERS**

**ALL AMERICAN FURNITURE & REFRIGERATION CO**  
938 Valencia—AT 2-2900

**GREAT WESTERN FURNITURE CO INC**  
1475 Market—UN 3-5200

**KNIGHT R & SON**  
665 Valencia—MA 1-4325

**PERRY & WHITELAW INC**  
11th & Howard—UN 1-1801

Levitt R Appliances & Furniture  
1014 Clement—SKYin 1-5707

Long J M & Co Inc 1167 Market—KL 2-1088

**MANITOWOC SUB ZERO FREEZERS**

FACTORY AUTHORIZED SERVICE & PARTS

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Modern Appliance & Service Co  
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3201 Mission—MI 7-0631

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**APPLIANCE SERVICE CO LTD**  
660 Mariposa—UN 3-8690

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1410 Ocean Av JUNiper 4-3728

**GUARANTEED APPLIANCE SERVICE**  
1015 Irving—OV 1-9292

**POUND'S REFRIGERATION & APPL SERV**  
1407 Valencia—VA 4-7737

Shell Refrigeration & Electric Center  
524 Octavia—UN 3-3367

Sterling Furniture Co  
275 Lake Merced Bl Daily City—PL 6-7500

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