

Refrigerators & Freezers—(Cont'd)

ADMIRAL DUAL-TEMP—DEALERS
 ALAN DORAN CO 1625 Pacific Av. PR 1-1200
 CARNEY REFRIGERATION SALES & SERVICE 590 Valencia HE 1-7945
 SCHINDEL'S FURNITURE & VARIETIES 83 Leland Av Delaware 3-4490
 THOMSEN REFRIGERATION CO 5451 Mission Delaware 3-7242

ALAN DORAN CO
 Refrigeration Equipment & Freezers
 Refrigerator Bars
 Retail - Wholesale
 1625 Pacific Av. PR 1-1200

All American Furniture & Refrigeration Co
 938 Valencia ATWtr 2-2900

AMANA FREEZERS-REFRIGERATORS
 A complete line of quality food freezers, plus the world's finest freezer - refrigerators, backed by a century-old tradition of fine craftsmanship.



"WHERE TO BUY THEM"

DISTRIBUTORS
 KAEMPER & BARRETT 233 Industrial Junipr 6-6200

DEALERS
 ALAN DORAN CO 1625 Pacific Av. PR 1-1200
 FACCIOLA'S FINER FROZEN FOODS 126 Aptos Av. JU 4-2266
 General Appliance Company Sales-Service-Food Plan 369 Fell MA 1-7778
 POUND'S REFRIGERATION & APPL SERV 1407 Valencia VA 4-7737
 (Continued Next Column)

To dial correctly, pull the finger all the way to the stop... then let dial return at its own speed.

AMANA FREEZERS-REFRIGERATORS—(Cont'd)

SERVICE
 Appliance Factory Service 561 Valencia KL 2-0231
POUND'S REFRIGERATION & APPL SERV 1407 Valencia VA 4-7737

AUTOMATIC APPLIANCE SERVICE CO
 Authorized Sales & Factory Service
PHILCO — ZENITH KELVINATOR
CROSLY SERVICE & PARTS
 Specialized Service All Makes
 LIBERAL TRADE — EASY TERMS
 New — Used — Reconditioned Refrigerators & Freezers
 3690-17th MA 1-4045

B & E REFRIGERATION ELECTRIC SERVICE CO 3282-24th MI 7-6307
 24th & Mission-Night call PL 5-8095
 Belview TV & Appliance Co 5515 Mission Junipr 4-7207
 Boxer's Furniture Appliance & TV Co 3610 Ellis FI 6-5400
BRODIE'S 1281 Mission MArkt 1-0680
 Brown Furniture & Appliance 2275 Market UN 1-7328

C G ELECTRIC WORKS SALES — SERVICE
 General Electric — RCA Whirlpool
 No Extra Charge for Mileage or Holidays
 6819 Mission Daily City PL 6-3931

DEEPPREEZE FREEZERS—DISTRIBUTORS
 KAEMPER & BARRETT 233 Industrial Junipr 6-6200

STICKY PROBLEM
 When cutting marshmallows or dates, dip kitchen shears frequently in warm water to prevent sticking.

OFFICIAL AUTHORIZED NORGE SALES & SERVICE

OVER 35 YRS. EXPERIENCE
 DAY & NIGHT
 FRIGIDAIRE — PHILCO — CROSLY — COLDSHOT — COOLERATOR — HOTPOINT

FRIGID REFRIGERATOR SERVICE

1410 OCEAN AVE. **JU 4-3728** SAN FRANCISCO

REFRIGERATORS GENERAL ELECTRIC FREEZERS

FACTORY AUTHORIZED SALES — SERVICE — PARTS
 RETAIL — WHOLESALE

• GENERAL ELECTRIC • AMANA • RCA WHIRLPOOL • HOTPOINT

MA 1-7778

GENERAL APPLIANCE Co
 369 FELL STREET - S.F.
 Shop Where You Can Park & Save

Specializing in **CROSLY**

FREE ESTIMATES
 CREDIT TERMS

UN 3-4374

FRIGID ELECTRIC REFRIGERATION REPAIR CO.

AMANA FREEZERS-REFRIGERATORS—(Cont'd)

FACCIOLA'S FINER FROZEN FOODS 126 Aptos Av. JU 4-2266

FOSTERS REFRIGERATORS & FREEZERS—COMMERCIAL REPRESENTATIVES
 PAC DISTRS 425 Valley Dr Brisbn DE 4-4456

FRIGID ELECTRIC REFRIGERATION REPAIR CO 2015-17th UN 3-4374
 (Please See Advertisement This Page)

FRIGID REFRIGERATOR SERVICE 1410 Ocean Av. JU 4-3728
 (Please See Advertisement This Page)

FRIGIDAIRE REFRIGERATORS & FREEZERS
 Now - no more defrosting ever again - in Frigidaire Frost-Proof Refrigerator-Freezers, or Frost-Proof Food Freezers, Roll-to-You Shelves and Freezer Baskets. Colors. Authorized Sales and Service.



"WHERE TO CALL"

AUTHORIZED SALES & SERVICE
ALAN DORAN CO 1625 Pacific Av. PR 1-1200
 Boxer's Appliance Radio & TV Co 3610 Ellis FI 6-5400
BRODIE'S 1281 Mission MA 1-0680
NATIONAL REFRIGERATION SALES INC Authorized Factory Central Service 2500 Marin MI 8-7400
SAN FRANCISCO FURNITURE CO 2141 Mission Market 1-3992

AUTHORIZED SALES
 Balboa Furniture & Appliance 3729 Balboa Bayw 1-8683
BAYVIEW APPLIANCE & FURNITURE CO 5015-3d Valencia 4-1234
 Brown Furniture & Appliance 2275 Market UN 1-7328
 Friendly Furniture Co 547 Clement SK 1-9759
HOUSE OF FURNITURE 2000 Union JO 7-0430
MENARY W G CO 3125 Mission VA 4-1429
 Modern House 3265-16th UN 1-4833
 Morrow William Co 155 Church UN 1-3387
 Noriega Furniture Store 2326 Taraval LDbord 4-4110

RATTO ALFREDO & SONS 561 Columbus Av. SU 1-8318
SALTZMAN BROS FURNITURE CO 1275 Market DO 2-8657
TI-SUN CO 1123 Grant Av YUon 2-1958
YOUNG BROS TELEVISION STORES Sales Department 2301 Mission VA 6-4132
 5522 Geary Bl SK 2-2947

DISTRIBUTORS
FRIGIDAIRE SALES CORPORATION 1250-53rd Emrvl Olympc 2-9700
 General Appliance Co 369 Fell MArkt 1-7778
 (Please See Advertisement This Page)

GENERAL ELECTRIC REFRIGERATORS & FREEZERS
 Automatic defrosting in both refrigerator & freezer
 Straight Line design
 Upright or chest freezers



"WHERE TO BUY"

FRANCHISED DEALERS
 A & B Vertex Electric Supply Co 4334 Geary Bl EV 6-9493
ALAN DORAN CO 1625 Pacific Av. PR 1-1200
AMER HOME APPLIANCE CO 1428 El Camino RI Rdwd City EM 6-8497
 Brown Furniture & Appliance 2275 Market UN 1-7328
COURTESY TV & APPLIANCE CO 4430-3d VA 6-5333
 Devolt & Sons 1660 Pine PR 5-8014
DULFERS INC 103 W Portal Av OV 1-1020
ELI HOME CENTRE 615 North Point 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 Authorized Sales-Service-Parts 369 Fell MA 1-7778
LAMBERT'S FURNITURE INC 4000 Balboa BA 1-1391
 (Continued Next Column)

GENERAL ELECTRIC REFRIGERATORS & FREEZERS—(Cont'd)

FRANCHISED DEALERS—(Cont'd)
 Long J M & Co Inc 1167 Market KL 2-1088
 Mac David Radio & TV 1051 Polk TU 5-1750
 Mayta & Jensen 101 Williams Av VA 4-6950
 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 Daly City PL 6-2777
 United Television Service Co 24th & Bryant VA 6-7600
YOUNG BROS TELEVISION STORES Sales Department 2301 Mission VA 6-4132
 5522 Geary Bl SK 2-2947

FACTORY SERVICE

General Electric Company YU 1-8760
 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.



"WHERE TO BUY THEM"

DISTRIBUTORS
BASFORD H R CO 235-15th MA 1-8545

DEALERS
A B APPLIANCE 2335 Clement BA 1-6991
ACCURATE APPLIANCE CO 903 O'Farrell PR 5-2000
GUARANTEED APPLIANCE SERVICE 1015 Irving OV 1-9292
 Modern House 3265-16th UN 1-4833

PARTS & SERVICE
 Appliance Factory Service 561 Valencia KL 2-0231

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

Gordon & Hill Appliance Co 1330 Polk PR 5-0900
 Gregnall Co 608 Howard YU 6-6471
GUARANTEED APPLIANCE SERVICE See Our Ad Refrigerator Repair 1015 Irving OV 1-9292

HOTPOINT REFRIGERATORS AND FOOD FREEZERS—SALES & SERVICE DEALERS
 GENERAL APPLIANCE COMPANY Factory Auth Sales-Service-Parts 369 Fell MA 1-7778
 MARK MORRIS TIRE CO 999 Geary-OR 3-3441

SALES DEALERS
ZAIS HENRY M FURNITURE CO 118-4th EX 2-6512

AUTHORIZED FACTORY PARTS
 ELECTRICAL APPLIANCE SERVICE CO OF SF 1434 Howard HE 1-8182

House of Karlson 145-9th UNdri 3-3640
 Hurley Refrigeration Service 1377-9th Av MO 1-4488
 Jackson L R Homewares Co 852 Clement SKyn 1-7921
 (Continued Next Page)

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.

Refrigerators & Freezers—(Cont'd)

KELVINATOR REFRIGERATORS & FREEZERS
 Choose from a full line of convenience-styled models including the fabulous, No-Frost Foodarama Refrigerator-Freezer. Check the many exclusive Kelvinator features before you buy.



"WHERE TO BUY THEM"

FACTORY AUTHORIZED SERVICE
AUTOMATIC APPLIANCE SERVICE CO Specialists for Kelvinator Systems 3690-17th 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
PERRY & WHITELAW INC 11th & Howard UN 1-1801

Levitin R Appliances & Furniture 1014 Clement SKyn 1-5707
 Long J M & Co Inc 1167 Market KL 2-1088
 Mayta & Jensen 101 Williams Av VA 4-6950
 Morrow William Co 155 Church UNdri 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.



"FOR INFORMATION CALL"

DISTRIBUTORS
LANCASTER W J CO 660 Mariposa MA 6-0660

DEALERS
 Alan Doran Co 1625 Pacific Av. PR 1-1200
BELVIEW T V & APPLIANCE CO 5515 Mission Junipr 4-7207
FRIGID REFRIGERATOR SERVICE 1410 Ocean Av Junipr 4-3728
MADSEN'S APPLIANCE & TV 12 Wellington Av Daly City PL 5-4080
 Mark Morris Tire Co 999 Geary ORdwy 3-3441
ZAIS HENRY M FURNITURE CO 118-4th EXbrk 2-6512

REVOCO BUILT-IN REFRIGERATORS AND FREEZERS
 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.



"WHERE TO BUY THEM"

DISTRIBUTOR
CALIF BUILT-IN SUPPLY CO 2015 E 12th Oakland KElog 3-7544

RHODES REFRIGERATORS & FREEZERS
 Heavy-Duty Commercial & Domestic Freezers, Refrigerators, Combinations, Built-in Units
 13 Cu. Ft. to 55 Cu. Ft.
 Rhodes Factory Outlet



"WHERE TO BUY"

Rhodes Refrigeration Inc 22425 Main Hayward 538-4666

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

SERVEL REFRIGERATORS—A & B REFRIGERATION SERVICE Gas & Electric Refrigerators 539 Gough HE 1-3153

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.

"WHERE TO BUY THEM"

WHOLESALE DISTRIBUTORS
 California Electric Supply Co 1585 Folsom UN 3-2020
 (Continued Next Column)

The YELLOW PAGES tell purchasers where to buy your goods.

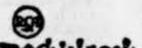
Refrigerators & Freezers—(Cont'd)

PHILCO REFRIGERATORS & FREEZERS—(Cont'd)

DEALERS
AUTOMATIC APPLIANCE SERVICE CO 3690-17th MA 1-4045
BELVIEW T V & APPLIANCE CO 5515 Mission Junipr 4-7207
DAVIS ELECTRIC & REFRIGERATION CO 3151-23d ATwtr 2-5329
 French Bros 1320 Mission MA 1-6627
 Long J M & Co Inc 1167 Market KL 2-1088
MADSEN'S APPLIANCE & TV 12 Wellington Av Daly City PL 5-4080
 Mark Morris Tire Co 999 Geary ORdwy 3-3441
PETERSEN GED & SONS FURNITURE & APPLIANCE CO 4947-3d Missn 7-9080
 Schindel's Furniture & Varieties 83 Leland Av Delaware 3-4490
STARLIGHT FURNITURE CO 2225 Mission VA 4-4365
WAXMAN FURNITURE CO 2225 Mission MI 7-4477
YOUNG BROS TELEVISION STORES Sales Department 2301 Mission VA 6-4132
 5522 Geary Bl SK 2-2947

PROVIDENT FURNITURE CO 4626 Mission JU 5-7979

RCA WHIRLPOOL REFRIGERATORS AND FOOD FREEZERS
 No-Frost even in the freezer in these refrigerator-freezers with automatic ice maker, quick-chilling shelf, Carousel revolving shelf, constant cold. Chest and No-Frost upright freezer models protect flavor, freeze food faster.



"WHERE TO CALL"

DISTRIBUTORS
 Meyer A H Company 33 Gough MArkt 1-3400

DEALERS
 Alan Doran Co 1625 Pacific Av. PR 1-1200
 Ararat Refrigeration Co 1099 Irving MO 1-4650
 C G Electric Works 6819 Mission Daily City PL 6-3931
 General Appliance Company 369 Fell MA 1-7778
 Long J M & Co Inc 1167 Market KL 2-1088
 Mark Morris Tire Co 999 Geary ORdwy 3-3441
 Olsen Harry Interiors 2000 Lawton LDbord 4-9266

POUND'S REFRIGERATION & APPL SERV Authorized Service Gas & Electric Refrigerators 1407 Valencia VA 4-7737
 Saltzman Bros Furniture Co 725 Mission DO 2-8657
 Soko Hardware 1698 Post West 1-5510
STARLIGHT FURNITURE CO 2211 Mission VA 4-4365
ZAIS HENRY M FURNITURE CO 118-4th EX 2-6512

SERVICE
APPLIANCE SERVICE CENTER 561 Valencia KL 2-0231

REVOCO BUILT-IN REFRIGERATORS AND FREEZERS
 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.

"WHERE TO BUY THEM"

DISTRIBUTOR
CALIF BUILT-IN SUPPLY CO 2015 E 12th Oakland KElog 3-7544

RHODES REFRIGERATORS & FREEZERS
 Heavy-Duty Commercial & Domestic Freezers, Refrigerators, Combinations, Built-in Units
 13 Cu. Ft. to 55 Cu. Ft.
 Rhodes Factory Outlet

"WHERE TO BUY"

Rhodes Refrigeration Inc 22425 Main Hayward 538-4666

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

SERVEL REFRIGERATORS—A & B REFRIGERATION SERVICE Gas & Electric Refrigerators 539 Gough HE 1-3153

Refrigerators & Freezers—(Cont'd)

SHELL REFRIGERATION & ELECTRIC CENTER 524 Octavia UN 3-3367
 Sterling Furniture Co 275 Lake Merced Bl Daly City PL 6-7500

SUB-ZERO FREEZERS
 Upright Freezers
 Combination Refrigerator-Freezers
 Built-In Refrigerator-Freezers
 Commercial Milk Coolers



"WHERE TO BUY THEM"

DISTRIBUTOR
GREGNALL CO 608 Howard YU 6-6471

Thomsen Refrigeration Co 5451 Mission DE 3-7242

WESTINGHOUSE REFRIGERATORS & FREEZERS SALES & SERVICE
 The Center Drawer Refrigerator is completely Frost-Free... keeps meat fresh 7 days without freezing!
 Freezers give lower, more constant temperatures. You Can Be SURE... it's Westinghouse.



"WHERE TO CALL"

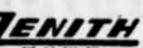
FACTORY AUTHORIZED SERVICE
WESTINGHOUSE ELECTRIC CORP 2222 Grant Av Sn Lornzo BRown 6-1800

SALES DEALERS
 Alan Doran Co 1625 Pacific Av. PR 1-1200
BELL ELECTRIC CO 575 Castro MA 1-8808
 Boxer's Appliance Radio & TV Co 3610 Ellis FI 6-5400
LAMBERT'S FURNITURE INC 4000 Balboa Bayw 1-1391
 Shaff's Furniture Co 2868 Mission MI 7-8580
TAIYO TRADING CORP 1654 Post JOrdn 7-1221
 Thomsen Refrigeration Co 5451 Mission DE 3-7242

DISTRIBUTORS
WESTINGHOUSE APPLIANCE SERVICE CENTER 2222 Grant Av Sn Lornzo BRown 6-1800

Williamson Refrigeration Service 24 Hour Service 2079 Market UN 1-2172

ZENITH REFRIGERATORS & FREEZERS
 Complete line of electric appliances including ranges, refrigerators, freezers, water heaters, washers, dryers.



"WHERE TO BUY IT"

DISTRIBUTORS
SCHWALB R D CO 298-8th MArkt 1-2309

SERVICE
AUTOMATIC APPLIANCE SERVICE CO 3690-17th MA 1-4045

DEALERS
 Alan Doran Co 1625 Pacific Av. PR 1-1200
AUTOMATIC APPLIANCE SERVICE CO 3690-17th MA 1-4045

Refrigerators & Freezers—Repairing & Parts
A-CROSSTOWN REFRIGERATION SERVICE 2848-23d MI 7-2500
A-1 REFRIGERATION SALES & SERVICE See Adv Refrigerators & Freezers 1465 Hyde PRspt 5-4385
A-PARKSIDE APPLIANCE SERVICE 2415-28th Av SE 1-4489
A B APPLIANCE 2335 Clement BA 1-6991
A & B REFRIGERATION SERVICE 539 Gough HE 1-3153
 (Continued Next Page)

HOWARD'S REFRIGERATOR SERVICE

Day and Night Call
JU 4-3728

SHOP
 1410 OCEAN AVE.
 REFRIGERATOR SERVICE ON ALL MAKES

- Admiral
- Amana
- Coldspot
- Coolerator
- Crosley
- Cyclops
- Frigidaire
- Frostair
- G. E.
- Westinghouse
- Gibson
- Grunow
- Hotpoint
- Kelvinator
- Norge
- Philco
- Servel
- Sub-Zero
- Universal

24-HOUR SERVICE

Over 35 Years Experience
 FULLY GUARANTEED USED REFRIGERATORS

SERVICE THESE POINTS:

CHESTNUT & FILLMORE
 24th & MISSION
 CALIE & MONTGOMERY
 18th AVE. & GEARY
 20th PORTAL DISTRICT
 WEST LAKE

HOWARD'S REFRIGERATOR SERVICE