

Furnaces - Heating

SALES & SERVICE
SERVICE ON ALL MAKES
 Authorized Dealer For
BILTWEI - FRASER - JOHNSTON
 THERMOSTATS INSTALLED
 SHEET METAL • WATER HEATERS
JAMES J. BORDIN CO.
 1333 NORIEGA
 BET. 20th & 21st AVES.

FREE ESTIMATES
 CALL
LO 6-3222

W. P. GOSS

HEATING & SHEET METAL WORK
 Since 1906
 COMPLETE SALES & SERVICE

GAS - MARS - FURNACES Guaranteed Installations Industrial - Residential

REPAIRS
 • PIPE CLEANING
 • FIRE BOX REPAIRS
 • SERVICE CONTRACTS
 • FILTERS

CONTROLS
 • PUSH BUTTON
 • THERMOSTATS
 • TIMERS
 • SAFETY PILOTS

3944 GEARY BLVD.
 AT 4th AVE.

SK 1-0393

FURNACES

2222 BUSH
 NO DIRT
 NO DUST
 NO INCONVENIENCE

Since 1902
FURNACES
 Repaired - Installed
 GAS - AIR CONDITIONING
 GUARANTEED WORK
 FREE ESTIMATES
 CREDIT TERMS



Phone
 Fillmore
6-3637

HOWE FURNACE CO.

DELCO FURNACES

INSTALL - SERVICE - REPAIR

An Intelligent Heating Service
 COMMERCIAL - RESIDENTIAL - INDUSTRIAL

W. P. GOSS SHEET METAL

Since 1906 - Licensed & Insured for Your Protection

3944 GEARY BLVD. **SK 1-0393** SAN FRANCISCO - 18

Furnaces-Heating-(Cont'd)

CHRYSLER FURNACES

Efficient automatic gas or oil forced warm air furnaces. Easy to add summer cooling for year 'round air conditioning.

FREE SURVEY, NATIONWIDE SERVICE.


"WHERE TO BUY THEM"

DEALERS
 Hafey Air Conditioning Co
 13747 San Pablo Av Sn Pblo-----234-9496

FACTORY BRANCH
 Chrysler Corp Airtemp Division
 6001 Randolph Los Angeles--213 0V 5-7360

COLEMAN AUTOMATIC HEATING

America's ONLY BOND-ED LINE of quality home-heating equipment. Heats more homes than any other make! \$500 Warranty Bond backs every Coleman wall heater, floor furnace, space heater, water heater, central heating and air conditioning unit.



"WHERE TO BUY THEM"

FACTORY BRANCH & WAREHOUSE
COLEMAN CO INC THE
 250 Sylvester Rd 55F-----JU 3-4550

DEALERS
PURCELL BROS 2257 Irving L0mbrd 4-0525
STAR SHEET METAL & HEATING CO
 42 Otis UNdntl 3-5900

CITY-WIDE SERVICE

We do all types of
FURNACE
 INSTALLATIONS - REPAIRS
 ALL MAKES

Call DAY OR NIGHT for an Appointment
VA 4-5800



★ Ventilation
 ★ Thermostat Controls
 ★ Water Heaters
 ★ Wall Heaters
 ★ Space Heaters

★ Flues
 ★ Chimneys
 ★ Guffers
 ★ Chutes
 ★ Repairs

Since 1928
FURNACE COMPANY
 1414 CASTRO ST.

FURNACES

THERMOSTATS-CONTROLS
 NEW INSTALLATIONS

LARSEN HEATING

SK 2-4728

3029 Clement San Francisco

CUSTOM-AIRE FURNACES

A Complete Line of Heating and Cooling Equipment. Forced Air and Wall Furnaces. Air Conditioning Units. Patented Heat Exchanger.




"WHERE TO CALL" MANUFACTURERS
CUSTOM-AIRE PRODUCTS-DIVISION OF PAC INDUSTRIES INC
 600 Indiana VA 6-7171

CUSTOM HEATING CO
 210 Onondaga Av JU 6-9500
 (Please See Advertisement Page 427)

DAY & NIGHT HEATING

Finest forced air furnaces - or famous Panelray Infra-red wall and floor heaters - comfort, convenience, economy. Safety vented. You can't beat Day & Night Heat.



"WHERE TO BUY THEM" DISTRIBUTORS
O'HAIR P E & CO 945 Bryant HEmlok 1-4280
 Purves Supply Co 351-11th MArkt 1-6168

DEALERS
 Ace Furnace Co 2017 Taraval OV 1-5811
ADMIRAL HEATING SERVICE 235 Gough UN 3-1250
AMERICAN HEATING & SHEET METAL CO 1320 Ocean Av JU 7-3636
APEX SHEET METAL WORKS 1435 San Bruno Av MI 8-8280
 1226-9th Av LO 6-2048
BORDIN JAMES J CO 1333 Noriega L0mbrd 6-3222
 Hardeman C S Inc 910 Harrison YUkon 2-3100
 Purcell Bros 2257 Irving L0mbrd 4-0525

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 ★ Water Heaters
 ★ Wall Heaters
 ★ Space Heaters

★ Flues
 ★ Chimneys
 ★ Guffers
 ★ Chutes
 ★ Repairs

Since 1928
FURNACE COMPANY
 1414 CASTRO ST.

FURNACES

• INSTALLED
 • REPAIRED
 • SERVICED
 By Experts
JU 7-3636
 1320 OCEAN AVE.

AMERICAN HEATING

Furnaces-Heating-(Cont'd)

DUPLEX FURNACES

3281 Mission AT 2-3646

EXCELSIOR FURNACE CO

1414 Castro VAencia 4-5800
 (Please See Advertisement Page 428)

FRASER GAS FURNACES

DEALERS
ADMIRAL HEATING SERVICE 235 Gough UN 3-1250
AIRCO HEATING CO 5246 Mission DE 3-7278
APEX SHEET METAL WORKS 1435 San Bruno Av MI 8-8280
 1226-9th Av LO 6-2048
GOSS WM P SHEET METAL WORKS INC 3944 Geary Bl SK 1-0393

Fraser & Johnston Co 1900-17th... MArkt 1-3868
 From telephones served by the following exchanges
 East Bay
 (No Inter-city Charge)
 Ask Operator for Enterprise 10472

FRASER-JOHNSTON FURNACES

One of the Largest Manufacturers of Heating & Cooling Equipment in the West. Gravity & Forced Air Furnaces. Air Conditioners & Heat Pumps; Self Contained & Remote.

THE QUALITY LINE OF THE WEST—

"WHERE TO BUY THEM" MANUFACTURERS
FRASER & JOHNSTON CO
 1900-17th MArkt 1-3868

DEALERS
ACE FURNACE CO 2017 Taraval OV 1-5811
ADMIRAL HEATING SERVICE 235 Gough UN 3-1250
AMERICAN HEATING & SHEET METAL CO 1320 Ocean Av JU 7-3636
APEX SHEET METAL WORKS 1435 San Bruno Av MI 8-8280
 1226-9th Av LO 6-2048
BEAUMONT FURNACE & SHEET METAL CORP 1433 Van Dyke Av Missn 7-8350
BORDIN JAMES J CO 1333 Noriega L0mbrd 6-3222
GOLDEN WEST SHEET METAL WORKS 345 Judah L0mbrd 6-8031
GOSS WM P SHEET METAL WORKS INC 3944 Geary Bl SKYin 1-0393
HARDEMAN C S INC 910 Harrison YUkon 2-3100
HOWE FURNACE CO 2222 Bush FTImor 6-3637
NEW MISSION HEATING & PLUMBING CO 1111 Hillside Colma WY 2-4800
Purcell Bros 2257 Irving L0 4-0525
SCHMITT HEATING & PLUMBING 3281 Mission AT 2-3646

GAFFERS & SATTLER-UTILITY FURNACES

35 Years of leadership. All types - Unit Heaters - Wall Heaters and Forced Air in horizontal, vertical and counterflow models for home and industry.



"WHERE TO BUY THEM" UTILITY APPLIANCES CO
 563-2d YU 2-6449

FURNACES

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

GENERAL ELECTRIC GAS FURNACES

General Electric gas furnaces for homes, farms & shops. Also General Electric Air-Wall system and year-round air conditioning.



"FOR INFORMATION CALL" DISTRIBUTORS
 General Electric Co
 1649 Adrian Rd Brngm--OX 7-3411

DEALERS
ADMIRAL HEATING SERVICE 235 Gough UN 3-1250
AIRE HEATING & VENTILATING CO 1583 Sanchez AT 5-0123
STAR SHEET METAL & HEATING CO 42 Otis UNdntl 3-5900

GENESSI PLUMBING

1128 Polk GR 4-5577

GENEVA HEATING & SHEET METAL

SALES INSTALLATIONS Repairs-Service-Parts All Makes All Work Guaranteed Free Estimates
 Air Conditioning - Ventilation Electronic Air Cleaners

"WHERE TO CALL" GENEVA SHEET METAL CO
 2428 San Bruno Av DE 3-9620

GOSS WM P SHEET METAL WORKS INC

3944 Geary Bl SKYin 1-0393
 (Please See Advertisement Page 428)

GOSS WM P SHEET METAL WORKS INC

3944 Geary Bl SK 1-0393
 (Please See Advertisement Page 428)

HALL FURNACES

GOSS WM P SHEET METAL WORKS INC
 3944 Geary Bl SKYin 1-0393

HARDEMAN C S INC

910 Harrison YU 2-3100
 (Please See Advertisement Page 426)

HAYES FURNACES

HARDEMAN C S INC
 910 Harrison YUkon 2-3100

HOLLAND FURNACES

Coal, Gas, Oil - gravity and automatic-installed and guaranteed by World's Largest Installers of Furnaces. Fifty Years Leadership in heating progress and satisfied customers. Generous trade-in allowance.



"WHERE TO BUY THEM" Holland Furnace Co 5955 Mission--JU 7-4700
 Howe Furnace Co 2222 Bush FTImor 6-3637
 (Please See Advertisement Page 428)

JANITROL HEATING AND COOLING

The quality line for clean, thrifty heat. Gas, oil or electric furnaces; boilers; gas conversion burners and gravity furnaces. Add-on cooling. Factory-trained servicemen; free estimates.

"WHERE TO BUY IT" DEALERS
 Delucchi Sheet Metal Works 1526 Powell SU 1-6988
HARDEMAN C S INC 910 Harrison YU 2-3100

MANUFACTURERS AGENTS
NATURAL GAS EQUIPMENT INC 938 N Linden Av 55F--761-0437

JOSE KEEPS YOU WARM 44 Monterey Bl JU 7-9028
KLEINSORG CO 910 Harrison YU 2-3100

LARSEN JACK HEATING CO 3029 Clement SK 2-4728
 (Please See Advertisement Page 428)
 Lee's Furnace Service 178 Leland Av--JU 6-8727

LENNOX HEATING SYSTEMS

Custom designed systems for residential, school, commercial and industrial use. Gas, oil, electric equipment, heat pumps. Oil and Gas conversions. Humidifiers. Air conditioning easily added or separate. Free estimating. Prompt service on all makes. Factory-trained crews.



"WHERE TO CALL" FACTORY REPRESENTATIVES
 Lennox Industries Inc
 4001 Webster Oaklnd--655-9691

DEALERS
COLAN HEATING & SHEET METAL CO 25 Patterson AT 2-2616
HARDEMAN C S INC 910 Harrison YU 2-3100

MARS GAS FURNACE AGENCY

2948-20th ATwtr 2-1352

MARS GAS FURNACES


GOSS WM P SHEET METAL WORKS INC
 3944 Geary Bl SKYin 1-0393

JOSE KEEPS YOU WARM
 44 Monterey Bl JU 7-9028

Mechanical Supply Co 1104 Harrison MA 1-1624
MODERN FURNACE & SHEET METAL CO 4435 Geary Blvd SKYin 1-2874

MUELLER CLIMATROL HOME HEATING

DTV. OF WORTHINGTON Complete line of furnaces, boilers, central air conditioning and humidity control equipment for gas, oil or electricity. Attractive, efficient, fuel-thrifty. Backed by Mueller's over 100 years of experience.



"WHERE TO CALL" DEALERS
AERO-SPACE HEATING & AIR CONDITIONING 2863 Mission MI 8-2550
HARDEMAN C S INC 910 Harrison YU 2-3100

NEW MISSION HEATING & PLUMBING CO

1111 Hillside Colma WY 2-4800
 (Please See Advertisement Page 425)

NUCITELLI RICCO B

1991 Junipero Serra Bl Daly Cty PL 5-5648

PACIFIC GAS HEATING CO

2948-20th ATwtr 2-1352

PAYNE FURNACES

PAYNE quality reflects over 40 years' leadership Exclusive Astrogard Protection
 Forced Air Furnaces - Duct Furnaces - Unit Heaters - Wall Heaters - All models and sizes Air Conditioning Equipment



"FOR INFORMATION CALL" SALES & SERVICE DEALERS
ADMIRAL HEATING SERVICE 235 Gough UN 3-1250
AERO SHEET METAL INC 138 Starlite Av 55F--588-1717
AIRCO HEATING CO 5246 Mission DE 3-7278
HARDEMAN C S INC 910 Harrison YUkon 2-3100

PERFECTION HEATING & COOLING

When You Think of Comfort for Your Home Think Of **Perfection** Healthful Invigorating Comfort the Year Around With Perfection Heating & Cooling Equipment Made in Cleveland by Your Neighbors Perfection Industries. Leaders in Heating for 68 Years.

"WHERE TO BUY THEM" DISTRIBUTORS
CALIF REFRIGERATOR CO 1088 Howard MA 1-7500
REFRIGERATING & POWER SPECIALTIES CO 380 Brannan EX 2-4000

R & J SHEET METAL CO 1286 Sanchez VA 6-7330
REISS LOUIS J SHEET METAL WORKS See Goss Wm P Sheet Metal Works Inc 3944 Geary Bl SKYin 1-0393

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

RHEEM CENTRAL HEATING EQUIPMENT

Rely on Rheem for—
 Fuel Economy
 Modern Styling
 "Fire-tested" Furnaces



"WHERE TO BUY THEM" DEALERS
AIRCO HEATING CO 5246 Mission DE 3-7278
APEX SHEET METAL WORKS 1435 San Bruno Av MI 8-8280
 1226-9th Av LO 6-2048
Golden West Sheet Metal Works 345 Judah L0mbrd 6-8031
GOSS WM P SHEET METAL WORKS INC 3944 Geary Bl SKYin 1-0393
HARDEMAN C S INC 910 Harrison YU 2-3100
Moresco & Clark Plumbing & Heating Co 1765 Walter SK 2-1450

WHOLESALE ONLY
HEIECK & MORAN 1111 Connecticut AT water 2-8535
 Rosen Jack Inc 1362 Jessie HE 1-6533

SCHMITT HEATING & PLUMBING

Since 1876
 FURNACES & CONTROLS
 SHEET METAL WORK

3281 Mission AT 2-3646

SEQUOIA MFG CO

1090 Brittan Av Sn Carlos LYtel 3-7874

SLAKEY BROS INC

1400 Yosemite Av AT 2-1554
 Oakland Office LO 9-9212

STANDARD FURNACE & PLUMBING

Radio Dispatched Service
DAY & NIGHT SERVICE
 HEATING & VENTILATION

1248-9th Av M0ntrse 4-7081

STAR SHEET METAL & HEATING CO

42 Otis UN 3-5900
 (Please See Advertisement Page 427)

STATE SHEET METAL WORKS

6084 Mission Daly City PL 5-5706

STEWART-WARNER-WINKLER HEATING AND COOLING SYSTEMS

45 models and sizes for every type of heating requirement, oil or gas. In basement, counterflow and vertical models. Made by Stewart-Warner. Phone for free heating survey.



"WHERE TO CALL" Calif Heating & Air Conditioning 5233 Mission DE 4-4900
 Sun-Dial Heating Co 3029 Clement SKYin 2-4728
 Tip Top Furnace Cleaning Co 354 Victoria JUNipr 4-4437

TORIDAIRE GAS FURNACES

See "Fraser-Johnston Furnaces" under this Classification
 Trane Co The 1485 Bayshore Bl JU 6-3751

TUCK-AIRE FURNACE COMPANY

2045 Evans Av VAencia 4-4621

UTILITY HEATING EQUIPMENT

APEX SHEET METAL WORKS 1435 San Bruno Av MI 8-8280
 1226-9th Av LO 6-2048

Valley Sheet Metal 1271 Evans Av VA 6-8877
WESTERN FURNACE CO See Goss Wm P Sheet Metal Works Inc 3944 Geary Bl SKYin 1-0393

(Continued Next Page)

Wise buyers say there's nothing like the YELLOW PAGES for getting in touch with almost everyone who sells things, fixes things, does things.