

### ELECTROLUX CORPORATION

MANUFACTURER AND SOLE DISTRIBUTOR OF THE FAMOUS



## ELECTROLUX\*

CLEANER AND AIR PURIFIER

- ELECTROLUX HOME MAINTENANCE PRODUCTS
- ELECTROLUX GENUINE PARTS & SERVICE
- ELECTROLUX FLOOR POLISHERS



\*Reg. U.S. Pat. Off.

Also Ask to See  
**THE CLEANER YOU NEVER HAVE TO EMPTY - IT'S AUTOMATIC!**

FACTORY BRANCH OFFICE 3157 MISSION ST. CALL **Mission 8-3773**

FACTORY BRANCH OFFICE 5037 GEARY BLVD. CALL **Skyline 2-0691**

Bonded Representative Will Call by Appointment  
SOLD ONLY THROUGH DIRECT FACTORY BRANCHES  
**ELECTROLUX CORPORATION**

FACTORY AUTHORIZED SALES & SERVICE  
PARTS & SERVICE ALL MAKES



**DON'T BUY A VACUUM CLEANER**  
SEE A *Kirby* Maid FOR YOU

Guaranteed For A Life-Time of Complete Cleaning Service  
"SHOWN BY APPOINTMENT ONLY"

**KIRBY CO.**  
OF CENTRAL CALIF.

JUniper 7-5791  
Or  
JUniper 7-7100

4736 MISSION



### Vacuum Cleaners-Dealers

A & A Abbott Appliance Co  
3293-224 VA lencia 4-4040

**AGE VACUUM CLEANER SERVICE**  
EXPERT REPAIRS ON ALL MAKES  
Your Old Cleaner Repaired Like New For Less  
Dependable Personal Service  
Our 28 Years of Experience Is Your Guarantee of Complete Satisfaction  
1791 Church VA lencia 4-5086  
Or JU niper 5-5872

Air-Way Branches Inc 717 Market...YU kon 6-6051

**AIR-WAY VACUUM CLEANERS**  
The all-purpose cleaner with the "Throw-A-Way" bag. Free home demonstration.  
*Air-Way*  
AUTHORIZED SERVICE AND PARTS for all Air-Way Models

"WHERE TO CALL"  
AIR-WAY BRANCHES INC 717 Market...YU kon 6-6051

AMER APPLIANCE & SUPPLY CO 1150 Sutter...PR espt-5-3711

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.

### Vacuum Cleaners-Dealers (Cont'd)

**APEX VACUUM CLEANERS**

"The Peak of Quality for More Than 35 Years."  
Apex Upright and Cylinder Cleaners represent the peak in house cleaning perfection. See Apex before you buy!



"WHERE TO BUY THEM"  
FACTORY BRANCH

**APEX ROTAREX CORP**  
1355 Market...MA rket-1-4949

AUTHORIZED FACTORY PARTS  
**ELECTRICAL APPLIANCE SERVICE CO**  
OF F & F 1434 Hoover...HE mick 1-8182

**NOEL VACUUM CLEANER CO**  
580 Valencia...MA rket 1-8987

APPLIANCE MART 468 Larkin...PRospect 6-4308 (See Advertisement This Page)

**BARTZ SALES & SERVICE**  
Since 1927 - Same Location  
**VACUUM CLEANER REPAIRING A SPECIALTY**  
Electrolux - Hoover & All Other Makes  
VACUUM CLEANERS RENTED NEW AND USED SOLD  
At Jackson 1906 Polk...OR dway 3-1832

Bell Ernest G. Vacuum Cleaners 1049 Sutter...TU xedo 5-3100 (See Advertisement Page 821)

Better Home Appliance Co 2501 Irving...SE abright 1-0848  
**BOXER'S APPLIANCE RADIO & TV CO**  
1401 Fillmore...Flim 6-5400 (Continued Next Page)

For the best use of the dial telephone, please turn to the instruction pages of the Directory.

## VACUUM CLEANERS

New and Rebuilt  
EXPERT REPAIRS - ALL TYPES  
COMPLETE STOCK OF PARTS  
Vacuum Cleaner Brushes Rebristled  
Wholesale - CITY WIDE SERVICE - Retail  
All Work Guaranteed

MA rket 1-8987

## NOEL VACUUM CLEANER CO.

580 VALENCIA

## VACUUM CLEANERS

"FREE HOME DEMONSTRATIONS"  
NEW & REBUILT

GENERAL ELECTRIC LEWYT - EUREKA  
APEX - HOOVER  
WHIRLWIND  
MODERN HYGIENE  
SUPER DYNAMIC  
UNIVERSAL  
ELECTROLUX

GUARANTEED PARTS & SERVICE ALL MAKES

PHONE PROspect 6-4308



**APPLIANCE MART**

448 LARKIN

SAN FRANCISCO

### Vacuum Cleaners-Dealers (Cont'd)

**BADILLAS VACUUM CLEANERS-DEALER**

NOEL VACUUM CLEANER CO 580 Valencia...MA rket 1-8987

CANALE APPLIANCE CENTER 4000 Mission...JU npr 5-3311 (See Advertisement This Page)

**CARPET SWEEPER REPAIR SHOP**  
1578-46th Av...MO ntrose 4-2890

**CENTRAL APPLIANCE CO**  
2806 Mission...Missn 8-2774 (See Advertisement This Page)

**COMPACT SALES & SERVICE**  
4000 Mission...JU npr 5-3311  
Dart Appliance Stores Inc 1318 Polk...PRospect 6-4500 (See Advertisement This Page)

Doterman's 281 Geary...GA rket 1-4343

**ELECTROLUX AUTHORIZED SALES & SERVICE**

THE ONLY AUTHORIZED SALES AND SERVICE FOR THE ELECTROLUX CLEANER AND AIR PURIFIER  
Ask the Service Man for Identification  
"WHERE TO BUY IT"  
**ELECTROLUX CORPORATION**  
3157 Mission...MI ssn 8-3773  
**ELECTROLUX CORPORATION**  
5037 Geary Bl...SK yln 2-0691

Electrolux Corporation Sales & Service 3157 Mission...MI ssn 8-3773  
Sales & Service 5037 Geary Bl...SK yln 2-0691  
Emporium The 835 Market...YU kon 2-1111  
1 Stonestown...SE abright 1-2222

**EUREKA CLEANERS**  
AUTOMATIC upright Fine Quality and High-Efficiency in This Popular Type  
ROTO-MATIC with Exclusive Attach-O-Matle "Clip-On" tools. Swivel Top. Light. Quiet. No dust bag to empty.



"WHERE TO BUY THEM"  
DISTRIBUTOR  
**LANCASTER W J CO**  
1045 Bryant...UN dnt 3-2880

DEALERS  
A & B Vertex Electric Co 4334 Geary Bl...EV rgn 6-9493

**AMERICAN APPLIANCE & SUPPLY CO**  
1150 Sutter...PR spt 5-3711  
Appliance Mart 468 Larkin...PR spt 6-4308  
Associated Home Furnishers 1370 Mission...HE mick 1-7667

**CENTRAL APPLIANCE CO**  
2806 Mission...Missn 8-2774  
General Appliance Company 369 Fell...MA rket 1-7778  
Mark Morris Tire Co 999 Geary...OR dway 3-3441

**STARLIGHT FURNITURE CO**  
2211 Mission...VA lencia 4-4365

**FILTER QUEEN OF SAN FRANCISCO**  
Sales & Service  
THE FAMOUS CONE FILTER  
1116 Irving...LO mbd 4-9357

**FILTEX SALES & SERVICE**  
CANALE APPLIANCE CENTER  
4000 Mission...JU npr 5-3311

**FILTEX SALES & SERVICE**  
4000 Mission...JU npr 5-8080

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

### Vacuum Cleaners-Dealers (Cont'd)

**GENERAL ELECTRIC VACUUM CLEANERS**

Backed by years of research and experience, G-E cleaners give you efficient, dependable service. Light weight - easy to handle. Both upright and tank-type models.  
"WHERE TO CALL"  
SALES & SERVICE DEALERS  
**AMERICAN APPLIANCE & SUPPLY CO**  
1150 Sutter...PRospect 5-3711  
Bartz Sales & Service 1906 Polk...OR dway 3-1832  
General Appliance Company 369 Fell...MA rket 1-7778



**KAHN & KEVILLE**  
Turk & Larkin...OR dway 3-0200  
Mark Morris Tire Co 999 Geary...OR dway 3-3441

SALES DEALERS  
A & B Vertex Electric Co 4334 Geary Bl...EV rgn 6-9493  
China City Tire Supply 1357 Mason...TU xedo 5-4466  
Mark Morris Tire Co 999 Geary...OR dway 3-3441  
HEERMAN'S 59 W Portal...SE abright 1-3336  
Schilling Hardware Co 806 Irving...MO ntrose 4-0896

Hicks' Vacuum Cleaners 4790 Mission...DE laware 3-5708

**HODAN VACUUM SERVICE CO**  
REPAIRS ON ALL MAKES  
Rebuilds & New Pick-Up & Delivery  
1085 Sutter...OR dway 3-7800

**HOOVER AUTHORIZED SALES & SERVICE**  
Upright triple-action or Tank-Type Hoover Cleaners.  
Service by Hoover trained men using genuine Hoover parts are available only through Factory Branch Stations and Authorized dealers. Do not accept substitutes.  
"WHERE TO BUY IT"  
BRANCH OFFICE  
Hoover Co The 468 Turk...TU xedo 5-2164



DEALERS  
A & B Vertex Electric Co 4334 Geary Bl...EV rgn 6-9493  
**ARCTIC REFRIGERATOR CO**  
523 Ritch...DO ugias 2-2036  
**DAVIS FURNITURE CO**  
981 Mission...EX brk 2-4091  
**DIMMER HARDWARE CO INC**  
1715 Polk...OR dway 3-8512  
Doyle Furniture Company Inc 821 Mission...GA rket 1-3038  
**DULPERS OF WEST PORTAL**  
103 W Portal Av...OV rind 1-1020  
Fredericksen Hardware Co 3029 Fillmore...JO rdn 7-3970  
General Appliance Company 369 Fell...MA rket 1-7778

**HOUSE OF KARLSON**  
130-18th...UN dnt 3-3640  
Jackson G B & Son  
Irving At 20th Av...SE abright 1-5615  
Long J M & Co 1175 Market...KL ondx 2-1088  
Maderna Television & Appliance Co 2130 Irving...LO mbard 6-9121

**NORIEGA FURNITURE STORE**  
2326 Taraval...LO mbd 4-4110

**PETERSEN BROS & SON FURNITURE & APPLIANCE CO**  
4947-3d...MI ssn 7-9080  
Ratto Alfredo & Sons  
961 Columbus Av...SU itr 1-8318  
Reinert & Riley 1833 Fillmore...FI lmor 6-9393  
San Francisco Furniture Co 839 Mission...SU itr 1-7302

**SONWABACHER-FREY CO**  
735 Market...DO ugias 2-4848  
Shaff's Furniture Co 2868 Mission...MI ssn 7-8580

**SHEARER B F COMPANY OF CALIF**  
243 Golden Gate Av...UN dnt 1-1816

**STARLIGHT FURNITURE CO**  
2211 Mission...VA lencia 4-4365

(Continued Next Page)

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory.

## ELECTROLUX - LEWYT - HOOVER

AND OTHER NATIONAL BRANDS  
NEW AND REBUILT - ALL GUARANTEED  
FREE HOME TRIAL

Sales • Repairs • Parts  
FREE ESTIMATES

**BART** PROspect 6-4500  
appliance 1318 POLK ST.  
(Call Day or Nite)

## RENT TO OWN A LATE MODEL REBUILT ELECTROLUX or HOOVER

GUARANTEED REPAIRS ON ALL MAKES & MODELS  
New Vacuum Cleaners & Sewing Machines  
SALES & SERVICE  
20 YEARS EXPERIENCE - CITY WIDE SERVICE  
Free Pick-Up & Delivery  
ATwater 2-6711

## STAR APPLIANCE

VACUUM CLEANER & SEWING MACHINE SPECIALISTS  
2367 Mission Between 19th & 20th Streets

## Compact Sales & Service



THE VACUUM CLEANER THAT SCRUBS, SANDS, WAXES AND POLISHES FLOORS, POLISHES FURNITURE AND CARS ALSO, SHARPENS KNIVES AND SCISSORS, WORKSHOP UNIT, OTHER FEATURES, TOO.

JUniper 5-3311

PARTS AND REPAIRS FOR ALL MAKES  
4000 MISSION STREET

## SALES - REPAIRS

FREE HOME ESTIMATES

New and Rebuilt  
Lewyt - Eureka

**VACUUM CLEANERS**  
• APEX  
• GEN. ELEC.  
• HOOVER  
• ELECTROLUX  
• KENMORE  
• ROYAL  
• UNIVERSAL  
City-Wide Service

**CENTRAL APPLIANCE CO.**  
Mission 8-2774  
2808 Mission near 24th St.

## KIRBY

America's Finest - Years Ahead  
Kirby Life Time Guarantee  
See for Yourself the New Sensation of the Vacuum Cleaner World  
Trade-In - Terms if Desired  
Demonstration Without Obligation  
At Our Store or in Your Home  
Day or Evening

## KIRBY VACUUM CLEANERS

TU xedo 5-3100

ERNEST G. BELL  
1049 SUTTER ST.