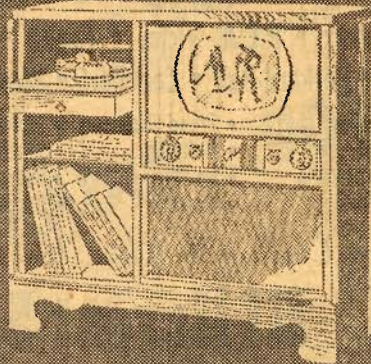


Henle's **SPEEDY** RADIO SERVICE

Hilcrest 7-4654

Dealer for...
**CAPEHART
 PHILCO
 HOFFMAN
 RADIOS
 TELEVISION**



DAY-N-NIGHT

**ALL MAKES
 REPAIRED**

In Your Home or
 At Our Shop

**TELEVISION
 ANTENNAS
 INSTALLED**

CLIFTON K. HENLE
1904-28TH ST.
 AT S. ST.

PHONE FOR EVENING
 T. V. DEMONSTRATIONS

NO HIGH PRICES

Radio Dealers—(Cont'd)

MOTOROLA RADIO

FOR HOME—F-M and A-M
 Radios—Portables, Automatic
 Radio-Phonographs. FOR CAR—
 The Auto Radio that's the
 FAVORITE OF MILLIONS—designed to Fit ALL Cars.



"WHERE TO BUY IT"

DEALERS

- BABCOCK'S** 800 Alhambra Blvd. HI dsn 1-0081
- BREUNER JOHN CO** 604 K. GI lbrt 3-8061
- COAST RADIO CO** 900 J. GI lbrt 2-0424
- COOK ROSCOE D**
 2125 Del Paso Blvd. HIckry 9-2754
- DE PAUL'S RADIO SERVICE**
 3241 Folsom Blvd. HI lcrst 7-0034
- GOODRICH B F CO** 1200 I. GI lbrt 2-3811
- Jacobs W M Radio Co 1112-21st. GI lbrt 3-3238
- MARCUS AUTO SUPPLY CO**
 12th & J. GI lbrt 3-7421
- RADER'S RADIO & TELEVISION SERVICE**
 2606 J. GI lbrt 2-3235
- RADIO SERV & EQUIP CO**
 1424 J. GI lbrt 2-0641
- RADIO TEL SERVICE CO** 5526 H. HI lcrst 6-3506
- SAGE RADIO SERVICE CO**
 I at 15th. HU dsn 4-0869
- T V FOTO DEN**
 2831 Fair Oaks Blvd Carmichael. IV nhoe 9-1873

NATIONAL RADIO RECEIVERS—
 SACRAMENTO ELECTRONIC SUPPLY CO
 1219 S. GI lbrt 2-0719

OAK PARK RADIO SHOP
 2982-35th HI lcrst 5-7782
 (Continued Next Page)

Pacific Telephone's policy is to give the best possible telephone service at the least possible cost to the public with fair treatment of employees and investors.

DE PAUL'S Radio Service

Since 1936

Authorized Dealers for

- Philco • Packard Bell
- Motorola • Capehart
- Television

OTHER POPULAR MAKES OF RADIOS

Service on All Makes

WE GUARANTEE OUR WORK

Full Line of

TUBES & ACCESSORIES

- Philco Refrigerators Vacuum Cleaners
- Chambers Gas Ranges Washing Machines
- Philco Home Freezers

Hilcrest 7-0034

3241 FOLSOM BLVD.
 ALWAYS AMPLE PARKING

Radio & T. V. Sales & Service

Authorized Dealer

- General Electric
- Zenith
- Capehart

PHONES

GI lbrt 3-1533
GI lbrt 2-8771

All Makes Repaired

All Work Guaranteed

Pick-Up & Delivery

Sacramento Electric Co.
 20th & Jay St.

HANDY ANDY

GUARANTEES
 REPAIRS
 ON ALL
 MAKES
 OF

RADIOS & TELEVISION

Authorized Dealer for
 PHILCO - ADMIRAL
 CROSLEY - HOFFMAN
 & CAPEHART

Call

Hilcrest 7-1950

5533 H St.

Pick-Up & Delivery

Open Even Till 9

Radio Dealers—(Cont'd)

PACKARD-BELL RADIO PHONOCORD & TELEVISION

MADE IN THE WEST FOR THE WEST



"WHERE TO BUY THEM"

DISTRIBUTOR

BRADY ROBT E CO 2418-30th... HI lcrst 6-9815

DEALERS

De PAUL'S RADIO SERVICE 3241 Folsom Blvd... HI lcrst 7-0034

PANAMA MARKET Paul Y Dong 3406 Stkn Blvd... HI lcrst 5-2824

RADIO SERVICE CENTER 2020 Del Paso Blvd N Sacto... HI ckr 9-4401

WALTON'S RADIO & APPLIANCE 3922 Broadway... HI lcrst 5-4078

Petzwal Radio & Television Service 1627-19th... GI lbrt 2-3925

PHILCO AUTO RADIOS—

DISTRIBUTOR

DALCO APPLIANCE CO 6th & Q... GI lbrt 2-3861

PHILCO RADIO AND RADIO-PHONOGRAPH SALES AND SERVICE

Philco gives you finer tone, greater performance and exquisite cabinet beauty at popular prices. Wide choice for every purpose. Also dependable service by factory-trained experts.



"WHERE TO BUY THEM"

DISTRIBUTOR

DALCO APPLIANCE CO 6th & Q... GI lbrt 2-3861

DEALERS

BREUWER JOHN CO 604 K... GI lbrt 3-8061

CARRICK BART 19th & P... GI lbrt 3-4976

COAST RADIO CO 900 J... GI lbrt 2-D424

De PAUL'S RADIO SERVICE 3241 Folsom Blvd... HI lcrst 7-0034

FEY'S HARDWARE & APPLIANCES 555 La Sierra Dr... IVnhoe 9-3931

L & M Co 1215-4th... GI lbrt 3-1346

Litton J J 1803 Del Paso Blvd... HI ckr 9-9906

MARCHI MUSIC CO 1208 J... GI lbrt 2-9066

SAGE RADIO SERVICE CO 1 At 15th... HU dsn 4-0869

Taloff Electric Co 620 J... GI lbrt 3-9435

WALTON'S RADIO & APPLIANCE 3922 Broadway... HI lcrst 5-4078

RCA VICTOR SALES & SERVICE

RADIOS TELEVISION "VICTROLAS"



*Only RCA Victor Makes The Victrolas

"WHERE TO CALL"

DISTRIBUTOR

Meyberg Lea J Co 33 Gough S F (Toll) Call "Operator" for... Market 1-3400

DEALERS

AOKI MUSIC CO 1223-4th... HU dsn 4-3868

COAST RADIO COMPANY 900 J... GI lbrt 2-0424

COLONIAL HOME APPLIANCES 3836 Stockton Blvd... HI lcrst 6-4724

MARCHI MUSIC CO 1208 J... GI lbrt 2-9066

RADER'S RADIO & TELEVISION SERVICE 2606 J... GI lbrt 2-3235

T V FOTO DEN 2831 Fair Oaks Blvd Carmichael IV nhoe 9-1873

Town & Country Village Record Shop 2900 Fulton Av... IVnhoe 9-6565

Radio Service Center 2020 Del Paso Blvd N Sacto... HI ckr 9-4401
Radio Serv & Equip Co 1424 J... GI lbrt 2-0641
RADIO TEL SERVICE CO 5526 H... HI lcrst 6-3506

Radio Dealers—(Cont'd)

ROPER GEO W CO Public Mkt Bldg... GI lbrt 2-7369

SACRAMENTO ELECTRIC CO 1931 J... GI lbrt 3-1533

(See Advertisement Page 320)

Sage Radio Service Co I at 15th... HU dsn 4-0869

(See Advertisement Page 319)

SEMONI A J 2181 Weller Wy... GI lbrt 3-6438

SHERMAN CLAY & CO 1312 K... GI lbrt 2-6911

Signal Radio Co 510-36th... HI lcrst 5-6473

(See Advertisement Page 319)

Silver's Jewelers 800 K... HU dsn 4-8211

SILVERTONE RADIOS—SEARS ROEBUCK & CO 12th & K... HU dsn 4-6961

SPARTON RADIO & TELEVISION—COAST RADIO CO 900 J... GI lbrt 2-0424

Stadler's Radio & Home Appliance Co 2427 J... GI lbrt 2-3722

Standard Furniture Co Warehouse 2018 I... GI lbrt 2-5885

STROMBERG-CARLSON RADIOS—

DISTRIBUTOR

EDWARDS FRANK CO Appliance Division Distributors For Northern Calif 382-6th San Francisco (Toll) Call "Operator" for... Market 1-9700

Universal Radio Sales & Service 1614 Broadway... GI lbrt 3-5690

(See Advertisement This Page)

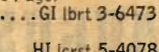
Walsh & Day 1221-19th... GI lbrt 3-6473

Walton's Radio & Appliance 3922 Bdwy... HI lcrst 5-4078

WESTINGHOUSE TELEVISION & RADIOS—ARNOLDS FURNITURE STORE 1200 J... GI lbrt 2-8703

ZENITH RADIOS

QUALITY ENGINEERED QUALITY BUILT



Complete line including AC/DC and FM-AM table models, portables, radio-phonograph combinations, featuring the Cobra-Matic—10 to 85 RPM—record changer and many other Zenith "Foresight" Features.

"WHERE TO BUY THEM"

DISTRIBUTOR

Broili-Parks Co 2225-19th... GI lbrt 2-2983

DEALERS

ARNOLDS FURNITURE STORE 1200 J... GI lbrt 2-8703

BENNETT FURN CO 3812-24th Av... HI lcrst 5-4549

BREUWER JOHN CO 604 K... GI lbrt 3-8061

CARRICK BART 19th & P... GI lbrt 3-4976

COAST RADIO CO 900 J... GI lbrt 2-0424

COLONIAL HOME APPLIANCES 3836 Stockton Blvd... HI lcrst 6-4724

EASTERN THE 1114 J... GI lbrt 2-7641

Ed's 2709 Riverside Blvd... HU dsn 4-3688

FINNSTEAD WASHER SERVICE 1306 J... GI lbrt 3-5061

JERUE & CO 1985 Fulton Av... IV nhoe 9-0446

Joseph Manuel 1020 J... GI lbrt 3-3937

Litton J J 1803 Del Paso Blvd... HI ckr 9-9906

MARCHI MUSIC CO 1208 J... GI lbrt 2-9066

Radio Serv & Equip Co 1424 J... GI lbrt 2-0641

RADIO TEL SERVICE CO 5526 H HI lcrst 6-3506

ROPER GEO W CO Public Market Bldg... GI lbrt 2-7369

SACRAMENTO ELECTRIC CO 1931 J... GI lbrt 3-1533

SAGE RADIO SERVICE CO 1 at 15th... HU dsn 4-0869

STADLER'S RADIO & HOME APPLIANCE CO 2427 J... GI lbrt 2-3722

STANDARD FURNITURE CO WAREHOUSE 2018 I... GI lbrt 2-5885

STAR FURNITURE CO 1511 Del Paso Blvd N Sacto... HI ckr 9-2715

Radio Schools—See Schools

PAINT BRUSH SAVER

To keep weight off bristles, run stiff wire through holes drilled in handles. Suspend in solvent in 2 lb. coffee can.

WANTED SMALL USED RADIOS

We Buy & Sell

MAX PAYS MORE CASH FOR SMALL USED TABLE MODEL RADIOS

Also COMBINATION TABLE MODELS Phonograph & Radio

WE CALL AT YOUR HOME

Open Evenings & Sundays

DIAL

GI lbrt 3-5589

MAX'S CLOTHING STORE

505 Kay St.

Near 5th

GI lbrt 2-8374 ← PHONES → HU dsn 4-3140

DAY RADIO SERVICE NIGHT



FAST GUARANTEED SERVICE

On All Makes of HOME RADIOS AUTO RADIOS

Free Loaned Radio No Chg. for Pick-Up Service

Free Drive-In Parking Open Eves. Till 8 P.M.

316-6th Street • Broderick GI lbrt 2-8374 If No Answer Call HUDSON 4-3140



Sales & Service

WESTINGHOUSE - EMERSON CAPEHART

MOTOROLA AUTO RADIO

Expert Repairs on All Makes

Pick-Up - Delivery

UNIVERSAL RADIO

Sales & Service

GI lbrt 3-5690

1614 BROADWAY Near 16th

SPECIALISTS

Radio & Television

Sales & Service

**CAPEHART - PHILCO - ZENITH - GENERAL ELECTRIC
HOFFMAN - RCA - PHILCO & MOTOROLA CAR RADIOS**

Drive-In Auto Radio Service

FREE CUSTOMER PARKING - REAR OF STORE

FREE ESTIMATES

**ALL WORK
GUARANTEED**

**Gilbert 2-
0641**

**RECORD
CHANGERS
SERVICED**

**J. PAUL HANKS AUGUST BENGEL
ROY K. BROWN**

RADIO SERVICE & EQUIP. CO.

1424 J STREET

Since 1928

SACRAMENTO

Rader's

RADIO and TELEVISION SERVICE

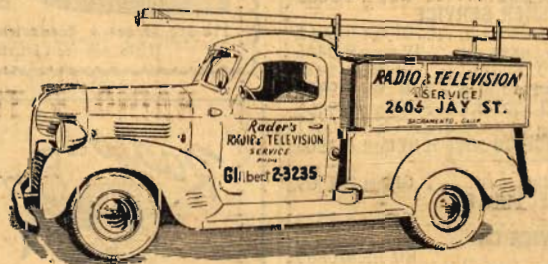
2606 Jay Street

THERE IS NO SUBSTITUTE
FOR EXPERIENCE

GILBERT 2-3235

*Expert Repairs on All Makes by Trained Technicians
Using Latest Modern Equipment*

Antenna
Repairs
and
Installation
By
Licensed
Crew



We Loan
You a Set
While
We
Are
Repairing
Yours

AUTHORIZED SALES & SERVICE

RCA-Victor - Hoffman - Motorola - Philco - Etc.

**FREE PICK-UP & DELIVERY IN METROPOLITAN AREA
DOUBLE 90-DAY GUARANTEE ON ALL WORK**

**Gilbert 2-
3235**

Wholesale Radio & Television Service for Dealers
Public Address Equipment for Sale or Rent

*Emergency
Phone*
**HI lcrest 6-
8615**

2606 Jay St., Sacramento

Radio Servicing

A C Radio Co 1227-4th GI lbrt 3-1291

ACME RADIO & TELEVISION

Sales & Service for
**RADIO
TELEVISION
APPLIANCES**

2719 Broadway HI lcrst 7-0096

Alhambra Radio Centre

2010 Alhambra Blvd HI lcrst 5-4748
(See Advertisement Page 323)

BAKER TELEVISION INSTALLATION & SERVICE COMPLETE SERVICE

on
HOME & AUTO RADIOS
20th & P GI lbrt 3-4325

BREUNER JOHN CO

RADIO REPAIRS

Repairing of All Types and Makes
QUALIFIED EXPERTS
Latest Factory Equipment
MODERATE PRICES

604 K GI lbrt 3-8061

BRUNER FRANK P

PERSONAL GUARANTEED SERVICE

on
RADIO and TELEVISION
2768-19th GI lbrt 3-4354

CANSON'S RADIO & ELECTRICAL APPL

RADIO REPAIR

12 Hr. Service if Desired
GUARANTEED SERVICE
10 Years Experience
PICK-UP & DELIVERY
Electrical Appliances - Sales & Service
Aury Canson - Owner

421 L HU dsn 4-4707

Capital Radio Serv

2428 Del Paso Blvd N Sacto HI lcrst 9-8651

CARRICK BART 19th & P GI lbrt 3-4976

COAST RADIO CO 900 J GI lbrt 2-0424

(See Advertisement Page 318)

COFFIN'S PAT RADIO-TELEVISION

SALES & SERVICE

\$100.00 Reward

For Any Home, Car Radio or
Television Set We Can Not Repair
PICK-UP & DELIVERY SERVICE

All Work Fully Guaranteed
Open Evenings Till 9 P.M.

Across From Town & Country Village

2620 Marconi Av IVnhoe 9-6310

COLONIAL ELECTRONICS SERV

4610 Stockton Blvd HI lcrst 5-3801

DAVIES RADIO SHOP 1501 E GI lbrt 2-2565

(See Advertisement Page 323)

DAY HARRY W 1221-19th GI lbrt 2-6473

**FAYA RADIO & APPLIANCE SALES &
SERVICE** 316-6th Broderick GI lbrt 2-8374

(See Advertisement Page 323)

FEY'S HARDWARE & APPLIANCES

555 La Sierra Dr IVnhoe 9-3931

GENERAL ELECTRIC RADIO TUBES AND PARTS

For all makes, all models.
Have your set serviced
with
General Electric
tubes and parts . . .

"The finest any set can have."

"WHERE TO GET SERVICE"

COAST RADIO COMPANY 900 J GI lbrt 2-0424
RADIO TEL SERVICE CO 5526 H HI lcrst 6-3506

George's Radio Service

920 Del Paso Blvd N Sacramento HI lcrst 9-0812

(See Advertisement Page 323)

(Continued Next Page)



Radio Servicing—(Cont'd)

HAGGIN-GRANT RADIO & ELECTRIC SERV
OF DEL PASO HEIGHTS

Emmett Hull — Over 17 Years Experience
Home & Auto Radios All Makes
Television Sales — Leading Brands
All Work Guaranteed

Del Paso Hgts
3385 Marysville Rd. HIckry 9-4982

HALE'S APPLIANCE STORE

13th & K. GI lbrt 2-7871
Handy Andy Radio 5533 H. HIckrst 7-1950
Hente's Speedy Radio Serv
See Our Ad Under Radio Dealers
1904-28th HI lcrst 7-4654

JACOBS W M RADIO CO

Personal Auto Radio Repairs
1112-21st GI lbrt 3-3238

JOSEPH MANUEL

RADIO REPAIRS

ALL MAKES

General Electric Home
Appliance Dealer

1020 J. GI lbrt 3-3937

Lam-Co Electric 1415-21st. GI lbrt 3-5711

MAGNAVOX RADIO-PHONOGRAPHS
SALES AND SERVICE—

COAST RADIO COMPANY 900 J. GI lbrt 2-0424

MARCHI MUSIC CO

**GUARANTEED
RADIO SERVICE**

On All Makes & Models

Phonographs Our Specialty

We Pick-Up & Deliver

1208 J. GI lbrt 2-9066

MOTOROLA RADIO—

COAST RADIO CO 900 J. GI lbrt 2-0424
COLONIAL ELECTRONICS SERV
4610 Stockton Blvd HIckrst 5-3801
RADIO TEL SERVICE CO 5526 H. HI lcrst 6-3506

Oak Park Radio Shop 2982-35th. HI lcrst 5-7782

Petzold Frank J 5880-19th Av. HIckrst 5-0351

PETZWAL RADIO & TELEVISION SERVICE

1627-19th GI lbrt 2-3925

(See Advertisement This Page)

(Continued Next Page)

PREVENT THAT ACCIDENT

To make a safe, convenient rack for your glass coffee maker top, remove the cover and cross supports from an old lamp shade.

RADIO SERVICE

FOR SERVICE ON RADIO AND
RADIO-PHONOGRAPH COMBINATIONS
All Makes

CALL PETZWAL

GI lbrt 2-3925

"For 30 Years Quality Service in Sacramento"
PICK-UP & DELIVERY

Personal Service by
HARRY PETZWAL & SON

PETZWAL RADIO & TV SERVICE

1627-19th

GI lbrt 2-3925

Alhambra
RADIO CENTRE

Geo 'N Mike Liviakis
Sales - Service
RADIOS - TELEVISION
Popular - RECORDS - Classical

Authorized Dealers for
PHILCO - HOFFMAN - WESTINGHOUSE
RCA & EMERSON PRODUCTS
Service on All Makes
Pick-Up & Delivery Service
Call
HI lcrst 5-4748

2010 ALHAMBRA BLVD.
"ALHAMBRA & T"

**NORTH SACRAMENTO
DRIVE-IN RADIO SERVICE**
Immediate Service on All Makes
AUTO RADIOS - HOME RADIOS
AM - FM - Phono-Combinations
Authorized Philco Service
REASONABLE PRICES
Pick-Up & Delivery
Phone
Hickory 9-0812

GEORGE'S RADIO SERVICE
920 Del. Paso Blvd.
NORTH SACRAMENTO

GI lbrt 2-8374 ← PHONES → HU dson 4-3140

RADIO SERVICE

FAST GUARANTEED SERVICE
On All Makes of
HOME RADIOS
AUTO RADIOS
Free Loaned Radio
No Chg. for
Pick-Up Service
Free Drive-In Parking
Open Evs. Till 8 P.M.
316-6th Street • Broderick GI lbrt 2-8374
If No Answer Call HUDSON 4-3140

RADIO
need REPAIRS?

**GUARANTEED RADIO SERVICE
ON HOME AND AUTO RADIOS**

PICK-UP & DELIVERY
AT YOUR CONVENIENCE

F C C License for Mobile
and Commercial Service

**DAVIES
RADIO SHOP**

GI lbrt 2-2565

1501 E St.

Dial
**HILLCREST 6-
3506**
Radio Tel Service Co.

*Prompt Reasonable
Repairs
All Makes*

RADIO & TELEVISION

Dealer for
MOTOROLA - ZENITH
GENERAL ELECTRIC &
HALLICRAFTERS

Latest Modern Equipment
PICK-UP & DELIVERY

5526 H ST.

GUARANTEED REPAIRS OPEN - EVENINGS

Radio Servicing—(Cont'd)

PHILCO FACTORY-SUPERVISED SERVICE

Guaranteed repair service on any make or model radio or radio-phonograph receiver by reliable factory-trained experts. Genuine parts. Approved standard prices.



"WHERE TO GET SERVICE"

DEALERS

- COAST RADIO COMPANY 900 J. GI lbrt 2-0424
- COLEMAN ELECTRONICS SERV
4610 Stockton Blvd. HI lcrst 5-3801
- GEORGE'S RADIO SERVICE
920 Del Paso Blvd N Sacto. HIckry 9-0812

R C A VICTOR SALES & SERVICE—

- COAST RADIO CO 900 J. GI lbrt 2-0424

RADER'S RADIO & TELEVISION SERVICE

- 2606 J. GI lbrt 2-3235
(See Advertisement Page 322)

RADIO SERVICE CENTER

NORTH SACRAMENTO

Guaranteed Work — Fast Service
Auto — Home & Phono-Combination
EXPERT REPAIRING
PACKARD-BELL
TELEVISION

Across from Bank of America
2020 Del Paso Blvd N Sacto. HIckry 9-4401

- Radio Serv & Equip Co 1424 J. GI lbrt 2-0641
(See Advertisement Page 322)

RADIO TEL SERVICE CO

EXPERT SERVICE ON ALL MAKES OF
RADIO & TELEVISION
Open Evenings
5526 H. HI lcrst 6-3506

- Radio Tel Service Co 5526 H. HI lcrst 6-3506
(See Advertisement Page 323)

ROPER GEO W CO

- 13th & J Sts-In The
Public Market Bldg. GI lbrt 2-7369
- Sacramento Electric Co 1931 J. GI lbrt 2-8771
- Sacramento Electric Co 1931 J. GI lbrt 3-1533
- Sage Radio Service Co I at 15th. HU dsn 4-0869
- SEMONI A J 2181 Weller Wy. GI lbrt 3-6438
- SHERMAN CLAY & CO 1312 K. GI lbrt 2-6911

SILVERTONE RADIO SERVICE—

- SEARS ROEBUCK & CO 12th & K. HU dsn 4-6961

STADLER'S RADIO & HOME APPLIANCE CO

- 2427 J. GI lbrt 2-3722
- Steele's Radio Serv Fair Oaks Blvd. IVnhoe 9-0629
- T V Foto Den
2831 Fair Oaks Blvd Carmichael. IVnhoe 9-1873

TODD'S REPAIR SERVICE

EXPERT REPAIR
ON
ALL MAKES
3150-26th Av. HI lcrst 6-5808

UNIVERSAL RADIO SALES & SERVICE

- 1614 Broadway. GI lbrt 3-5690

WALTON'S RADIO & APPLIANCE

GUARANTEED RADIO REPAIRS.
LIBERAL TRADE-INS
CITY PICK-UP & DELIVERY
3922 Broadway. HI lcrst 5-4078

ZENITH RADIOS—

- COAST RADIO CO 900 J. GI lbrt 2-0424
- RADIO TEL SERVICE CO 5526 H. HI lcrst 6-3506

Radio Speakers—Repairing

- Sacto Speaker Serv 5827 Folsom Blvd. HI lcrst 7-1576

Radio Supplies & Parts—Retail

See Radio Dealers

Thousands of people use these Yellow
Pages as a buyers' guide.

Radio Supplies & Parts—

Whse & Mfrs

- BROWN C C CO OF SACTO
1714-10th. GI lbrt 3-5931
- DUNLAP WHOLESALE RADIO CO INC
2001 O. GI lbrt 2-1031
- Dunlap Wholesale Radio Co Inc
27 N Grant Stockton
(Toll) Call "Operator" for. Stockton 7-7909
- KEMP E M CO 1115 R. GI lbrt 3-4668
- MARKET RADIO STORES INC
1918-16th. GI lbrt 3-2913
- RADIO TELEVISION PRODUCTS CO
1519-19th. GI lbrt 2-4622
- SACRAMENTO ELECTRONIC SUPPLY CO
1219 S. GI lbrt 2-0719
- Smith & Crawford 1345 Mission S F
(Toll) Call "Operator" for. Underhill 1-5206

Radio Testing Equipment

- General Electric Supply Corp 1131 S. GI lbrt 3-9001
- SACRAMENTO ELECTRONIC SUPPLY CO
1219 S. GI lbrt 2-0719

Radios—Whse & Mfrs

- BRADY ROBT E CO 2418-30th. HI lcrst 6-9815
- Broili-Parks Co 2225-19th. GI lbrt 2-2983
- DUNLAP WHOLESALE RADIO CO INC
2001 O. GI lbrt 2-1031
- KEMP E M CO 1115 R. GI lbrt 3-4668
- SACRAMENTO ELECTRONIC SUPPLY CO
1219 S. GI lbrt 2-0719
- Smith & Crawford
3666 Buena Vista Dr. IVnhoe 9-0880
- Superior Sales Co
Distr Sentinel Radio & Television
1808 Q. HU dsn 4-8551

Rags

- ALL-STATE SUPPLY CO
Sanitary Wiping Rags-Janitor Supplies
1769 Chase Oakland
(Toll) Call "Operator" for. Twinoaks 3-2646
- CITY IRON & METAL COMPANY INC
715 S. GI lbrt 3-8561

EAST BAY SANITARY RAG WORKS

Pleasing Our Customers Since 1933
Manufacturers of
DOMESTIC & SANITARY
WIPING RAGS
Service - Quality - Price
Geo. Gradin, Proprietor
2514 Adeline Oakland
(Toll) Call "Operator" for. Glencourt 1-0586

- Ferer A & Co 1st & Linden Oakland
(Toll) Call "Operator" for. Templebar 2-8543
- Industrial Garment & Towel Supply Co
2501-24th. HU ntr 6-0321

STEEL MILL SUPPLY CO INC

- Sanitary Wiping Rags White or Colored
12th & North B. GI lbrt 2-2917

UNITED TEXTILE CO

Sterilized Wiping Rags
For All Purposes

We Also Buy

Rags, Sacks, Paper, Old Mattresses, Etc.

2450 Harrison San Francisco
(Toll) Call "Operator" for. Valencia 4-0063

Railroad Companies

- Central Calif Traction Co
Freight Station 3d & R. GI lbrt 2-4971
- Traffic Dept 1121 Terminal Wy. GI lbrt 3-4059
- Chicago And North Western Railway System
Forum Bldg. HU dsn 4-6683
- Chicago Rock Island & Pacific Ry Co
Forum Bldg. GI lbrt 3-2389
- Chicago St Paul Minneapolis And Omaha Railway
Company Forum Bldg. HU dsn 4-6683
- Denver & Rio Grande Western R R
Forum Bldg. HU dsn 4-4432
- Great Northern Railway Forum Bldg. GI lbrt 2-3376
- Missouri Pacific Lines Forum Bldg. GI lbrt 3-5415
- Pacific Fruit Express Co S P Stn Bldg. GI lbrt 3-8011
- Rio Grande R R Forum Bldg. HU dsn 4-4432

Railroad Companies—(Cont'd)

- SACTO NORTHERN RAILWAY
1025-19th. GI lbrt 2-1865
- Car Inspector Westgate Rd. HU dsn 4-7672
- Yard Master 130 Capitol Av. GI lbrt 3-5568
- Santa Fe Railway 10th & J. GI lbrt 2-3605
- Southern Pacific Company 5th & I. GI lbrt 3-8011
- Union Pacific Railroad Co Forum Bldg. GI lbrt 2-1025
- U S Govt Railway Mail Service
S P Depot. GI lbrt 2-6788
- Western Pacific Railroad Co
1025-19th. GI lbrt 2-4971

Railroad Contractors

- Richter O B 524 California. GI lbrt 2-4801

Railroad Equipment & Supplies

- EVJU PRODUCTS COMPANY
Switches-Frogs-Rail Ties Etc
465 California S F
(Toll) Call "Operator" for. Yukon 6-5516

Ranches

- Alvernaz Frank Garden Hwy. HIckry 9-9672
- Alves Jose & Sons Elkhorn Rd. GI lbrt 3-0969
- Backer H W-Ranch No 2 Elkhorn Rd. HU dsn 4-6019
- Beattie Roger Jackson Rd. HI lcrst 7-4056
- Boyles Ed Ranch Fair Oaks Blvd. IV nhoe 9-2757
- CAPITAL REALTY CO 814 I. GI lbrt 2-2919
- Chew Chester Elkhorn Rd. HU dsn 4-6093
- Crowder Geo E
3825-22d Del Paso Hgts. HIckry 9-0134
- Damron Jas A Dist 1600. HU dsn 4-6086
- Gilrand Ranch Marshall Rd. GI lbrt 3-0965
- Lataillade L J Rancher
5113 Gordon Dr. HI lcrst 6-1726
- Leong Jimmy Elkhorn Rd. HU dsn 4-6080
- Parsons Alfred B Clarksburg. GI lbrt 3-0976
- Rainier Brewing Hop Ranch Hdqtrs
Hayes H Gable Jr & K L Lovdal-Mgrs
Elkhorn Rd. GI lbrt 3-1565
- Rich H M Dist 1600. GI lbrt 2-0990
- Willey E D & Sons Elverta Rd. HIckry 9-5974

Ranges & Stoves—Dealers

- AOKI MUSIC CO 1223-4th. HU dsn 4-3868
- BREUNER JOHN CO 604 K. GI lbrt 3-8061
- BROADWAY FURNITURE CO
1625 Broadway. HU dsn 4-1719
- Warehouse 1822-30th. HI lcrst 7-4907
- BUTANE ENGINEERING CO Davis Hwy. GI lbrt 2-0716
- Capital Stove Repair Works
1802-27th. HI lcrst 5-1725
- COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrst 6-4724

COOLERATOR ELECTRIC RANGES

FLAVOR - SAVER
Automatic Electric Ranges
with the exclusive
Well-E-Vator
and Double Oven



"Also Coolerator Electric Refrigerators & Freezers."

"WHERE TO BUY THEM"

DISTRIBUTOR

- PIONEER APPLIANCE CO 1355 Market S F
(Toll) Call "Operator" for. Underhill 3-2000

DEALER

- Sacto Warehouse Furn Co
1721-16th. GI lbrt 2-2715

CROSLY ELECTRIC RANGES

FOR COOLER,
CLEANER, MORE
EFFICIENT
COOKING



Also see Sheldor* Refrigerators, Crosley
Kitchen Freezers.

*Made Only By Crosley
SALES—SERVICE

"FOR INFORMATION CALL"

- BOULEVARD APPLIANCE
6200 Fair Oaks Blvd Carmichael. IVnhoe 9-2161
- FEDERAL DEPT STORES 717 K. GI lbrt 3-4634
- HANDY ANDY RADIO 5533 H. HI lcrst 7-1950
- WALTON'S RADIO & APPLIANCE
3922 Broadway. HI lcrst 5-4078

(Continued Next Page)

Advertise here—it pays.

Ranges & Stoves-Dealers-(Cont'd)

DONALD HOME APPLIANCE
Carmichael.....IV nhoe 9-1137
EASTERN THE 1114 J......GI lbrt 2-7641
FEY'S HARDWARE & APPLIANCE
555 La Sierra Dr.....IVnhoe 9-1377
FOURTEENTH AVE FURNITURE
5434-14th Av.....HI lcrst 6-9534

FRIGIDAIRE ELECTRIC RANGES

See Frigidaire Electric Ranges with Radianttube Units and Even-Heat Ovens. Also Frigidaire refrigerators, food freezers, water heaters, automatic washers, ironers, dryers, air conditioners, dehumidifiers.



"WHERE TO CALL"

SALES & SERVICE DEALERS

Aoki Music Co 1223-4th.....HU dsn 4-3868
ARNOLDS FURNITURE STORE
1200 J.....GI lbrt 2-8703
Bird's Appliances & Heating
5105 Fair Oaks Blvd.....IVnhoe 9-2508
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
HARMS MAPLE HOUSE & APPLIANCE CO
4320 Stockton Blvd.....Hlcrst 5-4651
KINCAID HOME FURNISHINGS
1812 Del Paso Blvd N Sacto.....Hlckry 9-4351
MACLENNAN CO 3015 Broadway.....HI lcrst 6-6409
SILVEIRA G L CO 21st & X.....Hlcrst 6-3897
STUCKY'S HARDWARE
Store No 1 4106 Franklin Blvd.....HI lcrst 7-6576
Store No 2 Michigan W Sacto.....GI lbrt 3-5417
WILLIAMS FURNITURE MART
Fair Oaks Blvd.....IVnhoe 9-2874
WILLIFORD'S KITCHEN SHOP
3200 Riverside Blvd.....GI lbrt 3-2355

GENERAL ELECTRIC RANGES

Super-fast Calrod Units for G-E "SPEED COOKING". Other famous G-E "firsts" — Built-in Pressure Cooker, Tripl-Unit, Tripl-Oven, Tel-A-Cook Lights, No-Stain Oven Vent.



"WHERE TO CALL"

SALES & SERVICE DEALERS

BREUNER JOHN CO 604 K.....GI lbrt 3-8061
COOK ROSCOE D
2125 Del Paso Blvd.....Hlckry 9-2754
FEY'S HARDWARE & APPLIANCE
555 La Sierra Dr.....IVnhoe 9-1377
HOT-n-KOLD SHOP 1317-21st.....GI lbrt 2-1893
JOSEPH MANUEL 1020 J.....GI lbrt 3-3937
ROMACK PLUMBING CO
1313 Broadway.....GI lbrt 3-1701
SACRAMENTO ELECTRIC CO
1931 J.....GI lbrt 3-1533

SALES DEALERS

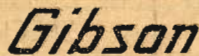
GOODYEAR SERVICE STORE
1630 L.....HU dsn 4-9166
Lyon Darwin Hdwe Co 2901-35th.....HI lcrst 6-4751

DISTRIBUTOR

GENERAL ELECTRIC SUPPLY CORP
1131 S.....GI lbrt 3-9001

GIBSON ELECTRIC RANGES

See The Exclusive UPS-A-DAISY Kookail Electric Ranges



• EXTRA EFFICIENCY — EXTRA CONVENIENCE
• A MODEL FOR EVERY BUDGET
Also Freez'r Locker Refrigerators and Gibson Home Freezers

"WHERE TO BUY THEM"

DISTRIBUTOR

Lukanish J J Co 1355 Market S F
(Toll) Call "Operator" for.....Underhill 3-3914

HALE'S APPLIANCE STORE
13th & K.....GI lbrt 2-7871
HAMILTON FURNITURE CO
3160 Folsom Blvd.....HI lcrst 7-6504
HORRELL & SON 2950-1st Av.....Hlcrst 6-6437

Need a number? First, check the Directory or your personal number list before calling "Information."

Ranges & Stoves-Dealers-(Cont'd)

HOTPOINT ELECTRIC RANGES

One of America's Finest and Fastest electric ranges—PUSH BUTTON COOKING... Over-size "sealed-unit" ovens—handy Thrift cooker. See Hotpoint's complete line of Kitchen and Laundry appliances. EVERYBODY'S POINTING TO HOTPOINT



"WHERE TO BUY THEM"

DISTRIBUTOR

Graybar Electric Co 1900-14th.....GI lbrt 2-8976

SALES & SERVICE

ACME REFRIGERATION & EQUIPMENT CO
619 J.....GI lbrt 3-0298
BLOMBERG'S
5675 Freeport Blvd.....HU ntr 6-2803
BUFORD ELECTRIC CO
2942-35th.....HI lcrst 6-4475
Carmichael Supply
Fair Oaks Blvd & Marconi Av.....IV nhoe 9-2769
COLONIAL HOME APPLIANCES
3836 Stockton Blvd.....HI lcrst 6-4724
DOLAN'S Alhambra & P.....Hlcrst 6-6481
Hot-n-Kold Shop 1317-21st.....GI lbrt 2-1893
Litton J J 1803 Del Paso Blvd.....HI ckry 9-9906
SCHAAP-BRENNER TIRE CO
1617 J.....GI lbrt 2-1811
SCHRODER'S APPLIANCE STORE
13th & J.....GI lbrt 3-3255
SHORROCK'S HDWE CO 918 J.....GI lbrt 3-3711

HOUSEHOLD FURNITURE CO
Alhambra & N.....HI lcrst 5-5775
JACKSON FURNITURE CO 14th & K.....GI lbrt 2-7604
JERUE & CO 1985 Fulton Av.....IV nhoe 9-0446

QUICK BRASS CLEANER

You can clean copper and brass instantly by rubbing with a mixture of vinegar and salt. The finish won't last as long as with regular metal polish, but the mixture does a fine job.

NEW & USED STOVES

Bought
Sold & Exchanged
STOVES

Repair Parts & Radiants
For Gas Heaters

Open Evenings
By Appointment



EASY PAYMENTS

SMITH'S

HI ckory 9-1175

1023 DEL PASO BLVD.
NORTH SACRAMENTO

STOVE MART

— GAS RANGES

- ROPER
- OCCIDENTAL
- MAYTAG

— ELECTRIC RANGES

- KELVINATOR
- GIBSON

"One of the Largest and Best Equipped Parts & Service Departments in Superior Calif."

GI lbrt 2-2227

2323-16TH ST. SACRAMENTO

Ranges & Stoves-Dealers-(Cont'd)

KELVINATOR ELECTRIC RANGES

Amazing new "Heat-Up Speed!"... Starts cooking faster! Automatic Cook Control... Colormatic Switches... Fast Broilers... Mammoth Ovens... Beautiful Styling!



"WHERE TO BUY IT"

BABCOCK'S 800 Alhambra Blvd..HU dsn 1-0081
BENNETT FURN CO
3812-24th Av.....HI lcrst 5-4549
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
CASSELL APPLIANCE CO
1317 K.....HU dsn 4-7543
F & W REFRIGERATION SERVICE
1423-28th.....Hlcrst 5-1695
FINNESTAD WASHER SERVICE
1306 J.....GI lbrt 3-5061
GOODRICH B F CO 1200 I.....GI lbrt 2-3811
STOVE MART 2323-16th.....GI lbrt 2-2227

KENMORE RANGES—
SEARS ROEBUCK & CO 12th & K.....HU dsn 4-6961

LECTRO-HOST ELECTRIC RANGES

Built by Pioneers in the Manufacture of cooking appliances. Fast flexible surface units, Equalized Heat Ovens, Porcelain Enameled finish, provide unequalled cooking service.



"WHERE TO BUY IT"

DISTRIBUTOR

Lavenson & Savasta 586-6th S F
(Toll) Call "Operator" for.....Market 1-7590

DEALERS

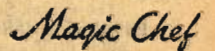
Swart's Hardware
1927 Del Paso Blvd N Sacto.....HI ckry 9-0784
Vogt Electric Co 2316 J.....GI lbrt 2-5897

MAGIC CHEF GAS RANGES

There's a reason why:

"More women cook on MAGIC CHEF than on any other range"

See the wonderful new Magic Chef before YOU buy!

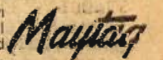


"WHERE TO BUY THEM"

ARNOLDS FURNITURE STORE
1200 J.....GI lbrt 2-8703

MAYTAG DUTCH OVEN GAS RANGES

Turns gas-off automatically, goes on cooking! Six new range models, all A.G.A. approved for city or bottled gas. New C. P. (Certified Performance) models. Following are Maytag authorized dealers.



"WHERE TO BUY IT"

BENNETT FURN CO
3812-24th Av.....HI lcrst 5-4549
BOULEVARD APPLIANCE
6200 Fair Oaks Blvd Carmichael.....IVnhoe 9-2161
BUSH ELECTRIC APPLIANCE CO
3300-2d Av.....HI lcrst 5-4011
EASTERN THE 1114 J......GI lbrt 2-7641
F FINNESTAD WASHER SERVICE
1306 J.....GI lbrt 3-5061
Litton J J 1803 Del Paso Blvd.....HI ckry 9-9906
QUALITY APPLIANCE SALES
1306-28th.....HU dsn 1-0313
STOVE MART 2323-16th.....GI lbrt 2-2227

NORGE RANGES

High-efficiency Electric and also Gas Ranges. For authorized sales of Norge Gas Ranges, Electric Ranges, Refrigerators, Home Freezers, Water Heaters, Washers, see below.



"WHERE TO CALL"

HOT-n-KOLD SHOP 1317-21st.....GI lbrt 2-1893

(Continued Next Page)

Ranges & Stoves—Dealers—(Cont'd)

OCCIDENTAL GAS RANGES—

- ARNOLDS FURNITURE STORE
1200 J..... GI lbrt 2-8703
- FRUITRIDGE FURNITURE CO
5650 Stkn Blvd..... Hlcrst 7-5510
- HORRELL & SON 2950-1st Av..... Hlcrst 6-6437
- ROMACK PLUMBING CO
1313 Broadway..... GI lbrt 3-1701
- SILVEIRA G L CO 21st & K..... Hlcrst 6-3897
- STOVE MART 2323-16th..... GI lbrt 2-2227
- STUCKYS' HARDWARE
Store No 1 4106 Franklin Blvd. HI lcrst 7-6576
Store No 2 Michigan W Sacto... GI lbrt 3-5417

O'KEEFE & MERRITT GAS RANGES—

- AOKI MUSIC CO 1223-4th..... HU dsn 4-3868
- BREUNER JOHN CO 604 K..... GI lbrt 3-8061
- GRAY'S
Stkn Blvd & Lemon Hill Rd..... Hlcrst 6-9663
- HARMS MAPLE HOUSE & APPLIANCE CO
4320 Stockton Blvd..... Hlcrst 5-4651
- HOUSEHOLD FURNITURE CO
Alhambra & N..... Hlcrst 5-5775
- LUPPEN & HAWLEY INC 3126 J. HUDSN 1-2541
- LYON DARWIN HDWE CO
2901-35th..... HI lcrst 6-4751
- STANDARD FURNITURE CO WAREHOUSE
2018 I..... GI lbrt 2-5885
- STAR FURNITURE CO
1511 Del Paso Blvd N Sacto... Hlckry 9-2715

PHILCO ELECTRIC RANGES

Only Philco brings you amazing new "Broil-under-Glass" with No Smoke, No Soot, No Stain, and "Built-in Jiffy Griddle"—plus automatic cooking at its best, fast surface cooking, two ovens for the price of one.



"WHERE TO BUY THEM"

DISTRIBUTOR

DALCO APPLIANCE CO 6th & Q. GI lbrt 2-3861

DEALERS

- DEPAUL'S RADIO SERVICE
3241 Folsom Blvd..... HI lcrst 7-0034
- HAMILTON FURNITURE CO
3160 Folsom Blvd..... HI lcrst 7-6504
- LOVERDE'S HARDWARE
6800 Fruitridge Rd..... Hlcrst 5-5753

ROPER GAS RANGES—

- CASSELL APPLIANCE CO
1317 K..... HU dsn 4-7543
- HOUSEHOLD FURNITURE CO
Alhambra & N..... HI lcrst 5-5775
- SAL'S APPLIANCES 910-12th..... HUDSN 4-3363
- STOVE MART 2323-16th..... GI lbrt 2-2227

SACRAMENTO APPLIANCE CO

- 501 I..... HUDSN 4-8535
- SACRAMENTO ELECTRIC CO 1931 J. GI lbrt 3-1533
- SACRAMENTO FURNITURE EXCHANGE
3021 Broadway..... HI lcrst 6-4163
- Silveira G L Co 21st & K..... HI lcrst 6-3897
- Smith's Furniture Store
1023 Del Paso Blvd..... HI ckr 9-1175
(See Advertisement Page 325)

- STOVE MART 2323-16th..... GI lbrt 2-2227
- Branch Office 601 Fulton Av..... IVnhoe 9-2194
(See Advertisement Page 325)

TAPPAN RANGES—

- BENNETT FURN CO
3812-24th Av..... HI lcrst 5-4549
- BUTANE ENGINEERING CO
Davis Hwy..... GI lbrt 2-0716
- COLONIAL HOME APPLIANCES
3836 Stockton Blvd..... HI lcrst 6-4724
- DONALD HOME APPLIANCE
Carmichael..... IVnhoe 9-1137
- EASTERN THE 1114 J..... GI lbrt 2-7641
- MacLENNAN CO 3015 Broadway. HI lcrst 6-6409
- SCHRODER'S APPLIANCE STORE
13th & J..... GI lbrt 3-3255

THERMADOR ELECTRIC RANGES—

DEALER

HORRELL & SON 2950-1st Av..... Hlcrst 6-6437

Classified Directory advertising brings new prospects into your store, reminds old customers to come back again.

Ranges & Stoves—Dealers—(Cont'd)

WEDGEWOOD GAS RANGES—

- BIRD'S APPLIANCES & HEATING
5105 Fair-Oaks Blvd..... IVnhoe 9-2508
- BREUNER JOHN CO 604 K..... GI lbrt 3-8061

WESTERN-HOLLY GAS RANGES—

- AMERICAN HOME FURN & APPL
3726 Marysville Rd..... HI ckr 9-3903
- BIDWELL'S
1520 Del Paso Blvd N Sacto... Hlckry 9-2796
- BILL'S FURNITURE EXCHANGE
4900 Franklin Blvd..... HI lcrst 7-1591
- EASTERN THE 1114 J..... GI lbrt 2-7641
- ELLIOTT'S APPLIANCES
2618 Marconi Av..... IVnhoe 9-3696
- HAMILTON FURNITURE CO
3160 Folsom Blvd..... HI lcrst 7-6504
- KINCAID HOME FURNISHINGS
1812 Del Paso Blvd N Sacto... HI ckr 9-4351
- LAWRENCE MOVING & STORAGE CO
1930 J..... GI lbrt 2-0735

WESTINGHOUSE ELECTRIC RANGES

See famous Westinghouse Speed Electric Ranges with the new Super Speed Corox Surface Unit—red hot in 30 seconds. Look at the big Miracle Sealed Oven. You Can Be SURE... If It's WESTINGHOUSE.



"WHERE TO CALL"

DISTRIBUTOR

WESTINGHOUSE ELECTRIC SUPPLY CO
1730-14th..... GI lbrt 3-6525

SALES & SERVICE

- ANDRESEN APPLIANCE CO
Store No 1 39th & J..... HI lcrst 5-3680
Store No 2 2739 Riverside Blvd. GI lbrt 2-0006
- ARNOLDS FURNITURE STORE
1200 J..... GI lbrt 2-8703
- BIDWELL'S
1520 Del Paso Blvd N Sacto... Hlckry 9-2796
- EASTERN THE 1114 J..... GI lbrt 2-7641

Ranges & Stoves—Repairing

BREUNER JOHN CO 604 K..... GI lbrt 3-8061

BUTANE ENGINEERING CO

AGENTS FOR
TAPPAN GAS STOVES & RANGES
CONVERSION TO & FROM
NATURAL GAS TO BUTANE
& PROPANE
15 Years Experience
1 Mile West of Tower Bridge
Davis Highway..... GI lbrt 2-0716

TO PAINT SCREENS

To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.



RANGES

INSTALLATION & REPAIRS

Oven Control Specialists

SPECIAL VENTS
FLUSH INSTALLATION

Trained by
O'Keefe & Merritt
Western Holly
Occidental
Wedgewood
Roper - Tappan

Also Electric
Range Repairing

HI lcrst 6-3900

HAZEN'S APPLIANCE SERVICE
3943 Franklin Blvd. Sacramento

Ranges & Stoves—Repairing—(Cont'd)

CAPITAL STOVE REPAIR WORKS

LOWRY

Personal Service — Prices Reasonable
Gas Stoves Installed & Repaired
Furnaces Cleaned & Repaired
Chimneys Cleaned
Established Over 30 Years
1802-27th..... HI lcrst 5-1725

ELECTRODAY RANGE SERVICE—

SEARS ROEBUCK & CO 12th & K. HUDSN 4-6961

HAZEN'S APPLIANCE SERV

3943 Franklin Blvd..... HI lcrst 6-3900
(See Advertisement This Page)

KENMORE RANGE SERVICE—

SEARS ROEBUCK & CO 12th & K. HUDSN 4-6961

LEE'S STOVE SERVICE

L. Luke
STOVE & GAS APPLIANCE
INSTALLATIONS & REPAIRS
Oven Control Adjustments
Personal Service — Reasonable Prices
4836-11th Av..... HI lcrst 5-0709

STOVE MART 2323-16th..... GI lbrt 2-2227

WHITE APPLIANCE SHOP

RANGES & STOVES
INSTALLATION
SALES & SERVICE
Connecting - Repairing
With Factory Parts
Oven Control Adjustments
Special Vents Made
ALL WORK GUARANTEED
"Service When You Need It"
1535 Arcade Blvd N Sacto... HI ckr 9-1709

Ranges & Stoves—Used

Horrell & Son 2950-1st Av..... Hlcrst 6-6437
Sacramento Furniture Exchange
3021 Bdwy..... HI lcrst 6-4163

Ranges & Stoves—Whsle & Mfrs

Superior Sales Co
Distr Preway Gas & Electric Ranges
1808 Q..... HU dsn 4-8551

Rattan Ware—See Furniture Headings

Ravioli

CORTI BROS

SPECIAL RAVIOLI
Made Fresh Daily
FRANK & GINO CORTI - PROPS.
SUCCESSORS TO MEDA BROS.
GROCERS - WINES - LIQUORS
FREE DELIVERY
914-8th..... GI lbrt 2-4592

(Continued Next Page)

AT YOUR FINGERTIPS

To keep screws, nails, etc., handy and in view, attach the lids of glass jars to a rafter or shelf over your workbench. Screw jars in place.

Ravioli—(Cont'd)

MAZZUCHI BROS

Ravioli De Luxe
Groceries
Imported Delicacies
Wines - Liquors
FREE DELIVERY

622 J..... GI lbrt 2-6678

MEDA RAVIOLI FACTORY

RAVIOLI
The Taste Tells - Fresh Daily
Complete Line of
Fancy Foods - Special Delicacies
"If It's Exclusive Meda Has It"
GENE MEDA, Prop.

829 J..... GI lbrt 3-3422

Razors

ELECTRIC SHAVER SHOP

See Our Ad Under Shavers Electric

1016-8th..... GI lbrt 3-8616

LAM-CO ELECTRIC 1415-21st..... GI lbrt 3-5711

Real Estate

A W YATES REALTY

"TOWN & COUNTRY AREA"
3010 Fulton Ave.
REAL ESTATE - INSURANCE
NOTARY - RENTALS
"Call Any Time"

3010 Fulton Av. IV nhoe 9-2228
Or. Call..... IV nhoe 9-1989

Aaron Agency 4610 Auburn Blvd..... IVnhoe 9-4788
Acacia Realty Arcade Blvd..... IVnhoe 9-4639

ADAMS DON R

REAL ESTATE CENTER

1124 Del Paso Blvd..... HI ckry 9-6463
If no answer call..... HI ckry 9-6588

Adams O P 1636 Eldridge Av N Sacto. HI ckry 9-4941

AHLSTROM INVESTMENT CORP

60th & 14th Av..... HI lcrst 7-6518
(See Advertisement Page 329)

Alaska Packers Association

W Sacramento..... GI lbrt 3-6501

AMERICAN HOME CO

4108 Stockton Blvd..... HI lcrst 6-4736

AMER HOMES CO

Located In Elkhorn Village
Douglas & Elkhorn Plaza..... HUDsn 1-0345

Antone Anthony B 4461 A..... HI lcrst 7-3053

ARDEN MANOR INVESTMENT CO INC

1225 Watt Av..... IVnhoe 9-3684

ARMSTRONG REALTY

14th & Broadway..... GI lbrt 2-3809
(See Advertisement This Page)

ARTZ & COOK 813 J..... HU dsn 4-9381

(See Advertisement This Page)

Austin Real Estate Agency

240 Cantalier N Sacramento..... HI ckry 9-5444

Avis A A 3901 T..... HI lcrst 5-7088

Babcock J W & Co 1506 Bdwy..... HU dsn 1-0145

BECK ROBERT W

Check With Beck
2848 Marshall Wy..... HI lcrst 6-8949

Bequette Realty Co 2517 San Jose..... HI lcrst 7-0851

Better Homes Realty Co

Wilbur Miller-Realtor
Calif Western States Life Bldg. . GI lbrt 3-5863

Blair L F 3101 Bdwy..... HI lcrst 5-7978

If no answer call..... HI lcrst 5-7519

BLOOMBERG REALTY CO

A COMPLETE
REAL ESTATE
SERVICE

9th & L..... GI lbrt 3-6532
Residence..... GI lbrt 3-7338

BOLOYAN SAM 3320 Fair Oaks Blvd IV nhoe 9-2319

If no answer call..... GI lbrt 3-7461

(Continued Next Page)

ARMSTRONG REALTY

Established Over 40 Years

COMPLETE REALTY SERVICE

BUSINESS OPPORTUNITIES - LOTS - LOANS
EXCHANGES - INSURANCE

GI lbrt 2-3809

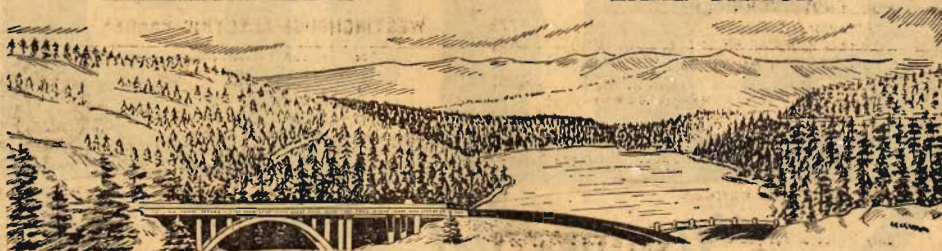
14TH & BROADWAY - SACRAMENTO

(Toll) Call TRUCKEE 203

DONNER LAKE

(Toll) Call Tallac 69-W

LAKE TAHOE



**ALL YEAR ROUND RESORT
MOTEL SITES
BUSINESS PROPERTIES
HOME SITES - LAKEVIEW LOTS**

L. G. Nisbet, Manager

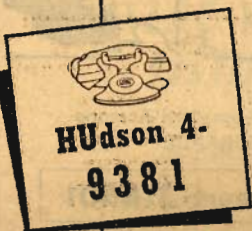
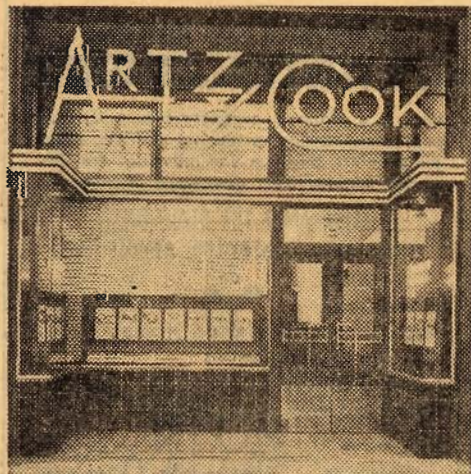
P.O. BOX 355, TRUCKEE

**MOUNTAIN HOME SITES
HOMES & CABINS
BEACH LOTS**

**RESERVATIONS FOR RENTAL
OF SUMMER CABINS**

BIJOU, LAKE TAHOE

(Same Ownership)



A COMPLETE
Real Estate
SERVICE

ARTZ & COOK

REALTORS

813 J ST. + SACRAMENTO

**BEFORE YOU
SELL or BUY**

STOP

SEE
● *"Randy" Wagaman*

IVanhoe 9-3677

2760 FULTON AVE.
Near Town & Country Village

Real Estate—(Cont'd)

BOWEN G W 814 I. GI lbrt 2-2919
Brewster W B 809 J. GI lbrt 2-1831
Buhler F G Mortgage Co
 Mortgage Loans
 1005-8th GI lbrt 3-5924
Burke Jas W 1703-27th. HI lcrst 7-5568
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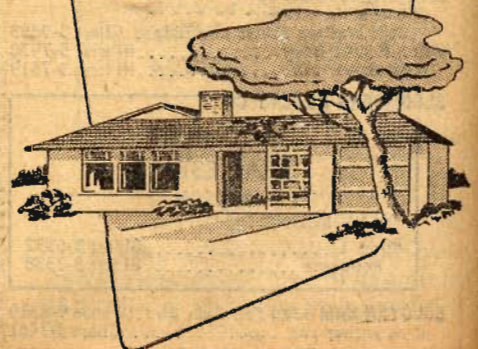
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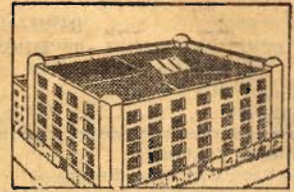
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APPRAISALS — PROPERTY MANAGEMENT
1804 J GI lbrt 2-6919

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3091 Fair Oaks Blvd. IV nhoe 9-3646

WILLIAMS & WILLIAMS REALTORS

HOMES and ACREAGE
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WILSON DALE REALTY

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226 W Pine Lodi
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City & Country Homes
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Appraisals - Notary Public
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LARGE SUBURBAN HOMESITES
WITH CITY CONVENIENCES
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Arden Park Vista. IV anhoe 9-3631

Real Estate—(Cont'd)

WRIGHT & KIMBROUGH

REAL ESTATE
RESIDENTIAL - COMMERCIAL
GENERAL INSURANCE
FARM LANDS
PROPERTY MANAGEMENT
819 J GI lbrt 2-2991

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3010 Fulton Av. IV nhoe 9-2228
Yates Eugene C 1209-21st HU dsn 4-8241
Yeo Robert W
3725 Msvl Rd Del Paso Hgts. HI ckry 9-0300
Zeitler John C 3077 Del Paso Blvd. HI ckry 9-4362

Real Estate—Property Management
See Property Management

Record Searching—See Searchers of Records

**Recording Equipment & Supplies—
Sound**

A LEBECK BUSINESS EQUIP CO

TAPE—Webcor, Pentron, Revere, etc.
WIRE—Steno, Webster, Paicre, etc.
3021 Capitol Av. HI lcrst 6-3877

Dictaphone Corp 921-16th. HU dsn 4-2838

PRESTO RECORDING EQUIPMENT—

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UNIRONED SLIP-COVERS

Slip-covers made of monkscloth or other spongy materials do not have to be ironed after washing if they are replaced on the chairs and pulled into shape while still slightly damp.

**Recording Equipment & Supplies—
Sound—(Cont'd)**

**WEBSTER-CHICAGO TAPE &
WIRE RECORDERS**

"THE ELECTRONIC MEMORY"

Portable magnetic tape and wire recording equipment for home, commercial or professional use. Plugs into a AC outlet. Unusual fidelity in preserving verbal or musical recordings.



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WEBSTER ELECTRIC TAPE RECORDERS

Portable tape recorders for every use . . . superlative tone quality for teaching, musical reproduction, sales training, conferences . . . simple to operate.



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Kemp E M Co 1115 R. GI lbrt 3-4668
Lebeck A Business Equip Co
3021 Capitol Av. HI lcrst 6-3877
SIDENER TY 2226 Portola Wy. HI lcrst 7-2813

WESTERN AUDIOGRAPH INC

1347-62d HI lcrst 7-4812

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BRANDT'S RECORDING STUDIOS

Evening Appointments
2607 J. HU dsn 4-5994
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GYRODUCING SALON

DEMPSEY RAY SALON

THE LUXURIOUS GYRO-WAVE
SLENDERIZES, RELAXES & BEAUTIFIES
Individualized to Your Figure Problems
Free Introductory Treatment

814-15th HU dsn 4-2837

LADY BEAUTIFUL SLENDERIZING

3027 K. HU dsn 4-2698

LESLIE'S SLENDERIZING SALON

NIAGARA HOME UNITS
PERFUMES & COSMETICS
By Rolley

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Lise's Reducing Salon Fulton Av. HI ckry 9-3330

MIQUEL'S HEALTH STUDIO

2030-16th GI lbrt 3-3092
(See Advertisement This Page)

RELAXACIZOR

REDUCE
Size of
HIPS, WAIST, Etc.
No Diet or Weight-loss
USE at HOME while you REST
Easy, Safe
Phone for Free Demonstration and FREE Illustrated
Booklet



"FOR INFORMATION CALL"

Relax-A-Cizor 703 1/2 J. HU dsn 1-0191

(Continued Next Page)

EXPLOSION IN OVEN?

If you burn the inside of the oven with an exploded potato or something, soak a cloth in ammonia and let it stay on the burned places an hour or so, after which you can scrape the spots clean without harming the enamel.



... be slim ... be lovely ...

LOSE POUNDS

- SPOT REDUCING
- STEAM CABINETS
- ROCK STEAM
- SWEDISH MASSAGE
- BEAUTY SALON

MacLevy

Look Younger
as You
Grow Older

RESULTS GUARANTEED

Lose 2 to 5 Inches - 15 Pounds in One Month

Facial Skin Treatments - Smooth Wrinkles
Erases Facial Lines

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GI lbert 3-3092

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SLENDERIZING SALON

Miquel's

BESSIE H. PILE, Owner

2030 - 16 St. Corner of U Street



Reducing Methods—(Cont'd)

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Ochsner Bldg GI lbrt 2-1487

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REDUCE — RELAX — REJUVENATE
Special Stauffer Tables for
Correcting Figure Abnormalities
SLIMMING HIPS - THIGHS - CALVES
ANKLES - BUST - DOWAGERS HUMP
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Nationally Known Proved Method
VERY INEXPENSIVE

Call Today for Free Demonstration
Open From 9 A.M. to 9 P.M.

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See Specific Kinds, i.e., Oil Refiners; Sugar Refiners

Refractory Materials

PACIFIC COAST AGGREGATES INC
16th & A GI lbrt 3-6586

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Commercial**

ACME REFRIGERATION & EQUIPMENT CO

"Frigidaire Equipment"

Reach-In Refrigerators
Beverage Coolers
Carrier Automatic Ice Makers
Frozen Food Units
Exhaust Fans
Air Conditioning — Etc.

619 J GI lbrt 3-0298

Acme Refrigeration & Equipment Co
619 J GI lbrt 3-0298

(See Advertisement Page 335)

AL SCHOEN AIR CONDITIONING & REFRIG CO
2724-24th HI lcrst 6-2378

ARCTIC COMM'L REFRIGTN
Refrigeration Equip Comm'l Servicing
5660 Franklin Blvd. HI lcrst 5-9285

BAKER REFRIGERATION

Ammonia and Freon. All commercial and industrial applications. Complete engineering, design, installation and maintenance facilities.



Since 1905

"FOR INFORMATION CALL"

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BIGLER & TRUMBULL REFRIGTN SERV

Refrigeration and Air Conditioning

SERVEL

Regional Representative

Commercial

Machinery & Equipment

724 12th GI lbrt 2-6658
Nights GI lbrt 3-7461

Blair J N & Co Inc 217 N 16th HUdsn 4-9311
(See Advertisement This Page)

BYBEE REFRIGERATION

1314 Del Paso Blvd N Sacto. HI ckrv 9-3805
Calif Market Equip Co 2108-16th. GI lbrt 2-8801

CAPITAL REFRIGERATION CO
2511 K GI lbrt 3-0051

(See Advertisement Page 335)

(Continued Next Page)

You'll find it fast in the **YELLOW PAGES.**

Established 1899
COMMERCIAL REFRIGERATION

FACTORY DISTRIBUTORS

Factory Distributors
WORTHINGTON

Heavy Duty
Refrigeration
Machinery

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TYLER
DISPLAY CASES
AND
REFRIGERATORS



CHRYSLER AIRTEMP

Packaged Units
For Air Conditioning
Buildings - Stores - Homes

Manufacturers of
WALK-IN REFRIGERATORS

and
SPECIAL BUILT EQUIPMENT

for
**FOOD MARKETS, DAIRIES and
COLD STORAGE LOCKER
PLANTS**

Northern California
Distributors

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Commercial
Refrigeration
Equipment

BUYCHERS'
SUPPLIES
SCALES
MEAT SLICERS
MEAT GRINDERS

The many hundreds of installations of Blair commercial refrigeration for leading firms throughout Northern California are the proof of the merit of Blair equipment and engineering.

J. N. Blair & Company Inc.

WHOLESALE & RETAIL

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Night Phones
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AT YOUR SERVICE

Distributors for



In Chico
1345 Park Ave.
(Toll) Call Chico 1130
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GI lbrt 2-0753

Night Phones
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WE SELL

Locker Plants
Walk-In and Reach-In Boxes
Display Cases
Dairy Equipment
Air Conditioning
Farm Freezers

WE REPAIR

All Makes Commercial
Refrigeration Units
and
Ammonia Plant
Installations - Replacements
—Guaranteed Service

YORK PACIFIC COMPANY

Members of

Refrigeration Contractors Association of Northern California
Refrigeration Service Engineers Society

1230 H Street

Sacramento, California

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Sales & Service

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Night Phone HI lcrest 5-5000 - If No Answer Call IVanhoa 9-3310



EXCLUSIVE DISTRIBUTOR FOR KOLD DRAFT

- SPECIALIST ON DRAFT BEER COOLING
 - DRY COLD BOTTLE COOLERS
 - DRAFT BEER DISPENSERS
 - WALK-IN BOXES
 - ICE CUBE MAKERS
 - COMPLETE TAVERN EQUIPMENT
- Including Sinks - Workboards & Cocktail Units

REFRIGERATION ENGINEERING CO.

"WE SPECIALIZE IN SERVICE"

1908-18th

"Walt Baldwin"

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EMERGENCY

REFRIGERATION SERVICE

IN AFFILIATION WITH

West Pacific Sales

AIR CONDITIONING

HOME - OFFICE - RESTAURANT

WE SELL
Bar
Restaurant
Fountain
Dairy
Market
EQUIPMENT



For Prompt, Efficient

REFRIGERATION SERVICE

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24 Hour Answering Service

WE REPAIR
All
Makes
COMMERCIAL
Units
and
INSTALLATIONS

PHILCO - NORGE - CROSLY

Specialist in Repair of

COLDSPOT & SEALED UNITS

We Serve Arden Park - Fruitridge - No. Sacramento
And All Outlying Districts at No Extra Charge

57th & H St.

Sacramento

Refrigeration Equipment- Commercial-(Cont'd)

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COMMERCIAL REFRIGERATION SALES & SERVICE
3131 Broadway HI lcrest 6-5744
If no answer call GI lbrt 3-7461

Colard Refrigeration Co
3131 Broadway HI lcrest 6-5744
(See Advertisement Page 336)

COLDAIRE REFRIGERATION CO
425-16th HU dsn 4-9149
(See Advertisement Page 336)

CYCLOPS IRON WORKS
Ochsner Bldg. GI lbrt 3-7461
If no answer call HI lcrest 5-5702
(See Advertisement Page 335)

EDWARDS CASE CO
COMMERCIAL & DOMESTIC REFRIGERATION
Complete Line Of FRIGIDAIRE EQUIPMENT & APPLIANCES
2965 Del Paso Blvd. HI ckry 9-0173

Emergency Refrigeration Service
730-57th HI lcrest 6-8717
(See Advertisement This Page)

Friedrich Floating Air Refrigeration Co
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FRIGIDAIRE REFRIGERATION EQUIPMENT

Complete line of display cases; reach-ins; water, milk, beverage coolers; food freezers; compressors; ice-cream and frozen food cabinets; ice makers; air conditioners; cooling units.



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619 J. GI lbrt 3-0298
Al Schoen Air Conditioning & Refrig Co
2724-24th HI lcrest 6-2378
EDWARDS CASE CO
2965 Del Paso Blvd. HI ckry 9-0173

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General Air Conditioning & Heating Co
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DEALER

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HUSSMANN REFRIGERATORS & REFRIGERATION

For All Applications. Groceries, Meat Markets, Hotels, Restaurants, Delicatessens, Hospitals, Institutions and Schools.



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KOCH REFRIGERATION DISPLAY CASES

Commercial Refrigerators
Display Cases
Market
Planning & Layout.



"FOR INFORMATION CALL"

COLDAIRE REFRIGERATION CO
425-16th HU dsn 4-9149

(Continued Next Page)

Keep the Classified Telephone Directory handy; it can save you time and effort.

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

KOLD DRAFT SYSTEMS

Draft Beer Dispensers & Complete Dispenser Systems, Dry Cold Bottle Coolers, Walk In Boxes, Air Pumps, Ice Cube Makers, Water Coolers



"WHERE TO BUY THEM"

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1908-18th GI lbrt 3-1345

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"FRIGIDAIRE"

Beverage Coolers
Reach-In Refrigerators
Display Cases - Water Coolers
Salad Cabinets
Refrigerated Pie Cases

508 J.....HU dsn 4-6641
Or.....GI lbrt 3-7580

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Hussmann Refrigeration Equip.
Sanitary Scales & Choppers
Gondolas & Shelving

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Completely new line of modern-design McCray commercial refrigerators including walk-in coolers, display cases and reach-in refrigerators. Prompt, efficient, factory-supervised service.



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"MORRELL"

HI lbrst 5-3352

3412 Truckee Wy.....HI lbrst 5-3352

**NYSTROM'S REFRIGERATION & AIR
CONDITIONING CO** 620-23d HU dsn 4-5422
Pacific Refrigeration Store

1071 E El Camino Av N Sacto. Hickry 9-3503
(See Advertisement Page 336)

REFRIGERATION ENGINEERING CO
1908-18th GI lbrt 3-1345
(See Advertisement Page 334)

SERVEL COMMERCIAL REFRIGERATION—

DEALER

BIGLER & TRUMBULL REFRIGTN SERV
724-12th GI lbrt 2-6658

(Continued Next Page)

TO FILL CRACKS

Cracks in wooden walls, etc., can be permanently repaired by filling them with a thick paste made of approximately 1 part linseed oil, 2 parts hot glue, 3 parts whiting and 4 parts sawdust.

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DOMESTIC & COMMERCIAL
HOTPOINT
Ranges - Dishwashers - Freezers
Reach-In Refrigerators
Beverage Coolers
Evaporative Coolers
Mechanical Air Conditioning
Exhaust Fans

Air Conditioning Equipment

Acme
REFRIGERATION
& EQUIPMENT CO.
Gilbert 3-0298
619 J STREET
Sacramento, California

"Al Fox"

Let A. FOX keep the WOLF from your door.

CYCLOPS

High Pressure Refrigeration

SALES SERVICE



DIAL
Gilbert 3-7461

If No Answer Call
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Ice Making Machinery
Locker Plants
Food Freezing Equipment
for Dairies, Slaughter Houses
Pre-Cooling Plants
Frozen Food Display Cabinets
Air Conditioning
Wine Cooling Systems
Guaranteed Factory Parts & Service

Ochsner Bldg., Sacramento
FACTORY HEADQUARTERS
837 FOLSOM ST., SAN FRANCISCO 7

**CAPITAL
REFRIGERATION
CO.**

SALES AND
SERVICE

COMMERCIAL & DOMESTIC

We Repair - Service or Replace
**ALL PARTS OR UNITS
OF
ANY REFRIGERATION SYSTEM**

Dial

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If No Answer Call HUDSON 1-0982

NORGE SERVICE

2511 K ST.

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COMMERCIAL REFRIGERATION

SALES & SERVICE ON

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- Reach-In & Walk-In Boxes
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Cliff Stewart & Stan Pritten

HI lcrest 6-5744
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3131 BROADWAY

Serving NORTH SACRAMENTO

Including Carmichael - Rio Linda
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Sales & Service

- WALK-IN BOXES
- VEGETABLE CASES
- AMMONIA SYSTEMS
- FREON SYSTEMS
- FREEZER CABINETS
- And All Other Types

"Call Werry & Be Sure"

WERRY'S COMMERCIAL REFRIGERATION

DIAL

HICKORY 9-5644

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Refrigeration Equipment-- Commercial--(Cont'd)

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The complete line of Welded-Steel Commercial Refrigerators. For food stores, restaurants, hotels, institutions, florists, taverns, bakeries, clubs, schools, hospitals, etc.



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(See Advertisement This Page)
YORK PACIFIC COMPANY 1230 H. GIlbrt 2-0753
(See Advertisement Page 333)

We want your telephone service to be as helpful as we can make it.



COMPLETE INSTALLATION & MAINTENANCE REFRIGERATION & AIR CONDITIONING

Ammonia Equipment for

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- MEAT PACKERS
- LOCKER PLANTS

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AMMONIA & FREON

Refrigeration or Equipment for All Type Commercial Applications
Complete Engineering and Designing Faculties



24-HOUR SERVICE



Commercial Refrigerators
Display Cases
Market Planning & Layout

425 - 16th STREET

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JOBGING & CONTRACTORS

- ★ Refrigeration ★ Air Conditioning
- ★ Heating ★ Ventilation

For

SALES & SERVICE

PHONE

Hickory 9-3503

After Hours Call
GI lbert 2-1956



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Refrigeration Equipment-- Commercial--(Cont'd)

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And air conditioning equipment from the smallest to the largest installation. Complete engineering and design facilities, service and supplies.



"WHERE TO BUY IT"

DISTRIBUTOR

YORK PACIFIC COMPANY

1230 H. GIlbrt 2-0753

Refrigeration Equipment-- Commercial, Servicing

ACME REFRIGERATION & EQUIPMENT CO
619 J. GIlbrt 3-0298
AL SCHOEN AIR CONDITIONING & REFRIG CO
2724-24th. HI lcrest 6-2378
ANGOLETTI SAM 180-41st. HI lcrest 5-0256
BIGLER & TRUMBULL REFRIGTN SERV
724-12th. GIlbrt 2-6658
If no answer call. GIlbrt 3-7461
BUTLER WM L 600 Encinal Av Roseville
(Toll) Call "Operator" for. Roseville 340

BYBEE REFRIGERATION

SALES & SERVICE
COMMERCIAL & DOMESTIC
24-Hour Service

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Capital Refrigeration Co 2511 K. GIlbrt 3-0051

COLARD REFRIGERATION CO

Complete Commercial Service on All Types of Refrigeration Systems
3131 Broadway. HI lcrest 6-5744
If no answer call. GIlbrt 3-7461

COLDAIRE REFRIGERATION CO

COMPLETE COMMERCIAL SERVICING
425-16th. HUDsn 4-9149
Nights Sundays & holidays call. IVnhoe 9-1872
Or call. HI lcrest 5-6533

Cyclops Iron Works Ochsner Bldg. GIlbrt 3-7461

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PACIFIC REFRIGERATION STORE
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Emergency Phones. GIlbrt 2-1596
Or. HI lcrest 5-0095

LAWRENCE REFRIGERATION & FOUNTAIN SERV

We Repair
FOUNTAINS
CARBONATORS
AND MIXERS

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MacLennan Co 3015 Broadway. HI lcrest 6-6409
Metcalf Larry 719 K. GIlbrt 3-7461

MORRELL A E

"MORRELL"

HI lcrest 5-3352

3412 Truckee Wy. HI lcrest 5-3352

NYSTROM'S REFRIGERATION & AIR
CONDITIONING CO 620-23d. HU dsn 4-5422
(Continued Next Page)

Advertise here—it pays.

**Refrigeration Equipment—
Commercial, Servicing—(Cont'd)**

RALPH'S REFRIGERATION

RALPH MIETT
GUARANTEED REFRIGERATOR
SERVICE

Domestic & Commercial

2737-18th North Sacramento. HI ckry 9-5668

REFRIGERATION ENGINEERING CO

See Our Ad Under Refrig Equip Comm'l
1908-18th GI lbrt 3-1345
Refrigeration Service Co 2210-10th GI lbrt 2-2723
SACRAMENTO ELECTRIC CO 1931 J. GI lbrt 3-1533
Sure Frost Refrigeration
4308 Stockton Blvd..... HI lcrst 7-5587

YORK REFRIGERATION

And air conditioning equipment from
the smallest to the largest installation.
Complete engineering and design
facilities, service and supplies.



"FOR SERVICE CALL"

DISTRIBUTOR

YORK PACIFIC COMPANY

1230 H GI lbrt 2-0753

**Refrigeration Equipment—
Parts & Supplies, Whsle**

ASSOCIATED REFRIGERATION & EQUIP CO

1717 I..... GI lbrt 2-2936

HINSHAW SUPPLY CO

WHOLESALE

REFRIGERATION SUPPLIES
AIR CONDITIONING - HEATING SUPPLIES
COMPRESSORS - CONTROLS - VALVES
COPPER TUBING - BRASS FITTINGS
TOOLS - OILS - BELTS - CHEMICALS

1901 S..... GI lbrt 3-5941

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"EVERYTHING IN REFRIGERATION
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COPELAND CONDENSING UNITS
PAMECO KRACK COILS

3100-19th San Francisco
From telephones served from Sacramento
Exchange only (No Inter-City Charge)
Ask "Operator" for..... Enterprise 10806

Refrigeration Equipment—Whsle

HINSHAW SUPPLY CO 1901 S..... GI lbrt 3-5941

SIERRA ENTERPRISES

Allyn W. Schopen - Manufacturers Agent
ALLIED REFRIGERATION EQUIPMENT
5264 Marione Dr..... IVnhoe 9-3781

Refrigerators—Domestic

ACME REFRIGERATION & EQUIPMENT CO

COMMERCIAL & DOMESTIC
REFRIGERATORS

619 J..... GI lbrt 3-0298

ADMIRAL DUAL-TEMP

The NO DEFROSTING Refrig-
erator with moist cold—built-
in full width home freezer (52°

Admiral

below freezing). Full-length cold. Also Admiral Electric
Ranges, Magic Mirror Television, AM-FM Radio, Triple-
Play Phonographs and Combinations. Foods don't dry out
in the Admiral Dual-Temp.

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FRUITROGE FURNITURE CO

5650 Stkn Blvd..... Hillcrst 7-5510

Horrell & Son 2950-1st Av..... Hillcrst 6-6437

(Continued Next Page)

F & W

REFRIGERATION SERVICE

REFRIGERATION ENGINEERS

FACTORY TRAINED MECHANICS

NORGE - COLDSPOT - PHILCO

CROSLEY - FRIGIDAIRE - GENERAL ELECTRIC

Authorized *Kelvinator* Dealer

Hillcrest 5-1695

1423 - 28th Street

SUREFROST
REFRIGERATION
REPAIR

DOMESTIC AND COMMERCIAL
★ PROMPT ★ RELIABLE
★ Graduate Mechanic

AUTHORIZED
CROSLEY DEALER

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• KELVINATOR • NORGE • FRIGIDAIRE • UNIVERSAL
• WESTINGHOUSE • G. E. • TRUSCON
• HOTPOINT

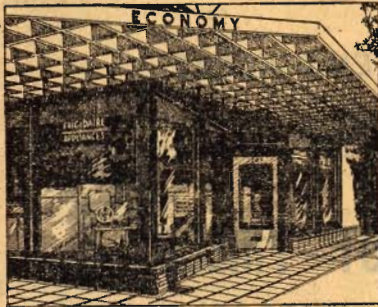


phone **Hillcrest 7-5587**

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SAVE at Economy

On New & Used Appliances



FRIGIDAIRE HEADQUARTERS

*Sacramento's Largest Appliance Stock
Where Parking is No Problem*

OUR LARGE TRADE-IN VALUES WILL AMAZE YOU!

NEW FRIGIDAIRE

Refrigerators - Electric Ranges - Automatic Washers

EASY TERMS - FREE DELIVERY

USED REFRIGERATORS - \$39.50 UP

(Guaranteed Up to 5 Years)

EXPERT REPAIR SERVICE

ECONOMY REFRIGERATOR SALES

GI lbert 2-7951

2601 J ST.

SACRAMENTO

Refrigerators-Domestic-(Cont'd)

AMANA REFRIGERATORS-

DEALER

HORRELL & SON 2950-1st Av. HI lcrst 6-6437

ANDRESEN APPLIANCE CO

Store No 1 39th & J. HI lcrst 5-3680

Store No 2 2739 Riverside Blvd. GI lbrt 2-0006

(See Advertisement This Page)

AGKI MUSIC CO 1223-4th. HU dsn 4-3868

ARNOLDS FURNITURE STORE

1200 J. GI lbrt 2-8703

Automatic Defroster Co

2324A Roanoke Del Paso Hgts. Hickry 9-7440

BREUNER JOHN CO 604 K. GI lbrt 3-8061

BYBEE REFRIGERATION

1314 Del Paso Blvd N Sacramento. HI ckry 9-3805

COLDSPOT REFRIGERATORS-

SEARS ROEBUCK & CO

12th & K. HUdsn 4-6961

COLONIAL HOME APPLIANCES

3836 Stockton Blvd. HI lcrst-6-4724

COOLERATOR ELECTRIC

Freezer Locker and Space

Saver Electric Refrigerators.

"Family Size" Food Freezers.

Also Flavor Saver Automatic Electric Ranges.

"WHERE TO BUY THEM"

DEALER

Sacto Warehouse Furn Co

1721-16th. GI lbrt 2-2715

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GIVE YOU
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"FRONT-ROW"
SPACE

CROSLY

"ONLY CROSLY GIVES YOU THE SHELVDOR"

*Made Only By Crosley @
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"FOR INFORMATION CALL"

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AMERICAN HOME FURN & APPL

3726 Marysville Rd. HI ckry 9-3903

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6200 Fair Oaks Blvd Carmichael. IVnhoe 9-2161

BREUNER JOHN CO 604 K. GI lbrt 3-8061

HANDY ANDY RADIO 5533 H. HI lcrst 7-1950

Home Furniture Co Davis Hwy. HU dsn 4-2935

HORRELL & SON 2950-1st Av. HI lcrst 6-6437

HOUSEHOLD FURNITURE CO

Alhambra & N. HI lcrst 5-5775

JERUE & CO 1985 Fulton Av. IV nhoe 9-0446

LEWIS APPLIANCE 2514 Bdwy. HI lcrst 7-2978

SAL'S APPLIANCES 910-12th. HUdsn 4-3363

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Freezer Compartment!

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(Toll) Call "Operator" for. Market 1-9700

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(See Advertisement This Page)

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(See Advertisement Page 337)

(Continued Next Page)

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WESTINGHOUSE

REFRIGERATION

- SERVICE -

- ★ Genuine Parts
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- ★ Work Guaranteed



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"No Problem Too Great - -
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Frigidaire Authorized Service

Refrigerators, Washers & Ironers

We Repair All Makes of Refrigerators

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1401 Eighth Avenue

NATIONALLY ADVERTISED ARTICLES

CAN BE TRACED TO THEIR

Local Dealers

by looking up

"WHERE TO BUY IT"

in the

Yellow Pages.

Refrigerators—Domestic—(Cont'd)

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Fourteenth Ave Furniture
5434-14th Av. Hllcrst 6-9534
FREI'S REFRIGERATION SALES & SERVICE
Fair Oaks Blvd Fair Oaks
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See Frigidaire Refrigerators with famous Meter-Miser. Also Frigidaire electric ranges, food freezers, water heaters, automatic washers, dryers, ironers, dehumidifiers, and room air conditioners.



"WHERE TO CALL"

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1200 J. GI lbrt 2-8703
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5105 Fair Oaks Blvd. IVnhoe 9-2508
BREUNER JOHN CO 604 K. GI lbrt 3-8061
ECONOMY REFRIGERATOR & APPL SALES
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4320 Stockton Blvd. Hllcrst 5-4651
KINCAID HOME FURNISHINGS
1812 Del Paso Blvd N Sacto. Hickry 9-4351
MACLENNAN CO 3015 Broadway. HI lcrst 6-6409
SILVEIRA G L CO 21st & X. Hllcrst 6-3897
STUCKY'S HARDWARE
Store No 1 4106 Franklin Blvd. HI lcrst 7-6576
Store No 2 Michigan W Sacto. GI lbrt 3-5417
WILLIAMS FURNITURE MART
Fair Oaks Blvd. IVnhoe 9-2874
WILLIFORD'S KITCHEN SHOP
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New Space Maker Models give up to one-half more refrigerated food storage in same floor space as old-style ones. More than 2,700,000 G.E. Refrigerators in service 10 years or longer.



"WHERE TO CALL"

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GOODYEAR SERVICE STORE
1630 L. HU dsn 4-9166
GRAY'S
Stkn Blvd & Lemon Hill Rd. Hllcrst 6-9663
HOLLYWOOD HARDWARE
5151 Freeport Blvd. Hllcrst 5-6488
HOT-n-KOLD SHOP 1317-21st. GI lbrt 2-1893
JOSEPH MANUEL 1020 J. GI lbrt 3-3937
L & M CO 1215-4th. GI lbrt 3-1346
LYON DARWIN HDWE CO
2901-35th. HI lcrst 6-4751
ROMACK PLUMBING CO
1313 Broadway. GI lbrt 3-1701
SACRAMENTO ELECTRIC CO
1931 J. GI lbrt 3-1533

DISTRIBUTOR

GENERAL ELECTRIC SUPPLY CORP
1131 S. GI lbrt 3-9001

Genial Refrigeration Service
4353-4th Av. HI lcrst 5-5336

Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home, yet their cost is very small if they are installed during construction.

Refrigerators—Domestic—(Cont'd)

GIBSON ELECTRIC REFRIGERATORS

SEE THE ORIGINAL
FREEZE'R LOCKER
REFRIGERATORS
AND GIBSON HOME FREEZERS
Backed by over 71 years of refrigeration experience...
Also Kookall Electric Ranges with
Ups-A-Daisy 2-in-1 Unit



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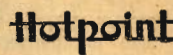
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Refrigeration Service Co 2210-10th. GI lbrt 2-2723

HALE'S APPLIANCE STORE
13th & K. GI lbrt 2-7871
HARMS MAPLE HOUSE & APPLIANCE CO
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HORRELL & SON 2950-1st Av. Hllcrst 6-6437

HOTPOINT ELECTRIC REFRIGERATORS

See the new SUPER-STAR
Models with 72% of all storage space at fingertip reach.
Also see complete line of Food Freezers.



EVERYBODY'S POINTING TO HOTPOINT

"WHERE TO BUY THEM"

DISTRIBUTOR

Graybar Electric Co 1900-14th. GI lbrt 2-8976

SALES & SERVICE

ACME REFRIGERATION & EQUIPMENT CO
619 J. GI lbrt 3-0298
BLOMBERG'S
5675 Freeport Blvd. HU ntr 6-2803
BUFORD ELECTRIC CO
2942-35th. HI lcrst 6-4475
Carmichael Supply
Fair Oaks Blvd & Marconi Av. IV nhoe 9-2769
COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrst 6-4724
DOLAN'S Alhambra & P. Hllcrst 6-6451
Hot-n-Kold Shop 1317-21st. GI lbrt 2-1893
Litton J J 1803 Del Paso Blvd. HI cky 9-9906
SCHAAP-BRENNER TIRE CO
1617 J. GI lbrt 2-1811
SCHRODER'S APPLIANCE STORE
13th & J. GI lbrt 3-3255
SHORROCK'S HDWE CO 918 J. GI lbrt 3-3711

HOUSEHOLD FURNITURE CO
Alhambra & N. HI lcrst 5-5775

INTERNATIONAL HARVESTER REFRIGERATORS AND FREEZERS

See the "feminized" Refrigerators, and I.H. Home Freezers, in sizes and models to fit all families, kitchens, budgets. More features—more value—5-yr. warranty on "Tight-Wad" Refrigeration unit.



"WHERE TO BUY THEM"

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THOMSON-DIGGS CO 1355 Market S F
(Toll) Call "Operator" for. Hemlock 1-5433

DEALERS

BUSH ELECTRIC APPLIANCE CO
3300-2d Av. HI lcrst 5-4011
Carmichael Supply
Fair Oaks Blvd & Marconi Av. IV nhoe 9-2769
ENZLER'S HARDWARE
Marconi Av & Auburn Blvd. HI cky 9-3947
Grand Rapids Furniture Co 631 K. GI lbrt 3-4631
Proaps Bros Fair Oaks Blvd. IV nhoe 9-1274
SACRAMENTO VALLEY TRACTOR CO
1901 Broadway. GI lbrt 3-1727
SCHROEDERS NEW & USED FURNITURE
1915 Del Paso Blvd N Sacto. HI cky 9-7490
SMITH'S FURNITURE STORE
1023 Del Paso Blvd. HI cky 9-1175
Wilson's Furniture 1309 J. GI lbrt 3-5709

The Classified Telephone Directory tells purchasers where to buy your goods.

Refrigerators—Domestic—(Cont'd)

JACKSON FURNITURE CO
14th & K. GI lbrt 2-7604
Jerue & Co 1985 Fulton Av. IV nhoe 9-0446

KELVINATOR REFRIGERATORS

Cold-clear-to-the-floor refrigerators... for more food space in less floor space.
Powered by Kelvinator's famous Polarsphere cold-maker... dependable and economical.



"WHERE TO BUY IT"

BABCOCK'S 800 Alhambra Blvd. HU dsn 1-0081
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Bird's Appliances & Heating
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BREUNER JOHN CO 604 K. GI lbrt 3-8061
CASSELL APPLIANCE CO
1317 K. HU dsn 4-7543
F & W REFRIGERATION SERVICE
1423-28th. HI lcrst 5-1695
FINNSTEAD WASHER SERVICE
1306 J. GI lbrt 3-5061
GOODRICH B F CO 1200 I. GI lbrt 2-3811
STOVE MART 2323-16th. GI lbrt 2-2227

KISTLER APPLIANCE
1810 Del Paso Blvd N Sacto. HI cky 9-2376

LECTRO-HOST REFRIGERATORS

For quality—for value—for smart, new beauty—see the L&H Lectro-Host space saving refrigerators in a variety of models. Powered by dependable, quiet, hermetically sealed unit.



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DISTRIBUTOR

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Refrigerators...
Electric Ranges...
Food Freezers...



"BACKED BY CONTINUOUS EXPERIENCE IN BEST-QUALITY APPLIANCES SINCE 1881"

"WHERE TO BUY IT"

Eastern The 1114 J. GI lbrt 2-7641

LYON DARWIN HDWE CO
2901-35th. HI lcrst 6-4751

NORGE REFRIGERATORS

Self-D-Frosting, low operating cost, variety of freezer capacities. For authorized sales of Norge Refrigerators, Electric Ranges, Home Freezers, Gas Ranges, Water Heaters, Washers, see below.



"WHERE TO CALL"

COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrst 6-4724
HOT-n-KOLD SHOP 1317-21st. GI lbrt 2-1893

(Continued Next Page)

Party Line Pointers:

1. Space your calls instead of making a whole series.
2. If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.
3. If you are calling from a dial telephone always make certain the line is clear before you dial.
4. When the children use the telephone, ask them to be considerate, too.
5. Replace the receiver properly when you finish your call.