



6 Floors of Furniture

One of the Largest Stocks of Popular Priced Furniture in Northern California
BIGGER SELECTIONS OF BETTER FURNITURE!
Top-flight nationally advertised lines at prices lower than you'll find elsewhere!

LIBERAL TERMS - ONE YEAR TO PAY!

Everything to Furnish Your Home

- Furniture for every room
- Gas Ranges
- Refrigerators
- Radios
- Rugs, Floor Coverings
- 3, 4- and 5-Room Outfits
- Beds, Springs, Mattresses
- Tables, Lamps, Chinaware
- Complete Bedroom Outfits
- Patio Furniture

Dial
2-5885

FREE DELIVERY WITHIN 150 MILES

STANDARD Furniture Co.
908 - EIGHTH ST. (Between Eye & Jay)

Furniture Dealers—New—(Cont'd)

Dur-A Bit Furn Mig Co Distr. 2847-35th.....7-1491
EASTERN THE
Convenient Budget Terms
1114 J.....2-7641
GRAND RAPIDS FURNITURE CO 631 K.....2-5631
HAMILTON FURNITURE CO
3160 Folsom Blvd.....5-2623
(See Advertisement Opposite Page)
Home Furniture Co Davis Hwy.....4-2935

HOUSEHOLD FURNITURE CO
Complete Line of
HOME FURNISHINGS
AND
APPLIANCES
Shop Where Parking Is No Problem
25th & J.....3-0791

JACKSON FURNITURE CO 14th & K.....2-7604
(See Advertisement Opposite Page)
Johnston Baby Furs & Toy Shop 3001 J.....2-7027
Kincaid Home Furnishings
1812 Del Paso Blvd N Sacto.....9-4351
(See Advertisement Opposite Page)

LAWRENCE MOVING & STORAGE CO
1930 J.....2-0735
(See Advertisement Preceding Page)

MAC'S TRADING POST 1226 H.....3-6648
MAPLE SHOPPE THE 4421 Franklin Blvd.....5-6607
MODERN FURNITURE CO Auburn Blvd.....9-3932
Nadler's Furniture Mart, 5230 Franklin Blvd., 6-2736
(See Advertisement Page 144)

Nakamura Co 1333-4th.....3-7532
NATURWOOD FURNITURE 2514 Broadway.....7-3031
(See Advertisement This Page)
(Continued Next Page)

Friends may not know how to reach you if the telephone at your residence is listed under another's name. You may have a separate listing under your own name for small cost—and convenience that is often great.

G. L. SILVEIRA CO.
FURNITURE - APPLIANCES

DRAPERIES
COVERED CORNICES
Tailored to your windows

YOUNGSTOWN KITCHENS
FRIGIDAIRE APPLIANCES
OCCIDENTAL GAS RANGES
EASY WASHING MACHINES
ZENITH RADIOS



"GABE" SILVEIRA

"Save With Gabe"

MAIN STORE
21st Street at X
6-3517

BRANCH STORE
4104 Stockton Blvd.
5-3454



"NOTHING LIKE IT IN CALIFORNIA!"

"KEYES"
NATURWOOD
CUSTOM-BUILT
FURNITURE
Un-Finished
or finished to order

HARDWOOD CONSTRUCTION
MODERN FUNCTIONAL STYLING

For Every Room in the Home
SAVE UP TO HALF
Finish It Yourself!

If It's Wood and Good . . . It's
NATURWOOD
CUSTOM-BUILT
FURNITURE
APPLIANCES & UPHOLSTERING
2514 Broadway • Dial 7-3031

Furniture Dealers—New—(Cont'd)

NEVIS FURNITURE CO
Branch Store 4320 Stockton Blvd
3504 Stockton Blvd.....5-3864
DAK PARK FURNITURE CO 2970-35th.....5-3354
Pickett Furniture 2516 Broadway.....7-2873
RANDALL'S FURNITURE STORE
2755-35th.....5-9956
Reich & Seaman 2847-35th.....7-1491
Richter H & H 3855 J.....5-4879

SACTO FURNITURE EXCHANGE
3021 Broadway, 6-4163
SAMOVILLE FURNITURE STORES 711 J., 2-9035
(See Advertisement Following Page)
SCOFIELD FURNITURE CO 1401 K.....2-6991
Warehouse 6th & R.....3-8452

SHIELDS FURNITURE & APPLIANCE
MODERN
2 & 3 Pc SECTIONAL SOFAS
DIVANS - CHESTERFIELDS
CHROME DINETTES
Open Evenings & Sundays
Beyond 16th Av
4121 Franklin Blvd.....6-8844

Silveira G L Co 4104 Stockton Blvd.....5-3454
SILVEIRA G L CO 21st & X.....6-3517
(See Advertisement Opposite Page)

STANDARD FURNITURE CO
Complete Home Furnishings
908-8th.....2-5885
(See Advertisement Opposite Page)

STAR FURNITURE CO
1511 Del Paso Blvd N Sacto.....9-1249
(See Advertisement Page 141)

STEWART'S FURNITURE MART 1418 K... 4-5891
(Continued Next Page)

Listen for the dial tone—dial carefully—draw the dial all the way, lift your finger and let the dial go back to position naturally, without forcing. These simple steps enable you to dial telephone numbers speedily and with precision.

S & H GREEN STAMPS

"Tommy"
KINCAID'S
for BEAUTIFUL
HOME FURNISHINGS




LARGE SELECTION
3 AND 4 ROOM GROUPS
ON LIBERAL TERMS
LARGE STOCK OF NATIONALLY
ADVERTISED LINES

WESTERN HOLLY RANGES
BEAUTY REST MATTRESSES
FLOAT IN EZ ROCKERS
BROADLOOM CARPETS
BEDROOM SETS

Dial
9-4351

KINCAID
HOME FURNISHINGS
1812 DEL PASO BOULEVARD, N. SACRAMENTO

JACKSON'S



COMPLETE
HOME
FURNISHERS

With skilled decorators
to serve you... no charge
or obligation.

Kay at 14th St. Dial 2-7604

Furniture Buyers!

There are 19 reasons why HAMILTON'S grow, why sales approach the million dollar class, why seventy per cent of our business is either repeat or recommended.

Shop **HAMILTON'S** Before You Buy!

See one of Northern California's largest new furniture selections. Buy at low prices, because Hamilton's overhead expense is 40% below national average. Total area covers more space than fifty average homes.

• LIBERAL TERMS

OPENED 1939 80 x 160 Living Room Furniture Living Room Tables Lamps Pictures Warehouse Loft Space	OPENED 1965 80 x 80 Model Display Room Warehouse Loft Space	OPENED 1941 80 x 80 Appliances, Toys, Trunk and Luggage Furniture, Maple Dining Room Furniture, Early California Living Room Furniture	OPENED 1946 80 x 80 Bedrooms Displayed in Rooms and Porch	OPENED 1948 80 x 120 Living Room Furniture Bedroom Furniture Bedroom Dressing Bedroom Bath
---	--	--	--	---

Hamilton FURNITURE
3160 Folsom Blvd. Phone 5-2623
Open Tuesday and Friday Nights Till 9 P.M.