

Refrigerators—Domestic—(Cont'd)

FRIGIDAIRE REFRIGERATORS

See famous Refrigerators with current-saving Meter, Auto Frigidaire electric washers, home freezers, water heaters, automatic washers, dryers and ironers.



"WHERE TO CALL"

- SALES & SERVICE DEALERS**
- ARNOLDS FURNITURE STORE 1200 J. 2-8703
  - BREUNER JOHN CO 604 K. 3-8061
  - Fruitridge Hardware & Appliance Co 5651 Stockton Blvd. 5-2081
  - Harms Appliance Co 3106 Sctn Blvd. 5-4651
  - MacLennan CO 3015 Broadway. 6-6409
  - SACTO APPLIANCE CO**
  - 1715 Del Paso Blvd. 9-6434
  - Sheira G L Co 21st & K. 6-3517
  - Stucky & Sons Southside Hardware 4106 Franklin Blvd. 5-0892

**SERVICE DEALER**

- Rasmussen Hans 1401-8th Av. 3-5006

FROSTAIR DUPLEX REFRIGERATORS—

**DISTRIBUTOR**

- DALCO APPLIANCE CO 4th & Q. 2-3861

**DEALER**

- JERIE & CO AUTOMOTIVE SALES 1985 Fulton Av. 9-5052

GENERAL ELECTRIC REFRIGERATORS

New Space Maker Models give up to one-half more refrigerated food storage in same floor space as old-style ones. Powered by famed "sealed-in-steam" unit, offering utmost dependability.



"WHERE TO CALL"

- SALES & SERVICE DEALERS**
- BREUNER JOHN CO 604 K. 3-8061
  - COFFIN & SEVENS 1001-30th. 2-7638
  - COOK ROSCOE D 2125 Del Paso Blvd. 9-0156
  - GENIAL REFRIGERATION SERVICE**
  - 4353-4th Av. 5-5336
  - GOODYEAR SERVICE STORE 1911 L. 2-1031
  - Joseph Manuel 1029 J. 3-3937
  - JOSEPH MANUEL RADIO & APPLIANCE STORE**
  - 2929 Broadway. 5-9123
  - Lyon Darwin HDWE CO 2901-35th. 6-4751
  - MALEVILLE BROS 2900 Fulton Av. 9-5383
  - SHERMAN CLAY & CO 1312 K. 2-6911
  - WEINSTOCK-LUBIN & CO 12th & K. 3-6881

**DISTRIBUTOR**

- GENERAL ELECTRIC SUPPLY CORP 1131 S. 3-9001

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

GIBSON ELECTRIC REFRIGERATORS—

**COLONIAL HOME APPLIANCES**

- 3836 Stockton Blvd. 6-4724

FINNESTEAD WASHER SERVICE

- 1306 J. 3-5061

QUAY APPLIANCE SALES & SERV

- 1810 Del Paso Blvd N. Sacto. 9-2376

SCHRODER'S APPLIANCE STORE

- 13th & J. 3-3255

HORRELL & SON 2950-1st Av. 6-3819

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Refrigerators—Domestic—(Cont'd)

HOTPOINT ELECTRIC REFRIGERATORS

Revolutionary new features! Up to 50% more storage space—58% faster freezing—better conditioner. See Hotpoint's complete line of kitchen and laundry appliances.



"WHERE TO BUY THEM"

- DISTRIBUTOR**
- Graybar Electric Co 1900-14th. 2-8976
- SALES & SERVICE**
- Acme Refrigeration & Equipment 619 J. 3-0298
  - BUFOORD C ELECTRICAL CO**
  - 2942-35th. 6-4475
  - C & M APPLIANCE CO**
  - 1124 Del Paso Blvd. 9-5549
  - Carmichael Appliance Co Carmichael. 9-9295
  - COLONIAL HOME APPLIANCES**
  - 3836 Stockton Blvd. 6-4724
  - DOLAN'S Alhambra & P. 6-6481
  - Litton J J 1803 Del Paso Blvd. 9-9906
  - MOSS APPLIANCE CO INC** 2314-16th. 3-4783
  - SCHRODER'S APPLIANCE STORE 13th & J. 3-3255
  - SCHWAB TIRE CO** 1629 J. 2-1811
  - Shorrock's Hardware Co 918 J. 3-3711

HOUSEHOLD FURNITURE CO 25th & J. 3-0791

INTERNATIONAL HARVESTER REFRIGERATORS—

- CLARK & CO 3562-4th Av. 5-3970

Jenue & Co Automotive Sales

- 1985 Fulton Av. 9-5052

KELVINATOR

See the new—KELVINATOR Refrigerators and Home Freezer—

Polarquest powered for trouble-free performance. Get the Best Things First... Get Kelvinator

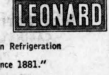


"WHERE TO BUY IT"

- BENNETT FURN CO 3812-24th Av. 5-4549
- BREUNER JOHN CO 604 K. 3-8061
- Goodrich B F Co 3200 I. 2-3811
- SACTO PUMP & SUPPLY HOUSE**
- 1711 Del Paso Blvd N Sacramento. 9-3505
- Stove Mart 2323-16th. 2-2227
- WILSON ROSS E 1600 L. 2-8231

LEONARD SALES & SERVICE

- Refrigerators . . .
- Electric Ranges . . .
- Home Freezers . . .



"Dependable Since 1881."

"WHERE TO BUY IT"

- EASTERN THE 1114 J. 2-7641
- LYON DARWIN HDWE CO 2901-35th. 6-4751
- MacLennan CO 3015 Broadway. 6-6409

(See Advertisement Preceding Page)

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

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to 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 to receive your call.
- Ask your youngster not to monopolize the telephone.

Refrigerators—Domestic—(Cont'd)

MALEVILLE BROS 2900 Fulton Av. 9-5383

MODERN FURNITURE CO Auburn Blvd. 9-3932

NORGE ROLLATOR REFRIGERATORS

Low operating cost, variety of freezer capacities. For authorized sales of Norge Refrigerators, Electric Ranges, Home Freezers, Gas Ranges, Ro-tactor Washers, Home Heaters, see below.

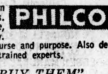


"WHERE TO CALL"

- APPLIANCE CENTER THE**
- 2030 Del Paso Blvd N Sacramento. 9-2404
- BREUNER JOHN CO 604 K. 3-8061
  - COAST RADIO CO** 900 J. 2-0424
  - COLONIAL HOME APPLIANCES**
  - 3836 Stockton Blvd. 6-4724
  - DOLAN'S Alhambra & P. 6-6481
  - Grand Rapids Furniture Co 633 K. 2-5631
  - RADER'S HOME APPLIANCE SHOP**
  - 2814 J. 2-3235
  - WORSHAM'S APPLIANCE STORE**
  - 2416-16th. 2-1976

PHILCO REFRIGERATOR SALES AND SERVICE

Philco gives you new, modern designs with latest features. Greater food protection, space, convenience and economy. Beautiful models for every purse and purpose. Also dependable service by factory-trained experts.



"WHERE TO BUY THEM"

**DISTRIBUTOR**

- THOMPSON & HOLMES LTD 650-2d S F Trolly Call "Operator" for. Exbrook 2-8154

**DEALERS**

- Beale George Hardware Store 309 D Broderick. 4-2882
- BREUNER JOHN CO 604 K. 3-8061
- Capital Home Supply 1331 K. 3-1591
- CARRICK BARTON N 1831 P. 3-4976
- COAST RADIO CO 900 J. 2-0424
- Colony Sales & Serv. Fair Oaks Blvd & California Carmichael. 9-2388

DEPAUL'S RADIO SERVICE

- 3241 Folsom Blvd. 7-0034

Ferris Radios & Appliances

- 4419 Franklin Blvd. 5-6096

HAGGINWOOD APPL STORE

- 1443 Arcade Blvd N Sacramento. 9-0101

HORRELL & SON 2950-1st Av.

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

Litton J J 1803 Del Paso Blvd.

- 9-9906

MODERN FURNITURE CO Auburn Blvd.

- 9-3932

NEVIS FURNITURE CO

- 3504 Stockton Blvd. 5-3864

Oak Park Furniture Co 2970-35th.

- 5-3354

QUAY APPLIANCE SALES & SERVICE

- 1810 Del Paso Blvd N Sacramento. 9-2376

SCHRODER'S APPLIANCE STORE

- 13th & J. 3-3255

SHERMAN CLAY & CO 1312 K.

- 2-6911

STANDARD FURNITURE CO 908-8th.

- 2-5885

STAR FURNITURE

- 1511 Del Paso Blvd N Sacramento. 9-1249

WEINSTOCK-LUBIN & CO 12th & K.

- 3-6881

WILSON ROSS E 1600 L.

- 2-8231

WORSHAM'S APPLIANCE STORE

- 2416-16th. 2-1976

YORK PACIFIC COMPANY 1253 J.

- 2-0753

Schroder's Appliance Store 13th & J.

- 3-3255

SERVEL GAS REFRIGERATORS—

ELLIOTT'S APPLIANCE

- Fulton & Marconi. 9-0224

JOSEPH MANUEL 1029 J.

- 3-3937

MacLennan CO 3015 Broadway.

- 6-6409

STOVE MART 2323-16th.

- 2-2227

SHERMAN CLAY & CO

LEADING MAKES

ELECTRIC REFRIGERATORS AND HOME FREEZERS

- 1312 K. 2-6911

(Continued Next Page)

Refrigerators—Domestic—(Cont'd)

STOVE MART 2323-16th. 2-2227

VOGT ELECTRIC CO

THE ONE & ONLY DEEFPREEZE FROZEN FOOD CABINETS BUY IN LARGER QUANTITY & GREATER VARIETY

- 2316 J. 2-5897

Wagoner Ed L 506 Washington Av. 9-1313

(See Advertisement Page 287)

WERRY'S REFRIGERATION & WASHING MACHINE SERVICE

REFRIGERATORS REPAIRED - REFINISHED

Formerly Werry & O'Neill

- 3169 Mevl Rd N Sacto. 9-5644

Western Stores 1227 Alhambra.

- WESTINGHOUSE PRODUCTS

Look on "E" pages under "Electric Appliances—Household, Retail"

Refrigerators—Domestic, Servicing

ACE ELECTRIC CO 3930 Broadway. 7-3766

ANDERSEN MANUFACTURING

- 3419 Rio Linda Blvd N Sacramento. 9-5325

Anderson P Refrigeration Service 1731 1/2 O.

- (See Advertisement Page 287)

BENOIT REFRIGERATION SERVICE

- See Adv Under Refrig Equip-Comm'l Serv

BRANCATO PAUL 3732-42d.

- 3504 Stockton Blvd. 5-1637

BREUNER JOHN CO 604 K.

- 3-8061

COLDSPOT REFRIGERATOR-FREEZER SERVICE—

- SEARS ROEBUCK & CO 12th & K. 2-0461

For 24-Hr Service Call 2-0461

DAVENPORT REFRIGERATION

REFRIGERATION DOMESTIC - COMMERCIAL REPAIRS ON ALL MAKES

- 3619-16th Av. 6-5272

EMERGENCY REFRIGERATION SERVICE

See Our Ad Under Refrig Equip-Serv. 702-5718.

(See Advertisement This Page)

F & W REFRIGERATION SERVICE

- 1423-26th. 5-1695

(See Advertisement Page 287)

GENIAL REFRIGERATION SERVICE

- 4353-4th Av. 5-5336

(See Advertisement This Page)

Gordon Gus Authorized Refrigeration Service

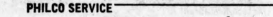
- Ochsner Bldg. 3-7461

Pacific Refrigeration Service 1615 Thornton.

- 3-1914

PHILCO SERVICE

Guaranteed repair service on any make or model refrigerator or home freezer by reliable factory-trained experts. Genuine parts. Approved standard prices.



"WHERE TO GET SERVICE"

**DISTRIBUTOR**

- THOMPSON & HOLMES LTD 650-2d S F Trolly Call "Operator" for. Exbrook 2-8154

**DEALER**

- HAGGINWOOD APPL STORE 1443 Arcade Blvd N Sacramento. 9-0101

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

Refrigerators—Domestic, Servicing—(Cont'd)

RADER'S HOME APPLIANCE SHOP

GUARANTEED SATISFACTION ON ALL REPAIRS

All Makes of Refrigerators Repaired

- 2814 J. 2-3235

Rasmussen Hans 1401-8th Av.

- (See Advertisement Page 287) 3-5006

Refrigeration Service Co 2210-10th.

- (See Advertisement This Page) 2-2723

RUDY'S APPLIANCE SHOP

- 2000 Grand Av Del Paso Hts. 9-0227

SACRAMENTO APPLIANCE CO

Authorized FRIGIDAIRE SERVICE on All Makes

- 1715 Del Paso Blvd N Sacto. 9-6434

STAR APPLIANCE SERVICE CO

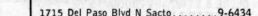
DOMESTIC - COMMERCIAL SERVICING

REPAIRS ON ALL MAKES No Job Too Large or Too Small Used Refrigerators Bought & Sold

- 3732-42nd. 5-1680

(Continued Next Page)

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" to anyone calling.



FOR PROMPT FACTORY AUTHORIZED SERVICE ON ANY WESTINGHOUSE ELECTRIC APPLIANCES