

SACRAMENTO ELECTRIC CO

Authorized Dealer for



PHILCO
Admiral
RADIOS
TELEVISION

Complete Stock
of Tubes & Parts

GILBERT 3-1533

Prompt
Pick-Up & Delivery

**RADIO
TELEVISION
SERVICE**

All Makes
Repaired
At Your Home
Or In Our Shop

1931 - JAY ST. At 20th St.

Henle's SPEEDY RADIO SERVICE

PHONE **HIllcrest 7-4654**

RCA VICTOR
PHILCO
ZENITH

RADIOS
TELEVISION

CLIFTON K. HENLE

1904-28TH ST.
AT S. ST.



DAY-NIGHT

**ALL MAKES
REPAIRED**
In Your Home or
At Our Shop

90 DAY
GUARANTEE
ON ALL REPAIRS

NO HIGH PRICES

Radio Dealers—(Cont'd)

GOODYEAR SERVICE STORE 1511 L. GI lbrt 2-1031
HALE BROS 13th & K. GI lbrt 2-7871
 Handy Andy Radio 702-5718. HI lcrst 7-1950
 (See Advertisement Page 284)
Harms Furniture & Appliance Co
 4320 Stockton Blvd. HI lcrst 5-4651
 Henle's Speedy Radio Serv 1904-28th. HI lcrst 7-4654
 (See Advertisement This Page)

HOFFMAN RADIOS

Designed for Beauty and Engi-
 neered for Perfect Sound Repro-
 duction. Precision craftsmanship
 and highest quality materials
 result in fine radio and radio-
 phonograph instruments.



"The Sound Buy"

"WHERE TO BUY THEM"
 DISTRIBUTOR
KEMP E M CO 1115 R. GI lbrt 3-4668

DEALERS
Breuner John Co 604 K. GI lbrt 3-8061
COAST RADIO COMPANY 900 J. GI lbrt 2-0424
MARCHI MUSIC CO 1208 J. GI lbrt 2-9066

HOUSEHOLD FURNITURE CO
 25th & J. GI lbrt 3-0791
Jacobs Wilbur M 1112-21st. GI lbrt 3-3238
Jerse & Co 1985 Fulton Av. HI ckrv 9-0502

JOSEPH MANUEL

RADIO REPAIRS
 ALL MAKES
 General Electric Home
 Appliance Dealer

1020 J. GI lbrt 3-3937

(Continued Next Page)

The oldest of all the telephone indus-
 try's traditions is service.

DE PAUL'S Radio Service

Authorized Dealers for

- Philco - Packard Bell
- Motorola Auto Radios

AND
 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

Dial
HIllcrest 7-0034

3241 FOLSOM BLVD.
 ALWAYS AMPLE PARKING

Radio Dealers—(Cont'd)

MAGNAVOX RADIO-PHONOGRAPHS

Superbly toned musical instru-
 ments combining the wonders
 of radio science, F.M. and
 automatic record changing.
 Truly fine furniture styling—
 from authentic traditional to tasteful modern.




"WHERE TO BUY THEM"
BREUNER JOHN CO 604 K. GI lbrt 3-8061
Sherman Clay & Co 1312 K. GI lbrt 2-6911

MALEVILLE BROS
 2900 Fulton Av. HI ckrv 9-5383
MARCHI MUSIC CO 1208 J. GI lbrt 2-9066
 Modern Radio & Television Co 620 J. GI lbrt 3-5786

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"
 DISTRIBUTOR
LANCASTER W J & CO 221-11th S F
 (10th) Call "Operator" for... Underhill 1-2751

DEALERS
ANDRESEN APPLIANCE CO
 39th & J. HI lcrst 5-3680
BREUNER JOHN CO 604 K. GI lbrt 3-8061
COAST RADIO COMPANY 900 J. GI lbrt 2-0424
DE PAUL'S RADIO SERVICE
 3241 Folsom Blvd. HI lcrst 7-0034
MARCUS AUTO SUPPLY CO
 12th & J. GI lbrt 3-7421
RADIO SERV & EQUIP CO
 1424 J. GI lbrt 2-0641
SAGE RADIO SERVICE CO
 1st 15th. HI dsn 4-0869
Taloff Electric Co 621 J. GI lbrt 3-9435
WOOD & JACOBS RADIO CO
 1112-21st. GI lbrt 3-3238

NATIONAL RADIO RECEIVERS—
SACTO ELECTRIC SUPPLY CO
 1219 S. GI lbrt 2-0719

OAK PARK RADIO SHOP
 2982-35th. HI lcrst 5-7782

PACKARD-BELL RADIO PHONOCORD & TELEVISION



MADE IN THE WEST FOR THE WEST.

"WHERE TO BUY THEM"
 DISTRIBUTOR
BARRETT WOLSEY JR
 2418-30th. HI lcrst 6-9815

DEALERS
COAST RADIO COMPANY 900 J. GI lbrt 2-0424
DE PAUL'S RADIO SERVICE
 3241 Folsom Blvd. HI lcrst 7-0034
FAVA RADIO & APPLIANCE
 316-6th Broderick. GI lbrt 2-8374
Fruitridge Hardware & Appliance Co
 5431 Stockton Blvd. HI lcrst 5-2081
Taloff Electric Co 621 J. GI lbrt 3-9435

Petzwal Radio & Mfg Co
 1627-19th. GI lbrt 2-3925

PHILCO AUTO RADIOS—
FAVA RADIO & APPLIANCE
 Automobile Radios Exclusively
 316-6th Broderick. GI lbrt 2-8374

(Continued Next Page)

People may wish to deal with you personally, but may not remember the name of your firm. An extra listing in the Telephone Directory will insure those calls for you.



RECORDS
UNIVERSAL RADIO SERVICE

Sales & Service

**ZENITH ADMIRAL EMERSON
 MOTOROLA AUTO RADIO**

Expert Repairs on All Makes of Radios
 Pick-Up & Delivery All Work Guaranteed

DIAL
GILBERT 3-5690

MARK A. MARGETIC
 Owner

UNIVERSAL RADIO SALES & SERVICE
 1614 BROADWAY Near 16th

Capital RADIO SERVICE

HOME & AUTO RADIOS

Authorized Service



United Motors Service
 Mfg. of Auto Radios
 for G.M. Automobiles

Sales & Service
ALL WORK GUARANTEED
 FAST SERVICE
 REASONABLE PRICES
 Pick-Up and Delivery

RADIO SERVICE



HIckory 9-8651
 2431 DEL PASO BLVD.
 N. SACRAMENTO

RADIO Sales & Service

AM & FM. TELEVISION & SOUND



Specializing in
G. E. - PHILCO - R. C. A.
 Zenith - Motorola - Crosley
 Packard-Bell - Stromberg-Carlson
 Hoffman - Howard - Magnavox

Auto Radio Repairing & Installation
 Free Pick-Up & Delivery

Dial **HIllcrest 5-3801**

**COLONIAL
 ELECTRONICS SERVICE**
 4610 STOCKTON BLVD.