

HARMS FURNITURE & APPLIANCE CO.

COMPLETE HOME FURNISHERS
Open Evenings



WASHING MACHINES

Sales & Repairs



Authorized Parts for
ALL MAKES
EASY - APEX - MAYTAG
THOR - SPEED QUEEN - KENMORE
Maytag & Frigidaire Automatic



All Workmanship Guaranteed - Prompt Pick-Up & Delivery
HARMS - For: REFRIGERATORS • RANGES & STOVES
AUTOMATIC WASHERS
Liberal Trade In Allowance - Two Years To Pay

4320 STOCKTON BLVD. Dial **HILLCREST 5-4651**

BENDIX

FIRST AND BEST IN AUTOMATICS

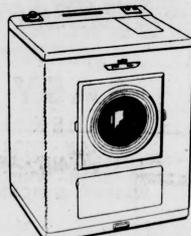
Authorized
SALES SERVICE



WASHERS
DRYERS
IRONERS

Call
HI lcrest 5-1654

NEW ECONOMAT



NEW GYRAMATIC
Finest Washer Ever Built—No Floor Fastening

AL GERARD'S

Specialized-in-Bendix 13-Yrs.

3218 Broadway

Drive In and Park

Washing Machines-Dealers- (Cont'd)

BENDIX AUTOMATIC HOME LAUNDRY

World's most popular automatic washers. A variety of models to suit every home. Your choice of Dyna-Surge tumble-action or Underfoot agitator-action.

BENDIX
Automatic
Home Laundry

"WHERE TO BUY IT"

RETAIL DEALERS

AL GERARD'S 3218 Broadway..HI lcrest 5-1654
APPLIANCE CENTER THE
2030 Del Paso Blvd.....HI lcrest 5-2404
N Sacramento.....HI lcrest 3-8061
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
COLONIAL HOME APPLIANCES
3836 Stockton Blvd.....HI lcrest 6-4724
EASTERN THE 1114 J.....GI lbrt 2-7641
Federal Dept Stores 717 K.....GI lbrt 3-4634
Grand Rapids Furniture Co 631 K..GI lbrt 2-5631
HOT N KOLD SHOP.....GI lbrt 2-1893
LEWIS APPLIANCE & FURNITURE
5008 Freeport Blvd.....HI lcrest 5-9480
WORSHAM'S APPLIANCE STORE
2416-16th.....GI lbrt 2-1976

SERVICE

AL GERARD'S 3218 Broadway..HI lcrest 5-1654
LAM-CO ELECTRIC 1415-21st..GI lbrt 3-5711

BIDWELL FURNITURE CO
1520 Del Paso Blvd N Sacto.....HI lcrest 9-1850
BILL'S HOME APPLIANCES
1632 Broadway.....GI lbrt 3-8675
(See Advertisement Page 383)

BILL'S WASHING MACHINE SHOP
1632 Broadway.....GI lbrt 3-6781
(See Advertisement Page 385)

BLACKSTONE HOME LAUNDRY
EQUIPMENT

Complete laundry equipment for the home including: wringer, automatic and gasoline engine washers, ironers, dryers, and the combination laundry.



"WHERE TO CALL"

DEALERS

SACRAMENTO APPLIANCE CO
910-12th.....GI lbrt 3-8296
YOGT ELECTRIC CO 2316 J.....GI lbrt 2-5897
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
BROADWAY FURNITURE CO
1625 Broadway.....HU dsn 4-1719
BUSH ELECTRIC APPLIANCE CO
3300-2d Av.....HI lcrest 5-4011
COLONIAL HOME APPLIANCES
3836 Stockton Blvd.....HI lcrest 6-4724
CONLON WASHERS & IRONERS—
FINNESTEAD WASHER SERVICE
1306 J.....GI lbrt 3-5061
DE PAUL'S RADIO SERVICE
3241 Folsom Blvd.....HI lcrest 7-0034
DOLAN'S Alhambra & P.....HI lcrest 6-6481
EASTERN THE 1114 J.....GI lbrt 2-7641
(Continued Next Page)

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

Washing Machines-Dealers- (Cont'd)

EASY HOME LAUNDRY EQUIPMENT

EASY, famous for good Washers and Ironers since 1877, urges you to see the speedy Spinodrier that washes while it rinses, damp-dries. Also dependable service by factory trained experts.



"WHERE TO BUY IT"

DEALERS

AKOI MUSIC CO 1223-4th.....HU dsn 4-3868
Bill's Home Appliances
1632 Broadway.....GI lbrt 3-8675
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
CASSELL APPLIANCE CO
1317 K.....HU dsn 4-7549
FINNESTEAD WASHER SERVICE
1306 J.....GI lbrt 3-5061
Harms Furniture & Appliance Co
4320 Stockton Blvd.....HI lcrest 5-4651
JACKSON FURNITURE CO
14th & K.....GI lbrt 2-7604
Joseph Manuel 1020 J.....GI lbrt 3-3937
SACRAMENTO APPLIANCE CO
1715 Del Paso Blvd N Sacto.....HI lcrest 9-6434
SACRAMENTO APPLIANCE CO
910-12th.....GI lbrt 3-8296
SACRAMENTO ELECTRIC CO
1931 J.....GI lbrt 3-1533
SCHROEDER'S APPLIANCE STORE
13th & J.....GI lbrt 3-3255
Silvera C L Co 2114 K.....GI lbrt 6-3897
Stadler's Radio & Home Appliance Co
2427 J.....GI lbrt 2-3722
STANDARD FURNITURE CO
908-8th.....GI lbrt 2-5885

WHOLESALE PARTS

Al Bedard's Parts Supply
1626 North C.....GI lbrt 2-2662

FEY'S HARDWARE & APPLIANCE CO
Fair Oaks Blvd & Watt Av.....LV nhoe 9-1377
FINNESTEAD WASHER SERVICE
3306 J.....GI lbrt 3-5061
FRIGIDAIRE FULLY AUTOMATIC WASHER

See Frigidaire Automatic Washer with exclusive "Live-Water" washing action and Rapidry-Spin. Also, Frigidaire ironers, dryers, refrigerators, electric ranges, home freezers, water heaters.



"WHERE TO BUY THEM"

SALES & SERVICE DEALERS

Akoi Music Co 1223-4th.....HU dsn 4-3868
ARNOLDS FURNITURE STORE
1200 J.....GI lbrt 2-8703
BREUNER JOHN CO 604 K.....GI lbrt 3-8061
FRUITRIDGE HARDWARE & APPLIANCE CO
5651 Stockton Blvd.....HI lcrest 5-2081
HARMS FURNITURE & APPLIANCE CO
4320 Stockton Blvd.....HI lcrest 5-4651
JACKSON FURNITURE CO
14th & K.....GI lbrt 2-7604
MAGLENNAN CO 3013 Broadway..HI lcrest 6-6409
SACRAMENTO APPLIANCE CO
1715 Del Paso Blvd N Sacto.....HI lcrest 9-6434
STUCKY'S HARDWARE
4106 Franklin Blvd.....HI lcrest 5-0892
WILLIFORD'S KITCHEN SHOP
3200 Riverside Blvd.....GI lbrt 3-2355

Good neighbors are considerate 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 youngsters not to monopolize the telephone.

WASHING MACHINE REPAIRS & PARTS

For All Makes

26 YEARS EXPERIENCE
ALL WORK GUARANTEED
FREE PICK-UP & DELIVERY

DIAL
GI lbert 3-6781
If Busy Dial
GI lbert 3-8675

Bill's

WASHING MACHINE SHOP

1632 BROADWAY

SACRAMENTO ELECTRIC CO.

Authorized
SALES & SERVICE

- GENERAL ELECTRIC
 - EASY
 - MAYTAG
- Complete Stock of Parts

PHONE
GI lbert 3-1533

EXPERT REPAIRS
All Makes

Pick-Up & Delivery
ALL WORK GUARANTEED
PROMPT SERVICE
1931 JAY STREET
Corner of 20th & Jay Streets

Washing Machines-Dealers- (Cont'd)

GENERAL ELECTRIC LAUNDRY EQUIPMENT

For "Quick-Clean Washers" — famous Wringer Washers — gentle, thorough washing action. All-Automatic Washers, with revolutionary General Electric Improvements. Automatic Dryers, Flat Plate Ironers, Rotary Ironers.



"WHERE TO CALL"

SALES & SERVICE DEALERS

FEY'S HARDWARE & APPLIANCE CO
Fair Oaks Blvd & Watt Av.....LV nhoe 9-1377
GOODYEAR SERVICE STORE
1511.....GI lbrt 2-1031
SACRAMENTO ELECTRIC CO
1931 J.....GI lbrt 3-1533

SERVICE DEALERS

BREUNER JOHN CO 604 K.....GI lbrt 3-8061
JACKSON FURNITURE CO
14th & K.....GI lbrt 2-7604
JOSEPH MANUEL 1020 J.....GI lbrt 3-3937
JOSEPH MANUEL RADIO & APPLIANCE STORE
2929 Broadway.....HI lcrest 5-9123
Lyon Darwin Howe Co
2901-35th.....HI lcrest 6-4751
Worsham's Appliance Store
2416-16th.....GI lbrt 2-1976

DISTRIBUTOR

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

HALE'S APPLIANCE STORE
131th & K.....GI lbrt 2-7871

HAMILTON FURNITURE CO
3160 Folsom Blvd.....HI lcrest 5-2623
Harms Furniture & Appliance Co
4320 Stockton Blvd.....HI lcrest 5-4651
(See Advertisement Page 384)

Hazen's Appliance Serv
3943 Franklin Blvd.....HI lcrest 6-3900
HORRELL & SON HEATING & APPLIANCES
2950-1st Av.....HI lcrest 6-4373
HORTON HOME LAUNDRY EQUIPMENT

"The comfort speed and ease, the exclusive features and inexpensive ownership of HORTON IRONERS AND WASHERS can be yours." Use only HORTON parts and service.

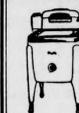
HORTON

"WHERE TO BUY THEM"

WHOLESALE DISTRIBUTORS

THOMSON-DIGGS CO 1801-2d..GI lbrt 2-7851
Thomson-Diggs Co 1355 Market S F
(Toll) Call "Operator" for Hemlock 1-5433
(Continued Next Page)

It is the policy of our company to render the most telephone service and the best, at the least possible cost to the public consistent with fair treatment of employees and reasonable return to the investors.



SALES & SERVICE

Only Genuine Factory Parts Used
26 Years Maytag Experience

STOVE MART

MAIN STORE
GI lbert 2-2227
2323 - 16th

BRANCH STORE
IVanhoe 9-2194
601 Fulton Ave.