

Refrigerators—Domestic—(Cont'd)  
GENERAL ELECTRIC REFRIGERATORS

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



"WHERE TO BUY THEM"

- SALES & SERVICE DEALERS**
- BREUNER JOHN CO 604 K. . . . . HI lbrt 3-8061
  - COOK ROSCOE D 2325 Del Paso Blvd. . . . . HI ckrly 9-0156
  - FEY'S HARDWARE & APPLIANCE CO Fair Oaks Blvd & Watt Av. . . . . IV nhoe 9-1377
  - GOODYEAR SERVICE STORE 1630 J. . . . . HU dsn 4-9166
  - GRAY S 5100 Blvd & Claremont Av. . . . . HI lcrst 6-9663
  - JOSEPH MANUEL RADIO & APPLIANCE STORE 2929 Broadway. . . . . HI lcrst 5-9123
  - L & M CO 1215-4th. . . . . GI lbrt 3-1346
  - LYON DARWIN HOWE CO 4901-35th. . . . . HI lcrst 6-4751
  - MOSS APPLIANCE CO INC 2314-16th. . . . . GI lbrt 3-4783
  - ROMACK PLUMBING CO. . . . . GI lbrt 3-1701
  - SACRAMENTO ELECTRIC CO 1931 J. . . . . GI lbrt 3-1533
  - WEINSTOCK LUBIN & CO 12th & K. . . . . GI lbrt 3-6881

- SALES DEALER**
- ARNOLDS FURNITURE STORE 1200 J. . . . . GI lbrt 2-8703
- DISTRIBUTOR**
- GENERAL ELECTRIC SUPPLY CORP 1131 S. . . . . GI lbrt 3-9001

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

GIBSON ELECTRIC REFRIGERATORS

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



"WHERE TO BUY THEM"

- DEALERS**
- ARNOLDS FURNITURE STORE 1200 J. . . . . GI lbrt 2-8703
  - BANK RADIO & APPLIANCE 4419 Fkln Blvd. . . . . HI lcrst 5-6096
  - Bird's Appliances & Hardware Fair Oaks Blvd & Arden Wy. . . . . IV nhoe 9-2508

- HALE'S APPLIANCE STORE 13th & K. . . . . GI lbrt 2-7871
- HARMS FURNITURE & APPLIANCE CO 4320 Stockton Blvd. . . . . HI lcrst 5-4651 (See Advertisement Page 308)

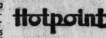
HIBBARD TWO-ZONE REFRIGERATORS—

- DEALER**
- BETTER LIVING CO 1910-16th. . . . . HU dsn 4-3883
- MORRELL & SON HEATING & APPLIANCES** 2950-1st Av. . . . . HI lcrst 6-6437

- 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.

Refrigerators—Domestic—(Cont'd)  
HOTPOINT ELECTRIC REFRIGERATORS

Revolutionary new features! Up to 50% more storage space—36" faster freezing—built-in conditioner. See Hotpoint's complete line of kitchen and laundry appliances.



"WHERE TO BUY THEM"

- DISTRIBUTOR**
- Graybar Electric Co 1900-14th. . . . . GI lbrt 2-8796
- SALES & SERVICE**
- ACME REFRIGERATION & EQUIPMENT CO 619 J. . . . . GI lbrt 3-0298
  - BLOMBERG'S 5675 Freeport Blvd. . . . . HI lcrst 7-6551
  - BUFORD ELECTRIC CO 2942-35th. . . . . HI lcrst 6-4475
  - Carmichael Supply Fair Oaks Blvd & Marconi Av. . . . . IV nhoe 9-2769
  - COLONIAL HOME APPLIANCES 1830 Stockton Blvd. . . . . HI lcrst 6-4724
  - Hot N Cold Shop 1317-21st. . . . . GI lbrt 2-1893
  - Litton J J 1803 Del Paso Blvd. . . . . HI ckrly 9-9906
  - SCHMIDT BRENNER TIRE CO 1617 J. . . . . GI lbrt 2-1811
  - SCHROEDER'S APPLIANCE STORE 13th & J. . . . . GI lbrt 3-3255
  - SHORROCK'S HOWE CO 918 J. . . . . GI lbrt 3-3711

HOUSEHOLD FURNITURE CO

Alhambra & N. . . . . HI lcrst 5-5775

INTERNATIONAL HARVESTER REFRIGERATORS AND FREEZERS

Extra features . . . extra beauty . . . extra economy. A model and size for every home. Made to famous International Harvester quality standards. Designed right . . . built right . . . priced right.



"WHERE TO BUY THEM"

- WHOLESALE DISTRIBUTORS**
- THOMSON-DIGGS CO 1355 Market S F (Toll) Call "Operator" for. . . Hemlock 1-5433
  - THOMSON-DIGGS CO 1801-2d. . . . . GI lbrt 2-7851
- 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 ckrly 9-3947
  - Fourteenth Ave Furniture 5434-14th Av. . . . . HI lcrst 6-9534
  - Grand Rapids Furniture Co 631 K. . . . . GI lbrt 3-4651
  - Holland Harvey H Co 201-20th. . . . . GI lbrt 3-2587
  - Prospa Bros Fair Oaks Blvd. . . . . IV nhoe 9-1274
  - SACRAMENTO VALLEY TRACTOR CO 1901 Broadway. . . . . GI lbrt 3-1272
  - SCHROEDER'S NEW & USED FURNITURE 1915 Del Paso Blvd N Sacto. . . . . HI ckrly 9-7490
  - SMITH'S FURNITURE STORE 1023 Del Paso Blvd. . . . . HI ckrly 9-1175

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

KELVINATOR

COLD CLEAR TO THE FLOOR! There's more refrigerated space in Kelvinator's Masterpiece Line. Powered by Polarsphere—economical and trouble-free!



"WHERE TO BUY THEM"

- BABCOCK'S 800 Alhambra Blvd. . . . . HU dsn 1-0081
- BENNETT FURN CO 351-24th Av. . . . . HI lcrst 5-4549
- BIRD'S APPLIANCES & HARDWARE Fair Oaks Blvd & Arden Wy. . . . . IV nhoe 9-2508
- 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 (Continued Next Column)

Refrigerators—Domestic—(Cont'd)  
KINVESTATOR (cont'd)

- FINNESTEAD WASHER SERVICE 1306 J. . . . . GI lbrt 3-5061
- GOODRICH P F CO 1200 I. . . . . GI lbrt 2-3811
- SACTO PUMP & SUPPLY HOUSE 1711 Del Paso Blvd N Sacto. . . . . HI ckrly 9-3505
- STOVE MART 2323-16th. . . . . GI lbrt 2-2227
- WILSON ROSS E 1600 L. . . . . GI lbrt 2-8231

KISTLER APPLIANCE

1810 Del Paso Blvd N Sacto. . . . . HI ckrly 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.



"WHERE TO BUY THEM"

- DISTRIBUTOR**
- Lavenson & Savasta 1208 Howard SF (Toll) Call "Operator" for. . . Market 1-7590

LEONARD SALES & SERVICE

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



The Oldest Name in Refrigeration

"Dependable Since 1881."

"WHERE TO BUY THEM"

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

LYON DARWIN HOWE CO

4901-35th. . . . . HI lcrst 6-4751

NORGE ROLLER REFRIGERATORS

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



"WHERE TO CALL"

- APPLIANCE CENTER THE 2030 Del Paso Blvd N Sacto. . . . . HI ckrly 9-2404
- COLONIAL HOME APPLIANCES 3836 Stockton Blvd. . . . . HI lcrst 6-4724
- Hot N Cold Shop 1317-21st. . . . . GI lbrt 2-1893

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

DEALERS

- CAMPBELL ONE E AND CO 2418-16th. . . . . GI lbrt 2-1976
- CARRICK BART 19th & P. . . . . GI lbrt 3-4976
- DEPAUL'S RADIO SERVICE 2241 Folsom Blvd. . . . . HI lcrst 7-0034
- Florida Hardware Florin. . . . . HI lcrst 6-0442
- Frei's Refrigeration Sales & Service Fair Oaks Blvd Fair Oaks (Toll) Call "Operator" for. . . Fair Oaks 82-J
- Grand Rapids Furniture Co 631 K. . . . . GI lbrt 3-4631
- HAMILTON FURNITURE CO 3160 Folsom Blvd. . . . . HI lcrst 7-6504
- HANDY ANDY RADIO 703-57th. . . . . HI lcrst 7-1950
- KISTLER APPLIANCE 1810 Del Paso Blvd N Sacto. . . . . HI ckrly 9-2376
- Litton J J 1803 Del Paso Blvd. . . . . HI ckrly 9-9906
- MODERN FURNITURE CO Auburn Blvd. . . . . HI ckrly 9-3932
- Oak Park Furniture Co 2970-35th. . . . . HI lcrst 5-3354
- Prospa Bros Fair Oaks Blvd. . . . . IV nhoe 9-1274 (Continued Next Page)

Refrigerators—Domestic—(Cont'd)  
PHILCO REFRIGERATOR SALES AND SERVICE (cont'd)

- QUALITY APPLIANCE SALES 1306-28th. . . . . HU dsn 1-0313
- QUAY APPLIANCE 1632 Broadway. . . . . GI lbrt 3-6781
- RADIO SERVO & EQUIP CO 1424 J. GI lbrt 2-0641
- SCHROEDER'S APPLIANCE STORE 13th & J. . . . . GI lbrt 3-3255
- STANDARD FURNITURE CO 908-8th. . . . . GI lbrt 2-5885
- STAR FURNITURE CO 1511 Del Paso Blvd N Sacto. . . . . HI ckrly 9-2715
- STEWART'S FURNITURE MART 1418 K. . . . . HU dsn 4-5891
- WALTON'S RADIO & APPLIANCE 3922 Broadway. . . . . HI lcrst 5-4078

POLAR REFRIGERATION & APPLIANCE SERVICE

See Our Ad For Refrig Equipment-Comm'l 2415-27th. . . . . HI lcrst 7-4653

QUALITY APPLIANCE SALES

1308-38th. . . . . HU dsn 1-0313

SERVEL GAS REFRIGERATOR—

- DEALERS**
- BREUNER JOHN CO 604 K. . . . . GI lbrt 3-8061
  - KINGCOLD HOME FURNISHINGS 1912 Del Paso Blvd N Sacto. . . . . HI ckrly 9-4351
  - SACRAMENTO ELECTRIC CO 1931 J. . . . . GI lbrt 3-1533
  - STOVE MART 2323-16th. . . . . GI lbrt 2-2227
  - SWART'S HARDWARE 1927 Del Paso Blvd N Sacto. . . . . HI ckrly 9-0784
  - WEINSTOCK-LUBIN & CO 12th & K. . . . . GI lbrt 3-6881

- Smith's Furniture Store 1023 Del Paso Blvd. . . . . HI ckrly 9-1175
- Smitty's Refrigeration Lincoln Av. . . . . IV nhoe 9-2559
- STOVE MART 2323-16th. . . . . GI lbrt 2-2227
- Sure Frost Refrigeration 4308 Stockton Blvd. . . . . HI lcrst 7-5587 (See Advertisement Page 309)

Thrifty Appliance Sales 1219-20th. . . . . GI lbrt 2-3380 (See Advertisement Page 309)

REFRIGERATION REPAIR SERVICE

REPAIRS ON ALL MAKES

Guaranteed Work Pick-Up & Delivery Service

Featuring GENERAL ELECTRIC

Sales & Service

Trade-Ins Accepted

FOR PICK-UP CALL  
GI lbrt 3-4783  
or  
GI lbrt 3-4607

MOSS APPLIANCE CO., INC.

Cliff Hughes - Owner  
2314 - 16th St.

Refrigerators—Domestic—(Cont'd)  
WESTINGHOUSE REFRIGERATORS

Westinghouse "Frost-Free" Refrigerator is world's first and only fully automatic refrigerator. Removes frost automatically, dispenses of water automatically—so fast even ice cream stays hard.



"WHERE TO BUY THEM"

- DEALERS**
- ANDRESEN APPLIANCE CO Store No 1 39th & J. . . . . HI lcrst 5-3680
  - Store No 2 2739 Riverside Blvd. GI lbrt 2-0006
  - BIDWELL'S 1520 Del Paso Blvd N Sacto. . . . . HI ckrly 9-1850
- DISTRIBUTOR**
- WESTINGHOUSE ELECTRIC SUPPLY CO 1730-14th. . . . . GI lbrt 3-6525

Willford's Kitchen Shop 3200 Riverside Blvd. . . . . GI lbrt 3-2355

Refrigerators—Domestic, Servicing

- ANDRESEN APPLIANCE CO Store No 1 39th & J. . . . . HI lcrst 5-3680
- Store No 2 2739 Riverside Blvd. . . . . GI lbrt 2-0006
- BANK RADIO & APPLIANCE 4419 Fkln Blvd. . . . . HI lcrst 5-6096
- BREUNER JOHN CO 604 K. . . . . GI lbrt 3-8061

BYBEE REFRIGERATION

SALES & SERVICE COMMERCIAL & DOMESTIC 24-Hour Service  
1314 Del Paso Blvd N Sacto. . . . . HI ckrly 9-3805

COLDSPOT REFRIGERATOR-FREEZER SERVICE—

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

Refrigerators—Domestic, Servicing—(Cont'd)

Emergency Refrigeration Service 730-57th. . . . . HI lcrst 6-8717

**F & W REFRIGERATION SERVICE**  
Service On All Makes  
Free Pick-Up & Delivery  
On All Repair Jobs  
Authorized Kelvinator Dealer  
Sealed Units Repaired  
1423-28th. . . . . HI lcrst 5-1695

GENERAL ELECTRIC REFRIGERATORS—SACRAMENTO ELECTRIC CO

1931 J. . . . . GI lbrt 3-1533

GENIAL REFRIGERATION SERVICE

4353-4th Av. . . . . HI lcrst 5-5336 (See Advertisement Page 312)

Morrell A E 2540-35th. . . . . HI lcrst 5-3352

MOSS APPLIANCE CO INC 2314-16th. GI lbrt 3-4783 (See Advertisement This Page)

Prospa Bros Fair Oaks Blvd. . . . . IV nhoe 9-1274

RASMUSSEN HANS

Authorized Frigidaire Service 1401-8th Av. . . . . HI lbrt 3-5006 (See Advertisement Page 309)

Refrigeration Service Co 2210-10th. . . . . GI lbrt 2-2723 (See Advertisement Page 312)

SACRAMENTO APPLIANCE CO

Authorized FRIGIDAIRE SERVICE Service on All Makes  
1715 Del Paso Blvd N Sacto. . . . . HI ckrly 9-6434

SACRAMENTO ELECTRIC CO 1931 J. GI lbrt 3-1533 (See Advertisement This Page) (Continued Next Page)

HOME AND COMMERCIAL REFRIGERATION AND AIR CONDITIONING SALES AND SERVICE

Authorized Dealer for GENERAL ELECTRIC REFRIGERATORS

SERVEL GAS REFRIGERATORS

QUICK DEPENDABLE SERVICE ON ALL MAKES OF REFRIGERATORS

GI LBERT 3-1533 SACRAMENTO ELECTRIC CO.

1931 JAY ST. "Electrical Corner—20th & Jay" SACRAMENTO

