



*famous*  
**SWAY-EZE**  
CHAIR & DIVAN SETS

3 LOCATIONS TO SERVE YOU

**LOWRY MFG. CO. Inc.**  
1131 Front St. GI lbert 3-3056

*Authorized Agents*

*Direct from Factory to U*

**SMITH'S FURNITURE STORE**  
1023 Del Paso Blvd. HI lcrest 9-1175

**HOMER JONES**  
1721 - 16th St. GI lbert 2-2715



CUSTOM BUILT FURNITURE  
FROM A COMPLETELY  
EQUIPPED FACTORY DIRECTLY  
INTO YOUR HOME  
Patent SWAY-EZE CHAIRS  
Sold only by these three Firms  
in this Vicinity.  
LOW DOWN PAYMENTS  
UP TO 18 MO. TO PAY  
Guaranteed Workmanship  
& Construction



**HOME FURNISHERS**

*At the Lowest Prices in Town*  
**WE URGE YOU TO SHOP OTHERS... THEN COME TO FURNITURELAND... AND SAVE**  
RANGES - RADIOS - REFRIGERATORS - TELEVISION  
WASHERS - LIVING ROOM - BEDROOM - DINING ROOM

**FURNITURELAND**  
FURNITURE CO.  
(FORMERLY SACTO APPLIANCE CO.)

Phone  
**HUDSON 4-8535**

501 EYE ST. SACRAMENTO

**Furniture Dealers-New (Cont'd)**

SILER JON 3875 J. HI lcrest 5-8740  
SILVEIRA G L CO 21st & X. HI lcrest 6-3897  
Store No 2 4104 Sison Blvd. HI lcrest 3-3454  
(See Advertisement Page 170)  
STANDARD FURNITURE CO WAREHOUSE  
2018 J. HI lbert 2-5885  
(See Advertisement Page 169)  
STAR FURNITURE CO  
1511 Del Paso Blvd N Sacramento. HI ckry 9-2715  
(See Advertisement Page 169)  
STEWART'S FURNITURE MART  
1418 K. HU des 4-5891  
Stroll-O-Chair Sales Inc 1218-10th. HU ntr 6-0116  
STURCH'S FAIR OAKS FURNITURE &  
APPLIANCES Fair Oaks. HI des 4-5891  
(Full Call "Operator" for Fair Oaks 229  
TRIMBLE'S 631 Fulton. IV nhoe 9-4369  
WEINSTOCK-LUBIN & CO. GI lbert 3-6881  
WILLIAMS FURNITURE MART  
Fair Oaks Blvd. IV nhoe 9-2874  
Wilson Rents & Sells 1309 J. GI lbert 3-5709  
WILSON'S FURNITURE  
On J St. Near 13th  
FURNITURE - APPLIANCES  
HOUSEWARES  
Hospital & Sickroom Supplies  
Wilson Rents & Sells  
1309 J. GI lbert 3-5709

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.

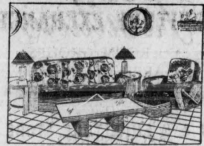
Save on  
**UNFINISHED FURNITURE**

At  
**HARRISON'S  
FURNITURE & CABINET SHOP**

5220  
FRANKLIN BLVD. HI lcrest 5-0753

*We Finish Unfinished Furniture  
In Our Shop If Desired...*  
• DESKS & CHESTS  
• BOOK CASES  
• END TABLES  
• KITCHEN FURNITURE

**RATTAN  
FURNITURE CO.**



UNSURPASSED FOR  
BEAUTY - COMFORT - QUALITY  
**HI lcrest 5-0506**  
3711 STOCKTON BLVD.

**Furniture Dealers-Used**

A B C FURNITURE EXCHANGE  
524 L. GI lbert 2-8543  
B & B Cut Rate Furniture Dealers  
5240 Franklin Blvd. HI lcrest 5-6530  
(See Advertisement Page 173)  
BILL'S FURNITURE EXCHANGE  
WE BUY - SELL - EXCHANGE  
4900 Franklin Blvd. HI lcrest 7-1591  
Bill's Furniture Exchange  
4900 Franklin Blvd. HI lcrest 7-1591  
(See Advertisement Page 176)  
BILL'S SECOND HAND CENTER  
2840 Auburn Blvd. HI ckry 9-3183  
Bober's Kiddie Shop 3204 Bayway HI lcrest 5-8804  
BRENNAN'S NEW & USED FURNITURE  
2940 Auburn Blvd N. Sacto. HI ckry 9-6349  
CAPITAL FURNITURE EXCHANGE  
CASH PAID  
FOR USED FURNITURE  
APPLIANCES AND HOUSEWARES  
521 L. GI lbert 3-4223  
CLINE SURPLUS Auburn Blvd. HI ckry 9-6386  
Colonial Furniture Exchange  
3504 Stockton Blvd. HI lcrest 5-2864  
Davey's Used Furniture Store  
408-12th. GI lbert 2-7445  
DEL PASO FURNITURE CO  
1417 Del Paso Blvd N Sacto. HI ckry 9-4374  
(See Advertisement This Page)  
Doc's Bargain Center  
3120-20th Av. HI lcrest 6-8310  
DON & ART'S FURNITURE EXCHANGE  
4806 Franklin Blvd. HI lcrest 7-1697  
(See Advertisement This Page)  
DOUBLE E FURNITURE EXCHANGE  
We Buy & Sell Used Furniture  
3550 Mowl Rd Del Paso Hgts. HI ckry 9-9446  
DOYLE FURNITURE CO  
The House of a Thousand Bargains  
New & Used Furniture & Appliances  
Large Trade in Allowances  
2372 Lwr Mysl Rd. HI ckry 9-7400  
(Continued Next Page)

SELL US  
YOUR  
FURNITURE

We Pay More for  
Used Furniture

CASH ON THE SPOT  
Easy Terms on All Sales

**DON'S  
FURNITURE EXCHANGE**

DIAL  
**HILLCREST 7-1697**

4806 Franklin Blvd.  
SACRAMENTO  
DON COOLEY - Owner

**BOYD LEACHMAN'S  
DEL PASO FURNITURE CO.**

1417 DEL PASO BLVD.  
NORTH SACRAMENTO

**PAYS YOU CASH  
FOR  
GOOD HOME  
FURNISHINGS**



We Specialize in Buying & Selling  
Complete Homes of Furniture,  
Living Room, Dining Room, Bedroom,  
Den and Kitchen Furniture

Call Us for Appraisals

DIAL BOYD LEACHMAN  
**Hickory 9-4374**  
WHEN YOU WANT TO SELL  
Calls Made Immediately  
See Our Room Groups - Easy Terms

**Boyd Leachman's  
Auction Rooms**

1901 Jay

**HUDSON 4-8915**

**AUCTIONEERS**



HIGH CASH PRICES  
PAID FOR  
FURNITURE - RUGS  
PIANOS - OFFICE and  
HOTEL SUPPLIES  
Etc., Etc

REGULAR AUCTIONS  
ON  
MONDAY NIGHTS

Call Us - We Pay Cash  
Dial **HUDSON 4-8915**



For the best bargain call  
**SMITH'S**  
Electric Appliances - Washers - Refrigerators

**New & Used Furniture**

Bought  
Sold & Exchanged  
**STOVES**  
Repair Parts  
& Radiants  
For Gas  
Heaters  
Open Evenings  
By Appointment



EASY PAYMENTS

**Smith's**  
CALL  
**Hickory 9-1175**

1023 DEL PASO BLVD.  
NORTH SACRAMENTO