

Television Apparatus—Retail—(Cont'd)

MAGNAVOX TELEVISION RECEIVERS SALES AND SERVICE
 Magnavox big-picture television systems have built-in filter to eliminate eyestrain, give clearer, sharper pictures. Traditionally fine Magnavox caliber.

"WHERE TO BUY THEM"
 Breuner John Co 604 K..... Hlbrt 3-8061
 Coast Radio Co 900 J..... Gllbrt 2-0424
 Sherman Clay & Co 1312 K..... Gllbrt 2-6911

MANOR RADIO & TELEVISION
 56530 Stockton Blvd..... Hlcrst 6-4307
 (See Advertisement Page 404)

MARCHI MUSIC CO
 Auth. Television & Radio Dealers
 RCA VICTOR — ZENITH PHILCO
 SALES & SERVICE
 All Work Guaranteed
 1208 J..... Gllbrt 2-9066

MOTOROLA TELEVISION
 Motorola Exclusive "GOLDEN VIEW" gives clear, sharp pictures and Golden Voice sound. Easy to operate. Priced amazingly low. Console models with FM and AM Radio Reception and Long Playing Record Player. Also Portable Television Sets.

"WHERE TO BUY THEM"

DEALERS
ACME RADIO & TELEVISION
 2719 Broadway..... Hlcrst 7-0096
BABCOCK'S 800 Alhambra Blvd... HU dsn 1-0081
BREUNER JOHN CO 604 K..... Gllbrt 3-8061
COAST RADIO CO 900 J..... Gllbrt 2-0424
GOODRICH B F CO 1200 J..... Gllbrt 2-3811
HAGGIN-GRANT RADIO & ELECTRIC SERV
 3385 Marysville Rd
 Del Paso Hqts..... Hlckry 9-4982
PAC TELEVISION 4757 J..... Hlcrst 6-0388
RADER'S RADIO & TELEVISION SERVICE
 2606 J..... Gllbrt 2-3235
RADIO TEL SERVICE CO
 5526 H..... Hlcrst 6-3506
SAGE RADIO SERVICE CO
 at 15th..... HU dsn 4-0869
T V FOTO DEN
 2831 Fair Oaks Blvd Carmichael Vnho 9-1873

PAC TELEVISION 4757 J..... Hlcrst 6-0388
 (See Advertisement Page 403)

PACKARD-BELL RADIO PHONOCORD & TELEVISION
 COAST RADIO CO 900 J..... Gllbrt 2-0424

PHILCO TELEVISION
ALHAMBRA RADIO CENTRE
 2010 Alhambra Blvd..... Hlcrst 5-4748
CASSELL APPLIANCE CO 1317 K. HU dsn 4-7543
COAST RADIO CO 900 J..... Gllbrt 2-0424
DE PAUL'S RADIO SERVICE
 3241 Folsom Blvd..... Hlcrst 7-0034
HANDY ANDY RADIO 5933 H..... Hlcrst 7-1950
PROAPS BROS Fair Oaks Blvd... IV nhoe 9-1274

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.

Television Apparatus—Retail—(Cont'd)

R C A VICTOR MILLION PROOF TELEVISION
 WITH PICTURE POWER 
"WHERE TO CALL"
DISTRIBUTOR
 Meyberg Leo J Co 33 Gough S F
 (Toll) Call "Operator" for..... Market 1-3400

DEALERS
BREUNER JOHN CO 604 K..... Gllbrt 3-8061
COAST RADIO COMPANY 900 J..... Gllbrt 2-0424
COLONIAL HOME APPLIANCES
 3836 Stockton Blvd..... Hlcrst 6-4724
RADER'S RADIO & TELEVISION SERVICE
 2606 J..... Gllbrt 2-3235
T V FOTO DEN
 2831 Fair Oaks Blvd Carmichael Vnho 9-1873

Rader's Radio & Television Service
 2606 J..... Gllbrt 2-3235
Radio Serv & Equip Co 1424 J..... Gllbrt 2-0641
RADIO TEL SERVICE CO
 MOTOROLA — ZENITH — HAIKINRAFTERS GENERAL ELECTRIC
 Open Evenings
 5526 H..... Hlcrst 6-3506

RADIO TEL SERVICE CO 5526 H..... Hlcrst 6-3506
 (See Advertisement Page 405)
SACRAMENTO ELECTRIC CO
 1931 J..... Gllbrt 3-1533

SHERMAN CLAY & CO
LEADING MAKES TELEVISION
TV — RADIO — PHONOGRAPH COMBINATIONS
 1312 K..... Gllbrt 2-6911

STROMBERG-CARLSON TELEVISION
 More than a half century of experience in telephony and radio—in your assurance that in television too...
 "There is Nothing Finer than a Stromberg-Carlson."
"WHERE TO BUY IT"

DISTRIBUTOR
EDWARDS FRANK CO
 Appliance Division
 Distributors For Northern Calif
 382-6th S F
 (Toll) Call "Operator" for..... Market 1-9700
DEALER
 Andresen Appliance Co 39th & J..... Hlcrst 5-3680

STUCKY'S HARDWARE
 Store No 1 4106 Franklin Blvd..... Hlcrst 7-6576
 Store No 2 Michigan W Sacto..... Gllbrt 3-5417

SYLVANIA TELEVISION
 For television or radio value and dependability—with every important electronic refinement—specify Sylvania—next best to "personal appearances" in your own home.
"WHERE TO BUY IT"
DEALERS
MANOR RADIO & TELEVISION
 56530 Stockton Blvd..... Hlcrst 6-4307
 Valley Television & Service
 5010 Freepoint Blvd..... Hlcrst 6-0971

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

Television Apparatus—Retail—(Cont'd)

TV FOTO DEN
 INSURE THAT TV WITH FRANCHISED SERVICE
 Open Evenings — Television Nightly
 2831 Fair Oaks Bl Carmichael Vnho 9-1873
Valley Television & Service
 5010 Freepoint Blvd..... Hlcrst 6-0971
WESTINGHOUSE TELEVISION—ANDRESEN APPLIANCE CO
 Store No 1 39th & J..... Hlcrst 5-3680
 Store No 2 2739 Riverside Blvd Gllbrt 2-0006

ZENITH TELEVISION
 QUALITY ENGINEERED
 Table, console and combination models, featuring automatic one-knob tuning, "Super-Range" chassis, Glare-Ban "Black" Tube, provision for new UHF channels, and many other Zenith "Forelight" Features.
"WHERE TO BUY THEM"

COAST RADIO & Television Service
 3836 Stockton Blvd..... Hlcrst 6-4724
EASTERN THE 1314 J..... Gllbrt 2-7641
Ed's 2709 Riverside Blvd..... HU dsn 4-3688
FEDERAL DEPT STORES 717 K..... Gllbrt 3-4634
FINNESTEAD WASHER SERVICE
 1306 J..... Gllbrt 3-5061
HAGGIN-GRANT RADIO & ELECTRIC SERV
 3385 Marysville Rd
 Del Paso Hqts..... Hlckry 9-4982
Radio Serv & Equip Co 1424 J..... Gllbrt 2-0641
RADIO TEL SERVICE CO 5526 H..... Hlcrst 6-3506
SAGE RADIO SERVICE CO
 at 15th..... HU dsn 4-0869

Television Apparatus—Wholesale & Mfrs
DUNLAP WHOLESALE RADIO CO INC
 2001 O..... Gllbrt 2-1031
KEPP E & CO 1115 S..... Gllbrt 3-4668
RADIO TELEVISION PRODUCTS CO
 1519-19th..... Gllbrt 2-4622
SACRAMENTO ELECTRONIC SUPPLY CO
 1419 J..... Gllbrt 2-0719

Tennis Court Construction
LAYKOLO TENNIS COURTS—
 BURR ALLY L CO 2417-28th..... Hlcrst 6-2048
Tennis Racket Restringing & Repairing
 Allen's Sport Shop 1221 J..... Gllbrt 3-4216
 Sacramento Sporting Goods 1312 J..... Gllbrt 2-7298
SPALDING SPORTS STORE 818 J..... Gllbrt 2-8951

Tents
CARNIE FRED E & SON COMPANY
 2012 K..... Gllbrt 3-3802
CARNIE-GOODWIN-PENOLETON CO
 ALL TYPES OF TENTS
 MANUFACTURED - REPAIRED - RENTED
 Also Barquets in Used Tents
 515 L..... Gllbrt 2-8924

Fairfield Textile Works Highway 40 Fairfield
 (Toll) Call "Operator" for..... Suisun 106-R-1
JANAK & SCURFIELD 2980-35th..... Hlcrst 6-3034
SACTO GENERAL SUPPLY CO
 Army & Navy Goods
 3520 Broadway..... Hlcrst 6-3552
SACTO GENERAL SUPPLY CO
 Army & Navy Goods
 814 Grand Av Del Paso Hqts..... Hlckry 9-3455
STOCKADE GENERAL STORE
 Army & Navy Goods
 2628 Fulton Av..... IVnhoe 9-3069

You can shop at home... easily and comfortably... by thumbing through the Yellow Pages. Your Classified Directory lists most every store in town... helps you find everyone who sells and serves.

Termite Control
ATOMIC PEST CONTROL CO
 Termite & Pest Control
 Exterminating — Fumigating
 Licensed Exterminator for Over 10 Yrs.
 Ants — Roaches — Moths — Bed Bugs — Fleas — Termites — Bats
 F.H.A. & C.T. Inspections
 Home & Industrial Inspections
 We Go Anywhere — Any Time
 Satisfaction Guaranteed
 Jess Holland, Owner
 6248 Sacramento Blvd..... Hlcrst 6-8986

DELK PEST CONTROL
 16 YEARS EXPERIENCE
TERMITE CONTROL
 Guaranteed Service
 Inspection at Minimum Fees
 P.O. Box 2147
 Warehouse
 2644 Auburn Blvd..... Hlckry 9-5436

GARLINGHOUSE GEORGE W
 2015 Morse Av..... IV nhoe 9-2347
KITLEY'S INSECTICIDE CO
 J. KITLEY, Entomologist
 State Licensed
 ALL TYPES OF INSECT CONTROL
 TERMITE CONTROL
 ORCHARD & GARDEN SUPPLIES
 Near Town & Country Village
 Edison & Fulton..... Hlckry 9-1453
 If no answer call..... IV nhoe 9-3409

ORCHARD SUPPLY CO 1731-17th..... Gllbrt 3-2509
TERMITE & PEST CONTROL
 2015 Morse Av..... IV nhoe 9-2347
VALLEY TERMITE CO 2310-16th..... HU dsn 4-1882
 (See Advertisement This Page)
 Valley Termite Co 1024-35th..... Hudson 1-1072

TERMITE
Pest Control

TERMITE
 AND
Powder Post Beetle
 Exclusively
 Satisfaction Guaranteed
Scientific Pest Control
 Call HUDSON 4-1882
VALLEY TERMITE CO.
 State Licenses No. 1483 & 1690
 2310-16TH SACRAMENTO
 Over Fourteen Years Experience

Terrazzo
ART TILE & TERRAZZO CO
 Formerly Valley Terrazzo & Marble Co.
 Terrazzo Floors — Steps — Patios
 Tile Kitchens — Baths & Floors
 4115-57th..... Hlcrst 6-1786
LOVISA TERRAZZO CO
 Specializing in Terrazzo Floors & Steps
 Free Estimates
 Shop: 6313 Eastern Av.
 6313 Eastern Av..... Hlcrst 5-7862

Theatre Ticket Agencies
 Civic Theater Box Office 1312 K..... Hudson 1-3163
 Sherman Clay Box Office 1312 K..... Hudson 1-3163
 Ware Hazelton Box Office 12th & K..... Gllbrt 3-6881

Theatres
ALAMEDA THEATRE
 Mexican Films Only
 4th & L..... HU dsn 4-3493
ALHAMBRA THEATRE
 Matinee-Saturdays-Sundays & Holidays
 Alhambra Blvd & K..... Hlcrst 5-3021
BELL DRIVE-IN THEATRE
 Bell Av Del Paso Hqts..... Hlckry 9-4944
CALIFORNIA THEATRE
 Matinee Sat-Sunday-Holidays 12 Noon
 2931-35th..... Hlcrst 6-6477
Colonial Theatre
 Matinee Saturdays-Sundays & Holidays
 3522 Stockton Blvd..... Hlcrst 6-6649
CREST THEATRE
 Continuous Daily From Noon
 2013 K..... Gllbrt 3-9013
Del Paso Theatre
 2122 Del Paso Blvd N Sacramento. Hlckry 9-3357
El Rancho Drive-In Theatre
 Davis Hwy..... Gllbrt 2-3072
Esquire Theatre 1219 K..... Gllbrt 2-9001
Fox Capitol Theatre 615 K..... Gllbrt 2-1871
FOX SENATOR THEATRE
 Continuous Shows Daily From Noon
 912 K..... Gllbrt 3-9011
Fox West Coast Theatres 912 K..... Gllbrt 3-2064

Theatres—(Cont'd)
Fruitridge Drive-In Theatre
 Fruitridge Rd..... Hlcrst 7-2308
FRUITRIDGE THEATRE
 5677 Stun Blvd..... Hlcrst 7-9874
Grand Theatre 1917 Del Paso Blvd..... Hlckry 9-3811
Liberty Theatre 617 K..... Gllbrt 3-3529
Lincoln Theatre 412..... Gllbrt 3-3050
LUX THEATRE
 IN NORTH SACRAMENTO
 PICTURES
 4 Changes Weekly
 SUN — TUES — THURS & SAT
 OPEN EYES 6:45 PM
 SAT & SUN — 1 PM 'TIL MIDNITE
 1194 El Camino Av N Sacto..... Hlckry 9-0145

Manor Theatre
 Matinee Saturday-Sunday-Holidays
 Located in Fruitridge Shopping Center
 5677 Stockton Blvd..... Hlcrst 7-9874
MISSION THEATRE
 New Show Daily-Open 10:30 AM To 11:30 PM
 310 K..... Hlcrst 6-0294
NU LYRIC THEATRE
 Burlesque Show Every Day
 Open 11 AM-1:00 AM Sat 11 AM-3:00 AM
 212 K..... Gllbrt 2-9811
Oak Park Theatre 2830-35th..... Gllbrt 5-4547
RIALTO THEATRE
 New Show Daily-Open 10:30 AM To 11 PM
 421 K..... Gllbrt 3-8783
Roxie Theatre 914-9th..... Gllbrt 3-1838
Sacto Music Circus Co
 Bus Office 1419 H..... Hudson 4-9380
Sequoia Theatre 5510 Frln Blvd..... Hlcrst 7-9901
Sequoia Theatre 5510 Franklin Blvd..... Hlcrst 5-9538
Sky View Drive In Theatre 47th Av..... Hlcrst 5-0578
Starlite Drive-In 24th N Sacto..... Hlckry 9-3108
STATE THEATRE 909 K..... Gllbrt 3-2585
STUDIO THEATRE 1227 K..... Gllbrt 3-5074
Times Theatre 1214 K..... Gllbrt 2-9003
Tower Theatre 16th & Broadway..... Gllbrt 3-1981
Village Theatre Marconi & Fulton..... Hlckry 9-8729
Westerner Drive-In Theatre
 Manzanita Av..... IV nhoe 9-1200
 (See Advertisement This Page)

THE Westerner
DRIVE-IN-THEATRE
 NATURAL AMPHITHEATRE
 Greater Comfort - Better Vision
 EQUIPPED THROUGHOUT BY R.C.A.
 CHILDREN'S PLAYGROUND
 Slides & Merry Go Round
 Most Modern Rest Rooms

 Free Bottle Warmer Service for the Baby
FREE—CHILDREN UNDER 10
 Owned & Operated by
 Residents of Sacramento County
 Bob Gingerich E. B. Ray
 Call
Ivanhoe 9-1200
 FAIR OAKS BLVD.
 & MANZANITA AVE.
 SACRAMENTO