

## WILSON'S

Sales & Service  
By An  
**ELECTRONIC  
ENGINEER**

Authorized Dealer  
For Sylvania

Serving  
TOWN & COUNTRY  
AREA

CALL

**IVanhoe 9-7530**

For Custom Installations  
2434 MARYAL DR.  
DEL PASO MANOR



## Western TV & APPLIANCE

Sales & Service

PACKARD-BELL  
KAYE-HALBERT  
RAYTHEON  
TRAVELER  
HALLICRAFTER

WE REPAIR ALL MAKES  
All Work Guaranteed

Pick-Up & Delivery

**IVanhoe 9-9519**

6135 FAIR OAKS BLVD. CARMICHAEL



## Dal's Television

SALES

• Personal Service  
• Trade Allowances • Bank Terms

Call HIlcrcst 6-8717

**"SALES ROOM"** - HI-HO MARKET  
HIlcrcst 7-8397



## PIONEER TV SERVICE SPECIALISTS

1 DAY SERVICE

Authorized Sales for  
PACKARD BELL  
HOFFMAN  
RAYTHEON

UHF - VHF ANTENNA \$69.95 inst.

**HUnter 6-1001**

COMPLETE APPLIANCE & AUTO RADIO SERVICE  
3410 SACRAMENTO BLVD.



## ULMER'S TELEVISION

SALES SERVICE

ON ALL MAKES  
Guaranteed Work City Wide Service

**HUnter 6-8821**

3936 - 41st AVE. SACRAMENTO



## TELEVISION Sales and Service

Authorized Dealer

**Philco • Capehart**

WE REPAIR & INSTALL  
ALL MAKES  
All Work Guaranteed  
Pick-Up & Delivery

**IVanhoe 9-1274**

**PROAPS BROS.**

9798 FINE HILLS RD.  
CARMICHAEL



## DEL PASO RADIO & TV

Immediate Guaranteed Service  
& Installations on All Makes

U.H.F. SPECIALISTS

Authorized Dealers for  
**Westinghouse - Kaye-Halbert**

Expert Technicians  
Serving Entire North Area

PICK-UP & DELIVERY

**WAbash 5-2479**

3737 MARYSVILLE RD.  
At Jerry's Corner

## TELEVISION

SALES SERVICE

TV ENGINEER IN CHARGE

We Service All Makes  
TV & Radio

**UNITY TELEVISION  
& RADIO SERVICE**

CALL

**HUnter 6-4921**

6494 BROADWAY

### Television Dealers-(Cont'd)

**RADER'S RADIO & TELEVISION SERVICE**  
2606 J. .... GI lbrt 2-3235  
(See Advertisement Page 420)

**RADIO SERV & EQUIP CO** 1424 J. .... GI lbrt 2-0641  
(See Advertisement Page 421)

**RADIO & TELEVISION DEALERS ASSOCIATION**

TRAINED TECHNICIANS  
ARE YOUR  
ASSURANCE OF DEPENDABILITY  
For Sales & Service



**"WHERE TO CALL THEM"**

MEMBERS

Ace Television & Appliances  
3504 Stockton Bl. .... HUnter 6-3792

Breuner John Company 604 K. .... GI lbrt 3-8061

Carrick Bart 1 9th & P. .... GI lbrt 3-4976

Coast Radio Co 900 J. .... GI lbrt 2-0424

**COLONIAL ELECTRONICS SERV**  
4610 Stockton Bl. .... HIlcrcst 5-3801

Gentleman Jim Television Sales  
2968 Freepost Bl. .... HUdsn 4-6890

Haggin-Grant Radio & TV Service  
3385 Marysville Rd  
Del Paso Hts. .... WAbsh 5-4962

Henle's Speedy TV Service  
1904-28th. .... HIlcrcst 7-4654

Joseph's Radio & Television Serv  
4116 Franklin Bl. .... HIlcrcst 7-3551

Kistler Television  
1713 Del Paso Bl N Sacto. .... WAbsh 5-6337

Mark Anthony Television Sales & Service  
1614 Broadway. .... GI lbrt 3-5690

Pac Television 4757 J. .... HUdsn 4-0869

Paul's Television & Appliance  
3434 Stockton Bl. .... HUnter 6-3273

Peckham Radio & Television Service  
1627-19th. .... GI lbrt 2-3925

Rader's Radio & Television Service  
2606 J. .... GI lbrt 2-3235

Radio Serv & Equip Co 1424 J. .... GI lbrt 2-0641

Radio Tel Service Co 5526 H. .... HIlcrcst 6-3506

Ross & Hill Television 1311 K. .... HUdsn 4-4120

Sage Radio Service Co 1 at 15th. .... HUdsn 4-0869

Valley Television & Service  
5010 Freepost Bl. .... HIlcrcst 6-0971

Wilson's Television Repair Serv  
2434 Maryal Dr. .... IVnho 9-7530

Woodlake T V Clinic  
1316 Del Paso Bl N Sacto. .... WAbsh 5-6336

### RADIO TEL SERVICE CO

Motorola - Zenith - Hallicrafters  
Sales - Installations - Service  
TELEVISION SPECIALISTS

Open Evenings

5526 H. .... HIlcrcst 6-3506

Radio Tel Service Co 5526 H. .... HIlcrcst 6-3506  
(See Advertisement Page 429)

**RAINS WALT TV & RADIO SALES & SERVICE**  
5440-14th Av. .... HUnter 6-5060  
(Continued Next Page)

The Yellow pages save you time.

*It Pays*

## To Answer Telephone Calls PROMPTLY

Prompt answering of a tele-  
phone's ring is thoughtful,  
courteous—and good business.

### Television Dealers-(Cont'd)

**RAYTHEON TELEVISION**

See and hear RAYTHEON'S  
famous TELEVISION, the re-  
sult of 25 years of pioneer  
research in radio, radar and  
electronics.



**"WHERE TO CALL"**  
DISTRIBUTOR

**SACRAMENTO ELECTRONIC SUPPLY CO**  
1219 S. .... GI lbrt 2-7679

DEALERS

**ANDRESEN APPLIANCE CO**  
39th & J. .... HIlcrcst 5-3680

**COLONIAL ELECTRONICS SERV**  
4610 Stockton Bl. .... HIlcrcst 5-3801

**ELECTRIC GARAGE** 1206 C. .... GI lbrt 2-9637

**NECCHI SEWING CENTER**  
2422 Maryland Dr. .... IVnho 7-3215

**ROMACK PLUMBING CO**  
1313 Broadway. .... GI lbrt 3-1701

Ulmer's Television Service  
3936-41st Av. .... HUnter 6-8821

**WESTERN T V & APPLIANCE**  
6135 Fair Oaks Bl Carmichael. .... IVnho 9-9519

Ross & Hill Television 1311 K. .... HUdsn 4-4120  
(See Advertisement Page 427)

**SACRAMENTO ELECTRIC CO**  
1931 J. .... GI lbrt 3-1533  
(See Advertisement Page 425)

Sacto Television Service  
2030 Del Paso Bl N Sacto. .... WAbsh 5-3284

Sage Radio Service Co 1 At 15th. .... HUdsn 4-0869  
(See Advertisement Page 422)

**SCHUTZLE'S RADIO & TELEVISION SERVICE**  
3228 Riverside Bl. .... HUdsn 4-8914  
(See Advertisement Page 423)

**SHERMAN CLAY & CO**

LEADING MAKES  
TELEVISION  
and  
TV - RADIO - PHONOGRAPH  
COMBINATIONS

1312 K. .... GI lbrt 2-6911

**SILVERTONE TELEVISION** -  
SEARS ROEBUCK & CO 12th & K. HUdsn 4-6961  
(See Advertisement Page 430)

**SPARTON RADIO TELEVISION**

Famous Sparton Television, Radio  
and Combinations - SOLD DIRECT  
by Sparton to your community  
dealer. No middleman costs to pay.  
Check Sparton value, performance  
TODAY.



**"WHERE TO BUY THEM"**  
DEALERS

**COLONIAL ELECTRONICS SERV**  
4610 Stockton Bl. .... HIlcrcst 5-3801

Dana TV 4770 Franklin Bl. .... HIlcrcst 6-2642

**GIDE APPLIANCE CO**  
1512 Del Paso Bl N Sacto. .... WAbsh 5-7486

**STROMBERG-CARLSON TELEVISION  
SALES AND SERVICE**

With exclusive PANORAMIC VISION  
for wider viewing angle,  
more picture visibility.  
"There is nothing else there."  
STROMBERG-CARLSON



**"WHERE TO BUY IT"**  
DEALERS

**ELECTRIC GARAGE** 1206 C. .... GI lbrt 2-9637

**F & W APPLIANCE SALES & SERVICE**  
1423-28th. .... HIlcrcst 5-1695

SHEAR SENSE

With colored nail polish, mark inches  
and fractions on outside of scissors  
blade—and you can measure as you  
cut.

### Television Dealers-(Cont'd)

**SYLVANIA**—electronics pioneer—  
presents one of the world's finest  
television sets, featuring exclusive  
Highlight for clearer, brighter pictures and greater  
viewing comfort.

**"WHERE TO BUY IT"**  
DISTRIBUTOR

**WESTERN EMPIRE DISTRS INC**  
715 Bryant San Francisco. .... GArlfd 1-6850

DEALERS

**BOULEVARD APPLIANCE**  
2911 Fair Oaks Bl Carmichael. .... IVnho 9-2161

**CAPITAL BLIND & DRAPERY MART**  
3116 Stockton Bl. .... HIlcrcst 5-2995

**JOSEPH'S RADIO & TELEVISION SERV**  
4116 Franklin Bl. .... HIlcrcst 7-3551

**KISTLER TELEVISION**  
1713 Del Paso Bl N Sacto. .... WAbsh 5-6337

**WILSON'S TELEVISION REPAIR SERV**  
2434 Maryal Dr. .... IVnho 9-7530

**TABER FURNITURE CO**  
1817 Del Paso Bl N Sacto. .... WAbsh 5-5177

**TRADING POST TELEVISION** 1327 J. GI lbrt 2-3826  
Store No 2 3002 Stockton Bl. .... HUdnr 6-7474  
(See Advertisement Page 423)

**TRI-CITY ELECTRONICS**  
1931 J. .... IVnho 9-9601

**TV ANTENNA SALES** 3816 Broadway. HUdnr 6-2508

**TV RADIO DEN**  
Serving - Carmichael - Arden Town  
Del Paso Manor & Town & Country, Etc.  
Sales & Serv - Open Evenings  
2831 Fair Oaks Bl Carmichael. .... IVnho 9-1873

Ulmer's Television Service  
3936-41st Av. .... HUnter 6-8821  
(See Advertisement Page 430)

**UNITED T V COMPANY INC**  
3116 Broadway. .... HUdnr 6-8474

**UNITY TV SERVICE** 6494 Broadway. HUdnr 6-4921  
(See Advertisement Page 430)

**VALLEY TELEVISION & SERVICE**  
5010 Freepost Bl. .... HIlcrcst 6-0971  
(See Advertisement Page 422)

Village TV Shop The 2617 Marconi Av. IVnho 7-4112

**YOGT ELECTRIC CO** 2316 J. .... HIlcrcst 2-5897  
(See Advertisement Page 424)

**WESTERN T V & APPLIANCE**  
6135 Fair Oaks Bl Carmichael. .... IVnho 9-9519  
(See Advertisement Page 430)

**WESTINGHOUSE TELEVISION**

Features the exclusive Single  
Dial Control on table & console  
models in popular screen sizes.  
New automatic circuits provide  
greater picture clarity and bril-  
liance.

You Can Be SURE - If It's WESTINGHOUSE  
**"WHERE TO BUY THEM"**  
DEALERS

**ANDRESEN APPLIANCE CO**  
39th & J. .... HIlcrcst 5-3680

Appliance Mart The 1211 Fulton Av. IVnho 9-7566

**ARNOLDS FURNITURE STORE**  
1200. .... GI lbrt 2-8703

**DONALD HOME APPLIANCE**  
2844 Fair Oaks Bl Carmichael. .... IVnho 9-1137

**GIDE APPLIANCE CO**  
1512 Del Paso Bl N Sacto. .... WAbsh 5-7486

**WILSON'S TELEVISION REPAIR SERV**  
2434 Maryal Dr. .... IVnho 9-7530  
(See Advertisement Page 430)

Woodlake T V Clinic  
1316 Del Paso Bl N Sacto. .... WAbsh 5-6336  
(See Advertisement Page 428)

Zenith Corp Dealer 3450 El Camino Av. IVnho 9-7611

MAKE RUBBERS SHINE

A quick way to restore the shine to  
dingy looking rubbers or overshoes is  
to apply a coat of liquid shoe polish.

### Television Dealers-(Cont'd)

**SYLVANIA**—electronics pioneer—  
presents one of the world's finest  
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Highlight for clearer, brighter pictures and greater  
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**"WHERE TO BUY THEM"**  
DISTRIBUTOR

**WESTERN EMPIRE DISTRS INC**  
715 Bryant San Francisco. .... GArlfd 1-6850

DEALERS

**ALHAMBRA TV & RADIO CENTRE**  
2910 Alhambra Bl. .... HIlcrcst 5-4748

**CALIFORNIA CLOTHING & JEWELRY CO**  
405 K. .... HUdnr 4-4481

**CARRICK BART** 1 9th & P. .... GI lbrt 3-4976

**COAST RADIO CO** 900 J. .... GI lbrt 2-0424

**COLONIAL HOME APPLIANCES**  
Mon & Sat Open Till 8 PM  
3836 Stockton Blvd. .... HIlcrcst 6-4724

Donald Home Appliance  
2844 Fair Oaks Bl Carmichael. .... IVnho 9-1137

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

**ED'S 2709 Riverside Blvd.** .... HUdsn 4-3688

**EMIGH HARDWARE CO**  
3450 El Camino Av. .... IVnho 9-0881

Fava Radio & Television Sales & Service  
316-6th Broderick. .... GI lbrt 2-8374

**FINNESTAD WAGER SERVICE**  
1835 Fulton Av. .... IVnho 7-2707

**HAGGIN-GRANT RADIO & TV SERVICE**  
3385 Maryal Dr Del Paso Hts. .... WAbsh 5-4962

**HENLE'S SPEEDY TV SERVICE**  
1904-28th. .... HIlcrcst 7-4654

Horrell & Son 2950-31st Av. .... HIlcrcst 6-6837

Hot-n-Kold Shop 1317-21st. .... HUdnr 2-1893

**JERUE & CO** 1985 Fulton Av. .... IVnho 9-0446

**LYMAN'S APPLIANCE & HOME SERVICE**  
1803 Del Paso Bl N Sacto. .... WAbsh 5-8791

Mark Anthony Television Sales & Service  
1614 Broadway. .... GI lbrt 3-5690

**PAUL'S TELEVISION & APPLIANCE**  
3434 Stockton Bl. .... HUdnr 6-3273

Radio Serv & Equip Co 1424 J. .... GI lbrt 2-0641

**RADIO TEL SERVICE CO** 5526 H. HIlcrcst 6-3506

**SACRAMENTO ELECTRIC CO**  
1931 J. .... GI lbrt 3-1533

**SAGE RADIO SERVICE CO**  
1 at 15th. .... HUdsn 4-0869

**SILVEIRA G L CO** 21st & X. .... HIlcrcst 6-3897

**STADLER'S RADIO & HOME APPLIANCE**  
CO 2427 J. .... GI lbrt 2-3722

**STUCKY'S HARDWARE**  
Store No 1 410s Franklin Bl. .... HIlcrcst 7-6576  
Store No 2

**TELEVISION CENTER**  
211th & Jefferson Bl W Sacto. .... GI lbrt 3-5417

**1920 Del Paso Bl N Sacto.** .... WAbsh 5-4401

**TV RADIO DEN**  
2831 Fair Oaks Bl Carmichael. .... IVnho 9-1873

Valley Television & Service  
5010 Freepost Bl. .... HIlcrcst 6-0971

THE PICTURE  
OF FINE QUALITY

with blacker blacks, whiter whites,  
Table, console & combination mod-  
els with 17, 21 & 27-inch screens.  
One knob tuning. Proved UHF reception. Ex-  
clusive "Fringe Lock" & other Zenith "Forward-  
Features."

**"WHERE TO BUY THEM"**  
DISTRIBUTOR

**BRILLI-PARKS CO** 2225-19th. .... GI lbrt 2-2983

DEALERS

**ALHAMBRA TV & RADIO CENTRE**  
2910 Alhambra Bl. .... HIlcrcst 5-4748

**CALIFORNIA CLOTHING & JEWELRY CO**  
405 K. .... HUdnr 4-4481

**CARRICK BART** 1 9th & P. .... GI lbrt 3-4976

**COAST RADIO CO** 900 J. .... GI lbrt 2-0424

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Donald Home Appliance  
2844 Fair Oaks Bl Carmichael. .... IVnho 9-1137

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

**ED'S 2709 Riverside Blvd.** .... HUdsn 4-3688

**EMIGH HARDWARE CO**  
3450 El Camino Av. .... IVnho 9-0881

Fava Radio & Television Sales & Service  
316-6th Broderick. .... GI lbrt 2-8374

**FINNESTAD WAGER SERVICE**  
1835 Fulton Av. .... IVnho 7-2707

**HAGGIN-GRANT RADIO & TV SERVICE**  
3385 Maryal Dr Del Paso Hts. .... WAbsh 5-4962

**HENLE'S SPEEDY TV SERVICE**  
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Horrell & Son 2950-31st Av. .... HIlcrcst 6-6837

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Store No 2

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**CALIFORNIA CLOTHING & JEWELRY CO**  
405 K. .... HUdnr 4-4481

**CARRICK BART** 1 9th & P. .... GI lbrt 3-4976

**COAST RADIO CO** 900 J. .... GI lbrt 2-0424

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**STUCKY'S HARDWARE**  
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Store No 2

**TELEVISION CENTER**  
211th & Jefferson Bl W Sacto. .... GI lbrt 3-5417

**1920 Del Paso Bl N Sacto.** .... WAbsh 5-4401

**TV RADIO DEN**  
2831 Fair Oaks Bl Carmichael. .... IVnho 9-1873

Valley Television & Service  
5010 Freepost Bl. .... HIlcrcst 6-0971

NON-SKID FOR MIXING BOWL

A folded damp cloth placed under a  
mixing bowl keeps it from slipping and  
speeds mixing.

When you call somebody by  
telephone

## PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving  
him time to answer.

### Television Dealers-(Cont'd)

**ZENITH TELEVISION**

THE PICTURE  
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