

RISCO TV

"Call Don"



UHF-VHF ANTENNA SERVICE

Fully Insured
PROMPT, COURTEOUS SERVICE
Material, Workmanship Guaranteed

WAbash 5-5250

1711 DEL PASO BLVD.
N. SACRAMENTO

RADIO DISPATCHED

HI lncrest 7-1592

TV REPAIR SERVICE

SALES & INSTALLATION
Factory Branch Service Representatives

KAYE-HALBERT - BENDIX
WE SERVICE ALL MAKES
ALSO HOME & AUTO RADIOS
ELECTRONIC LABORATORIES
3960 SACRAMENTO BLVD.

GEORGE'S RADIO & TV

FAST SERVICE

AM - FM - PHONO - COMBINATIONS
TELEVISION REPAIRS

ALL MAKES
AUTHORIZED PHILCO SERVICE
Reasonable Prices - Pick-Up & Delivery
PHONE
WAbash 5-0812
Residence WAbash 5-1548

1123-A DEL PASO BLVD. NORTH SACRAMENTO

Specialists in Antennas

SALES & PARTS
All Types
Installed & Repaired
Save "By Installing
Your Own
Dealer for Bendix TV
Hunter 6-2508



TV ANTENNA SALES

Nr. Sacramento Blvd. 3816 Broadway

GUARANTEED - PROMPT
TELEVISION REPAIRS
HOME & AUTO RADIOS
SMALL APPLIANCES
PICK-UP & DELIVERY

SALES & SERVICE
BELL WAbash 5-0756

ELECTRONICS SERVICE CO.

3722 MARYSVILLE RD. DEL PASO HEIGHTS

TV ANTENNA KITS

KAYE-HALBERT - TV - SALES
Buy Your UHF Antenna
Kits & SAVE by installing
Yourself.
We do installation, servicing
& changing antennas

Compare Our Antennas
For Quality & Price
Call Hunter 6-5733

Moose TV & Antenna Sales
2326 BROADWAY

KEN'S TV SERVICE

TV ON THE BLINK?



Are You Getting Gray Over TV
Don't Cuss - Call Us
- Nite & Day
Call Ivanhoe 7-0418

ALL WORK GUARANTEED
- INSTALLATIONS -
8941 WELLINGTON DR.

Television Servicing-(Cont'd)

OAK PARK RADIO SHOP 2982-29th St. Hillcrest 5-7782
PAC TELEVISION 4757 J. Hillcrest 6-0388
Packard-Bell Company-Service Division
1627-18th Hillcrest 3-9089

PACKARD-BELL TELEVISION SERVICE

FACTORY BRANCH SERVICE
FOR
PACKARD-BELL TELEVISION

"FOR SERVICE CALL"
3560 Sacto Bl. Hillcrest 7-1592
Hale's Appliance Store 13th & K. Hillcrest 2-7871
Handy Andy Radio & Appliances
5535 H Hillcrest 6-8409
Petzwal Radio & Television Service
1627-19th Hillcrest 2-3925

DEL PASO HEIGHTS
Haggin-Grant Radio & TV Serv
3385 Marysville Rd
Del Paso Heights WAbsh 5-4982

NORTH SACRAMENTO
Gide Appliance Co
1512 DI Paso Bl N Sacto WAbsh 5-7486

PHILCO FACTORY-SUPERVISED SERVICE

Guaranteed installation and repair service on any make or model television receiver by reliable factory-trained experts. Genuine parts. Approved standard prices.

PHILCO
Factory-Supervised Service

"WHERE TO GET SERVICE"
DEALERS

ALHAMBRA TV & RADIO CENTRE
2010 Alhambra Bl. Hillcrest 5-4748
Appliance Mart The 1731 Fulton Av. Ivanhoe 9-7566
ELVAS TV SERVICE CO
713-56th Hillcrest 6-6041
FAVA RADIO & TELEVISION SALES & SERVICE
1123A Del Paso Bl N Sacto WAbsh 5-0812
GEORGE'S RADIO & TV
1123A Del Paso Bl N Sacto WAbsh 5-0812
PETZVAL RADIO & TELEVISION SERVICE
1627-19th Hillcrest 2-3925
RADIO TEL SERVICE CO
5526 H. Hillcrest 6-3506
SAGE RADIO SERVICE CO
Hudson 4-0869
SCHUETZLE'S RADIO & TELEVISION SERVICE
3228 Riverside Bl. Hudson 4-8914
T V RADIO DEN
2831 Fair Oaks Bl Carmichael. Ivanhoe 9-1873
Valley Television & Service
5010 Freesport Bl. Hillcrest 6-0971

Pioneer Television & Appliance Co.
3410 Sacramento Bl. Hillcrest 6-1001
(Continued Next Page)

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

TELEVISION REPAIR

★ Quick Service - All Makes
★ 15 Years Experience In Sacramento on Radio & Television
★ UHF & VHF Antenna Installations
★ Your Present Set Converted to UHF

CALL
HI lncrest 6-6041

713-56TH ST. SACRAMENTO
Open Evenings
ELVAS TV COMPANY
Television Specialists

Television Servicing-(Cont'd)

QUALIFIED TV SERVICE DEALERS

Each member of this group is certified as to his technical ability, equipment and integrity. Each is pledged to a code of ethics that assures you top quality work for a fair price. SPONSORED BY G. M. POPEKY CO. INC.

"FOR SERVICE CALL"
SACRAMENTO

Electronic Laboratories
3960 Sacto Bl. Hillcrest 7-1592
Hale's Appliance Store 13th & K. Hillcrest 2-7871
Handy Andy Radio & Appliances
5535 H Hillcrest 6-8409
Petzwal Radio & Television Service
1627-19th Hillcrest 2-3925

DEL PASO HEIGHTS
Haggin-Grant Radio & TV Serv
3385 Marysville Rd
Del Paso Heights WAbsh 5-4982

NORTH SACRAMENTO
Gide Appliance Co
1512 DI Paso Bl N Sacto WAbsh 5-7486

RCA VICTOR - FAVA RADIO & TELEVISION SALES & SERVICE
316-6th Broderick. Hillcrest 2-8374
HANDY ANDY RADIO & APPLIANCES
5535 H Hillcrest 6-8409
TV RADIO DEN
2831 Fair Oaks Bl Carmichael. Ivanhoe 9-1873
Radio Serv & Equip Co 1424 J. Hillcrest 2-0641
RADIO TEL SERVICE CO
EXPERT TELEVISION SERVICING & GUARANTEED ANTENNA INSTALLATIONS
5526 H Hillcrest 6-3506

Radio Tel Service Co 5526 H. Hillcrest 6-3506
(See Advertisement Page 432)

RISCO SERVICE
1711 Del Paso Bl N Sacto WAbsh 5-5250
(See Advertisement Page 436)
Ross & Hill Television 1311 K. Hudson 4-1120
SACTO TELEVISION SERVICE
2030 Del Paso Blvd N Sacto WAbsh 5-3284

SCHUETZLE'S RADIO & TELEVISION SERVICE
CITY-WIDE SALES & SERVICE
ON ALL MAKES
ALSO SERVING IMMEDIATE OUTLYING AREA
Prompt Pick-Up & Delivery
Experienced Technicians On Every Job
FEATURING
PHILCO - HOFFMAN - MOTOROLA ZENITH
Hudson 4-8914
Easy Parking
3228 Riverside Blvd. Hudson 4-8914

SILVERTONE TELEVISION SERVICE - SEARS ROEBUCK & CO 12th & K Hudson 4-6961

TELEVISION CENTER
NORTH SACRAMENTO
SERVICE - INSTALLATION - REPAIRS
SALES - SERVICE
Dir. for
Hoffman - Zenith - Packard-Bell - Copeland
1920 Del Paso Blvd N Sacto. WAbsh 5-4401

Thrifty's Television Installation
2690 Azalea Rd. Ivanhoe 7-4664
Todd's Repair Serv 3150-26th Av. Hillcrest 6-5808
Trading Post Television 1327 J. Hillcrest 2-3826
Tri-City Electronics 2314 Fulton Av. Ivanhoe 9-9601
TV Antenna Sales 3816 Broadway. Hillcrest 6-2508
(See Advertisement Page 436)

TV RADIO DEN
Serving - Carmichael - Arden Town
Del Paso - Manor & Town & Country
BY FACTORY APPROVED
SERVICE - REPAIRS - SALES
AERIAL INSTALLATIONS
OPEN EVENINGS
2831 Fair Oaks Blvd Carmichael. Ivanhoe 9-1873

Television Servicing-(Cont'd)

Umer's Television Service
3936-41st Av. Hillcrest 6-8821
Unity TV Service 6404 Broadway. Hillcrest 6-4921
WALTON'S TELEVISION SERVICE
5010 Freesport Blvd. Hillcrest 6-0971
(See Advertisement Page 435)
WALTON'S RADIO & APPLIANCES
3930 Broadway. Hillcrest 7-6561
(See Advertisement Page 434)

Wes-Sac Repair Service
102-15th W Sacto. Hillcrest 3-4179

WESTERN TV & APPLIANCE
6135 Fair Oaks Bl Carmichael. Ivanhoe 9-9519
WILSON'S TELEVISION REPAIR SERV
2434 Marval Dr. Ivanhoe 9-7530
Woodlake TV Clinic
1316 Del Paso Bl N Sacto. WAbsh 5-6336
Young's Television Serv
2630 Gunn Rd Carmichael. Ivanhoe 9-9194

ZENITH TELEVISION SERVICE

WE ARE PROUD TO SERVICE AND SELL ZENITH TELEVISION

because we know the quality of the performance reflects the quality of each part. See the new Zenith with the K-53 chassis, 17, 21 and 27-inch screens. Our servicemen are Zenith-trained.

"FOR SERVICE CALL"
FACTORY AUTHORIZED SERVICE
ED S 2709 Riverside Bl. Hudson 4-3688
PETZVAL RADIO & TELEVISION SERVICE
1627-19th Hillcrest 2-3925
TV RADIO DEN
2831 Fair Oaks Bl Carmichael. Ivanhoe 9-1873
Valley Television & Service
5010 Freesport Bl. Hillcrest 6-0971

ALHAMBRA TV & RADIO CENTRE
2010 Alhambra Bl. Hillcrest 5-4748
ELVAS TV SERVICE CO
713-56th Hillcrest 6-6041
RADIO TEL SERVICE CO
5526 H Hillcrest 6-3506

Television Stations & Broadcasting Companies

K C C TV 12th & L. Hillcrest 3-4843

Television Supplies & Parts-Whse & Mfrs

DUNLAP WHOLESALE RADIO CO INC
1628 S Hillcrest 2-1031
Fringe Line 300 Mfg Co
3737A Marysville Rd Del Paso Hgts. WAbsh 5-2479
Millers Radio & Television Supply Inc
336 E 8th Oakland. TWinkles 3-3948
Radio Television Products Co 2012-19th Hillcrest 2-7691
Smith & Crawford 1345 Mission S. F. UNorth 3-2045

HIDDEN LINEN
Linen table cloths which are too shabby to spread may be easily cut and hemmed into fine, soft hand or tea towels.

KNOW The Number?

We'll be able to serve you
faster on Long Distance calls
when you dial

Televisions-Whse & Mfrs

Admiral Distributor Inc 512-20th. Hillcrest 3-7968
Capital Electronics & TV Supply Co Inc
1714-10th Hillcrest 2-5931
DUNLAP WHOLESALE RADIO CO INC
1628 S Hillcrest 2-1031
KEMP E M CO
1115 R Hillcrest 3-4668
MARKET RADIO STORES
Store No 1 1718-16th Hillcrest 3-2913
Store No 2
2454 Del Paso Bl N Sacto. WAbsh 5-7409
Metropolis Electronics Mfg Co
Mfgs Of Open Line Trans Wire For TV
2011 Q Hudson 1-2008
Poodle Mfg Co 3995-24th St Rd. Hillcrest 6-6922
RADIO TELEVISION PRODUCTS CO
2012-19th Hillcrest 2-7691
SACRAMENTO ELECTRONIC SUPPLY CO
127 E Javo. Hillcrest 2-7679
SMITH & CRAWFORD
3666 Buena Vista Dr. Ivanhoe 9-0880
Smith & Crawford 1345 Mission S. F. UNorth 3-2045
TRISTAO MANUFACTURING CO
Telescopinc T V Towers & Accessories
127 E Javo. Tulare 6-3411
Walt H J Appliance & TV Wholesale Co
1209 C. Hillcrest 3-3681
Western Empire Distributors Inc
1401 Front Hillcrest 2-0467

Tennis Court Construction

LAYKOLD TENNIS COURTS - BURR ALLEN L CO
2255-14th N Sacto. WAbash 5-2848

Tennis Instruction

Arcade Tennis Center Annadale Rd. Ivanhoe 7-6964

Tennis Racket Restringing & Repairing

Allen's Sport Shop 1221 J. Hillcrest 3-4216
Sacramento Sporting Goods 920 J. Hillcrest 2-7298
SPALDING SPORTS STORE
818 J. Hillcrest 2-8915

Tents

CAPITOL TENT & AWNING CO INC

ALL TYPES OF TENTS
FOR RENT OR SALE
Manufactured - Repaired
Used Tents of Bargain Prices
3904 Stockton Blvd. Hillcrest 6-2801

CARNIE FRED E & SON COMPANY
2012 K Hudson 1-3027

CARNIE-GOODWIN-PENDELTON CO
ALL TYPES OF TENTS
MANUFACTURED - REPAIRED - RENTED
Also Bargains in Used Tents
515 L Hillcrest 2-8924

JANAK & SCURFIELD
2980-35th. Hillcrest 6-3829
SACTO GENERAL SUPPLY CO
Army & Navy Goods
3320 Broadway. Hillcrest 6-3852
SACTO GENERAL SUPPLY CO
Army & Navy Goods
814 Grand Av Del Paso Hts. WAbash 5-3455
STOCKADE GENERAL STORE
Army & Navy Goods
628 Fulton Av. Ivanhoe 9-3069

Party-Line Pointers:

1. Space your calls instead of making a whole series.
2. If you're in 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.