

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)  
 Codes in listings indicate Sacramento (No Code) Broderick (B) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

Television Dealers—(Cont'd)

**RCA VICTOR**  
 TELEVISION  
 RADIO, PHONOGRAPHS  
 TAPE RECORDERS  
 RECORDS  
 World Leader in Radio.  
 First in Recorded Music.  
 First in Television.



"WHERE TO CALL"  
 DISTRIBUTORS  
**MEYBERG J CO**  
 1730-8th - Gl-2-9837

DEALERS

**A & B TV & APPLIANCES**  
 2350 Fruitridge Rd. Gl-2-0259  
**ALHAMBRA TV & RADIO CENTRE**  
 2010 Alhambra Bl. Gl-5-4748  
**AOKI MUSIC CO** 1223-4th --- HU 4-3868  
 800's TV & Appliance Den 3001 J - Gl-3-1054  
**CARRICK BART** 19th & P --- HU 1-5287  
**CHANNEL TV & APPLIANCES**  
 357 Jefferson Bl(W.S.)---HU 4-2696  
**COAST RADIO CO** 900 J --- Gl-2-0424  
**COLONIAL HOME APPLIANCES**  
 R.C.A. Victor Factory Service  
 3836 Stockton Blvd. Gl-6-4724  
**ELECTRONIC LABORATORIES**  
 2030 Del Paso Bl(W.S.)---HU 4-0261  
**FEY'S HARDWARE & APPLIANCES**  
 5525 La Sierra Dr. IV 9-3931  
**FRUITRIDGE TELEVISION & SOUND**  
 5653D Stockton Bl. Gl-1-5967  
**GLOBE TELEVISION CO**  
 2030 Del Paso Bl(W.S.)---WA 5-3555  
**HALE'S APPLIANCE STORE**  
 13th & K - Gl-2-7871  
**HANDY ANDY RADIO & APPLIANCES**  
 5535 H. Gl-1-9409  
**HANKS RADIO & TELEVISION**  
 Hot-n-Kold Shop 1317-21st --- Gl-2-0641  
 Jon's Furniture 430 N --- HU 1-5026  
 L & M Co 1215-4th --- Gl-3-1346  
**SCHUETZLE'S RADIO & TELEVISION**  
 SERVICE 3228 Riverside Bl. HU 4-8914  
**SHANNON MARION TV**  
 1904-18th - Gl-3-5661  
**TV RADIO DEN**  
 2831 Fair Oaks Bl(C) - IV 9-1873  
 Taber Furniture Co  
 1817 Del Paso Bl(NS) - WA 5-5177  
**Tri-City Electronics**  
 Fair Oaks Bl Fair Oaks - YOrin 7-5457  
**VALLEY TV**  
 5010 Freeport Bl - Gl-6-0971  
**WOODLAKE TV CLINIC**  
 1316 Del Paso Blvd(NS) - WA 5-6336

Rader's Radio & Television Service  
 2606 J - Gl-2-3235  
 (See Advertisement Page 363)

**RADIO TEL SERVICE CO**  
 MOTOROLA - PHILCO - HOFFMAN  
 EMERSON - HALLICRAFTERS  
 SERVICE CALLS TILL 10 P.M.  
 4832 Folsom Blvd. --- Gl-6-6451

**RADIO TEL SERVICE CO**  
 4832 Folsom Bl. Gl-6-6451  
 (See Advertisement Page 367)

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.

Television Dealers—(Cont'd)

**RAYTHEON TELEVISION**  
 ENTIRELY NEW KIND  
 OF TV: Raytheon Cal-  
 lenger. Light, compact  
 designed int. Stand-up  
 tuning. Full compact  
 color and patterns. Sharp edge-to-edge  
 picture. Low-range reception, at budget price!  
 Also "Custom" series, and 816-screen color TV.



"WHERE TO CALL"  
 DISTRIBUTORS  
**SACRAMENTO ELECTRONIC  
 SUPPLY CO** 1219 S --- HU 1-4821

DEALERS

Boulevard Appliance  
 2911 Fair Oaks Bl(C) - IV 9-2161  
**COLONIAL ELECTRONICS SERV**  
 4610 Stockton Bl - Gl-5-3801  
**ELECTRIC GARAGE** 1206 C - Gl-2-9637  
**PIONEER TELEVISION & APPLIANCE**  
 CO 3410 Sacramento Bl --- Gl-1-1001  
**TV CLINIC** 3104 Stockton Bl - Gl-6-4173

SERVICE

Boulevard Appliance  
 2911 Fair Oaks Bl(C) - IV 9-2161  
 Sacramento Electric Co 1931 J --- Gl-3-9096  
 (See Advertisement Page 365)  
 Sacto Television Service  
 2030 Del Paso Bl(NS) - WA 5-3556  
 Sage Radio Service Co at 15th --- HU 4-0869  
 (See Advertisement Page 364)

SENTINEL TELEVISION AND RADIOS

Sentinel Snubs  
 Service Calls and  
 Has Truly  
 Automatic Tuning  
 Modern As Tomorrow  
 Alive As Today  
 "WHERE TO BUY IT"  
 DISTRIBUTORS  
**SCHWALB R D CO**  
 298-8th San Francisco - MArket 1-2309  
**SHERMAN CLAY & CO** 1312 K --- Gl-2-6911  
**SILVERTONE TELEVISION**  
 SEARS ROEBUCK & C  
 12th & K - HU 4-6961



SPARTAN RADIO TELEVISION

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



"WHERE TO BUY THEM"  
 DEALERS  
 Colonial Electronics Serv  
 4610 Stockton Bl Gl 5-3801  
**MYERS RADIO & TELEVISION**  
 2332 Castro Wy. Gl-6-3730

STANFORD RADIO & TELEVISION

3416 Sacramento Bl - Gl-2-1164  
**STROMBERG-CARLSON TELEVISION  
 SALES AND SERVICE**

With exclusive  
 PANORAMIC VISION  
 for wider viewing angle,  
 more picture visibility ---  
 There is nothing  
 finer than a  
 STROMBERG-CARLSON



"WHERE TO BUY IT"  
 DEALERS  
**ELECTRIC GARAGE** 1206 C - Gl-2-9637  
 SERVICE DEALERS  
**PETZVAL'S RADIO & TELEVISION**  
 SERVICE 1627-19th --- Gl-2-3925  
 Don't Wonder --- Don't Worry ---  
 Call Today and BE SURE.

Television Dealers—(Cont'd)

**SYLVANIA TELEVISION**  
 SALES  
 WILSON'S TELEVISION REPAIR SERV  
 2434 Maryal Dr. IV 9-7530  
 SALES & SERVICE  
 FEIL'S HOUSE OF TELEVISION &  
 APPLIANCES  
 5141 Folsom Bl - Gl-2-2611  
**KISTLER APPLIANCE**  
 1733 Del Paso Bl(NS) - WA 5-3589

**TV ANTENNA SALES**  
 3816 Broadway - Gl-1-2508

TV RADIO DEN

Serving --- Carmichael --- Arden Town  
 Del Paso Manor & Town & Country, Etc.  
 Sales & Service  
 2831 Fair Oaks Bl(C) --- IV 9-1873

TABER FURNITURE CO

1817 Del Paso Bl(NS) - WA 5-5177  
 Tahoe TV 4341 Folsom Bl --- HU 4-4841  
 Tower TV 2518 Land Park Dr --- Gl-2-8520  
 (See Advertisement Page 367)

TRAV-LER

A VETERANS TV & APPLIANCES  
 3249 Folsom Bl - Gl-1-7474

**FACTORY AUTHORIZED SERVICE  
 ELECTRONIC LABORATORIES**  
 3960 Sacramento Bl - Gl-2-0261

TRI-CITY ELECTRONICS

Fair Oaks Bl Fair Oaks  
 Front telephones served by the  
 following exchange  
 Sacramento  
 (No inter-City Charge)  
 Ask Operator for ENTripri 1-1373  
 Union Sales Assn of Valley Employees Ltd  
 1071 E El Camino Av. - WA 5-2756  
 Unity TV Service 6494 Broadway - Gl-1-4921  
**VALLEY TV** 5010 Freeport Bl --- Gl-6-0971  
 (See Advertisement Page 364)

VILLAGE FURNITURE MART THE

Sales & Service  
 2501 Marconi Av. --- IV 9-3273  
 Village TV Shop The  
 2710 Broadway - Gl-2-2891  
 Village TV Shop The  
 2200 Del Paso Bl(NS) - WA 5-4063  
**VOGT ELECTRIC CO** 2316 J --- Gl-2-5897  
**WAYNE'S RADIO & TV SERVICE**  
 6841 Woodbine Av. - GA 8-2130

WESTINGHOUSE TELEVISION

See TV's new FULL range  
 picture for FULL detail -  
 FULL brightness. Exciting  
 new models --- new perfor-  
 mance standards. More for  
 your money --- in every price  
 range. Liberal trade-in allowance.  
 You can be SURE if it's Westinghouse  
 "WHERE TO BUY THEM"  
 DISTRIBUTORS  
**WESTINGHOUSE ELECTRIC SUPPLY  
 CO** 1730-14th --- Gl-3-6525



DEALERS  
**A VETERANS TV & APPLIANCES**  
 3249 Folsom Bl - Gl-1-7474  
**CARMICHAEL HOME APPLIANCE**  
 2906 Fair Oaks Bl(C) - IV 9-1137  
**CENTRE TV & APPLIANCE**  
 3405 El Camino Av - IV 9-6164  
 House of Lorraine 930 C --- Gl-3-6268  
**KISTLER APPLIANCE**  
 1715 Del Paso Bl(NS) - WA 5-3589  
 Mark Royal Television & Appliance  
 1101-21st - HU 1-5228

WILSON'S TELEVISION REPAIR SERV

Woodlake TV Clinic 3615 A(NH) --- IV 7-4949  
 Woodlake TV Clinic 1316 Del Paso Bl(NS) - WA 5-6336

DISAPPEARING ACT

To remove grease spots from  
 stockings, dust with talcum powder,  
 then brush it off after a few  
 minutes.

Television Dealers—(Cont'd)

**ZENITH TELEVISION**  
 Television of the finest  
 quality --- with new exclu-  
 sive features, backed by  
 36 years of Experience in  
 Radios exclusively.



"WHERE TO BUY THEM"  
 DISTRIBUTORS  
**Brolli-Parks Co** 2225-19th --- Gl-2-2983

DEALERS

**ALHAMBRA T V & RADIO CENTRE**  
 2010 Alhambra Bl - Gl-5-4748  
**Aoki Music Co** 1223-4th --- HU 4-3868  
**BREUNER JOHN COMPANY**  
 604 K - Gl-3-8061  
 Broadway Mart  
 3512 Broadway - Gl-1-5732  
**CALIFORNIA LOAN & JEWELRY CO**  
 409 K - HU 4-4841  
**Carrick Bart** 19th & P --- HU 1-5287  
**COLONIAL HOME APPLIANCES**  
 3936 Stockton Blvd --- Gl-6-4724  
**EASTERN THE** 1114 J --- Gl-2-7641  
**ED'S** 2709 Riverside Blvd --- HU 4-3688  
**HAGGIN-GRANT RADIO & TV**  
 3714 Main Rd(DPH) - WA 5-4982  
**HANKS RADIO & TELEVISION**  
 1524 J - Gl-2-0641  
**HENLE'S SPEEDY TV SERVICE**  
 HORRELL & S  
 1904-28th - Gl-7-4654  
**Hot-n-Kold Shop** 1317-21st --- Gl-2-1899  
**LYMAN'S APPLIANCE & HOME  
 SERVICE**  
 1803 Del Paso Bl(NS) - WA 5-8791  
**PAUL'S TELEVISION & APPLIANCE**  
 3434 Stockton Bl - Gl-1-8434  
**SCHUETZLE'S RADIO & TELEVISION  
 SERVICE** 3228 Riverside Bl - HU 4-8914  
**SILVEIRA G L CO** 21st & K - Gl-6-3897  
**STADLER'S RADIO & HOME  
 APPLIANCE CO** 2427 J --- Gl-2-3722  
**STUCKY'S HARDWARE**  
 Store No 1  
 4106 Franklin Bl(W.S) - HU 1-1285  
 Store No 2  
 11th & Jefferson Bl(W.S) - HU 1-1285  
**TV RADIO DEN**  
 2831 Fair Oaks Bl(C) - IV 9-1873  
**TELEVISION CENTRE**  
 1918 Del Paso Bl(NS) - WA 5-4401  
**VALLEY TV**  
 5010 Freeport Bl - Gl-6-0971  
 Zero Cold Refrigeration & TV Service  
 3113 Fair Oaks Bl(C) - IV 9-0042

Television Program Producers

Motion Picture Arts Inc 2574-21st - Gl-1-1406

Television Servicing

A Veterans TV & Appliances  
 3249 Folsom Bl - Gl-1-7474

A & B TV & APPLIANCES

COMPLETE SERVICE ALL MAKES  
 GUARANTEE ALL WORK  
 2350 Fruitridge Rd --- Gl-2-0259

The Yellow Pages save you time.

EM=Empire G=Gilbert HU=Hudson WA=Wabash  
 GA=Garden GL=Gladesstone IV=Ivanhoe

Television Master Antenna Systems

**BREWSTER J W CO**  
 COMMUNITY SYSTEMS  
 FOR TV  
 Apt. Houses --- Motels --- Hotels  
 and Subdivisions  
 LEASED OR PURCHASED  
 2800 Stockton Bl --- Gl-1-8455

ELECTRONIC LABORATORIES

3960 Sacramento Bl - Gl-2-0261

FEIL'S HOUSE OF TELEVISION & APPLIANCES

**HOUSE ANTENNAS  
 INSTALLED**  
 40 Ft. Antenna Kit \$28.95  
 Blow Down --- Storm Damage  
 Insurance Work --- Free Estimates  
 9141 Folsom Bl --- Gl-2-2611

Pioneer Television & Appliance Co

3410 Sacramento Bl - Gl-1-1001  
 R C A Service Co Inc  
 4947 Folsom Bl - Gl-2-0271  
 If no answer call --- IV 9-1292

Television Servicing

ALLIED TELEVISION SERVICE  
 Ace Installation & Service  
 2412 J --- HU 4-8268  
 Al's Antenna Service 4020-45th --- Gl-1-0773  
**AL S RADIO & TV SERVICE**  
 3971-26th Av - Gl-1-3481  
**ANSTED & WEEKLEY TV**  
 3875 J - Gl-7-0865  
 (Continued Next Page)

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 3875 J - Gl-7-0865  
 (Continued Next Page)

Television Servicing—(Cont'd)

**COMPLETE SERVICE  
 ON ALL MAKES OF TV**  
 Factory Authorized Service  
**ADMIRAL --- MOTOROLA**  
 All Work Guaranteed  
 SAVE ON CASH & CARRY  
 Open Evenings "Til 9  
 Gl 1-3792  
 Member Radio & TV Dealers Assoc.  
 5650 Stockton Blvd --- Gl-1-3792

ADMIRAL TELEVISION SERVICE

ACE TELEVISION & APPLIANCES  
 5650 Stockton Bl - Gl-1-3792  
**HALE'S APPLIANCE STORE**  
 HANDY ANDY RADIO & APPLIANCES  
 5535 H - Gl-1-9409  
**TV RADIO DEN**  
 2831 Fair Oaks Bl(C) - IV 9-1873

ALEXANDER & SYKES

2739 Marshall Wy - Gl-6-1808  
 If no answer call --- Gl-2-7340

ALHAMBRA TV & RADIO CENTRE

Sales & Service All Makes  
 Pick-Up & Delivery --- Guaranteed Work  
 2010 Alhambra Blvd --- Gl-5-4748

ALLIED TELEVISION SERVICE

Wise Installation & Service  
 2412 J --- HU 4-8268  
 Al's Antenna Service 4020-45th --- Gl-1-0773  
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