

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 Ed—Edgewood FR—Friscoer GI—Gilbert HI—Hickory WA—Walsh
 Elk—Elgin GA—Garden GL—Glendon IV—Yvinhoe

RENT OR BUY RENTAL PUT TOWARD PURCHASE NO DOWN PAYMENT



REFRIGERATOR
Sales & Service
NEVER UNDERSOLD
 Throw Away Your Discount Cards
 We Sell for Less Plus Service

ALL MAKES AND MODELS

LOWEST RATES IN SACRAMENTO

USED REFRIGERATORS - WASHERS & RANGES

Check Our Trade-In Before Buying
 FOR YOUR OLD APPLIANCE ON BEAUTIFUL

PHILCO - BENDIX - NORGE
 Refrigerators, Washers, Ranges & Freezers

TAPPAN GAS RANGES NO DOWN PAYMENT
 3 Years to Pay

APPLIANCE CENTER

2003 Jay St. OPEN EVES. Dial GI 3-2965

Refrigerators & Freezers—(Cont'd)

AMANA HOME FREEZERS—
 CITY TV & APPLIANCE
 3500 Stockton Bl-GL 6-7539
EMIGH HARDWARE CO
 3450 El Camino Av-IV 9-7611
GERHARDT'S FROZEN FOOD SERVICE
 See Our Frozen Food Ad
 Eat Better At No Extra Cost
 Fullon Av & Marconi Av—IV 9-6345
HORRELL & SON
 2950-1st Av-GL 6-6437

APPLIANCE CENTER 2003 J—GI 3-2965
 (See Advertisement This Page)

BOB'S TV & APPLIANCE DEN
 IN CENTRAL SACRAMENTO
REFRIGERATORS & FREEZERS
 Authorized Dealer for
RCA WHIRLPOOL PHILCO
 Sales & Service
 3001 J—GI 3-1054

BREUNER JOHN COMPANY
 604 K-HI 4-8051

BREWER J W CO
 A COIN A DAY IN THE
 METER BUYS ANY
FRIGIDAIRE APPLIANCE
 2800 Stockton Bl—GL 1-8455

Cook's TV Service
 2360 Northgate Bl(NS)-WA 2-2521
 Crescent Appliance 1900 Fulton Av-IV 7-6546
 Store No 2 5817 Watt Av(NH)—ED 2-4220

ECONOMY REFRIGERATOR & APPL SALES
 Store No 1 2601 J—GI 2-2949
 2103 Arden Wy—WA 2-3401
 (See Advertisement Page 365)

F & W APPLIANCE & TV
 1423-28th-GL 5-3079
 (See Advertisement Page 365)

FALWELL'S REFRIGERATION
 NEW & USED REFRIGERATORS
 Service on All Makes & Models
 ALL WORK GUARANTEED
 2504 Grand Av(DPH)—WA 5-3669

Fashion Furniture 2640 Auburn Bl-IV 3-3915
FEIL'S HOUSE OF TELEVISION & APPLIANCES 5141 Folsom Bl—ED 2-2611
 (Continued Next Page)

CARRY COLOR SAMPLES
 When a wall is painted, have the painter tint the color on a small piece of board. Then take this with you when you look at draperies, furniture, rugs, pictures, etc., for that room.

We invite you to tune in every Monday night, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

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.

GENERAL ELECTRIC

REFRIGERATORS - FREEZERS
AIR CONDITIONERS

DIAL GI 3-9096

FOR **SALES and SERVICE**

- ★ HUGE TRADE-INS
- ★ EASY TERMS
- ★ SERVICE ON ALL MAKES
- ★ ALL WORK GUARANTEED

SERVING SACRAMENTO FOR 30 YEARS

SACRAMENTO ELECTRIC CO.

CORNER 20th & JAY STREETS

REFRIGERATOR & FREEZERS

SALES & SERVICE
 GUARANTEED REPAIRS ALL MAKES

NEW & USED APPLIANCES **GI 3-4883**

REMEMBER WHERE YOU BUY IS AS IMPORTANT AS WHAT YOU BUY
 OLDEST & LARGEST SERVICE DEPT. IN NO. CALIF.



12 COMPLETE STORES SERVING CALIFORNIA

13th & K STS. THE LUCKY CORNER

FRIGIDAIRE
 AUTHORIZED SERVICE

Frigidaire

Refrigerators, Washers & Ranges
 WE REPAIR ALL MAKES OF REFRIGERATORS
 Hans Rasmussen
GI 3-5006

RASMUSSEN REFRIGERATION SERVICE
 1401 EIGHTH AVENUE

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

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

FRIGIDAIRE REFRIGERATORS & FREEZERS

America's "Handiest" Refrigerators. Some with Automatic Defrosting. In refrigerator section, true solid freezer storage. Roll-to-You Shelves, Ice-Ejector, Sheer Look styling. Frigidaire sells color at the price of white.

"WHERE TO CALL"

SALES & SERVICE DEALERS

BRENTWOOD PLAZA APPLIANCE
 2375 Fruitridge Rd-GL 2-0201

BREWER J W CO
 2800 Stockton Bl-GL 1-8455

CRESCENT APPLIANCE
 1990 Fulton Av—IV 7-6546
 Store No 2 5817 Watt Av(NH)-ED 2-4220

ECONOMY REFRIGERATOR & APPL SALES
 2 Locations—In Allowances
 Easy Terms—Expert Service
 2 Locations—No Parking Problem
 Store No 1 2601 J—GI 2-2949
 2103 Arden Wy—WA 2-3401

FRIGIDAIRE HARDWARE CO
 3450 El Camino Av-IV 9-7611

FEIL'S HOUSE OF TELEVISION & APPLIANCES
 5141 Folsom Bl-GL 2-2611

FEY'S HARDWARE & APPLIANCES
 955 La Sierra Dr-IV 9-1377

SALES DEALERS

BREUNER JOHN COMPANY
 604 K-HI 4-8051

HAMILTON FURNITURE CO
 2101 Folsom Bl-GL 7-6504

KINCAID HOME FURNISHINGS
 1812 Del Paso Bl(NS)-WA 5-4351

Modern Furniture Co
 3340 Auburn Bl-IV 7-2019

STUCKY'S HARDWARE
 Store No 1 4106 Franklin Bl-GL 7-6576
 Store No 2 1803 Jefferson Bl(WS)-FR 1-5251

SERVICE DEALERS

BALDWIN'S APPLIANCE SERVICE
 2700 Stockton Bl-GL 6-6364

HAZEN'S APPLIANCE SERV
 5230 Franklin Bl-GL 6-3900

RASMUSSEN HANS
 1401-8th Av-GI 3-5006

GENERAL ELECTRIC REFRIGERATORS & FREEZERS

Refrigerators with Straight-Line Design, child safe magnetic doors, revolving shelves & vegetable bin. Bookshelf Upright Freezers & built-in Undercounter Freezer. Mix or Match Colors.

"WHERE TO CALL"

SALES & SERVICE DEALERS

BREUNER JOHN COMPANY
 604 K-HI 4-8051

COOK ROSCOE D INC
 Easy Budget Terms
 2125 Del Paso Bl(NS)—WA 5-2754

Gray's Furniture
 6042 Stockton Bl-GA 8-8924

HALE'S TELEVISION AND APPLIANCES 1301 K—GI 3-4883

HANDY ANDY TV & APPLIANCES
 5535 H—GL 1-8409
 2624 Fulton Av—IV 7-8984

Joseph Manuel 1222 J—GI 3-3937

L & M CO 1215-4th—GI 3-1346

LYON DARWIN HARDWARE CO
 2901-35th-GL 6-4751

MONTGOMERY WARD & CO
 1116-9th-GI 2-7334

PROPS BROS
 6136 Fair Oaks Bl(C)-IV 9-1274

ROMACK PLUMBING CO
 1313 Broadway-GI 3-1701

SACRAMENTO ELECTRIC CO
 1931 J-GI 3-9096

Walker Cordova Hardware
 Folsom Bl
 Rancho Cordova-EM 3-1214

FRIGIDAIRE REFRIGERATORS & FREEZERS—(Cont'd)

FRIGIDAIRE

America's "Handiest" Refrigerators. Some with Automatic Defrosting. In refrigerator section, true solid freezer storage. Roll-to-You Shelves, Ice-Ejector, Sheer Look styling. Frigidaire sells color at the price of white.

"WHERE TO CALL"

SALES & SERVICE DEALERS

BRENTWOOD PLAZA APPLIANCE
 2375 Fruitridge Rd-GL 2-0201

BREWER J W CO
 2800 Stockton Bl-GL 1-8455

CRESCENT APPLIANCE
 1990 Fulton Av—IV 7-6546
 Store No 2 5817 Watt Av(NH)-ED 2-4220

ECONOMY REFRIGERATOR & APPL SALES
 2 Locations—In Allowances
 Easy Terms—Expert Service
 2 Locations—No Parking Problem
 Store No 1 2601 J—GI 2-2949
 2103 Arden Wy—WA 2-3401

FRIGIDAIRE HARDWARE CO
 3450 El Camino Av-IV 9-7611

FEIL'S HOUSE OF TELEVISION & APPLIANCES
 5141 Folsom Bl-GL 2-2611

FEY'S HARDWARE & APPLIANCES
 955 La Sierra Dr-IV 9-1377

SALES DEALERS

BREUNER JOHN COMPANY
 604 K-HI 4-8051

HAMILTON FURNITURE CO
 2101 Folsom Bl-GL 7-6504

KINCAID HOME FURNISHINGS
 1812 Del Paso Bl(NS)-WA 5-4351

Modern Furniture Co
 3340 Auburn Bl-IV 7-2019

STUCKY'S HARDWARE
 Store No 1 4106 Franklin Bl-GL 7-6576
 Store No 2 1803 Jefferson Bl(WS)-FR 1-5251

SERVICE DEALERS

BALDWIN'S APPLIANCE SERVICE
 2700 Stockton Bl-GL 6-6364

HAZEN'S APPLIANCE SERV
 5230 Franklin Bl-GL 6-3900

RASMUSSEN HANS
 1401-8th Av-GI 3-5006

GENERAL ELECTRIC REFRIGERATORS & FREEZERS

Refrigerators with Straight-Line Design, child safe magnetic doors, revolving shelves & vegetable bin. Bookshelf Upright Freezers & built-in Undercounter Freezer. Mix or Match Colors.

"WHERE TO CALL"

SALES & SERVICE DEALERS

BREUNER JOHN COMPANY
 604 K-HI 4-8051

COOK ROSCOE D INC
 Easy Budget Terms
 2125 Del Paso Bl(NS)—WA 5-2754

Gray's Furniture
 6042 Stockton Bl-GA 8-8924

HALE'S TELEVISION AND APPLIANCES 1301 K—GI 3-4883

HANDY ANDY TV & APPLIANCES
 5535 H—GL 1-8409
 2624 Fulton Av—IV 7-8984

Joseph Manuel 1222 J—GI 3-3937

L & M CO 1215-4th—GI 3-1346

LYON DARWIN HARDWARE CO
 2901-35th-GL 6-4751

MONTGOMERY WARD & CO
 1116-9th-GI 2-7334

PROPS BROS
 6136 Fair Oaks Bl(C)-IV 9-1274

ROMACK PLUMBING CO
 1313 Broadway-GI 3-1701

SACRAMENTO ELECTRIC CO
 1931 J-GI 3-9096

Walker Cordova Hardware
 Folsom Bl
 Rancho Cordova-EM 3-1214

GIBSON

Supreme Quality and Proven Performance. See Gibson, the Refrigerator You'll Be Proud to Own. Distinctively Designed to Enhance Your Home.

"WHERE TO BUY THEM"

DISTRIBUTORS

Lukanish J Co
 1355 Market S F-UNdrlh 3-3914

DEALERS

Refrigeration Service Co
 2210-10th-GI 2-2722

Globe Sales & Service Appliance Sales
 5385 Franklin Bl-GL 1-5691

Harris Furniture & Appliance
 3200 Folsom Bl-GL 2-3101

HORRELL & SON 2950-1st—GL 6-6437

HOTPOINT REFRIGERATORS AND FOOD FREEZERS

Hotpoint Refrigerators offer new OUT-FRONT convenience with Big-Bin door shelves... Dairy Stor... 4-Way Shelves... Rollers... and "TOUCH-OPEN" safety door latches. Variety of sizes in upright and chest-type Food Freezers... adjustable storage.

"FOR INFORMATION CALL"

DEALERS

A & A Key & Builders Supply
 2700 Stockton Bl-GL 2-1471

DOLAN'S Alhambra & P—GL 6-6481

GENERAL SALES
 3230 Broadway-GL 2-2681

HOT-N-KOLD SHOP
 1317-21st-GI 2-1893

LYMAN'S APPLIANCE & HOME SERVICE
 1803 Del Paso Bl(NS)-WA 5-8791

AUTHORIZED SERVICE

HOT-N-KOLD SHOP
 1317-21st-GI 2-1893

DISTRIBUTORS

GRAYBAR ELECTRIC CO
 1900-14th-GI 2-8976

KELVINATOR REFRIGERATORS—
BENNETT FURN CO
 1812-24th Av-GL 5-4549

F & W APPLIANCE & TV
 1423-28th-GL 5-3079

GOODRICH B F RETAIL STORE
 1200 I-GI 2-3811

WILSON'S FURNITURE
 1309 J-GI 3-5709

LYMAN'S APPLIANCE & HOME SERVICE
 1803 Del Paso Bl(NS)-WA 5-8791

MONTGOMERY WARD & CO
 9th & K-GI 2-7334

Advertise here—it pays.

NOW you can order an EXTENSION TELEPHONE just call your Pacific Telephone BUSINESS OFFICE



NORGE REFRIGERATORS & FREEZERS

Smartly styled Refrigerators with exclusive Norge "Big Fresh" frozen food storage capacity—Freeze all the most-wanted convenience features. Also complete line of Norge upright & chest-type freezers with "Safety-Freeze" zero temperature.

"FOR INFORMATION CALL"

DISTRIBUTORS

Lancaster W Co
 3150-3d S F-Awtr 8-6930

DEALERS

APPLIANCE CENTER 2003 J-GI 3-2965

CITY TV & APPLIANCE
 5385 Franklin Bl-GL 1-5691

GLOBE SALES & SERVICE APPLIANCE SALES
 3200 Folsom Bl-GL 2-3101

631 K-GI 3-4631

KISTLER APPLIANCE
 1713 Del Paso Bl(NS)-WA 5-3589

Taber Furniture Co
 1817 Del Paso Bl(NS)-WA 5-5177

SERVICE

ACCURATE APPLIANCE SERVICE
 4417 Lantana Av-GA 8-6656

ART KECK 3433-23d Av—GL 6-3239

Outlet Shop The
 3724 Marysville Rd(DPH)-WA 5-9670

PAUL'S TELEVISION & APPLIANCE
 3434 Stockton Bl-GL 1-8434

PHILCO REFRIGERATORS & FREEZERS

Also famous for quality, performance and value in Electric Ranges & Domestic Washers & Dryers. Automatic & Wringer Washers & Dryers. Television & Radios & Phonographs & High-Fidelity & Tape Recorders & Air Conditioners.

"WHERE TO BUY THEM"

DEALERS

A VETERANS TV & APPLIANCES
 3269 Folsom Bl-GL 1-7474

APPLIANCE CENTER 2003 J-GI 3-2965

BOB'S TV & APPLIANCE DEN
 3001 J-GI 3-1054

GRAND RAPIDS FURNITURE CO
 631 K-GI 3-4631

PAUL'S TELEVISION & APPLIANCE
 3434 Stockton Bl-GL 1-8434

Samoville Furniture Stores
 1711 L-GI 2-9035

Walton's Radio & Appliances
 3930 Broadway-GL 7-6561

WOODLAKE TV CLINIC
 101 Oakmont(NS)-WA 5-6336

Polar Refrigeration Service
 730 Ford Rd(DPH)-WA 2-3487

RCA WHIRLPOOL REFRIGERATOR-FREEZERS

Exclusive New Air Purifying System Keeps Food Fresher Longer. Stops Flavor Trading—Big New Convenience Door—Completely Automatic Defrosting. Freezers That Capture and Guard the Peak of Flavor.

"WHERE TO CALL"

DEALERS

BOB'S TV & APPLIANCE DEN
 3001 J-GI 3-1054

HANDY ANDY TV & APPLIANCES
 5535 H—GL 1-8409
 2624 Fulton Av—IV 7-8984

Taber Furniture Co
 1817 Del Paso Bl(NS)-WA 5-5177

WHITE APPLIANCE SHOP
 3091 Marysville Rd(NS)-WA 5-1709

Rasmussen Hans
 Authorized Frigidaire Service
 1401-8th Av—GI 3-5006
 (See Advertisement Page 366)

For full use of your telephone, please keep your instrument "hung up"—ready for service.

REVOCO BUILT-IN REFRIGERATORS AND FREEZERS

For the utmost in charm and convenience specify Revco Built-in in your new or remodeled kitchen. Offers wide selection of colors, finishes and arrangements to match any kitchen.

"WHERE TO BUY THEM"

DISTRIBUTORS

A & A Key & Builders Supply
 2700 Stockton Bl-GL 2-1471

SERVICE

BALDWIN'S APPLIANCE SERVICE
 4090 Deeble-GL 6-6364

REVOCO FOOD FREEZERS

Revco refrigeration specialists offer wide selection of chest and upright freezers. All feature feature famous aluminum liner with "Faster Freezing Action."

"WHERE TO BUY THEM"

DISTRIBUTORS

A & A Key & Builders Supply
 2700 Stockton Bl-GL 2-1471

SERVICE

Baldwin's Appliance Service
 4090 Deeble-GL 6-6364

Sacramento Electric Co 1931 J—GI 3-9096
 (See Advertisement Page 366)

SAL'S APPLIANCES 910-12th—GL 8-3363

SERVEL REFRIGERATORS

Servel Refrigerators—The only refrigerator that makes ice cubes without using trays and puts them in a basket automatically. . . . Wonderbar Refrigerates

"WHERE TO BUY THEM"

DISTRIBUTORS

THOMPSON & HOLMES LTD
 650-2d S F-Exbrk 2-8154

DEALERS

WHITE APPLIANCE SHOP
 Guaranteed Service-Sales
 3091 Marysville Rd(NS)—WA 5-1709

STUCKY'S HARDWARE

RENT A REFRIGERATOR

LOWEST RATES NAME BRANDS

Rent May Be Applied to Purchase
 A Complete Line of Appliances
 TWO LOCATIONS

4106 Franklin Bl—GL 7-6576
 11th & Jefferson Bl(WS)—FR 1-5251

VILLAGE FURNITURE MART THE
 Sales & Service
 2501 Marconi Av—IV 9-3273
 (Continued Next Page)

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.