

Television & Radio Dealers-(Cont'd) HOFFMAN TELEVISION & RADIOS

DIFFERENT 3 WAYS: New viewing comfort with New Black Easy-Vision lens. Greater listening pleasure with Tri-Phone Sound-erena Hi-Fi sound. Distinctive California styling.



"WHERE TO BUY THEM" DISTRIBUTORS GRAYBAR ELECTRIC CO 1900-1444-HI 4-8830

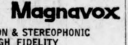
- DEALERS Cook Roscoe D Inc 2125 Del Paso Bl(N)S...WA 5-2754 HANDY ANDY TV & APPLIANCES 2620 Fulton Av...IV 3-6451 HENLE'S SPEEDY TV SERVICE 1900-28th-GI 7-4654 PAUL'S TELEVISION & APPLIANCE 3434 Stockton Bl...GL 1-8434 SOUND OF MUSIC THE 9346 Greenback Ln...Yukon 8-0500 TV RADIO DEN 2831 Fair Oaks Bl(C) IV 9-1873

- Home Radio & TV 5493A Carlson Dr-GL 1-9338 HOWARD GENERAL APPLIANCES 3230 Broadway...GL 7-2258 (See Advertisement Page 539) Jacobs W M Radio Service 2025-1st Av...GL 7-8480 James TV 2335 Marleta Wy...GL 1-5733 Jet TV & Appliances 2839 Howe Av...WA 2-7210 (See Advertisement Page 538) Jon's Furniture 1213 Front...GI 3-5931 K & B Appliance 2737 Riverside Bl...GI 8-3715

KEY-HALBERT TELEVISION - FACTORY AUTHORIZED SERVICE ELECTRONIC LABORATORIES 3960 Sacramento Bl-GL 2-0261

- KISTLER'S ARDEN APPLIANCE 4375 Arden Wy...IV 9-5537 Kushida's TV & Appliance 2005-11th-GI 3-7532 Lenc & Hill TV Enterprises 3452-34Av...GL 1-1251 MAGNAVOX TELEVISION SALES

A name recognized the world over. TELEVISION & STEREPHONIC HIGH FIDELITY Sold Only Through Authorized Direct Factory Dealers



"WHERE TO BUY IT" AUTHORIZED DEALERS Breuner John Company 604 K-HI 4-8051 Hale's Department Store 9th & K-GI 2-7871 Handy Andy TV & Appliances 2620 Fulton Av...IV 3-6451 Sherman Clay Co 1312 K...GI 2-6911

- Meyer A H Company 330 Commerce Cir(N)S...WA 2-5885 MONTGOMERY WARD & CO 3230 Broadway...GL 1-5733 Here's how you may be sure of getting your party more often when you dial: 1. Look up the number in the latest directory. Write it down. 2. Listen for dial tone. 3. Dial carefully. 4. Wait a minute before you decide your party isn't home. Your telephone is one of today's best bargains.

MOTOROLA RADIO & TELEVISION

BLACK & WHITE COLO TV MOTOPOLA TV-Exclusive Tube styling "Triple life of the Set." Furniture worthy for any decor. Also-Table, Clock, Portable and Auto. Also-Inst High Fidelity and Photographs.

"WHERE TO BUY THEM" DEALERS-TELEVISION BOB'S TV DEN & APPLIANCES 3001 J...GI 3-1054 BOULEVARD APPLIANCE 2911 Fair Oaks Bl(C) IV 3-6041 Brewer JWC Inc 2800 Stockton Bl-GL 1-8455

- CARRICK BART 910 & P...GI 1-0231 FEL'S HOUSE OF TELEVISION & APPLIANCES 5141 Folsom Bl...GL 2-2611 GOODRICH B F RETAIL STORE 1200 L-GI 2-3811 Goodwin's Furniture & Appliance 4754 Auburn Bl...ED 2-5513 KISTLER'S ARDEN APPLIANCE 4375 Arden Wy...IV 9-5537 WOODLAKE TV & RADIO 2000 Del Paso Bl(N)S...WA 2-6567

- DEALERS-AUTO RADIOS MARCUS AUTO SUPPLY CO 12th & J...GI 3-7421 3400 Broadway...GL 2-1056 1928 Del Paso Bl(N)S...WA 5-8579 WIMPY SERVICES Drive In Service 16th & S...GI 1-0383 MUMT Z TV LENC & HILL TV ENTERPRISES 3452-34Av...GL 1-1251

NORTH GATE TV RADIO & APPLIANCES - KEY AUTHORIZED SERVICE ELECTRONIC LABORATORIES 11445 Hawk Av(N)S...WA 5-8556

- Nunez Radio & TV Service 3740 Marysville Bl(DPH)-WA 5-2106 OAK PARK RADIO SHOP 2982-35th-GI 5-7782 OLYMPIC - A VETERANS TV & APPLIANCES 3269 Folsom Bl-GL 1-7474

PACKARD BELL ELECTRONICS TV + Radio + Stereo Hi-Fi "For Over 30 Years Styled and Built Best for the West"



"WHERE TO BUY THEM" DISTRIBUTORS ROBINSON HAL CO 1819 E-GI 8-8251

- DEALERS BOB'S TV DEN & APPLIANCES 3001 J...GI 3-1054 CREST RADIO & TV SERVICE 1912 Fulton Av-IV 3-3692 CUSTOM TELEVISION & HI FI SALES 1271 J...HI 7-0034 Double E Furniture Exchange 3550 Marysville Rd(DPH)-WA 5-9446 Grand Rapids Furniture Co...GI 3-4631 Gray's Furniture 6107 Stockton Bl...GA 8-8924 HOWARD GENERAL APPLIANCES 3230 Broadway...GL 1-5733 MANOR JEWELERS 5691 Stockton Bl...GL 1-6387 (Continued Next Column)

Use your party-line telephone as you would have the "other party" use it. It is share-and-share-alike on a party line.

PACKARD BELL ELECTRONICS-(Cont'd)

- DEALERS-(Cont'd) NUNEZ RADIO & TV SERVICE 3740 Marysville Bl(DPH)-WA 5-2106 ORENAL FURNITURE CENTER 3836 Stockton Bl...GL 2-1989 PAUL'S TELEVISION & APPLIANCE 3434 Stockton Bl-GL 1-8434 PETZVAL'S RADIO & TELEVISION SERVICE 1627-19th...GI 2-3925 Tower TV 2518 Land Park Dr-GI 2-1446 Ulmer's Television Service 3936-41st Av-GA 8-8708 VALLEY TV & TV SERV 6841 Woodbine Av-GA 8-2130

PAUL'S TELEVISION & APPLIANCE 3434 Stockton Bl-GL 1-8434 (See Advertisement Page 537)

PHILCO TELEVISION & RADIOS Years ahead Predicta TV. Briefcase thin. Sinter-Seventener. Portable TV. Top performance quality. value. Also world famous transistor cable and clock radios, high fidelity and stereo-disk phonographs.



- "WHERE TO BUY THEM" DEALERS APPLIANCE DISTRIBUTING CO 7500-14th Av...GL 1-7273 BOB'S TV DEN & APPLIANCES 3001 J...GI 3-1054 Coast Radio Co 900 J...GI 2-0424 Home Radio & TV 5493A Carlson Dr-GL 1-9338 Sal's Appliances 1720 Fulton Av-GI 8-3363 Taber Furniture Co 1817 Del Paso Bl(N)S...WA 5-5177 VILLAGE TV SHOP THE 2030 Del Paso Bl(N)S...WA 5-1311 Walton's Radio & Appliances 3930 Broadway-GL 7-6561

RCA VICTOR TELEVISION BLACK AND WHITE COLOR STEREO HIGH FIDELITY RADIOS PHONOGRAPHS TAPE RECORDERS World Leader in Radio. First in Recorded Music. First in Television.



"WHERE TO BUY THEM" TELEVISION DEALERS CARMICHAEL TV 3939 Fair Oaks Bl(C) IV 3-4086 CREST RADIO & TV SERVICE 2037 Fulton Av-IV 7-6256 PETZVAL'S RADIO & TELEVISION SERVICE 1627-19th...GI 2-3925 Walton's Radio & Appliances 3930 Broadway...GL 7-6561

A & KEY & BUILDERS SUPPLY 2700 Stockton Bl...GL 2-1471 ALEXANDER & SYKES 1424 2837 Fulton Av-IV 3-2626 BOB'S TV DEN & APPLIANCES 3001 J...GI 3-1054 BREUNER JOHN COMPANY 604 K-HI 4-8051

CARRICK BART 910th & P...GI 1-0231 CUSTOM TELEVISION & HI FI SALES 1271 J...HI 7-0034 FRUITRIDGE TELEVISION & SOUND 2628 Fruitridge Rd...GL 2-3566 HANBY ANDY TV & APPLIANCES 2620 Fulton Av...IV 3-6451 HANKS RADIO & TELEVISION 1424 2837 Fulton Av-IV 3-2626 HENDY ANDY TV & APPLIANCES 2620 Marconi Av...IV 9-6310 HENLE'S SPEEDY TV SERVICE 1904-28th-GI 7-4654

- Home Radio & TV 5493A Carlson Dr...GL 1-9338 Jon's Furniture 1213 Front...GI 3-5931 Kipp & Son 322 Bidwell Plsm-Yukon 5-4466 L & M Co 2219-10th...GI 3-1346 PAUL'S TELEVISION & APPLIANCE 3434 Stockton Bl-GL 1-8434 (Continued Next Column)

RECORD YOUR PATTERNS A quick and easy reference file for patterns is an old record album. To identify, paste pattern envelope over openings.

RCA VICTOR-(Cont'd)

- DEALERS-(Cont'd) SCHUETZLE'S RADIO & TELEVISION SERVICE 3171 Riverside Bl-GI 8-8549 SEMI-FURNITURE CENTER 2951 Fair Oaks Bl(C) IV 3-4919 Taber Furniture Co 1817 Del Paso Bl(N)S...WA 5-5177 THARP'S FRED RADIO-TELEVISION 2620 Marconi Av...IV 9-6310 UNCLE BILL'S RADIO & TV 1740 J-GL 2-1765 VALLEY TV 2910 Freesport Bl-GL 6-0971 VILLAGE TV SHOP THE 2030 Del Paso Bl(N)S...WA 2-7311 WALDRON APPLIANCE 5000 Franklin Bl...GL 6-8414 Walton's Radio & Appliances 3930 Broadway-GL 7-6561 WOODLAKE TV & RADIO 2000 Del Paso Bl(N)S...WA 2-6567

FACTORY SERVICE RCA SERVICE CO-DIV RADIO CORP AMERICA 2813 Franklin Bl-GL 2-0271

- Robinson Hal Co 1819 E-GI 8-8251 Sal's Appliances 1720-12th...GI 8-3363 SHERMAN CLAY & CO 1312 K...GI 2-6911 SILVERTON TV RADIO & HI-FI-SEARS ROEBUCK AND CO 1601 Arden Wy...WA 2-6211 Speedy TV Service 2126 El Camino Av...WA 5-5797 Stadler's Radio & Home Appliance Co 1427 J-GI 3-3722

STROMBERG-CARLSON TELEVISION SALES & SERVICE - ELECTRIC GARAGE 1206 C-GI 2-9637 SYLVANIA TELEVISION AND RADIO Sylvania Television with HALOLIGHT for greater eye comfort. SYLVANIA TABLE CLOCK, PORTABLE & TRANSISTOR RADIOS. A GIFT WORTH GIVING.



"WHERE TO BUY THEM" TELEVISION DEALERS CARMICHAEL TV 3939 Fair Oaks Bl(C) IV 3-4086 CREST RADIO & TV SERVICE 2037 Fulton Av-IV 7-6256 PETZVAL'S RADIO & TELEVISION SERVICE 1627-19th...GI 2-3925 Walton's Radio & Appliances 3930 Broadway...GL 7-6561

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

TABER FURNITURE CO 1817 Del Paso Bl(N)S...WA 5-5177 Terry's TV 2418-16th...GL 2-3976

THARP'S FRED RADIO-TELEVISION 2620 Marconi Av...IV 9-6310 Tower TV 2518 Land Park Dr-GI 2-1446 (See Advertisement Page 539)

TRAV-LER - FACTORY AUTHORIZED SERVICE ELECTRONIC LABORATORIES 3960 Sacramento Bl-GL 2-0261

- Ulmer's Television Service 3936-41st Av...GA 8-8708 Unity TV Service 6494 Broadway...GL 1-4921 Valley TV 5010 Freesport Bl...GL 6-0971 (See Advertisement Page 536) VILLAGE FURNITURE MART THE 2982-35th...IV 9-3273 (Continued Next Page)

Advertise in the YELLOW PAGES... it pays.

Television & Radio Dealers-(Cont'd)

- VILLAGE TV SHOP THE 2030 Del Paso Bl(N)S-WA 2-7311 Village TV Shop The 2030 Del Paso Bl(N)S-WA 5-6890 WP APPLIANCE SERVICE 1627-19th...GI 2-3925 Walton's Radio & Appliances 3930 Broadway-GL 7-6561 Wall's TV Hospital 3229 Cottage Wy-IV 7-4327

WESTINGHOUSE RADIOS Westinghouse the Name to watch in RADIO presents a wide variety of models featuring the exclusive SILVER SAFEGUARD CHASSIS. Automatic clock radios-table and portable models-3-way & transistor-personal portables.



"FOR INFORMATION CALL" DISTRIBUTORS WESTINGHOUSE ELECTRIC CORP 1730-14th...HI 4-6525

WESTINGHOUSE TELEVISION SALES & SERVICE - DEALERS A VETERANS TV & APPLIANCES 3269 Folsom Bl...GL 1-7474 BREUNER JOHN COMPANY 604 K-HI 4-8051 FRANK M RICE CO 1114 J...HI 7-6312

WIBLE'S RADIO & TV SERVICE Setchell-Carlson Dealer 2382A Fair Oaks Bl(C) IV 7-5111 WILSON'S FURNITURE 1309 J-GI 3-5709 Wilson's Television Repair Serv 2037 Del Paso Bl(N)S-WA 2-6567

WOODLAKE TV & RADIO See Our Adv TV & Radio Reprg & Prts 2000 Del Paso Bl(N)S-WA 2-6567

ZENITH RADIO & TELEVISION Finest quality television with new exclusive features from Zenith's extensive research laboratories. Complete line of line p.d. dials, record players, high fidelity phonographs. Backed by 40 years of leadership in radionics.



"WHERE TO BUY THEM" DISTRIBUTORS BROUILLON PARKS CO 2225-19th...GI 2-2983

DEALERS ALHAMBRA TV & RADIO CENTRE Open Mon & Fri Until 9:00 PM 2010 Alhambra Bl...GL 5-4748 BREUNER JOHN COMPANY 604 K-HI 4-8051 CALIFORNIA LOAN & JEWELRY CO 511 K...GI 8-4481 Cape Cod Shops 2645 El Camino Av-IV 3-3261 CAPE COD SHOPS INC 5288 Fruitridge Rd...GI 1-6850

CARMICHAEL TV 3939 Fair Oaks Bl(C) IV 3-4086 Carrick Bart 19th & P...GI 1-0231 Coast Radio Co 900 J...GI 2-0424 CRESCENT APPLIANCE 1910 Fulton Av-IV 7-6546

DAVE'S STORE 230 K...GI 3-1387 HEN'S 2378 Fair Oaks Bl...WA 2-6620 EMIGH HARDWARE CO 3450 El Camino Av-IV 9-7611

HANKS RADIO & TELEVISION 1424 J...HI 4-6290 HENLE'S SPEEDY TV SERVICE 1904-28th...GI 7-4654 Jon's Furniture 1213 Front...GI 3-5931 L & M CO 2219-10th...GI 3-1346 LYMAN'S APPLIANCE & HOME SERVICE 1803 Del Paso Bl(N)S-WA 5-8791 OAK PARK RADIO SHOP 2982-35th...GI 5-7782 PAUL'S TELEVISION & APPLIANCE 3434 Stockton Bl-GL 1-8434 (Continued Next Column)

Advertise here-it pays.

Television & Radio Dealers-(Cont'd)

- ZENITH RADIO & TELEVISION-(Cont'd) DEALERS-(Cont'd) PETZVAL'S RADIO & TELEVISION SERVICE 1627-19th...GI 2-3925 SCHUETZLE'S RADIO & TELEVISION SERVICE 3171 Riverside Bl-GI 8-8549 STUCKY'S HARDWARE 11th & Jefferson Bl(W)S...FR 1-5251 TV CENTER & APPLIANCE 1912 Fulton Av-IV 3-3692 TV RADIO DEN 2831 Fair Oaks Bl(C) IV 9-1873 VALLEY TV 5010 Freesport Bl-GL 6-0971 Wilson's Television Repair Serv 2434 Maryal Dr-IV 9-7530

Television & Radio Renting See Television & Radio Dealers

Television & Radio Repairing & Parts A Veterans TV & Appliances 3269 Folsom Bl-GL 1-7474 A A TV & Radio Service 3269 Folsom Bl-GL 1-7474 A & B TV & APPLIANCES

COMPLETE SERVICE All Makes GUARANTEE ALL WORK 6388 Freesport Bl...GA 8-9496

ABBOTT'S TV REPAIR Emergency Repairs - Prompt Service PARTS & SERVICE FOR ALL MAKES & MODELS 90 DAY GUARANTEE ON ALL PARTS Repairs in Your Home Whenever Possible 9 AM TO 9 PM 5001 Folsom Bl...GL 2-5729

Ace Electronics 3604 Kroy Wy...GL 5-4429 ACE FURNITURE & APPLIANCES CASH & CARRY BRING IN YOUR SET & SAVE MORE Expert Repairs While You Wait Journeymen on Duty Daily Till 8 PM Sundays Till 5 PM ALL CREDIT CARDS HONORED 2021 Fulton Av...IV 7-9046

ADMIRAL TELEVISION SERVICE - GLOBE TV SERVICE 3230 Broadway...GL 1-5691 Alexander & Sykes 1720 Fulton Av-IV 3-2626 ALHAMBRA TV & RADIO CENTRE 2010 Alhambra Bl...GL 5-4748 (See Advertisement Page 549)

ALLIED APPLIANCE SERVICE WE REPAIR RADIOS ONLY Repairs On All Makes Westinghouse Authorized Factory Serv 1227-28th...GL 2-2619

ALLIED TELEVISION SERVICE See Thrifty's Television Service 2690 Azalea Rd...IV 9-9433 Aik's Antenna Service 4020-45th...GL 1-8773 AL'S RADIO & TV SERVICE 4518 Sacramento Bl-GL 1-3481 (See Advertisement Page 547) Arden TV 2501 Marconi Av-IV 9-3273 (Continued Next Page)

TOY CATCH-ALL Tack a shoe bag in a convenient spot for a child's small toys. Makes them easy to find-saves clutter.

TELEVISION REPAIRING

GUARANTEED SERVICE ON ALL MAKES ADMIRAL • CAPEHART • DU MONT • EMERSON HALLICRAFTER • HOFFMAN • MAGNAVOX • MOTOROLA SYLVANIA • PHILCO • ZENITH • WESTINGHOUSE • RCA GE • RAYTHEON • PACKARD-BELL • CBS HOME RENTALS PICK-UP & DELIVERY SERVICE TILL 10 P.M. Factory Authorized Service On Domestic Phonographs WEBCOR • SYMPHONIC • SONIC CAPITOL • COLUMBIA

CAPITOL ELECTRONICS SERVICE CO. GL 6-6451 4812 FOLSOM BLVD.

TELEVISION SERVICE & SALES GUARANTEED REPAIRS ON ALL MAKES 9 Years of Efficient & Dependable Service in the Fruitridge Area CITY-WIDE COVERAGE • PICK-UP & DELIVERY OPEN DAILY 9 a.m.

Colonial Electronics Service AUTHORIZED DEALERS FOR... ★ EMERSON ★ PACKARD-BELL COLONIAL ELECTRONICS SERVICE

"TO SAVE YOU MONEY" "INSTALLATIONS & REPAIRS" MOST OF OUR SERVICE IS DONE IN THE HOME UNLESS IT IS ABSOLUTELY NECESSARY TO BRING TO SHOP TO GIVE YOU THE BEST IN SERVICE. ALL OF OUR TECHNICIANS ARE BONDED, U.N.F. CONVENTIONS MADE 4610 STOCKTON BLVD. GL 5-3801