

**MEMBER**  
BANKAMERICARD  
TRADE SECRET PLAN

**FASTER SERVICE ON ALL MAKES**  
"RADIO DISPATCHED TRUCKS"

**COMPLETE COUNTY-WIDE BLACK & WHITE COLOR HI-FI • STEREO SERVICE**

**DAY & NITE SERVICE**  
ALL WORKMANSHIP GUARANTEED  
PLACE YOUR SET IN OUR HANDS WITH CONFIDENCE

**ASSOCIATED TV SERVICE**  
2331 J STREET  
**GI 2-4764 IV 9-4897**

**Television & Radio Repairing & Parts-**

(Cont'd)

Carmichael TV  
3819 Fair Oaks Bl(C)-----IV 3-4086  
(See Advertisement Page 600)  
**CARRICK BART** 1911 & P-----GI 1-0231  
(See Advertisement Page 592)  
**COLONIAL ELECTRONICS SERV**  
4619 Stockton Bl-----GL 5-3801  
**COOK ROSCOE D INC**  
Easy Budget Terms  
2125 Del Paso Bl(NS)-----WA 2-5681  
Cope Frank C Commercial Electronics  
1221-19th-----GI 3-6808  
**Crest Radio & TV Service**  
2037 Fulton Av-----IV 7-1784  
Custom Television & Hi Fi  
3397 Watt Av-----IV 9-7341  
(See Advertisement Page 599)

**D & E APPLIANCE SERVICE**

**EXPERT REPAIR ALL MAKES**  
ADMRAL TO ZENITH  
ANTENNAS INSTALLED  
HI-FI & PHONOGRAPHS  
ELECTRONIC ORGANS  
GUARANTEED SERVICE  
Pick-Up & Delivery Anywhere  
in the Sacramento Area  
5517 Auburn Bl-----ED 2-7389

Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home; yet their cost is very small if they are installed during construction.

Dana TV 4770 Franklin Bl-----GL 6-2642  
**DAVIES RADIO SHOP**

**SERVICE ONLY**  
GUARANTEED REPAIRS  
ON ALL  
RADIO & ELECTRONIC  
EQUIPMENT  
IN OUR SHOP  
30 Years Experience  
BANKAMERICARD  
32nd & P One Block North of Libby's,  
3200 P-----GL 2-0177

Day Harry W 1221-19th-----GI 2-6473  
**DEL'S TV SERVICE**  
3065 Maryville Bl(NS)-----WA 5-0478  
(See Advertisement Page 604)

**DE PAUL'S TELEVISION & RADIO** see also  
B & R DePaul's Television & Radio  
3241 Folsom Bl-----GL 7-0034

**DU MONT TELEVISION SERVICE**  
ELECTRONIC LABORATORIES  
3960 Sacramento Bl-GL 2-0261  
**T V RADIO DEN**  
2831 Fair Oaks Bl(C) IV-9-1873  
(Continued Next Page)

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 dial.

**CITY-WIDE & SUBURBAN SERVICE**

**GENERAL ELECTRIC  
PACKARD BELL  
ZENITH-ADMIRAL**

**PHILCO - RCA  
MOTOROLA**

Guaranteed Service on All Makes  
ANTENNAS INSTALLED & REPAIRED

Authorized GENERAL ELECTRIC Dealer

DAY OR NIGHT

CALL-----CALL  
**IV 3-9281 WA 2-7210 JET-TV**



**APPLIANCE  
HARDWARE**

2745 FAIR OAKS BLVD. (Near Marconi) CARMICHAEL

*It pays to*  
**DIAL**

**HI 4-6290**

**HANKS  
RADIO & TELEVISION**  
J. PAUL HANKS - AUGUST BENDEL - ROY K. BROWN  
SINCE 1928

MOTOROLA AUTO & HOME RADIOS  
Color Service

GUARANTEED FAST EFFICIENT SERVICE

RCA ZENITH G.E.

ALL MAKES & MODELS  
TELEVISION RENTALS

**HI 4-6290**

1424 J ST. HI 4-6290

**GENERAL ELECTRIC  
PACKARD BELL  
ZENITH-ADMIRAL  
PHILCO - RCA  
MOTOROLA**

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ANTENNAS INSTALLED & REPAIRED  
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HARDWARE**

2745 FAIR OAKS BLVD. (Near Marconi) CARMICHAEL

**Television & Radio Repairing & Parts-**

(Cont'd)

Duncan Television 4411A Parkway-CA 8-2083  
**DYNAMIC SHOP THE**  
3082 Sacramento Bl-----GL 1-8783  
(See Advertisement Page 590)  
**ECONOMY TELEVISION & RADIO REPAIR SERV**  
4171 Fruitridge Rd-----GL 1-0612  
(See Advertisement Page 603)

**EDDIE'S TV**

**CITY-WIDE SERVICE**  
ALL MAKES & MODELS  
Prompt - Reasonable - Guaranteed  
**WE FEATURE ZENITH  
TV - RADIO - HI-FI  
STEREO**  
Opposite (JR) City College  
2060 Sutterville Rd-----GL 2-0208

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

**ED'S RELIABLE TV & APPLIANCE**  
5059 Auburn Bl-----ED 2-2381  
(See Advertisement Page 599)  
Electronic Laboratories  
3960 Sacramento Bl-----GL 2-0261  
(See Advertisement Page 605)

**EMERSON SALES & SERVICE**  
COLONIAL ELECTRONICS SERV  
Serving All of Sacramento  
Fast Efficient Repair Service  
4610 Stockton Bl-GL 5-3801  
**GLOBE TV SERVICE**  
5379 Franklin Bl-----GL 1-5691

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

**F & J Radio & Television Repair Serv**  
2701 Fruitridge Rd-----GL 7-9258  
Family TV & Radio  
2811 Rio Linda Bl(NS)-----WA 5-2988

**FAVA TELEVISION & RADIO SERVICE**  
SERVING WEST SACRAMENTO  
BRODERICK & BRYTE  
20 YEARS EXPERIENCE  
Guaranteed Service on All Makes  
REASONABLE PRICES  
TV RENTALS  
316-6th(B)-----GI 2-8374  
If no answer call-----GI 8-3140

(Continued Next Page)

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.

**EMERGENCY  
TELEVISION  
SERVICE**

ALL MAKES & MODELS  
COUNTY-WIDE SERVICE • NIGHT & DAY  
ALL SERVICE GUARANTEED  
ANTENNA INSTALLATIONS  
ONE OF SACRAMENTO'S OLDEST & LARGEST FIRMS

SERVICING THESE POINTS  
Stockton & Fruitridge  
Broadway & Stockton  
H & 50th Sts.  
Land Park & Broadway  
West Capitol Ave.  
Fruitridge & Freeport  
Marconi & Fulton  
El Camino & Del Paso

**TOWER TV**  
ASSOCIATED WITH ARDEN TV  
**GI 2-1446**

90-DAY GUARANTEE ON LABOR & PARTS  
2518 LAND PARK DRIVE

**SALES SERVICE**

**SPEEDY TV SERVICE**  
**DAY-NITE SUNDAY**

SERVICE 'TIL MIDNITE  
GUARANTEED SERVICE ON ALL MAKES

**ANTENNAS WA 5-5797**  
INSTALLED - MOVED  
REPAIRED  
**ALLIANCE**  
TENNA-ROTORS  
SACRAMENTO - N. SACRAMENTO - TOWN & COUNTRY  
ARDEN - CARMICHAEL - NORTHGATE - N. HIGHLANDS

**WE RENT TV SETS**

LOW RATES **Speedy TV SERVICE CO.** WE GO ANYWHERE  
2126 EL CAMINO AVE.

**TV SERVICE**  
RADIO - HI-FI - RECORDERS

Serving  
Foothill Farms  
Town & County  
North Area Etc.

★ WRITTEN GUARANTEE  
★ INSURED  
★ REPAIRS ON ALL MAKES

CITY-WIDE DAY & NITE

**ED 2-1811**

ANTENNAS MOVED AND INSTALLED

TV RENTALS **BANKAMERICARD** INSURANCE WORK

**C & S TELEVISION**  
5448 & 5002 ROSEVILLE RD. Corner of WATT AVE. North Highlands