



Tommy & Kay KINCAID'S
for BEAUTIFUL HOME FURNISHINGS

Dial WA 2-6515

Large Selection
ETHAN ALLEN
Maple Furniture

Frigidaire Appliances
Rugs & Carpets
By Bigelow
Beauty Rest Mattresses
Bedroom Sets
Wedgewood Gas Ranges
Hoover Vacuum Cleaners
U. S. Rubber "Keyton"
La-Z-Boy Chairs

KINCAID HOME FURNISHINGS
1812 DEL PASO BOULEVARD, N. SACRAMENTO

Furniture Dealers—Now
A-2-Z BUYERS MART
COMPLETE HOME FURNISHINGS
Decorating - Draperies - Rugs - Carpets
Furniture & Appliances
1422 Auburn BI(NS)---WA 2-0626

A & A KEY & BUILDERS SUPPLY
6001 Folsom BI-----GL 2-1471
ALINES DRAPERIES & INTERIORS INC
Custom & Special Order Furniture
2163 Fulton Av-----IV 7-7574
Bank Furniture Warehouse
2419-13th-----GI 3-5768
(Please See Advertisement Page 272)
Barons Furniture Showroom
100 Capitol Av-----HI 7-2885
Beck Bros Furniture
3000 Auburn BI-IV 7-8651

BENNETT FURN CO
SINCE 1928
COMPLETE HOME FURNISHINGS
FEATURING
Kelvinator - Maytag - Toppan
Hoover - Zenith
BEAUTYREST MATTRESSES
Between Freeway & Sacramento BI
3812-24th Av-----GL 5-4549

BERT & FLO'S OAKPARK FURNISHINGS
3440-3d Av-----GL 1-8365
(Please See Advertisement Page 271)

When in doubt about a telephone number, please look in the telephone directory first. That helps you, helps others, and helps telephone people to do a better job for you.

BIDWELL'S
1520 DEL PASO BLVD.
421 ARDEN WAY

COMPLETE HOME FURNISHERS
APPLIANCES - CARPETS
FURNITURE
1520 Del Paso BI(NS)---WA 2-9071

Bober's Kiddie Shop 3124 Broadway-GL 5-8804
BONDED REPOSSSESSION OUTLET
1841 Howe Av-----WA 2-9678
(Please See Advertisement Page 272)
BRANDWEIN FURNITURE CO
6620 Folsom BI-GL 2-6503
(Please See Advertisement Page 271)
BREUNER JOIN COMPANY
604 K-----HI 4-8051
(Please See Advertisement Page 269)
Buchard Trading Post
4601 Franklin BI-----GL 1-0651
Buck's Furniture & Appliances
2431 K-GI 8-2684

CAPE COD SHOPS INC
SACRAMENTO'S FOREMOST HOME FURNISHERS
Featuring
FINE FURNITURE OF
BETTER DESIGN
From All Phases of the
EARLY AMERICAN PERIOD
Of Our History
5288 Fruitridge Rd-----GL 1-6850
(Continued Next Page)
Advertise here—it pays.

Furniture Dealers—Now—(Cont'd)
Capitol Furniture & Appliance
4407 Franklin BI-----GL 2-1993
Carmichael Furniture Mart
3143 Fair Oaks BIC-----IV 7-7895
(Please See Advertisement Page 271)
COLONIAL HOUSE THE
2626 El Camino Av-----IV 3-3261
(Please See Advertisement This Page)

COSSY INC
J. W. COSSY
Complete Furnishings for
Apartments - Offices
Motels & Hotels
CONTRACT SALES
1926-28th-----GL 1-7617

CROWN FURNITURE INC
3236 Auburn BI-----IV 3-0499
(Please See Advertisement Page 273)
DOERR'S JEAN HOUSE OF RATTAN
2626 Fulton Av-----IV 9-8834
(Please See Advertisement Page 272)
DOLPHIN THE 3700 L-----HI 6-9908
DOUBLE E FURNITURE EXCHANGE
Trade Ins On New & Used Furniture
Lincoln & Appliances
Buy & Sell Used Furniture
3550 Marysville Rd(OPH)---WA 5-9446

DREXEL FURNITURE—
SCOFIELD FURNITURE CO
1401 K-GI 2-6991

EDDIE'S FURNITURE EXCHANGE
2900 Franklin BI-----GL 1-7415
(Please See Advertisement Page 270)
Empire Furniture Co
4904 Auburn BI-----ED 2-0287
FASHION FURNITURE
2640 Auburn BI-IV 3-3915
(Please See Advertisement Page 271)

The Yellow Pages save you time.

FIFTY-TWO FORTY WAREHOUSE
FURNITURE 5240 Franklin BI---452-3135
(Please See Advertisement Page 270)
Forest Hills Furniture Co
6020 Fair Oaks BIC-----IV 3-5524
Furniture Mart 701-12th-----GI 3-5786
General Furniture Co
3143 Fair Oaks BIC-----IV 7-7895
GLOBE TV & FURNITURE
1930 Del Paso BIK(NS)---WA 2-3249
(Please See Advertisement Page 272)
GOODWIN'S FURNITURE & APPLIANCE
4754 Auburn BI-----ED 2-5513
(Please See Advertisement Page 272)
GRAND RAPIDS FURNITURE CO
631 K-GI 3-4631
(Please See Advertisement Page 273)

GRAY'S FURNITURE
Contemporary - Provincial - Maple
Furniture, Carpets - Draperies
6107 Stockton BI-----GA 8-8924

HAMILTON FURNITURE CO
3160 Folsom Blvd-GL 7-6504
(Please See Advertisement Page 268)
Hollywood Studio Furniture
1755 Stockton BI-GL 2-6881
(Please See Advertisement Page 273)

HOISEY'S FURNITURE EXCHANGE
4800 Franklin BI-GL 2-0869
Irv Mogle Co 2118-19th-----GI 3-1931
JENNING'S STAR FURNITURE
1311 Del Paso BIK(NS)-WA 5-2715
(Please See Advertisement Page 271)

JON'S FURNITURE 1213 Front---GI 3-3931
(Please See Advertisement Page 271)

KEYES NATURWOOD FURNITURE
4220 Stockton BI-GL 7-3031
(Please See Advertisement Page 268)

KID-E-TOWN
4411 Freerport, BI-----GL 6-3272
(Please See Advertisement Page 273)
KINCAID HOME FURNISHINGS
1812 Del Paso BIK(NS)---WA 2-6515
(Please See Advertisement Page 268)
(Continued on Pages 270 & 271)

Advertise here—it pays.

RATTAN SHOP

FURNITURE

For Casual California Living
With the Exotic Atmosphere
of the Islands

SECTIONALS
DIVANS & CHAIRS - RUGS
CARPETS & DRAPERIES
TROPICAL ACCESSORIES
Free Decorator Service

TERMS
Ample Parking

Phone **HI 6-4063**
400-12TH ST. SACRAMENTO

See... **HAMILTON** Before You Buy

19 REASONS WHY YOU DO BETTER

\$400,000 DISPLAY
360 ft front between Alhambra and 32nd Street
on Folsom Blvd. 50,000 sq ft of display space

For Fine Furniture

REASON No 1—Our overhead expense is far below National average... our coverage price is below our competition. REASON No 2—You don't have to buy a Card to get our low prices. REASON No 3—You can choose from one of California's largest stocks of furniture, rugs and appliances. REASON No 4—Twenty-three years building satisfied customers with over 80% repeat or recommended business. REASON No 5—Liberal terms with low down payment and up to 24 months to pay. REASON No 10—Reliability is our watchword. No Misrepresentation. No Citimatics... one price policy—Merchandise Guaranteed.

LIBERAL TERMS **GL 7-6504** LOW PRICES
OPEN DAILY TO 6 - MONDAY AND FRIDAY EVENINGS UNTIL 9
3160 FOLSOM BLVD. AT ALHAMBRA BLVD.

Keyes Northern California's Largest EXCLUSIVE UNFINISHED FURNITURE STORE

Naturwood

OFFERS QUALITY IN FURNITURE - UNFINISHED OR FINISHED TO ORDER
For Dining Room, Living Room, Bedroom or Den.
AVAILABLE IN HARDWOODS OR SOFTWOODS

COLONIAL - MODERN - PROVINCIAL - DANISH MODERN
FUNCTIONAL GROUPINGS OUR SPECIALTY
KINGSIZE BEDROOM FURNITURE
FINISH IT YOURSELF & SAVE
WE HAVE A COMPLETE SELECTION OF FINISHING MATERIALS
BANKAMERICARD - ACCOUNTS OPENED
OUR CUSTOMERS ARE OUR BEST ADVERTISERS

4220 STOCKTON BLVD. GL 7-3031

The COLONIAL House

SACRAMENTO'S OUTSTANDING COLLECTION OF FINE COLONIAL AND PROVINCIAL FURNITURE AND ACCESSORIES

A COMPLETE DECORATING SERVICE AT NO CHARGE

- DECORATORS
- RUGS & CARPETS
- CUSTOM DRAPERIES
- UPHOLSTERING

We of the Colonial House, in order to decorate your home more attractively, enhance its looks, insure the admiration of your guests, provide focal points of interest and secure the blessings of beauty and function to yourself and your family, invite you to visit us and see our collection of more than 5,000 Colonial and Provincial items.

IV 3-3261

2645 EL CAMINO AVE.

BREUNER'S HOME FURNISHERS SINCE 1856

FURNITURE

Come to Breuner's for the largest selection of finest quality home furnishings in Northern California; including bedding, appliances, draperies and floor covering.

Decorating advice without obligation, contract division for hotels and apartments, plus complete service shop facilities for appliances, television, refinishing, upholstery, drapery and carpets... yours when you shop at Breuner's!

HI 4-8051
604 K AT SIXTH, SACRAMENTO