

→ Codes in listings indicate Sacramento (S), Colusa (C), North Highlands (NH), North Sacramento (NS), West Sacramento (WS), Colusa (C), Sacramento (S), Colusa (C), North Highlands (NH), North Sacramento (NS), West Sacramento (WS)



F. M. Rice Co. -- SINCE 1942
FURNITURE
WHOLESALE AND RETAIL
Complete Furnishings
FURNITURE • CARPETS • DRAPES • LAMPS
APPLIANCES -- WESTINGHOUSE, ETC.
APARTMENTS • OFFICES • HOTELS & MOTELS
HOMES & INSTITUTIONS

BANK TERMS • FREE DELIVERY
DECORATING CONSULTANTS
Serving Entire Sacramento Area
1622 K SACRAMENTO


FOR GOOD "BUYS"
HI 7-6312

GOODWIN'S FURNITURE
MODERN • MAPLE • TV & APPLIANCES

ED 2-5513



4754 AUBURN BLVD. SACRAMENTO



FURNITURE OF EXOTIC STYLING
CASUAL TO SEMI-FORMAL
It Blends Well With Almost
Any Setting

JEAN DOERR'S
HOUSE OF RATTAN
DISTINCTIVE CASUAL FURNISHINGS

IV 9-8834
2626 FULTON AVE.
FREE PARKING

GLOBE TV & FURNITURE
FURNITURE
WHOLESALE AND RETAIL
COMPLETE FURNISHINGS

• FURNITURE • CARPETS • DRAPES • LAMPS
• TELEVISION • APPLIANCES
Homes • Apartments • Offices • Hotels & Motels
Our Specialty

BANK TERMS • FREE DELIVERY
DECORATING CONSULTANTS
SERVING ENTIRE SACRAMENTO AREA
1930 DEL PASO BLVD. NO. SACRAMENTO

WA 2-3249

Furniture Dealers - New - (Cont'd)

MODERN FURNITURE CO
3140 Auburn Bl - IV 7-2019

MONTGOMERY WARD & CO
9th & K - HI 4-6100
Nakamura Bros Furniture & Hardware
1410-4th - GI 2-6523

Naturwood Furniture Keyes
4220 Stockton Bl - GL 7-3031

NEUMEISTER'S CUSTOM INTERIORS
Furniture • Rugs • Draperies
Upholstery • Tapes • Etc.
"SERVICE IS OUR BUSINESS"
2322 K ----- GI 1-1998

NORTHGATE FURNITURE CO
2200 Northgate Bl(S) ----- WA 2-8313
O K Furniture 1714-10th ----- GI 3-4251
Oreal Furniture Co
3836 Stockton Bl ----- GL 2-6852
Park Furniture and Appliance
3924 Franklin Bl ----- GL 2-5226
PAULS FURNITURE INC
5501 Auburn Bl ----- 332-5492
RATTAN JEAN DOERR'S HOUSE OF
2626 Fulton Av ----- IV 9-8834

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.

KEEP LIGHT FROM MILK
Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.

BANK FURNITURE WAREHOUSE



FURNITURE RUGS **GI 3-5768** APPLIANCES ODDS & ENDS

RETAIL - WHOLESALE
DEALER BUYING HRS. 9 A.M. - 1 P.M. MON. - FRI.
RETAIL HRS. 1 P.M. - 9 P.M. WEEKDAYS - SAT. & SUN. TIL 9 P.M.
13th ST. & BROADWAY Across The Street From The Ball Park SACRAMENTO

— BONDED —
REPOSSESSION
— OUTLET —
NEW - REPOSSESSED - FREIGHT DAMAGED

FURNITURE & APPLIANCES
Specializing in
ROOM GROUPS AT TREMENDOUS SAVINGS

BANK TERMS - UP TO 36 MONTHS TO PAY
OPEN 9 A.M. TO 9 P.M. - 7 DAYS A WEEK

WA 2-9678
1841 HOWE AVE. - JUST OFF ARDEN WAY
Near Tower of Shoes

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Furniture Dealers - New - (Cont'd)

Scotfield Furniture Co 1401 K ----- GI 2-6991
Warehouse 6th & R ----- GI 3-8452
SILVEIRA G L CO
515 & X ----- GL 6-3897
SLOANE W & J
5501 Freeport Bl ----- GL 2-2861
SOUTHGATE FURNITURE
6630 Franklin Bl ----- GA 8-6021
(Please See Advertisement This Page)

STANDARD FURNITURE CO
Northern California's Largest Selection of Modern Maple and Provincial Furniture at **GUARANTEED LOWER PRICES**
2171 Fulton Av ----- IV 7-7837

STAR JENNING'S FURNITURE
1511 Del Paso Bl(S) - WA 5-2715
Taber Furniture Co
1817 Del Paso Bl(S) - WA 5-5177

TREASTER & GREEN
Featuring Custom & Distinctive Furniture
4305 Freeport Bl ----- GL 7-9865

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.

UNION FURNITURE
COMPLETE HOME FURNISHINGS
Appliances - TV - Stereo
Corner 19th & W
2301-19th ----- HI 6-0724

VILLAGE FURNITURE MART THE
2427 Marconi Av ----- IV 9-3273
Or ----- IV 9-7768
(Please See Advertisement Page 270)

Wayside Furniture Co
5231 Walnut Av ----- ED 2-8888

WESTERN CONTRACT FURNISHERS OF SACRAMENTO
Specialists in Furnishing Hotels, Apartments - Motels - Offices
1723 L ----- GI 3-6515

WILSON'S FURNITURE
Since 1913
YOURS FOR CONTEMPORARY LIVING
1309 J ----- GI 3-8061
4300 Fair Oaks Bl Fair Oaks - VO 7-1286

Wroten W T 4645 Auburn Bl ----- ED 2-9626

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.

HOLLYWOOD STUDIO FURNITURE

★ ★ Featuring ★ ★
3-4 & 5 ROOM GROUPS
AT TREMENDOUS DISCOUNTS
★ Out of Town Credit OK
Servicemen's Credit OK
EASY TERMS
OPEN DAILY 9 - 9
OPEN SUNDAY 12 - 5

GL 2-6881
1755 STOCKTON BLVD.
Corner 34th St.

GRAND RAPIDS FURNITURE CO.

7th & K STS.
FOR COMPLETE NEW GROUPINGS OF **FURNITURE & APPLIANCES**
Open Mon. & Fri. TIL 9 P.M.
EASY TERMS
GI 3-4631

JON'S FURNITURE
FOUR FLOORS OF

HOME FURNISHINGS
APPLIANCES
TV'S - RUGS
DRAPES - LAMPS

Highest Quality
Lowest Prices

GI 3-5931

1213 FRONT SACRAMENTO

RATTAN FURNITURE
ACCESSORIES and DECORATIVE IMPORTS
For the Distinctive and the Unusual

GA 8-9101
5677 FREEPORT BLVD.
LANAI RATTAN SHOP
Olive Christian, Dixie Lockett

When Looking For a Dealer In YOUR NEIGHBORHOOD

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

SOUTHGATE FURNITURE
QUALITY HOME FURNISHERS
INTERIOR DESIGN AND DECORATING SERVICE
CUSTOM DRAPERIES & CARPETS

GA 8-6021
8630 FRANKLIN BLVD.
At 48th Ave.

Maple

CROWN
2501 ARDEN AVE.
1 Block West of Ward
homerfurnishers
IV 3-0439

Look in the
Classified TELEPHONE SECTION
The Yellow Pages Tell "Where To Buy It"

Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous — and good business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

BUNK BEDS
We Feature Trundle & Bunk Beds For Children & Adults
Juvenile Furniture
Play Yard Equipment
Easy Credit
Discount Prices
We Rent Baby Needs

KID-E-TOWN
CALL **GL 6-3272**
4411 Freeport Blvd.