

**Television & Radio Dealers—(Cont'd)**

**PACKARD BELL ELECTRONICS**

TV • Radio • Stereo Hi-Fi  
 For Over 35 Years  
 Styled and Built  
 Best for the West



**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**ROBINSON HAL CO** 1819 E—GI 8-8251

**DEALERS**

Boulevard Appliance  
 2911 Fair Oaks Bl(C)—IV 3-6041  
**C & S TV**  
 5002 Roseville Rd(NH)—ED 2-1811  
**DE MARTIN & JOHNSON**  
**APPLIANCES**  
 2817 Fair Oaks Bl(C)—IV 3-9350  
**ED'S RELIABLE TV**  
 Radio Dispatched Serv Day & Night  
 30 Minute Service  
 5059 Auburn Bl—ED 2-4943  
 Grand Rapids Furniture Co  
 631 Y—GI 3-4631  
**NUNEZ RADIO & TV SERVICE**  
 3740 Marysville Bl(OPH)—WA 5-2106  
**PETZVAL'S RADIO & TELEVISION**  
**SALES & SERVICE**  
 1627-19th—GI 2-3925  
 Ross Home Furnishings  
 4875 Franklin Bl—GL 2-5733  
 Ulmer's Television Service  
 3936-41st Av—GA 8-8708  
 W P Appliance 3508-24th—GL 5-3466

**PAUL'S TELEVISION & APPLIANCE**

3434 Stockton Bl—GL 1-8434  
 (Please See Advertisement Page 605)  
 Personal TV Service  
 5815 Watt Av(NH)—ED 2-2681

**PHILCO TELEVISION & RADIOS**

**PHONOGRAPHIS**

Also famous for quality performance and value in Hi-Fi Stereo  
 Refrigerators • Home Freezers • Electric Ranges  
 • Domestic Washers-Dryers • Automatics & Wringer Washers & Dryers • Air Conditioners.

**"WHERE TO BUY THEM"**

**WHOLESALE DISTRIBUTORS**

California Electric Supply Co  
 1585 Folsom SF—UNdnhl 3-2020

**DEALERS**

Boulevard Appliance  
 2911 Fair Oaks Bl(C)—IV 3-6041  
 De Martin & Johnson Appliances  
 2817 Fair Oaks Bl(C)—IV 3-9350  
**HANDY ANDY TV & APPLIANCES**  
 2620 Fulton Av—IV 3-6451  
 Home Radio & TV  
 5493 Carson Dr—GL 1-9338  
 Homsey's Furniture Exchange  
 4800 Franklin Bl—GL 2-0869  
 Schuetzle's Radio & Television Service  
 3171 Riverside Bl—GI 8-8549  
 Walton's Radio & Appliances  
 5141 Folsom Bl—GL 7-6561

**SERVICE**

**ELECTRONIC LABORATORIES**  
 3960 Sacramento Bl—GL 2-0261  
 Personal TV Service  
 5815 Watt Av(NH)—ED 2-2681

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.

**RCA VICTOR**

TELEVISION  
 BLACK AND WHITE-COLOR  
 STEREO Hi-Fi  
 RADIOS PHONOGRAPHS  
 TAPE RECORDERS  
 World Leader in Radio,  
 First in Recorded Music,  
 First in Television.

**"WHERE TO CALL"**

**DISTRIBUTORS**

**MEYER & H COMPANY**  
 330 Commerce Cir(NS)—WA 2-5885

**DEALERS**

**ALEXANDER & CO TV**  
 4219 Fremont Bl—GL 2-1242  
 Bob's Appliance Service  
 4208 Sacramento Bl—GL 7-2397  
 Boulevard Appliance  
 2911 Fair Oaks Bl(C)—IV 3-6041  
**CARRICK BART 19th & P**  
 CUSTOM TELEVISION & HI FI  
 3397 Watt Av—IV 9-7341  
**D. DEWITT & JOHNSON**  
**APPLIANCES**  
 2817 Fair Oaks Bl(C)—IV 3-9350  
 Florin Radio & TV  
 8400 Florin Rd—GA 8-1865  
**FRUITRIDGE TELEVISION & SOUND**  
 Exclusive Color Black &  
 White-TV Sales & Service  
 One Day Service  
 5282 Fruitridge Rd—GL 2-3566  
**HANDY ANDY TV & APPLIANCES**  
 2620 Marconi Av—IV 3-6451  
**HANKS RADIO & TELEVISION**  
 1424 J—HT 4-6290  
**HENLE'S SPEEDY TV SERVICE**  
 1904-28th—GL 7-4654  
 Home Radio & TV  
 5493 Carson Dr—GL 1-9338  
 Joe's Appliance  
 1210 N Front—GI 3-2931  
**KIPP'S APPLIANCES**  
 322 Bidwell Flsm—YU 5-4466  
 L & M Co 2219-10th—GL 3-1346  
**PARSHALL GENERAL TIRES INC**  
 Downtown Store 1815 I—GI 2-0466  
 Southeast Branch  
 6530 Franklin Bl—GA 1-4700  
 Town & Country Branch  
 2835 Watt Av—IV 3-3439  
 Aerojet Branch  
 2720 Citrus Rd—EM 3-9464  
**PAUL'S TELEVISION & APPLIANCE**  
 3434 Stockton Bl—GL 1-8434  
**SCHUETZLE'S RADIO & TELEVISION**  
 SERVICE 3171 Riverside Bl—GI 8-8549  
**SYKES MAL TV & HI FI**  
 1720 Fulton Av—IV 3-2626  
**THARP'S FRED RADIO-TELEVISION**  
 2620 Marconi Av—IV 9-6310  
**UNCLE BILL'S RADIO & TV**  
 4740 J—GL 2-1765

**VALLEY TV**

5010 Freeport Bl—GL 6-0971  
**WALDRON APPLIANCE**  
 5002 Franklin Bl—GL 2-3107  
**WHITE APPLIANCE SHOP**  
 3091 Marysville Bl(NS)—WA 5-1709  
**WOODLAKE VILLAGE TV**  
 2030 Del Paso Bl(NS)—WA 5-5555

**RAY'S TV Repair**

Robinson Hal Co 1819 E—GL 5-3256  
 (Please See Advertisement Page 605)  
**SACRAMENTO ELECTRIC CO**  
 1931 J—GI 3-9096  
 (Please See Advertisement Page 603)  
 Sacramento Employees Enterprise  
 4995 Stockton Bl—GL 2-5021

**SETCHELL-CARLSON UNIT-IZED TELEVISION**

A Dramatic Advancement in Television Engineering. Chassis is UNIT-IZED for Uniformity, Modernization and Maintenance. Also TV with Stereo Radio & Phon Combos.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**EDGEMAN DISTRIBUTING CO INC**  
 1991 Fulton Av—482-1763

**Advertise here—it pays.**

**SHERMAN CLAY & CO 1312 K—GI 2-6911**

Shiro's TV Service  
 4208 Sacramento Bl—GL 7-2397  
 Speedy TV Service Co  
 2126 El Camino Av—WA 5-5797  
 Stadler's Radio & Home Appliance  
 2427 J—GL 2-3722  
 Sruzic Electronics 5001 Folsom Bl—GL 2-5729  
 Sykes Mal TV & Hi Fi  
 1720 Fulton Av—IV 3-2626

**SYLVANIA TELEVISION AND RADIO**

Sylvania Television with **SYLVANIA**  
 MALIGHT  
 for greater eye comfort.  
 SYLVANIA TABLE, CLOCK,  
 PORTABLE & TRANSMITTER RADIOS.  
 A GIFT WORTH GIVING.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

**SYLVANIA ELECTRIC PRODUCTS**  
 INC 1811 Adrian Rd Brimng—OX 7-3500

**TELEVISION DEALERS**

**CARMICHAEL TV**  
 3819 Fair Oaks Bl(C)—IV 3-4086  
**JOSEPH'S RADIO & TELEVISION**  
**SALES & SERVICE**  
 4128 Franklin Bl—GL 7-3551  
**PETZVAL'S RADIO & TELEVISION**  
**SALES & SERVICE**  
 1627-19th—GI 2-3925  
**WALTON'S RADIO & APPLIANCES**  
 5141 Folsom Bl—GL 7-6561  
**WOODLAKE VILLAGE TV**  
 2030 Del Paso Bl(NS)—WA 5-5555

**TV CENTER & APPLIANCE**

5520 Auburn Bl—ED 2-9120  
 (Please See Advertisement Page 605)

**TV RADIO DEN**

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

**Terry's TV 2418-16th—GA 1-2376**

Tharp's Fred Radio-Television  
 2620 Marconi Av—IV 9-6310  
 Tower TV 2518 Land Park Dr—GL 2-1446

**TRAVLER—**

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

**Ulmer's Television Service**

3936-41st Av—GA 8-8709  
 Union Furniture 2301-19th—HI 6-0724  
 Unity TV Service 6494 Broadway—GL 1-4921  
 Valley TV 5010 Freeport Bl—GL 6-0971  
 (Please See Advertisement Page 601)

**VILLAGE TV SHOP Woodlake Village TV**

2030 Del Paso Bl(NS)—WA 2-7311  
 W P Appliance 3508-24th—GL 5-3466  
 Walton's Radio & Appliances  
 5141 Folsom Bl—GL 7-6561  
 Walk's TV Hospital  
 3229 Cottage Wy—IV 7-4327

**WEST SAC TV**

1337 Merkey Av(WS)—FR 1-9267  
 (Please See Advertisement Page 605)

**WESTINGHOUSE RADIOS**

Wide range AM/FM Radios with console-line tone. New Miniature transistor portables. Attractive gift packages. Automatic clock radios. Long range 3-way portables. Deluxe Table Models.

**"FOR INFORMATION CALL"**

**DISTRIBUTORS**

**WESTINGHOUSE ELECTRIC CORP**  
 1730-14th—HT 4-6525

**CORNER CLEANER**

Wish away dirt in hard-to-reach corners with an old fashioned broom trimmed to a V-shaped point.

**WESTINGHOUSE TELEVISION SALES & SERVICE**

**APPROVED DEALERS**

**A VETERANS TV & APPLIANCES**  
 3269 Folsom Bl—GL 1-7474  
**A & A KEY & BUILDERS SUPPLY**  
 Main Store 6001 Folsom Bl—GL 2-1471  
**BOULEVARD APPLIANCE**  
 2911 Fair Oaks Bl(C)—IV 3-6041  
**GARLAND TV & APPLIANCE**  
 4610 Franklin Bl—GL 2-2648

**WILEY'S RADIO & TV SERVICE**

Setchell-Carlson Dealer  
 3000 Fair Oaks Bl(C)—IV 7-5111  
 Wilson's Television Repair Service  
 2434 Maryal Dr—IV 9-7530

**WOODLAKE VILLAGE TV**

2030 Del Paso Bl(NS)—WA 2-7311

**ZENITH RADIO & TELEVISION**

Finest quality television features. Zenith features hand-crafted quality TV chassis. Complete line of AM, FM/AM and all-transistor radios. High fidelity stereo phonographs and combinations.

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**

Drolli-Paris Co 2225-19th—GI 2-2983

**DEALERS**

**ALEXANDER & CO TV**  
 4219 Freeport Bl—GL 2-1242  
**ALHAMBRA TV & RADIO CENTRE**  
 Open Mon & Fri Until 9:00 PM  
 2010 Alhambra Bl—GL 5-4748  
**CALIFORNIA LOAN & JEWELRY**  
 2817 Fair Oaks Bl(C)—GL 8-4481  
**CARMICHAEL TV**  
 3819 Fair Oaks Bl(C)—IV 3-4086  
**CARRICK BART**  
 19th & P—GL 1-0231  
**Coast Radio Co 900 J**  
 19th & P—GL 2-0424  
**CUSTOM TELEVISION & HI FI**  
 3397 Watt Av—IV 9-7341

**DAVE'S STORE**

230 K—GI 3-1387

**EDDIES TV**

2060 Sutterville Rd—GL 2-2008

**EMIG HARDWARE CO**

EMIG HARDWARE CO—482-1900

**HANKS RADIO & TELEVISION**

1424 J—HI 4-6290

**HENLE'S SPEEDY TV SERVICE**

1904-28th—GL 7-4654

**HERY'S TV**

2807 Del Paso Bl(NS)—WA 5-8791

**JOE'S FURNITURE 1213 Front—GI 3-5931**

**JOSEPH'S RADIO & TELEVISION**

4128 Franklin Bl—GL 7-3551

**L & M CO 2219-10th—GI 3-1346**

**LYMAN'S APPLIANCE & HOME SERVICE**

1803 Del Paso Bl(NS)—WA 5-8791

**MANOR JEWELERS**

5691 Stockton Bl—GL 1-6387

**OK PARK RADIO SHOP**

2982-35th—GL 2-7782

**PAUL'S TELEVISION & APPLIANCE**

3434 Stockton Bl—GL 1-8434

**PETZVAL'S RADIO & TELEVISION**

1627-19th—GI 2-3925

**SCHUETZLE'S RADIO & TELEVISION**

SERVICE 3171 Riverside Bl—GI 8-8549

**Slucky Hardware**

11th & Jefferson Bl(WS)—FR 1-5251

**TV CENTER & APPLIANCE**

5520 Auburn Bl—ED 2-9120

**TV RADIO DEN**

2831 Fair Oaks Bl(C)—IV 9-1873

**THARP'S FRED RADIO-TELEVISION**

2620 Marconi Av—IV 9-6310

**VALLEY TV**

5010 Freeport Bl—GL 6-0971

**WALDRON APPLIANCE**

5002 Franklin Bl—GL 2-3107

**WEST SAC TV**

1337 Merkey Av(WS)—FR 1-9267  
 Wilson's Television Repair Serv  
 2434 Maryal Dr—IV 9-7530

**INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES**

**Television & Radio Repairing & Parts**

**A-BROOSE TELEVISION SERVICE**

CO Broose's Nite & Day  
 Television Service  
 TV REPAIRS AT HOME  
 GUARANTEED "NO FIX - NO PAY"  
 Repairs at Home or No Charge for  
 Service Call  
 Lay Rates - All Areas - Prompt  
 Day - NIGHT - SUNDAYS  
 Main Office  
 5667 Freeport Bl—GA 1-5787  
 Town & Country Branch—IV 3-9449  
 No Sacto Branch—WA 2-2231  
 No Highlands Branch—ED 1-1411

**A Veterans TV & Appliances**

3269 Folsom Bl—GL 1-7474

**A B DePaul's**

3241 Folsom Bl—GL 7-0034

**A B DE PAUL'S**

ALL MAKES - COLOR AND  
 BLACK & WHITE  
 TV SERVICE  
 OPEN 7 DAYS A WEEK  
 9 A.M. TO 9 P.M.  
 ALL WORK GUARANTEED

**3241 Folsom Bl—GL 7-0034**

Or—GL 6-6437

Or—IV 3-3437

Please distinguish between the letter "O" and the numeral "0" when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

**Henle's SPEEDY TV SERVICE**

**GL 7-4654**

Dealer for...

**HOFFMAN**

**ZENITH**

**RCA**

**TELEVISION**

**RCA COLOR TV**

**ALL MAKES REPAIRED**  
 In Your Home or At Our Shop

**WE RENT T.V. SETS**

CLIFFTON K. HENLE

**1904-28TH ST.**  
 AT S. ST.

**TELEVISION**

Prompt Guaranteed Service on all Makes

**BART CARRICK**

**TV - RADIO - STEREO**

**Sales & Service**

- TRUCKS—Covering Sacramento & Suburban Areas Twice Daily
- TECHNICIANS—Courteous, Fully Qualified
- PARTS—First Quality Replacements

OVER 30 YRS.

BankAmericard

6388 Freeport Bl—GA 8-9496

**ABBOTT'S TV REPAIR**

Emergency Repairs - Prompt Service

**PARTS & SERVICE FOR ALL MAKES & MODELS**

90-DAY GUARANTEE ON ALL PARTS

REPAIR IN YOUR HOME WHENEVER POSSIBLE

9 AM TO 9 PM

BANKAMERICARD SERVICE

5001 Folsom Bl—GL 2-0567

Ace Electronics 3604 Kroy Wy—GL 5-4429  
 (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.

**BART CARRICK TV**

19th & P Sts.

**GI 1-0231**

Authorized Service & Sales

★ G.E. ★ MAGNAVOX  
 ★ PHILCO ★ RCA

**WE SERVICE ALL MAKES TV & RADIO**

"THE HOUSE OF SERVICE"

Blue Ribbon Service

"THE BEST SERVICE ANYWHERE"  
 • WELL TRAINED & EXPERIENCED TECHNICIANS  
 • FINEST LATEST TESTING EQUIPMENT  
 • FAST EFFICIENT SERVICE AT ALL TIMES

HANDY ANDY

HANDY ANDY'S OWN DIRECT FACTORY "BLUE RIBBON" PICTURE TUBES INSTALLED WHILE YOU WAIT

HANDY ANDY

**ANTENNA SALES & SERVICE**

**IV 3-6451**

**HANDY ANDY TV & APPLIANCES**

2620 FULTON AVE.

Open Week Days 9 to 9  
 Sat. 9 to 5:30