

— Codes in listings indicate Communities as follows: Sacramento (S) Code: Carmichael (C) North Highlands (NH) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)



RADIO - TV

Parts and Supplies
WHOLESALE • RETAIL

Discount House & Hi-Fi Annex
ANTENNAS . . . Television, Radio, Mobile
BATTERIES . . . Portable and Industrial
BOOKS . . . Photo facts, Diagrams, Amolour, Etc.
HI-FIDELITY . . . Amplifiers, Tuners, Changers
TEST EQUIPMENT . . . "EICO" Kits and Wired
KITS . . . Etc - Paco - Dyna - Scott
Harmon - Kardon - "Clifton"

TUBES TESTED "FREE"
Wholesale Prices on All Replacements
GI 3-2913 or GI 3-3010

Open Even. 11:30 P.M. - Saturday 6 P.M. - Sundays 9 to 5

MARKET RADIO STORE
DISCOUNT HOUSE & HI-FI ANNEX
1918-16th St. (Near "T")

MARKET RADIO STORE
RADIO • TELEVISION
PARTS and SUPPLIES

DISCOUNT HOUSE

PROFESSIONAL
REPAIR TO YOU

SOONER

RADIO & TV
TUBES & PARTS

HI 6-6418
1914-16th - SACRAMENTO

ANTENNAS
& SUPPLIES

ELECTRONIC
COMPONENT PARTS

LOMBARD'S ELECTRONICS
• WHOLESALE •

"A COMPLETE TV - RADIO
HI-FI & STEREO SUPPLY HOUSE"

- TV & RADIO TUBES & PARTS
- TV PICTURE TUBES
- HI-FI COMPONENT PARTS & SUPPLIES
- STEREO PHONIC PARTS & SUPPLIES
- TAPES - SPEAKERS - KITS
- OVER 17 YEARS ELECTRONIC EXPERIENCE
- BankAmericard and Bank Term

Open 11:30 P.M. - Open Sundays
CALL OR COME IN
No Order Too Large No Order Too Small

HI 7-2085
1827 J ST. SACRAMENTO
(Next To Abbey Rentals)

When you call somebody
by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by
giving him time to answer.

Television & Radio Supplies & Parts- Wholesale & Mfrs

Beitelman's Electronic Supply
2616 Marconi Av-----IV 3-0518

BLAUPUNKT AM-FM AUTO RADIOS-
DISTRIBUTOR

NORCAL ELECTRONICS INC
1115 R-----GI 3-4668
Or-----GI 3-1709

CALIF RADIO & TELEVISION SUPPLY

ELECTRONICS SUPERMART
ONE OF THE
Largest Stocks of Parts
Tubes - Picture Tubes
Antennas - Transistors
Hi-Fi at Wholesale Prices
TUBES TESTED FREE

2537 Del Paso (HINS)-----WA 2-6531

DUNLAP ELECTRONICS INC
1800-22d-----GL 2-3171

From telephones served by the
following exchanges

Auburn Roseville
(No Inter-city Charge) Ask Operator for-Enterprise 17219

ELECTRON SALES CO
2131 Fulton Av-----IV 9-8952

ELECTRONICS SUPER MART see also
Calif Radio & Television Supply

2537 Del Paso (HINS)-----WA 2-6531

HOLLY ELECTRONICS
Dist. U-Test-W & Best Test
2517 Tower Av-----IV 7-7563

LOMBARD'S ELECTRONICS
1827 J-----HI 7-2085

(Please See Advertisement This Page)

Market Radio Store 1918-16th-----GI 3-2913
(Please See Advertisement This Page)

NORCAL ELECTRONICS INC
1115 R-----GI 3-4668
Or-----GI 3-1709

Pac Radio Supply Inc 1913 D-----GI 2-9071

RADIO TELEVISION PRODUCTS CO
2012-19th GI 2-7691

SACRAMENTO AMATEUR RADIO & TV
SUPPLY 3002 Capitol Av-----GL 2-1644

SACRAMENTO ELECTRONIC SUPPLY CO
1219 S GI 1-4821

ELECTRONICS

AMATEUR RADIO
CITIZEN BAND RADIO
MARINE RADIO

Open Wed - Thur - Fri - Sat
10 AM to 6 PM

4113 Franklin Bl-----GL 6-0864

SOOMAN'S WHOLESALE ELECTRONICS
Radio - TV Picture Tubes - Electronic Component
Parts - Antenna Supplies, Etc.
1914-16th-----HI 6-4418

Sooman's Wholesale Electronics
1914-16th-----HI 6-4418
(Please See Advertisement This Page)

STANFORD RADIO & TELEVISION
3126 Broadway-----GL 2-1164

Strutz Electronics 5001 Folsom Bl-GI 2-0567

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.

Television Station Equipment

Jampro Antenna Co 7500-14th Av-GL 1-4375

Television Stations & Broadcasting Companies

Channel 6
Great Western Broadcasting Corp
601-7th Av-----GI 1-4041

K C R A Radio & TV Stns
310-10th-HI 4-7300

K C R A-TV CHANNEL 3

Basic NBC Affiliate
THE ONLY LOW BAND
VHF STATION IN
CALIFORNIA'S
CENTRAL VALLEYS

CHANNEL
3
K C R A-TV

"FOR INFORMATION CALL"
K C R A RADIO & TV STNS
310-10th-HI 4-7300

K O V R-TV Channel Thirteen
1216 Arden Wy-----WA 7-1313

K X T V
Chal Ten
601-7th Av-----GI 1-4041

Television & Radios-Wholesale & Mfrs

Brolli-Parks Co 2225-19th-----GI 2-2983

MEYER A COMPANY
330 Commerce Cir(NS)-----WA 2-5885

Tennis Court Construction

GEREMIA CONCRETE
1327-65th-----GL 7-5755

Tennis Instruction

Del Norte Swimming & Tennis Club
3040 Becerra Wy-----IV 9-0163

Tennis Racket Restringing & Repairing

College Sport Shop 5727 Elvas Av-GL 7-7174

Tennis Supplies-Retail

SPAULDINGS THE SPORTS STORE
2323 C-----HI 4-7475

Tents

CAPITOL TENT & AWNING CO INC
ALL TYPES OF TENTS
FOR RENT OR SALE
Manufactured - Repaired
Used Tents of Bargain Prices
Located at 14th Av & Stockton Blvd
3904 Stockton Blvd-----GI 1-2801

GOODWIN-COLE CO
Limbs & Wall Tents Rented & Sold
We Have Been Tentmakers Since 1888
Note - New Location & More Parking
1315 Alhambra Bl-----GL 2-6641

JANAK & SCURFIELD INC

Sold-Rented-Repaired-Custom Made
2980-35th-----GL 6-3829

Sacto Tent & Chair Serv
Rented-Garden Parties & Festivals
3940 M-----GL 1-7159

Tents-Renting

Goodwin-Cole Co
1315 Alhambra Bl-----GL 2-6641

You can shop at home . . . easily
and comfortably . . . by thumbing
through the YELLOW PAGES. It
lists 'most every store in town . . .
helps you find everyone who sells
and serves.

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Termite Control

Atomic Pest Control Co
4440-55th-----GL 5-7402
(Please See Advertisement Page 622)

BRUCE-TERMINIX TERMITE CONTROL

"World's Largest in
Termite Control."
Ask for inspection on your
property and estimate on
fully guaranteed protec-
tion. 30 Day Termite Test.
Over 350,000 buildings and structures have used
dependable Termite service.

"FOR INSPECTION CALL"
Terminix of Northern Calif Inc
2148 Arden Wy-WA 2-7263

DELK PEST CONTROL

WE KILL PESTS
Termites - Rats - Mice
Roaches - Ants - Bedbugs
Silverfish - Spiders - Flies
GUARANTEED SERVICE
Over 27 Years Experience

"WHERE TO CALL"
DOWNTOWN OFFICE
Delk Pest Control-----HI 7-3492

NORTH AREA OFFICE
Delk Pest Control
2521 Arden Wy-----WA 2-4564

Delk Pest Control
2521 Arden Wy-----WA 2-4564
(Please See Advertisement This Page)

Ads in the YELLOW PAGES

bring more customers to your business.
People turn to the YELLOW
PAGES when they are ready to buy
... read about your products and
services.

GARLINGHOUSE GEORGE W

2015 Morse Av IV 9-2347

GARLINGHOUSE TERMITE & PEST
CONTROL 2015 Morse Av-----IV 9-2347
(Please See Advertisement Page 622)

KILL PEST INC

2302 Watt Av-----IV 9-8635
(Please See Advertisement Page 622)

KITLEY'S INSECT CONTROL

RESEARCH LAB
Entomologist (L Research - Lab.)
State Licensed
ALL TYPES OF INSECT CONTROL
TERMITE CONTROL - Written Guarantee
Near Town & Country Village
Fulton Av & Edison Av-----IV 7-0918
If no answer call-----IV 9-3409

MIDSTATE TERMITE CONTROL

7324 Gardner Av-----GA 1-4960
(Please See Advertisement Page 622)

ORCHARD SUPPLY CO

1731-17th-HI 6-7821

PARAMOUNT PEST CONTROL SERVICE

COMPLETE CONTROL OF
INSECTS
RODENTS
TERMITES
LIC. - BONDED SERVICE
ESTABLISHED 1936
His Patients all DIE

"FOR INFORMATION CALL"
PARAMOUNT PEST CONTROL
SERVICE OF SACRAMENTO
6405 Elvas Av-----GL 2-6655

(Continued Next Page)

TERMITE INSPECTIONS & CONTROL

COMPLETE INSPECTION - REPAIRS & CONTROL SERVICE
BY WORLD'S LARGEST IN PERMANENT TERMITE CONTROL

Established Over Thirty Years
State Licensed - Reports for Property Transfers

NEW! EXCLUSIVELY FOR TERMINIX CUSTOMERS

Permanent Control Service with a \$5,000
fully insured written guarantee against
damage caused by subterranean termites

FOR YOUR PROTECTION
INSIST UPON A
TERMINIX INSPECTION

WA 2-7263

RELIABLE, NATIONAL SERVICE
AT NO EXTRA COST

TERMINIX

OF NORTHERN CALIFORNIA, INC.
FUNGI - DRY ROT - BEETLES

2148 ARDEN WAY - 1007 BROADWAY
Serving Entire Bay Area - Branches in Principal Cities

TERMITES and GENERAL Pest Control

TERMITES
FUNGI-ROT
POWDER POST BEETLES
STRUCTURAL REPAIRS

Satisfaction Guaranteed
G.I. - F.H.A. - BANK INSPECTIONS
HOME & INDUSTRIAL INSPECTIONS
ESCROW REPORTS

Call
SACRAMENTO
GI 8-1882
TOWN AND COUNTRY
Call WA 2-1722

SCIENTIFIC PEST CONTROL
VALLEY TERMITE CO.
STATE LICENSES NOS. 1489, 2870 and 2871

1617-18th Street Over 24 Years Experience SACRAMENTO

TERMITE CONTROL

BEETLES - FUNGUS - STRUCTURAL REPAIRS

With
Control Service
\$5,000 WARRANTY
AGAINST DAMAGE
CAUSED BY
SUBTERRANEAN
TERMITES

WE KILL PESTS
TERMITES
RATS
MICE
ROACHES
ANTS
BEDBUGS
SPIDERS
EARWIGS

COMPLETE
FUMIGATION
SERVICE

GUARANTEED
SERVICE

REG.

North Area Office
CALL
WA 2-4564

Downtown Office
CALL
HI 7-3492

TERMITE REPORTS FOR ESCROW

Delk Pest Control

Over 27 Years Experience

SUITE 1, 2521 ARDEN WAY SACRAMENTO