

Rader's

RADIO and TELEVISION SERVICE

2606 Jay Street SACRAMENTO'S FIRST AND OLDEST TELEVISION SERVICE **GI lBERT 2-3235**

**Licensed Television Installation and Service
By Trained Technicians Using Modern Equipment**



RADIO SERVICE ON ALL MAKES

WE GO ANYWHERE

AUTHORIZED SALES & SERVICE
RCA-Victor - Motorola - Hoffman - Etc.

GI lbert 2-3235

All Types of Antenna Installations and Service
Insurance Protection During Installation
Wholesale Television Service & Installation
FOR DEALERS

Emergency Phone
HUdson 4-1075

2606 Jay St., Sacramento

TELEVISION * RADIO SPECIALISTS

- INSTALLATIONS
- WHOLESALE
- RETAIL
- REPAIRING
- CITYWIDE COVERAGE

Colonial ELECTRONICS SERVICE
4610 STOCKTON BLVD.
Free Estimates

CALL Hillcrest 5-3801

Colonial ELECTRONICS SERVICE
4610 STOCKTON BLVD.
Free Estimates

HOME & AUTO RADIO REPAIRS
ALL WORK GUARANTEED
Free Estimates
TELEVISION SALES

PACIFIC TELEVISION



Sales & Service

Expert Repairing
Alignment & Installation

EASY CREDIT TERMS

Dealers in the Best TV Receivers
for Fringe Area Reception

OPEN EVENINGS

HI lcrest 6-0388

4757 JAY ST. SACRAMENTO

VALLEY TELEVISION

INSTALLATION SERVICE



MOBILE TESTING UNIT

Complete
TELEVISION INSTALLATIONS

- Fast Service
- Skilled Technicians
- Most Modern Equipment

COMPLETE SHOP AND HOME SERVICE — ALL MAKES —

Installations Guaranteed

HI lcrest 6-0971

5010 Freeport Blvd. Sacramento

Television Apparatus—Installation & Service

ANDRESEN APPLIANCE CO
39th & J HI lcrest 5-3680
Barnard & Person 2620 Marconi Av. IV nhoe 9-3222
COFFIN'S PAT RADIO-TELEVISION GI lbert 2-7638
1001-30th

COLONIAL ELECTRONICS SERV
4610 Stockton Blvd. HI lcrest 5-3801
(See Advertisement This Page)

Colonial Hgts Radio Serv
4001 Stockton Blvd. HI lcrest 7-3040

HALE'S APPLIANCE STORE
13th & K GI lbert 2-7871
HANDY ANDY RADIO 702-57th HI lcrest 7-1950
Pac Television 4757 J HI lcrest 6-0388
RADER'S RADIO & TELEVISION SERVICE
2606 J GI lbert 2-3235
(See Advertisement This Page)

Radio Serv & Equip Co 1424 J GI lbert 2-0641
SACRAMENTO ELECTRIC CO
1931 J GI lbert 3-1533
SEMONI A J 2181 Weller Wy GI lbert 3-6438
VALLEY TELEVISION & SERVICE
5010 Freeport Blvd. HI lcrest 6-0971
(See Advertisement This Page)

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

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to 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 to receive your call.
- Ask your youngster not to monopolize the telephone.

Television Apparatus—Retail

ANDRESEN APPLIANCE CO
39th & J HI lcrest 5-3680
BREUNER JOHN CO 604 K GI lbert 3-8061

CARRICK BARTON N
TELEVISION SALES & SERVICE
All Makes
ADMIRAL PHILCO
ZENITH
Dependable Service By
Factory Trained Experts
Corner of 19th & P
1831 P GI lbert 3-4976

COFFIN'S PAT RADIO-TELEVISION
1001-30th GI lbert 2-7638

ED'S
RADIO & TELEVISION
Authorized Dealer for
MOTOROLA - ZENITH
SALES - SERVICE - INSTALLATION
TELEVISION DEMONSTRATION
Open Evenings Till 11 P.M.
EDDIE DAVID - Owner
2709 Riverside Blvd HU dsn 4-3688

GENERAL ELECTRIC TELEVISION

You're always close up with G-E television. Big pictures in Natural Clarity — G-E automatic clarifier — easy tuning — automatic synchronizer — all 13 U.S. television channels — factory pre-tuned.

"WHERE TO BUY THEM"

DISTRIBUTOR
GENERAL ELECTRIC SUPPLY CORP
1131 S GI lbert 3-9001
DEALER
SACRAMENTO ELECTRIC CO
1931 J GI lbert 3-1533

HALE'S APPLIANCE STORE
13th & K GI lbert 2-7871
HANDY ANDY RADIO 702-57th HI lcrest 7-1950
Henle's Speedy Radio Serv 1904-28th. HI lcrest 7-4654
(See Advertisement This Page)

HOFFMAN TELEVISION—
RADER'S RADIO & TELEVISION SERVICE
2606 J GI lbert 2-3235

JACOBS W M & CO 1112-21st. GI lbert 3-3238

MOTOROLA TELEVISION
Motorola Exclusive
"GOLDEN VIEW"

gives clear, sharp pictures and Golden Voice sound. Easy to operate. Priced amazingly low. Console models with FM and AM Radio Reception and Long Playing Record Player. Also Portable Television Sets.

"WHERE TO BUY THEM"

DEALERS
ANDRESEN APPLIANCE CO
39th & J HI lcrest 5-3680
Barnard & Person 2620 Marconi Av. IV nhoe 9-3222
Colonial Electronics Serv 4610 Stockton Blvd. HI lcrest 5-3801
Goodrich B F Co 1200 I GI lbert 2-3811
Loverde's Hardware & Variety Fruitridge Rd HI lcrest 5-9768
PAC TELEVISION 4757 J HI lcrest 6-0388
RADER'S RADIO & TELEVISION SERVICE
2606 J GI lbert 2-3235

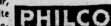
PAC TELEVISION 4757 J HI lcrest 6-0388
(See Advertisement Page 350)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

Television Apparatus—Retail—(Cont'd)

PHILCO TELEVISION

Philco gives you big, clear, brilliant pictures and exquisite cabinet beauty at most reasonable prices. Always latest developments. Buy Philco for quality and value.



"WHERE TO BUY THEM"

DISTRIBUTORS
DALCO APPLIANCE CO 6th & Q. GI lbert 2-3861
DEALERS

De Paul's Radio Service 3241 Folsom Blvd. HI lcrest 7-0034
Ferris Radios & Appliances 4419 Franklin Blvd. HI lcrest 5-6096
Lewis Appliance & Furniture 5008 Freeport Blvd. HI lcrest 5-9480
Proaps Bros Fair Oaks Blvd. IV nhoe 9-1274
Taloff Electric Co 621 J GI lbert 3-9435

R C A VICTOR EYEWITNESS TELEVISION—
RADER'S RADIO & TELEVISION SERVICE
2606 J GI lbert 2-3235

Rader's Radio & Television Service 2606 J GI lbert 2-3235
Radio Serv & Equip Co 1424 J HI lbert 2-0641
RIVERSIDE HARDWARE 7739 Riverside Blvd. GI lbert 2-0634
SACRAMENTO ELECTRIC CO 1931 J GI lbert 3-1533
VALLEY TELEVISION & SERVICE 5010 Freeport Blvd. HI lcrest 6-0971

Television Apparatus—Whse & Mfrs

KEMP E M CO 1115 R GI lbert 3-4668
SACTO ELECTRIC SUPPLY CO 1219 S GI lbert 2-0719

You'll find it fast in the **YELLOW PAGES.**

Tennis Court Construction

LAYKOLD TENNIS COURTS—
BURR ALLYN L CO 2417-28th. HI lcrest 6-2048

Tennis Rack Restringing & Repairing

HARDIMAN'S SPORTING GOODS GI lbert 3-3614
1026 Alhambra Blvd.
SPALDING SPORTS STORE 818 J GI lbert 2-8915

Tents

CARNIE FRED E & SON COMPANY
2012 K GI lbert 3-3802

CARNIE-GOODWIN-PENDELTON CO
Manufacturers of
TENTS OF ALL TYPES
FOR SALE OR RENT
Also Bargains in
USED TENTS
515 L GI lbert 2-8924

Fairfield Textile Works Highway 40 Fairfield (Toll) Call "Operator" for Suisun 120-F-2
JANAK & SCURFIELD 2980-35th. HI lcrest 6-3034
SACTO GENERAL SUPPLY CO Army & Navy Goods 3320 Broadway HI lcrest 6-3552
SACTO GENERAL SUPPLY CO Army & Navy Goods 814 Grand Av Del Paso Hts. HI clery 9-3455

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Henle's SPEEDY RADIO SERVICE

HI lcrest 7-4654

Dealer for . . .

CAPEHART
PHILCO
HOFFMAN
RADIOS
TELEVISION

CLIFTON K. HENLE
1904-28TH ST.
AT S. ST.

DAY-N-NIGHT

ALL MAKES REPAIRED
In Your Home or At Our Shop

TELEVISION ANTENNAS INSTALLED

PHONE FOR EVENING T. V. DEMONSTRATIONS
NO HIGH PRICES