

NORTH SACRAMENTO'S LARGEST, FINEST FURNITURE STORE!



Star Furniture Co.

CHOOSE FROM A BIG \$200,000 STOCK!
Visit this beautiful new store... the LARGEST FURNITURE STORE IN CALIFORNIA, NORTH OF SACRAMENTO! 30,000 square feet of furniture displays. Easiest Terms. Free delivery.

THE HOME OF NATIONALLY ADVERTISED LINES

- Simmons Springs and Mattresses
- Beautyrest Springs, Mattresses
- O'Keefe & Merritt Gas Ranges
- Occidental Gas Ranges
- Easy Washers
- Thor Washers
- Whirlpool Washers
- Mohawk Rugs
- Alexander Smith Rugs
- Crosley Shelvador Refrigerators
- Crosley Electric Ranges
- Philco Refrigerators
- Lane Cedar Chests
- Philco Radios
- Zenith Radios
- Crosley Radios
- And Many Others

Hickory 9-**2715**

Star Furniture Co.
1511 DEL PASO BLVD., NORTH SACRAMENTO
NEXT TO POST OFFICE
OUR NINETEENTH YEAR IN BUSINESS

6 Floors of Furniture



Standard Furniture Co.
1511 DEL PASO BLVD., NORTH SACRAMENTO
NEXT TO POST OFFICE

One of the Largest Stocks of Popular Priced Furniture in Northern California

BIGGER SELECTIONS OF BETTER FURNITURE!
Top-Right nationally advertised lines at prices lower than you'll find elsewhere!

NO EASIER TERMS ANYWHERE

Everything to Furnish Your Home

- Furniture for every room
- Gas Ranges
- Refrigerators
- Radios
- Rugs, Floor Coverings
- 3-4- and 5-Room Outfits
- Beds, Springs, Mattresses
- Tables, Lamps, Chinaware
- Complete Bedroom Outfits
- Patio Furniture

FREE DELIVERY ANYWHERE IN NORTHERN CALIFORNIA IN OUR OWN TRUCKS

GI LBERT 2-5885

STANDARD Furniture Co.
908 - EIGHTH ST. (Between Eye & Jay)

Furniture Dealers—New

A B C FURNITURE EXCHANGE
524 L GI lbrt 2-8543

AMERICAN HOME FURN & APPL

RUGS - HOME FURNISHINGS & APPLIANCES
Liberal Terms

Del Paso Hgts
3726 Msvl Rd HI lbrt 9-3903

ARNOLDS FURNITURE STORE
SERVING SACRAMENTO 20 YEARS
3 Floors of Furniture & Appliances
Nationally Advertised Brands
Easy Terms
Free Delivery

1200 J GI lbrt 2-8703

BARGAIN BILL'S FURNITURE WHSE
6520 Folsom Blvd HI lbrt 6-2776
Bennett Furn Co 3812-24th Av HI lbrt 5-4549

BIDWELL'S
1520 Del Paso Blvd N Sacto HI lbrt 9-1850
BLOMBERG'S 5675 Freeport Blvd HI lbrt 7-6551
Blomberg's-Furniture
5675 Freeport Blvd HI lbrt 7-3097

BOWMAN & LONG FURNITURE & INTERIORS
5501 Freeport Blvd HI lbrt 7-6543
Brennan's New & Used Furniture
2940 Auburn Blvd N Sacto HI lbrt 9-6349

BREUNER JOHN CO 604 K GI lbrt 3-8061

BROADWAY FURNITURE CO
1625 Broadway HU dsn 4-1719
Burgess Furniture
1319 Del Paso Blvd N Sacto HI lbrt 9-1840


C & K FURNITURE STORE
5570 Franklin Blvd HI lbrt 7-1664

COLONIAL FURNITURE EXCHANGE
3504 Stockton Blvd HI lbrt 5-3864
Daley's Children Shop
4115-55th HI lbrt 6-7611
(See Advertisement Page 153)

DECORATORS SUPPLY LIMITED
2355-20th Av HI lbrt 7-2873
Del Paso Furniture Co
1417 Del Paso Blvd N Sacramento HI lbrt 9-4374

DREXEL FURNITURE

Carefully built furniture priced to suit your purse and planned to please your pride. Traditional, Contemporary, or Provincial. The "By Drexel" brandmark assures you of fine craftsmanship and true value.



"WHERE TO BUY IT"
BREUNER JOHN CO 604 K GI lbrt 3-8061
SCOFIELD FURNITURE CO
1401 K GI lbrt 2-6991

(Continued Next Page)

If you have a doubt about it, look up the number in the latest telephone book before you call.

Incidentally

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

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Furniture Dealers—New—(Cont'd)

EASTERN THE ELDER'S INTERIOR DECORATORS
2419 K HU dsn 4-8517

ERWIN'S YOUTH SHOP
COMPLETE CHILDREN'S FURNITURE
Bassinets - Cribs - High Chairs - Play Pens
Mattresses Etc.
2007 Del Paso Blvd N Sacto HI lbrt 9-4933

FOURTEENTH AVE FURNITURE
5434-14th Av HI lbrt 6-9534
Franklin Furniture Mart
4901 14th Blvd HI lbrt 7-3005

FRUITRIDGE FURNITURE CO
5650 Stockton Blvd HI lbrt 7-5510
(See Advertisement Page 153)

GRAND RAPIDS FURNITURE CO
631 K GI lbrt 3-4631

HAMILTON FURNITURE CO
3160 Folsom Blvd HI lbrt 7-6504
(See Advertisement Page 152)

HARMONY HOUSE FINE FURNITURE—
SEARS ROEBUCK & CO 12th & K GI lbrt 2-0461

HARMS FURNITURE & APPLIANCE CO
4320 Stockton Blvd HI lbrt 5-4651
(See Advertisement Page 153)

HOME FURNITURE CO Davis Hwy HU dsn 4-2935
(See Advertisement Page 152)

HOUSEHOLD FURNITURE CO
Complete Line of HOME FURNISHINGS AND APPLIANCES
Shop Where Parking Is No Problem
Alhambra & N HI lbrt 5-5775

JACKSON FURNITURE CO 14th & K GI lbrt 2-7604
Jacksons Furnishers Of Home
14th & K GI lbrt 2-7604
Juvenile Shops Ltd 1121 K HU dsn 4-8837

KINCAID HOME FURNISHINGS
1812 Del Paso Blvd N Sacto HI lbrt 9-4351
(See Advertisement This Page)

LEWIS APPLIANCE & FURNITURE
COMPLETE HOME FURNISHINGS
Major Appliances - Television
"Furniture for Every Room in the Home"
5008 Freeport Blvd HI lbrt 5-9480

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummmm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE Classified TELEPHONE SECTION

g. z. Silveira Co.

FURNITURE - APPLIANCES DRAPERIES



"GABE" SILVEIRA

DECORATING PROBLEMS? Our experienced decorators at your service to help you create distinctive interiors.

- YOUNGSTOWN KITCHENS
- FRIGIDAIRE APPLIANCES
- OCCIDENTAL GAS RANGES
- EASY WASHING MACHINES
- ZENITH RADIOS

MAIN STORE
21st Street at X
HI lbrt 6-3897

BRANCH STORE
4104 Stockton Blvd.
HI lbrt 5-3454



"Tommy" KINCAID'S for BEAUTIFUL HOME FURNISHINGS

Dial Hickory 9-4351

LARGE SELECTION 3 AND 4 ROOM GROUPS ON LIBERAL TERMS
LARGE STOCK OF NATIONALLY ADVERTISED LINES

KINCAID HOME FURNISHINGS
1812 DEL PASO BOULEVARD, N. SACRAMENTO

WE GIVE S & H GREEN STAMPS

BROADLOOM CARPETS
BEAUTY REST MATTRESSES
ENGLANDER MATTRESSES
BEDROOM SETS
FLOAT IN EZ ROCKERS
THOR SPINNER WASHERS
SERVEL REFRIGERATORS
LANE CEDAR CHESTS