

Let Me Answer Your Telephone



24-Hours Every Day

HUDSON 1-0191

1st If You Have No Secretary
1st If You Have No Office
1st If You Give Round the Clock Service
1st If You Have Night or Weekend Calls

BUSINESS EXCHANGE

MORGAN ANSWERING SERVICE
703 1/2 J

Telephone Answering Service
BUSINESS SERVICES OF SACRAMENTO
620 I GIlbrt 3-5781
Dee's Letter Shop 907-6th GIlbrt 2-3468
Morgan Tel Answering Serv 703 1/2 J HUDSON 1-0191
(See Advertisement This Page)

North Area Telephone Answering Service
2740 Fulton Av. VInho 9-3677

SACTO SOCIETY FOR MEDICAL IMPROVEMENT
See Adv Physicians & Surgeons Exchanges
2733 Capitol Av. HUDSON 1-2771

SACTO TEL ANSWERING SERV
Hillcrest and Hunter Extension Line Serv
General Tel Answering Serv
24-Hour Service
2518 T HIlcrest 7-5763

Telephone Answering Service
Ochsner Bldg GIlbrt 3-7461
(See Advertisement This Page)

Advertise here—it pays.

Telephone Answering Service



Over 14 Years In Same Location
Gilbert 3-7461

24-HOUR SWITCHBOARD
WE ANSWER YOUR TELEPHONE AS YOUR SECRETARY
Receive & Dispatch Messages
365 Days of the Year
Call Regarding Three Distinct Services
Telephone Answering Service
OCHSNER BLDG.

Rader's RADIO and TELEVISION SERVICE

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

RADIO & TELEVISION SALES & SERVICE
Our Sole Business - Not a Side-line



RADIO and TV SERVICE ON ALL MAKES

Member of Radio & TV Dis Association

We Loan You A Set While Yours Is Being Repaired

WE GO ANYWHERE
AUTHORIZED SALES & SERVICE
RCA-Victor - Motorola - Hoffman - Admiral, Etc.
All Types of Antenna Installations and Service
Insurance Protection During Installation
Wholesale Television Service & Installation FOR DEALERS

Emergency Phone 8615

GILBERT 2-3235
2606 Jay St., Sacramento

Telephone Apparatus
Automatic Electric Sales Corp
1148 Shadowglow Dr. VInho 9-2602

Telephone Companies

ARCHITECTS & BUILDERS SERVICE
Free advisory service on advance planning of telephone facilities in new building construction. It is available to architects, owners and builders. Costly alterations after completion of the building are frequently avoided through proper advance planning. Call the Telephone Company business office and ask for "Architects and Builders Service."
"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH CO THE 1414 K GIlbrt 3-0641
Business Office 1414 K GIlbrt 3-0641

PAC TELEPHONE & TELEGRAPH CO THE
Business Office 1414 K GIlbrt 3-0641

Television Antenna Systems

COMMUNITY ANTENNA CO INC
PIONEER BUILDERS OF TELEVISION Antenna Distribution Systems for Communities Large and Small
127 Neal GrassValley 761

Ho-Sale Co The
309A Dixie Anne Av N Sacto. WAbsh 5-5355

Television Broadcasting Program Producers
Theatre Television Authority
5677 Stockton Bl. HIlcrest 7-9874

Television Dealers

A & KEY & BUILDERS SUPPLY
Open Evenings
3521 Broadway HUntr 6-4521

ACE TELEVISION & APPLIANCES
3504 Stockton Bl. HUntr 6-3792
(See Advertisement Page 428)

ADMIRAL TELEVISION
World's largest TV manufacturer... first in value, style, performance: TV table models, consoles, combinations, radios... Dual-Temp refrigerators, electric ranges, freezers, air conditioners, dehumidifiers.
Admiral
"FOR INFORMATION CALL"
DISTRIBUTOR
ADMIRAL DISTRIBUTOR INC
512-20th GIlbrt 3-7968

SALES & SERVICE

ACE TELEVISION & APPLIANCES
3504 Stockton Bl. HUntr 6-3792

COAST RADIO CO 900 J GIlbrt 2-0424

COOK ROSCOE D
2125 Del Paso Bl N Sacto. WAbsh 5-2754

EASTERN THE H & J APPLIANCES
5535 H HUntr 6-8409

HILL ELECTRIC
3021 Ben Av N Sacto. WAbsh 5-8567

TRADING POST TELEVISION
1327 J GIlbrt 2-3826

TRADING POST TELEVISION
3202 Stockton Bl. HUntr 6-7474

TV RADIO DEN
2831 Fair Oaks Bl Carmichael. VInho 9-1873

VILLAGE T V SHOP THE
2617 Marconi Av. VInho 7-4112

VOGT ELECTRIC CO 2316 J GIlbrt 2-5897

AIR-WAY TELEVISION
1811 Del Paso Bl Sacto. WAbsh 5-1383
Alexander & Sykes 2739 Marshall Wy. HIlcrest 6-1808

ALHAMBRA T V & RADIO CENTRE
2010 Alhambra Bl. HIlcrest 5-4748
(See Advertisement Page 427)

ANDRESEN APPLIANCE CO 39th & J HIlcrest 5-3680
APPLIANCE MART THE
1711 Fulton Av. VInho 9-7566
(Continued Next Page)

You'll find it fast in the YELLOW PAGES.

Television Dealers-(Cont'd)
BENDIX TELEVISION & RADIO

THE NAME MILLIONS TRUST



"WHERE TO BUY IT"
DISTRIBUTOR
THOMSON-DIGGS CO THE
424 Townsend San Francisco. YUkon 2-6866

Bob's TV & Appliance Den 3001 J. GIlbrt 3-1054

BOULEVARD APPLIANCE
Authorized Sales & Service
CROSLLEY - MOTOROLA - SYLVANIA - ETC.
Easy Terms
2911 Fair Oaks Blvd Carmichael. VInho 9-2161

BREUNER JOHN COMPANY
604 K GIlbrt 3-8061

CAPEHART TELEVISION INSTRUMENTS

World-famous Capehart tone brings television to life... Better listening as well as seeing.
"WHERE TO BUY IT"
DEALERS
CARRICK BART 19th & P. GIlbrt 3-4976
De Paul's Television & Radio 3241 Folsom Bl. HIlcrest 7-0034
FEY'S HARDWARE & APPLIANCES 555 La Sierra Dr. VInho 9-3931
HANDY ANDY RADIO & APPLIANCES 5555 H HUntr 6-8409
HARMS FURNITURE & APPLIANCE CO 2867 Fulton Av. VInho 9-7525
HENLE'S SPEEDY TV SERVICE 1904-28th HIlcrest 7-4654
Horrell & Son 2950-1st Av. HIlcrest 6-6437
Radio Serv & Equip Co 1424 J. GIlbrt 2-0641

COAST RADIO CO 900 J GIlbrt 2-0424

COFFIN'S PAT RADIO-TELEVISION
2620 Marconi Av. VInho 9-6310

Colonial Home Appliances
3836 Stockton Bl. GIlbrt 6-4724
(See Advertisement Page 425)

CROSLLEY TELEVISION RECEIVERS
FOR FINER TV PLEASURE, CROSLLEY TRUE PICTURE TELEVISION
Table Models and Combinations for Home and Commercial Installation
SALES - SERVICE
"FOR INFORMATION CALL"
APPLIANCE CENTER 2003 J. GIlbrt 3-2965
BOULEVARD APPLIANCE
2911 Fair Oaks Bl Carmichael. VInho 9-2161

D & D APPLIANCE CO
SALES - INSTALLATIONS
LEADING NAME BRAND TELEVISION
Open Monday Through Saturday
10 A.M. to 9 P.M.
1/2 Block North of Del Paso Theater
101 Oakmont Av N Sacto. WAbsh 5-6332

DAL'S TV & APPLIANCES 2518 T. HIlcrest 6-8717
(See Advertisement Page 430)

DANA T V 4770 Franklin Bl. HIlcrest 6-2642
Del Paso Radio & TV
3737A Marvsville Rd Del Paso Hgts. WAbsh 5-2479

DE PAUL'S TELEVISION & RADIO
3241 Folsom Bl. HIlcrest 7-0034
(See Advertisement Page 429)
(Continued Next Page)

Why not check into the sales-building possibilities of the Yellow Pages. Call our nearest Business Office for information on Classified Directory advertising.

Henle's SPEEDY TV SERVICE

Hilcrest 7-4654

Dealer for...
HOFFMAN PHILCO CAPEHART ZENITH RCA PACKARD BELL TELEVISION



ALL MAKES REPAIRED
In Your Home or At Our Shop
TELEVISION ANTENNAS INSTALLED
CLIFTON K. HENLE
1904-28TH ST.
AT S. ST.

SPECIALISTS
Television & Radio
Sales & Service
CAPEHART - PHILCO - ZENITH - HOFFMAN - RCA

FREE CUSTOMER PARKING - REAR OF STORE

TELEVISION ANTENNA SERVICE

GILBERT 2-0641

ALL WORK GUARANTEED

RECORD CHANGERS SERVICED

J. PAUL HANKS AUGUST BENDEL
ROY K. BROWN
RADIO SERVICE & EQUIP. CO.
1424 J STREET Since 1928 SACRAMENTO