

**PEDERSEN'S**

FURNITURE COMPANY

QUALITY HOME FURNISHERS SINCE 1892



For over seventy-five years, Pedersen's has served the Redwood Empire with one of the largest, most complete selection of home furnishings in the area. At Pedersen's you'll find furnishings for living room, dining room, bedroom, family room - PLUS carpets, drapes and accessories. In addition you'll find the finest in television and stereo in Pedersen's Magnavox Home Entertainment Center ... and a specialized "no charge" home decorator service when you purchase at Pedersen's. Everything to reflect your individual taste - at prices keyed to your home planning budget.

Fifth At D Street Downtown Santa Rosa (95404)

Phone 542-1855

*The Stone Company*

HOME FURNISHINGS

"Try Stones for Soft Beds"

ESTABLISHED 1906

Phone 542-2655

625 Fifth Street

Santa Rosa

**Valley Furniture Center Inc.**COMPLETE LINE OF HOME FURNISHINGS  
RUGS - DRAPES**EASY CREDIT TERMS**

PHONE 545-5141

3403 Santa Rosa Avenue

Santa Rosa (95401)

**A PROSPECTIVE PURCHASER**

turns to the Advertising Department covering the Desired Business and selects certain names and addresses.

**Will He Find Your Advertisement There?**

If not, you lose the business, and your competitor gets it through his advertisement in the Directory.