

SAVE at Economy

On New & Used Appliances



FRIGIDAIRE HEADQUARTERS

Sacramento's Largest Appliance Stock
Where Parking is No Problem

OUR LARGE TRADE-IN VALUES WILL AMAZE YOU!

NEW FRIGIDAIRE

Refrigerators • Electric Ranges • Automatic Washers
EASY TERMS • FREE DELIVERY

USED REFRIGERATORS - \$39.50 UP
(Guaranteed Up to 5 Years)

EXPERT REPAIR SERVICE

ECONOMY REFRIGERATOR SALES

GI lbert 2-7951

2601 J ST.

SACRAMENTO

FACTORY AUTHORIZED WESTINGHOUSE REFRIGERATION — SERVICE —

- ★ Genuine Parts
- ★ Reasonable Charges
- ★ Factory Trained Service Men
- ★ Work Guaranteed



For Service Call
HI lcrest 5-3680
or
GI lbert 2-0006
for

ANDRESEN APPLIANCE CO.

"No Problem Too Great -
No Service Too Small!"

39th & J 2739 Riverside Blvd.

RASMUSSEN REFRIGERATION SERVICE

Frigidaire Authorized Service

Refrigerators, Washers & Ironers

We Repair All Makes of Refrigerators

GI lbert 3-5006

HANS RASMUSSEN
1401 Eighth Avenue

NATIONALLY ADVERTISED ARTICLES

CAN BE TRACED TO THEIR

Local Dealers
by looking up

"WHERE TO BUY IT"

in the

Yellow Pages

Refrigerators-Domestic-(Cont'd)

AMANA REFRIGERATORS—
DEALER
HORRELL & SON 2950-1st Av. HI lcrest 6-6437

ANDRESEN APPLIANCE CO.
Store No 1 34th & J. HI lcrest 5-3680
Store No 2 2739 Riverside Blvd. GI lbert 2-0006
(See Advertisement This Page)

ADRI MUSIC CO 2223-4th. HI lcrest 4-3868
ARNOLD'S FURNITURE STORE
1209 J. GI lbert 2-8703
Automatic Defrosting Co.
2324A Roboche Del Paso Hgts. HI lcrest 9-7440

BREUNER JOHN CO 604 K. GI lbert 3-8061
BYBEE REFRIGERATION
1314 Del Paso Blvd N Sacramento. HI lcrest 9-3805

COLDSPOT REFRIGERATORS—
SEARS ROEBUCK & CO
12th & K. HU lcrest 4-6961

COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrest 6-4724

COOLERATOR ELECTRIC
Freezer Locker and Space
Saver Electric Refrigerators.
"Family Size" Food Freezers.
Also Flavor Saver Automatic Electric Ranges.

"WHERE TO BUY THEM"

DEALER
Sacto Warehouse Farm Co
1721-16th. GI lbert 2-2715

CROSLY SHELVAOR REFRIGERATORS
GIVE UP
TWICE AS MUCH
"FRONT-ROW"
SPACE
CROSLY

"ONLY CROSLY GIVES YOU THE SHELVAOR"
Made Only By Crosley @
Sales - Service
"FOR INFORMATION CALL"

DEALERS
AMERICAN HOME FURN & APPL.
3726 Marysville Rd. HI lcrest 9-3903

BOULEVARD APPLIANCE
6200 Fair Oaks Blvd Carmichael. IV nhoe 9-2161

BREUNER JOHN CO 604 K. GI lbert 3-8061
HANDY ANDY RADIO 5533 H. HI lcrest 7-1950
Home Furniture Co Davis Hwy. HI lcrest 4-2935

HORRELL & SON 2950-1st Av. HI lcrest 6-6437
HOUSEHOLD FURNITURE CO
Alhambra & N. HI lcrest 5-5775

JERUE & CO 1985 Fulton Av. IV nhoe 9-0446
LEWIS APPLIANCE 2514 Bdwy. HI lcrest 7-2978
SAL'S APPLIANCES 910-12th. HU lcrest 4-3363

STAR FURNITURE CO
1511 Del Paso Blvd N Sacto. HI lcrest 9-2715
STEWART'S FURNITURE MART
1418 K. HU lcrest 4-5891

Sure Frost Refrigeration
4308 Stockton Blvd. HI lcrest 7-5587
WALTON'S RADIO & APPLIANCE
3922 Broadway. HI lcrest 5-4078

DEEFPREEZE REFRIGERATORS
Go Buy The Name
DEEFPREEZE
Refrigerators
The Only Refrig-
erator With a
DEEFPREEZE
Freezer Compartment

"WHERE TO BUY THEM"

DISTRIBUTOR
EDWARDS FRANK CO
Appliance Division
Distributors For Northern Calif
382-6th S F.
(Toll) Call "Operator" for Market 1-9700

Economy Refrigerator & Appl Sales
2601 J. GI lbert 2-7951
(See Advertisement This Page)

F & W REFRIGERATION SERVICE
1423-28th. HI lcrest 5-1695
(See Advertisement Page 337)

(Continued Next Page)

Refrigerators-Domestic-(Cont'd)

FEY'S HARDWARE & APPLIANCE
555 La Sierra Dr. IV nhoe 9-1377
Fortune Hardware Furniture
5434-14th Av. HI lcrest 6-9534

FREI'S REFRIGERATION SALES & SERVICE
Fair Oaks Blvd Fair Oaks
(Toll) Call "Operator" for Fair Oaks 82-J

FRIGIDAIRE REFRIGERATORS
See Frigidaire Refrigerators
with famous Meter-Meter.
Also Frigidaire electric
ranges, automatic washers,
dryers, ironers, dehumid-
ifiers, and room air
conditioners.

Frigidaire

"WHERE TO CALL"

SALES & SERVICE DEALERS
ADRI MUSIC CO 2223-4th. HU lcrest 4-3868
ARNOLD'S FURNITURE STORE
1209 J. GI lbert 2-8703

Bird's Appliances & Heating
5105 Fair Oaks Blvd. IV nhoe 9-2508
BREUNER JOHN CO 604 K. GI lbert 3-8061

ECONOMY REFRIGERATOR & APPL SALES
2601 J. GI lbert 2-7951
FREI'S REFRIGERATION SALES &
SERVICE Fair Oaks Blvd Fair Oaks
4320 Stockton Blvd. HI lcrest 5-4651

KINCAID HOME FURNISHINGS
1812 Del Paso Blvd N Sacto. HI lcrest 9-4351
MacLennan Co 3015 Broadway. HI lcrest 6-6409

SILVEIRA G L CO 21st & X. HI lcrest 6-3897
STUCKY'S HARDWARE
Store No 1 4104 Franklin Blvd. HI lcrest 7-6576
Store No 2 Michigan W Sacto. GI lbert 3-5417

WILLIAMS FURNITURE MART
Fair Oaks Blvd. IV nhoe 9-2874
WILLIFORD'S KITCHEN SHOP
3200 Riverside Blvd. GI lbert 3-2355

SERVICE DEALER
Rasmussen Hans 1401-8th Av. GI lbert 3-5006

GENERAL ELECTRIC REFRIGERATORS
New Space Maker Models give up to
one-half more refrigerated food stor-
age in same floor space as old-style
ones. More than 2,700,000 G.E.
Refrigerators in service 10 years or
longer.

"WHERE TO CALL"

SALES & SERVICE DEALERS
BREUNER JOHN CO 604 K. GI lbert 3-8061
COOK ROSCOE D
2125 Del Paso Blvd. HI lcrest 9-2754

FEY'S HARDWARE & APPLIANCE
555 La Sierra Dr. IV nhoe 9-1377
GOODYEAR SERVICE STORE
1630. HU lcrest 4-9166

GRAY'S
5101 Blvd & Lemon Hill Rd. HI lcrest 6-9663
HOLLYWOOD HARDWARE
5151 Freeport Blvd. HI lcrest 5-6488

HOT-N-KOLD SHOP 1317-21st. GI lbert 2-1893
JOSEPH MANUEL 1009 J. GI lbert 3-3937
L & M CO 1215-4th. GI lbert 3-1346

LYON DARWIN HOWE CO
2901-35th. HI lcrest 6-4751
ROMACK PLUMBING CO
1313 Broadway. GI lbert 3-1701

SACRAMENTO ELECTRIC CO
1951. GI lbert 3-1533

DISTRIBUTOR
GENERAL ELECTRIC SUPPLY CORP
1131 S. GI lbert 3-9001

Genial Refrigeration Service
4359-4th Av. HI lcrest 5-5336

Don't forget to plan for concealed
telephone conduit and convenient loca-
tions for telephone outlets when you
build your new home. These built-in
telephone facilities add real value to a
home, yet their cost is very small if they
are installed during construction.

Refrigerators-Domestic-(Cont'd)

GIBSON ELECTRIC REFRIGERATORS
SEE THE ORIGINAL
FREEZER LOCKER
REFRIGERATORS
AND GIBSON HOME FREEZERS
Backed by over 71 years of refrigeration experience...

Also Koolaid Electric Ranges with
Up-A-Daisy 2-burn Unit.
Powered by Kelvinator's
famous. Polysphere coil-motor... dependable and
economical.

"WHERE TO BUY THEM"

DISTRIBUTOR
Lukanian J J Co 1355 Market S F.
(Toll) Call "Operator" for Underhill 3-914

DEALERS
KISTLER APPLIANCE
1810 Del Paso Blvd N Sacto. HI lcrest 9-2376
Refrigeration Service Co 2210-10th. GI lbert 2-2723

HALE'S APPLIANCE STORE
12th & K. GI lbert 2-7871
HARMS MAPLE HOUSE & APPLIANCE CO
4320 Stockton Blvd. HI lcrest 5-4651

HORRELL & SON 2950-1st Av. HI lcrest 6-6437
HOTPOINT ELECTRIC REFRIGERATORS
See the new SUPER-STOR
Models with 72% of all stor-
age space at fingertip reach.
Also see complete line of Food Freezers.

Hotpoint

EVERYBODY'S POINTING TO HOTPOINT

"WHERE TO BUY THEM"

DISTRIBUTOR
Graybar Electric Co 1900-14th. GI lbert 2-8976

SALES & SERVICE
ACME REFRIGERATION & EQUIPMENT CO
619 J. GI lbert 3-0298

BLOMBERG'S
5575 Freeport Blvd. HU lcrest 6-2803
BUFFORD ELECTRIC CO
2942-35th. HI lcrest 6-4475

Carmichael Supply
Fair Oaks Blvd & Marconi Av. IV nhoe 9-2769
COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrest 6-4724

DOLAN'S Alhambra & P. HI lcrest 6-6451
Liton-J-Kold Shop 1317-21st. GI lbert 2-1893
Liton J J 1803 Del Paso Blvd. HI lcrest 9-9906

SCHROEDER'S APPLIANCE STORE
13th & J. GI lbert 3-3255
SHORROCK'S HDWE CO 918 J. GI lbert 3-3711

HOUSEHOLD FURNITURE CO
Alhambra & N. HI lcrest 5-5775

INTERNATIONAL HARVESTER
REFRIGERATORS AND FREEZERS
See the "Vemorender" Refrigerators,
and I.N. Home Freezers, in sizes and
models for fit all families, kitchens,
budgets. More features—more value—
5-yr. warranty on "Tight-Wad" Re-
frigeration unit.

"WHERE TO BUY THEM"

WHOLESALE DISTRIBUTORS
THOMSON-DIGGS CO 1801-2d. GI lbert 2-7851
THOMSON-DIGGS CO 1355 Market S F.
(Toll) Call "Operator" for Hemlock 1-5433

DEALERS
BUSH ELECTRIC APPLIANCE CO
3300-24th Av. HI lcrest 5-4011

Carmichael Supply
Fair Oaks Blvd & Marconi Av. IV nhoe 9-2769
ENZLER'S HARDWARE
Marconi Av & Auburn Blvd. HI lcrest 9-3947

Grand Rapids Furniture Co 631 K. GI lbert 3-4631
Prosper Bros Fair Oaks Blvd. IV nhoe 9-1274
SACRAMENTO VALLEY TRACTOR CO
1901 Broadway. HI lbert 3-1727

SCHROEDER'S NEW & USED FURNITURE
1915 Del Paso Blvd N Sacto. HI lcrest 9-7490
SMITH'S FURNITURE STORE
1021 Del Paso Blvd. HI lcrest 9-1175

Wilson's Furniture 1309 J. GI lbert 3-5709

The Classified Telephone Directory tells
purchasers where to buy your goods.

Refrigerators-Domestic-(Cont'd)

JACKSON FURNITURE CO
14th & K. GI lbert 2-7604
Jerue & Co 1985 Fulton Av. IV nhoe 9-0446

KELVINATOR REFRIGERATORS
Cold-clear-to-the-floor re-
frigerators... for more food
space in less floor space.
Powered by Kelvinator's
famous. Polysphere coil-motor... dependable and
economical.

Kelvinator

"WHERE TO BUY IT"

BABCOCK'S 800 Alhambra Blvd. HU lcrest 1-0081
BENNETT FURN CO
3315-24th Av. HI lcrest 5-4549

Bird's Appliances & Heating
5105 Fair Oaks Blvd. IV nhoe 9-2508
BREUNER JOHN CO 604 K. GI lbert 3-8061

CASSELL APPLIANCE CO
1317 K. HU lcrest 4-7543
F & W REFRIGERATION SERVICE
4323-28th. HI lcrest 5-1695

FINNESTAD WASHER SERVICE
304. GI lbert 3-5061
GOODRICH B F CO 1200 I. GI lbert 2-3811
STOVE MART 2123-16th. GI lbert 2-2227

KISTLER APPLIANCE
1810 Del Paso Blvd N Sacto. HI lcrest 9-2376

LECTRO-HOST REFRIGERATORS
For quality—for value—for smart,
new beauty—see the L&H Lectro-
Host space saving refrigerators in a
variety of models. Powered by
dependable, quiet, hermetically sealed units.

L&H

"WHERE TO BUY IT"

DISTRIBUTOR
Lavenson & Savatka 584-4th S F.
(Toll) Call "Operator" for Market 1-7590

LEONARD SALES & SERVICE
Refrigerators...
Electric Ranges...
Food Freezers...
"BACKED BY CONTINUOUS EXPERIENCE IN
BEST-QUALITY APPLIANCES SINCE 1881"

LEONARD

"WHERE TO BUY IT"

Eastern The 1114 J. GI lbert 2-7641

LYON DARWIN HOWE CO
2901-35th. HI lcrest 6-4751

NORGE REFRIGERATORS
Self-D-Frosting, low operating cost,
variety of freezer capacities. For
authorized sales of Norge Refrig-
erators, Electric Ranges, Home
Freezers, Gas Ranges, Water Heat-
ers, Washers, see below.

NORGE

"WHERE TO CALL"

COLONIAL HOME APPLIANCES
3836 Stockton Blvd. HI lcrest 6-4724
HOT-N-KOLD SHOP 1317-21st. GI lbert 2-1893

(Continued Next Page)

Party Line Pointers:
1. Space your calls instead of making
a whole series.

2. If you're in an emergency call and
the line is in use, explain the circum-
stances to the person using the line.

3. If you are calling from a dial tele-
phone always make certain the line
is clear before you dial.

4. When the children use the tele-
phone, ask them to be considerate,
too.

5. Replace the receiver properly when
you finish your call.