



**Smithsonian Institution**

*National Museum of African American History and Culture*

## **Program from the first Los Angeles Rams home game**

Extracted on Mar-28-2024 01:19:18

**The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.**

The Smithsonian Institution (the "Smithsonian") provides the content on this website ([transcription.si.edu](https://transcription.si.edu)), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the [following terms](#).

- If sharing the material in personal and educational contexts, please cite the National Museum of African American History and Culture as source of the content and the project title as provided at the top of the document. Include the accession number or collection name; when possible, link to the National Museum of African American History and Culture website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact National Museum of African American History and Culture or [transcribe@si.edu](mailto:transcribe@si.edu)

For more information on this project and related material, contact the National Museum of African American History and Culture. [See this project](#) and other collections in the Smithsonian Transcription Center.

[[advertisement]]  
YOUR FIRST CALL FOR HARD-TO-GET HOME APPLIANCES  
Harcraft  
[[images - small drawings of home appliances]]

Is headquarters for all nationally advertised home appliances.

Highest standards of values are always maintained at Harcraft where the latest Postwar models are displayed.

Immediate Free Delivery  
Satisfaction Guaranteed  
Order by Mail or Phone  
PL 2-6111

WATCH FOR THE Harcraft STORE OPENING IN YOUR  
NEIGHBORHOOD  
Visit Our Warehouse Display Rooms Where You Can Make Selections  
For Immediate Delivery

6600 McKINLEY AVENUE LOS ANGELES 1  
2 BLOCKS EAST OF AVALON BETWEEN GAGE AND FLORENCE  
PHONE PL. 2-6111  
[[/advertisement]]

[[end page]]  
[[start page]]

[[boxed advertisement]]  
What are we doing in here?

This is a logical question to ask when a home-furnishing firm advertises in the program of a great sporting event. It is equally logical for W.&J. Sloane to believe that sports fans are also home-makers. For 103 years, W.&J. Sloane decorators have contributed greatly to the high standard of living which Americans enjoy. It is this skill and experience that attracts Southern Californians to W.&J. Sloane. At Sloane's there never has been a charge, or fee, for the advice of a skilled decorator. Furthermore, you will find Sloane prices right in line with prices elsewhere on comparable home-furnishings.

W & J SLOANE  
9536 WILSHIRE BOULEVARD BEVERLY HILLS  
[[/boxed advertisement]]



Program from the first Los Angeles Rams home game  
Transcribed and Reviewed by Digital Volunteers  
Extracted Mar-28-2024 01:19:18



## Smithsonian Institution

*National Museum of African American History and Culture*

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: <https://transcription.si.edu>

On Facebook: <https://www.facebook.com/SmithsonianTranscriptionCenter>

On Twitter: [@TranscribeSI](https://twitter.com/TranscribeSI)

Connect with the Smithsonian

Smithsonian Institution: [www.si.edu](http://www.si.edu)

On Facebook: <https://www.facebook.com/Smithsonian>

On Twitter: [@smithsonian](https://twitter.com/smithsonian)