

BUILDING AND TILE CONTRACTORS

PARSONS BROS.

BUILDING AND TILE CONTRACTORS

HERMOSA TILE

CABINETS and MILL WORK

3650 5th Ave.

Tels.: 6-5671
5-6584

BUSINESS COLLEGES

K St.
at
14th

HEALD'S

Phone
2-
4924

WESTERN SCHOOL OF BUSINESS CONSOLIDATED WITH HEALD'S

One of the greatest business training schools of America — recognized as a leader, 80 years of service — over 250,000 graduates and students

Other Heald Schools: San Francisco, Oakland, San Jose
Heald's Engineering College, Post and Van Ness, San Francisco

All Commercial Branches: Secretarial, Accounting, Bookkeeping, Sales-
manship. Particular attention to short intensive defense training.

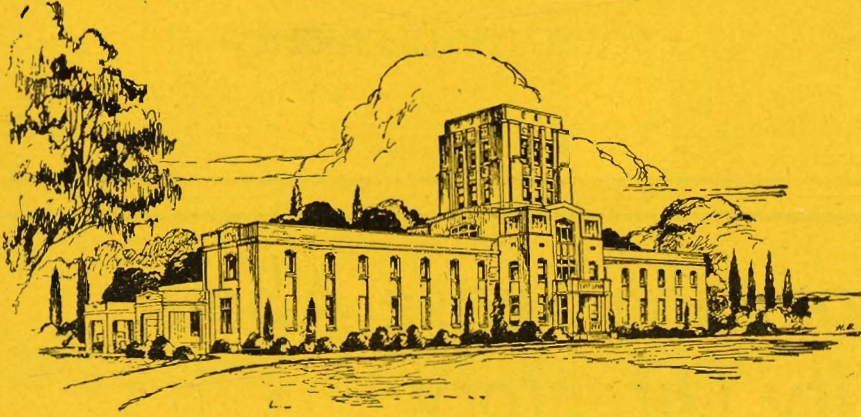
LUKE W. PEART
President

ADVERTISERS WHO KNOW

That which makes any advertiser's approval worth while is the prominence he has attained in his particular line of work.

The *advertisers in the Directory* are competent judges on the subject of advertising mediums — the fact that they approve of *Directory advertising* is evidenced by their continued patronage.

EAST LAWN



FOR those interested in indoor interment East Lawn offers unusual advantages. It is a masterpiece of modern, scientific construction and architectural design. For those who prefer outdoor interment East Lawn provides a lawn cemetery service in most beautiful surroundings. Urn interment in the Columbarium is the ideal method for those favoring cremation.

Complete information as to locations, costs and various types of service are obtainable at East Lawn office from 9 a.m. to 5 p.m. daily. Information gladly given by letter or over the telephone. Visitors always welcome.



EAST LAWN

Dial 5-3033

Folsom Blvd. at 46th Street

Sacramento, Calif.

CLOTHES CLEANERS

D. R. Woodard
CLEANER & DYER

QUALITY CLEANING

2201 J Street

Tel. 2-7636

Common Sense About City Directory Circulation

THE TRUE VALUE of advertising circulation is circulation consulted.

TO BE EXACT by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.

TO BE CONSERVATIVE we will eliminate the sixty Sundays and Holidays when no tests were made.

FOR EVERY THOUSAND DIRECTORIES sold there will be an average of three and one-half daily consultations for each book for THREE HUNDRED and FIVE days, therefore—

1000 x 3½ x 305 Equals 1,067,500

**CONSULTATIONS OR CIRCULATIONS
CONSULTED**

Hickey-Freeman

...and...

Society Brand

Suits and Topcoats



The Capital Clothing Co. are exclusive Sacramento dealers for these two brands of men's suits and topcoats. Their superior quality makes them distinctive for smartness and wearability.

Come in and look them over.

Knox Hats

Quality Haberdashery

CHARGE ACCOUNTS INVITED



CAPITAL CLOTHING CO.

916 K St.

Dial 2-7445

Get This Famous Label In Your Clothes

A Small Thing to Look For



A Big Thing to Find!



Stetson Hats
Manhattan Shirts
Bostonian Shoes
Uniforms



HEESEMAN

Home of Hart Schaffner & Marx

1022 Kay Street Phone 2-2913

Quality Clothes Since 1850



Kuppenheimer and Huntley

Clothes Only at . . .

Albert Elkus, Inc.

925 K Street

"Every Man Is Odd" . . . But We Can Fit Him

IT PAYS

**To Be Prominently
Displayed**

To let the people know WHO you are, WHERE you are and WHAT you have to sell. The City Directory keeps your name before the public 365 days in the year, and it cannot be prominently displayed in any book so CONSTANTLY used as the—City Directory.

BON MARCHÉ

K Street at 11th



*Northern California's
Fashion Leader*

Everything in Women's and Misses'

Clothing and Accessories

DIAL 3-6551

**C
O
L
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C
T
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O
N
S**

Dial 3-5793

**Henry's
Collection
Co.**

**In Continuous Operation
Since 1896**

GEO. STULZ, Owner

606 Eye St.

Sacramento

33 Years of Service . . . 1910 to 1943

•

The National Mercantile Agency

403 Nicolaus Bldg. Sacramento, Calif.

•

R. H. BULLOCK, Owner-Manager

•

TEL. 3-3704

COLLECTIONS

LOCALLY OWNED

•

Licensed by and Bonded to the State of California

REFERENCES: ANY BANK OR BUSINESS HOUSE IN SACRAMENTO

ARTHUR D. CARR

ALPHONSE MATTHEWS
Legal Counsel

Board of Trade of Sacramento County

Specialists in the Liquidation of Past Due Accounts

PERSONAL SERVICE IN NORTHERN CALIFORNIA

Suite 400 Ochsner Bldg., Sacramento

Tel. 2-0454

**Merchants Service
Bureau**

◆
COLLECTIONS - CREDIT REPORTS
◆

Ochsner Building

Tel. 3-7471

COLLECTIONS

LEW SHOEMAKER**Credit Counselor**

Phone 2-0779

Fifth Floor Ochsner Bldg

719 K Street

SACRAMENTO, CALIFORNIA

COLLEGES

PEASE CONSERVATORY OF MUSIC

welcomes you to Sacramento . . . to a community of fascinating opportunity for you who love music. Since the founding of our studio thirty years ago, we have offered the highest type of instruction. We invite you to visit our conservatory.

VOCAL — DRAMATIC ART — PIANO — ORGAN — VIOLIN

EDWARD PEASE, DIRECTOR

Tel. 3-7038

2130 L Street

**ADVERTISING THE CITY
BEYOND ITS GATES**

Copies of this Directory are available in Directory Libraries
in cities all over the country.

**THE CITY DIRECTORY IS A CATALOG OF YOUR CITY**

CARL R. FIEDLER

CONCRETE CONSTRUCTION

ESTIMATES FURNISHED

"Work That's Permanent"

Office Phone 6-7753

Residence Phone 6-1873

3000 BROADWAY

SACRAMENTO, CALIFORNIA

CONTRACTORS — ELECTRICAL

MOTOR REPAIRING and REWINDING
PUMPS and PRESSURE SYSTEMS



Authorized Dealers

GENERAL ELECTRIC CO.

Phone 3-5541

SACRAMENTO, CALIFORNIA

CONTRACTORS—GENERAL

J. R. REEVES

GENERAL CONTRACTOR

•

ROAD CONSTRUCTION

Excavating . . . Grading . . . Paving

•

P. O. Box 1072

OFFICE

12th Street at American River Bridge

PHONE 9-2707

CREAMERIES

HOME MAID Ice Cream

"Pasteurized Milk Is Better"

HOME MILK COMPANY

•

Pasteurized Dairy Products

•

21st and Q Streets

Tel. 3-4821

Sacramento

RETAILERS CREDIT ASSOCIATION

●
Official Office

ASSOCIATED CREDIT BUREAUS OF CALIFORNIA

1005 J Street

Telephone 3-6811

●
Credit Reporting

Retail Collections

●
Retail Consumer Reports for All Classes of Financing and Retail Trade

Character and Loyalty Reports

MEMBER OWNED AND CONTROLLED

CREDIT ASSOCIATIONS

WHOLESALE CREDIT ASSOCIATION OF SACRAMENTO

W. H. SNEED, SEC.

209 California Fruit Building 1006 4th St.

Phone 3-1725

CUTS



DOME ENGRAVING CO.

HALFTONES
ZINC ETCHINGS

CUTS

ELECTROTYPES
DRAWINGS*"Your Story In Picture Leaves Nothing Untold"*

SACRAMENTO

Office 3-2748

912 Seventh Street

Res. 9-3925

Remember Each Day



THAT THE CITY DIRECTORY AFFORDS YOU THE BEST MEDIUM FOR REACHING ALL CLASSES OF PEOPLE, AND INSURES YOU A WIDESPREAD PUBLICITY AT A COST SMALL IN PROPORTION WHEN COMPARED TO THAT OF OTHER MEDIUMS.

Sacramento Directory Co.



Borden's CAPITAL DAIRY CO.

"Sacramento's Milk Man for 90 Years"

GRADE A PRODUCTS

Golden Crest Milk—
Modern Top Bottle
(Extra rich—coverite
cap)

Pasteurized Milk
Modern Top Bottle
With Plain Cap

Skim Milk

Creamed Churned
Buttermilk

Grade A Table Cream

Creamed Cottage
Cheese

Butter—(First
Quality)

Borden's Ice Creams
and Sherbets

Borden's Ice Cream

"America's Favorite Dairy Food"



At Your Dealer's
or Phone 2-3851





GOLDEN STATE

Dependable

DAIRY PRODUCTS

214 19th Street

Dial 2-4961

- | | | |
|---------------|-----------------|--------|
| | Milk | Cream |
| Butter | Ice Cream | Cheese |
| | Eskimo Pie | |
| | Evaporated Milk | |
| Powdered Milk | Cottage Cheese | |
| Buttermilk | Chocolate Drink | |





**Originators
and
Exclusive
Purveyors
of GOLDEN "V"
the
VITA-min MILK**

TWO GLASSES of Golden-V Vitamin Milk, give you all the food values of good milk... nature's most nearly perfect food... plus a full day's supply of seven essential vitamins.

Birds Eye Foods are trouble-free, all cleaned and waste-free, ready-to-cook and serve! Farm-fresh fruits and vegetables, ocean-fresh seafoods, plump Grade A poultry.



CRYSTAL CREAM & BUTTER CO.

BUTTER — PASTEURIZED MILK
ICE CREAM — COTTAGE CHEESE

1013 D Street

Sacramento

Phone 3-3911

The City Directory

PLACES THE CITY ON THE MAP AND
IS ITS ONLY REPRESENTATIVE
TO THE WORLD BEYOND
ITS OWN GATES

It is the city's catalog of business and represents the city, its citizens and institutions in every corner of these United States.

It is the logical means of publicity in advertising the city, its manufacturing industries, its advantages and resources.

The men who direct the affairs of progressive and up-to-date business institutions recognize the fact that the City Directory tells the story of the city's life and keeps it before the public as no other publication does or can.

EASTERN

1112-14 J STREET



TELEPHONE 2-7641

"The Budget Store of Sacramento"

- **Smart Apparel for Men
and Women**
- **Complete Home
Furnishings**

HALE BROS.

SACRAMENTO



Northern California's

Largest

Department Store



K Street at Ninth Phone 2-7871