

FRED W. SPEICH



REAL ESTATE

LOANS

INSURANCE



Suite 407 Farmers & Mechanics Bldg.

1014 - 8th St.

Phone 3-9018

AS OUTSTANDING IN THE WEST AS IT IS IN SACRAMENTO'S "SKYLINE"

This progressive company is outstanding in the West because its insurance plans are geared with today's needs. Ordinary and limited payment life, retirement income, endowments, family protection, mortgage protection, children's insurance and annuities—plus group life, disability, medical, surgical, and hospitalization contracts.

Over \$400,000,000.00 of
Life Insurance In Force

**California-Western
States
Life
Insurance Company**



HOME OFFICE . . . SACRAMENTO

FORT SUTTER INSURANCE AGENCY

COMPLETE INSURANCE SERVICE

AS NEAR AS YOUR PHONE

SUE COOK, Manager



3077 Del Paso Blvd.

Phone 9-4362

North Sacramento

RICHARD L. COPELAND, Public Accountant

if it's

INSURANCE

dial 3-4603

WE WRITE

Fire - Automobile - Liability - Burglary
 Compensation - Plate Glass - Surety Bonds
 And All Other Forms of Insurance
 Auto Financing - Lowest Cost



"Symbol of Service"

C. L. KATZENSTEIN & CO.

"35 Years Serving Sacramento"

916 8th Street

Marc T. Morrissey
INC.

INSURANCE COUNSELORS

GENERAL INSURANCE

FIRE - AUTOMOBILE - SURETY BONDS

ACCIDENT AND HEALTH

406 Capital National Bank Building

1007 7th St.

Tel. 2-6368

DIAL 3-2071
INSURANCE
 EVERY FORM
 OF PROTECTION
 INCLUDING
 LIFE INSURANCE
REAL ESTATE
 HOMES AND
 COMMERCIAL PROPERTIES

Watrous-McClory Co
 INSURANCE — REAL ESTATE
"Security with Service"

Since 1929

916 11th Street (Bet. I and J)

Associated Underwriters, Inc.

AUTOMOBILE
 ACCIDENT
 AND HEALTH
 FIRE - LIFE
 HOSPITALIZATION

INSURANCE BROKERS

S. M. SWANSON, Pres.

TRUCK
 SURETY BONDS
 COMPENSATION
 FIDELITY BONDS
 BURGLARY

"SERVING EVERY INSURANCE NEED"

It's a bad policy not to have a good one

Suite 935 Forum Building

Phone 3-5963

JACK C. BUTLER

INSURANCE

704 Capital National Bank Building

Tel. 3-3584

SACRAMENTO, CALIF.

N. B. DREW REALTY CO.**INSURANCE — ALL LINES**

FIRE, CASUALTY, AUTOMOBILE, LIABILITY

REAL ESTATE — LOANS

2621 F Street

Phone 2-1814

D. F. FERGUSON CO.**INSURANCE**

California State Life Bldg.

Tel. 3-3701

MOSS & LUCAS

INC.

INSURANCE — REAL ESTATE

915 8th St.

Phone 3-9087

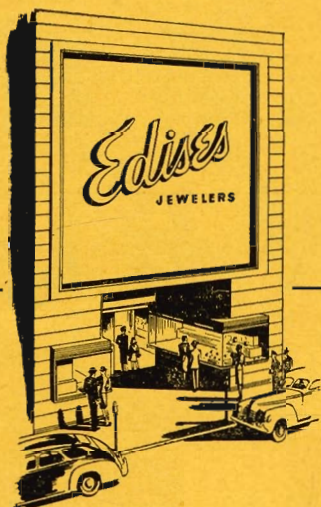
OFFICE PHONE
3-7491RESIDENCE PHONE
2-1972

BONDS & INSURANCE

Plus Personal Service

220 ODD FELLOWS BLDG.—1025 9th

SACRAMENTO



NORTHERN CALIFORNIA'S MOST MODERN
 AND DISTINCTIVE JEWELRY STORE
 WATCH REPAIRING DIAMOND SETTING
 JEWELRY MANUFACTURING



All repairing and manufacturing done in our
 own Sacramento Store by skilled craftsmen.

FINE QUALITY
 DIAMONDS

WORLD FAMOUS
 WATCHES

STERLING SILVER AND
 SILVER PLATED FLATWARE

A complete and modern jewelry store featur-
 ing the finest merchandise the market
 affords.

CHARGE ACCOUNTS

Edises
 JEWELERS
 925 K ST.

In The Heart Of Sacramento's Fashion Center

SILVER'S JEWELERS



"The Silver Way - - A Year to Pay"

DIAMONDS
WATCHES — JEWELRY

RADIOS AND APPLIANCES
EXPERT WATCH REPAIRING
PROMPT SERVICE



800 K Street

Phone 2-1405

SACRAMENTO

KAY JEWELERS

AMERICA'S LARGEST CREDIT JEWELERS

73 Stores From Coast to Coast

DIAMONDS — WATCHES — JEWELRY

SILVERWARE — RADIOS — CAMERAS

IT'S O. K. TO OWE KAY



810 Kay St.

Tel. 2-8919

Your Every Jewelry Need...

For years the people who appreciate quality in jewelry, diamonds and watches, and want it, have come to "Monk's." Today, that tendency is greater than ever. This prestige, built up over a period of years, is a sincere expression of the confidence of our customers in the excellence of our merchandise and merchandising methods.

JEWELRY MANUFACTURERS, TOO



TOM B. MONK CO.

1006 J Street

Phone 2-1233

JEWELERS

Daniels
JEWELERS

DIAMONDS
WATCHES
JEWELRY

EXPERT WATCH AND JEWELRY REPAIRING

FRIENDLY CREDIT—NO INTEREST—NO CARRYING CHARGES

725 K St.

Sacramento

Tel. 2-0062

EDW. A. GREBITUS

JEWELER

Diamonds of Finest Quality

STERLING FLATWARE

Towle

Reed & Barton

Gorham

R. Wallace & Sons

International Silver Co.

SWISS and AMERICAN WATCH REPAIRING

RINGS and JEWELRY MANUFACTURED TO ORDER

1108 J St.

Phone 2-9081

PHONE 3-1335

H. T. **HARGER** CO.
Jewelers

Official Railway Time and Watch Inspector

Southern Pacific Co.

Western Pacific R. R. Co.

Sacramento Northern Ry. Co.

1028 K Street, Sacramento, California

Phone 2-7586

1125 Twelfth St.

GUIDO H. **Noack** JEWELER

Formerly of CHAS. J. NOACK CO.

Fine Jewelry Since 1870

Sacramento 14, California

N O R M A N S

FRIENDLY CREDIT JEWELERS

Blue White Diamonds — All Better Makes of Watches

FRIENDLY CREDIT

Up to a Year to Pay

NO INTEREST OR CARRYING CHARGES

Tel. 3-1707

815 K Street
SACRAMENTO

OUT OF SIGHT!
OUT OF MIND!
OUT OF BUSINESS!

The importance of keeping firm and product names in the public eye is recognized by all business men. It is astonishing to see how a firm or product, however meritorious, will slip into the limbo of the forgotten if not persistently advertised.

THE CITY DIRECTORY IS THE NATURAL MEDIUM FOR KEEPING A BUSINESS OR PRODUCT NAME IN THE SPOTLIGHT. *INSIST ON BEING WELL REPRESENTED IN ITS PAGES.*



Towel and Linen Rental Service

DRY CLEANING



★

WHEN YOU DEAL WITH THE BEST IT
COSTS YOU LESS

●

DIAL 2-1844

**SACRAMENTO
GOLDEN STATE
L A U N D R Y**



**DRY CLEANERS
RUG CLEANERS**



1220 S Street

Tel. 3-2061



*A Unique Service Provided
By The Publishers of Your City Directory*

The publishers of this Directory maintain for the use of their subscribers and the general public a complete library of late out-of-town City Directories. We invite you to consult this library when in need of names and addresses of individuals and firms in other cities. It is especially designed for the reference use of business men who subscribe to the local City Directory, when seeking markets and sources of supply outside this city. There is no charge except for extended continuous use. The library, with attendant in charge, is located at:

CITY LIBRARY

828 I Street, Corner 9th

SACRAMENTO DIRECTORY CO.

★ ★ ★

STEEN'S PLACE

VIRGIL STEEN, Prop.

Est. 1885

BEER, WINES AND LIQUORS

We Specialize in Draft Beer



35th AND 4th AVE.

PHONE 5-9862

LIQUORS—WHOLESALE

ARGONAUT LIQUOR CO., INC.

IMPORTERS

Wholesalers—Distributors



517-523 Eye St.

Phone 2-2933

LIQUORS—WHOLESALE

JAMES P. KEATING CO.

H. W. McCART, Owner

LIQUORS AND WINES—WHOLESALE ONLY

LIQUORS

Hiram Walker, Calvert, Schenley, Glenmore, Brown-Forman,
Canada Dry Products

WINES—Guild, Cresta Blanca, Valiant

1607-1609 E STREET

TEL. 2-1093

P.O. Box 1222, Sacramento

LUMBER

- ★ Building Materials
 - Lumber
 - Sash and Doors
 - Mouldings
 - Hardware
 - Builders' Hardware
 - Insulation—Heat and Cold
 - Plumbing Supplies
 - Electrical Supplies
 - Electrical Fixtures
 - Heating
- ★ Pabco Paint Distributors
- ★ Pabco Paint Dealers
- ★ Linoleum Dealers
 - Pabco
 - Congoleum-Nairn Inc.
- ★ Electrical Appliances
- ★ Radio Dealers
 - R.C.A. Victor
 - Packard Bell
 - Stewart Warner
- ★ Range and Stove Dealers
 - Norge Ranges
 - Presteline Ranges
- ★ Refrigerators—Domestic
 - Norge Rollator
 - Refrigeration
- ★ Roofing Materials
 - Pabco Distributors
 - Johns-Manville
 - Distributors
 - United States Gypsum
 - Distributors
- ★ Washing Machine Dealers
 - Bendix Automatic Home
 - Laundry
 - Norge Washing Machines
 - Haag Washing Machines
- ★ Vacuum Cleaner Dealers
 - Eureka Vacuum Cleaner
- ★ Household Wares
- ★ Gifts

DIAL 6-6481*You'll Find It At . . .***DOLAN'S***"Everything for Building"*

DOLAN'S brings you one of Northern California's most complete DISPLAYS of building materials and supplies. At DOLAN'S you SEE WHAT YOU BUY.

USE DOLAN'S COMPLETE SERVICE

Our experts are qualified to advise you on every building problem.

Let us help you with planning, financing, building and modernizing.

*Everything for Building***DOLAN'S**

BUILDING MATERIALS—HOME APPLIANCES

Alhambra Blvd. and P St.
Phone 6-6481

KNOX LUMBER CO., INC.

CRAWFORD W. COX, President

DEALERS IN ALL KINDS OF LUMBER
AND BUILDING MATERIALS

Get Our Prices Before Buying

Office Phone 2-3614

Front and W Streets

Sacramento, Calif.

S. LINDROTH

S. JOHNSON



BUILDING MATERIAL



Lumber, Millwork, Lath, Shingles, Roofing, Hardware,
Cement, Shakes, Posts, Paint, Insulation Board,
Plaster Board, Plaster



MAIN OFFICE

37th and R Streets

Telephone 5-2681

BRANCH YARD

North 12th and 16th Sts.

Telephone 2-1525

LUMBER



SUGAR PINE

PONDEROSA PINE

DOUGLAS FIR

WHITE FIR

CEDAR

●

MILLWORK - SASH and DOORS - MOULDINGS

●

Nails — Paints and Oils — Cement — Lime — Plaster
Builders' Hardware — Composition Roofing
Building Papers — Brick — Corrugated Steel
Field Fence — Sewer Pipe
Plumbing Fixtures

●

SHINGLES — WALL BOARD — INSULATION — SHAKES
FENCE POSTS — BOX SHOOKS — BASKETS — BEEHIVES AND SUPPLIES

THE DIAMOND MATCH CO.

F. N. BENTON, Manager

Office and Yard, 2826 Q St., cor. 29th
 Tel. 6-4703

North Sacramento, 1100 E. El Camino
 Ave., cor. 11th, Tel. 9-2741

FRIEND & TERRY LUMBER COMPANY

ESTABLISHED 1853

Building Material of All Kinds

Builders' Hardware

Doors, Windows,

Sash and Trim

Grape Stakes

Hardwood Lumber

Insulating Materials

Millwork

Posts, Poles and Piles

Roofing Materials

Redwood Tanks

Tel. 3-9091

FRONT STREET, BETWEEN S AND T STS.

SACRAMENTO, CALIF.

MEATS

CLAUSS & KRAUS, Inc.

ESTABLISHED 1888

MEATS and SAUSAGE

Wholesale



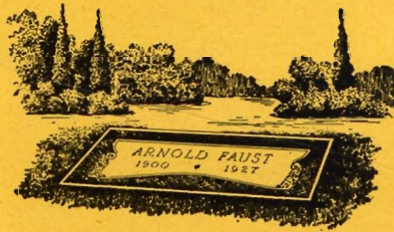
SAUSAGE MANUFACTURERS

Phone 3-5781

60 YEARS OF SERVICE, SAME LOCATION

1700 I Street

MONUMENTS

*"If It's Made of Stone, We Can Do It"***R. R. ROWE**

MONUMENTS

MARKERS

MAUSOLEUMS

2431 10th St.

Sacramento, Calif.

Tel. 3-9597

MONUMENTS and MARKERS

*Mark every grave***CARLAW BROS.**

Since 1879

1801-1807 10th

Corner 10th and R Streets

Phone 3-4938



85
De Luxe

THE
SALSBURY



85
Standard

SUPER-SCOOTER

Authorized
SALES
SERVICE

REPAIRS ON ALL MAKES

You Scoot 'Em In — We Scoot 'Em Out



POWERALL GARDEN TRACTORS

GARDEN EQUIPMENT

W. J. McNABB & SON

907
12th Street

Phone
2-3029

CITY DIRECTORY ADVERTISING IS *National* ADVERTISING!

★ Each edition of your City Directory is widely distributed to free-reference City Directory Libraries located at the Chambers of Commerce of hundreds of other cities. ★ *Therefore your ad in the City Directory is seen by buyers from coast-to-coast!*