

**Engines—(Cont'd)**

**McNABB W J & SONS**

Authorized Sales & Service  
CLINTON - BRIGGS-STRATTON  
LAUSON & SALSBURY ENGINES

2928 L ..... HI crst 5-3533

**MUNZ BROS**

Agents for Wisconsin & Lauson  
SALES - PARTS & SERVICE  
Expert Repairs on All Makes

301 N 12th ..... GI lbrt 2-5835

**OSWALD'S MACHINE WORKS**

Murphy Industrial Diesel Engines  
2936 Hyde S F

(Toll) Call "Operator" for ..... Ordway 3-4364  
Night Phone ..... Bayview 1-8049

**Patterson Electric**

Briggs & Stratton-Wisconsin  
Parts-Sales & Service-Light-Plants

2415-5th ..... GI lbrt 3-4914

**Rhea Tractor & Engine Co**

7200 Freeport Blvd ..... HI lcrst 7-6536

**U S PIPE & MACHINERY CO**

**GAS & DIESEL ENGINES**

Ranging From 1 1/2 H.P. To 480 H.P.  
Complete With Or Without Clutch  
AIR-COOLED - MARINE & INDUSTRIAL  
ENGINES IN STOCK

Across From Golf Course Clubhouse  
P.O. Box 99 N Sacramento

2330 Auburn Blvd ..... HI ckrv 9-2779

**WAUKESHA AUTOMOTIVE ENGINES & PARTS—**

STERLING DIVISION-WHITE MOTOR CO

470 Bayshore Blvd S F

(Toll) Call "Operator" for ..... Valencia 4-4889

**WAUKESHA INDUSTRIAL ENGINE PARTS—**

STERLING DIVISION-WHITE MOTOR CO

470 Bayshore Blvd S F

(Toll) Call "Operator" for ..... Valencia 4-4889

**WHEEL SHOP THE**

Pincor & Pioneer Engines

Parts-Service & Repair-Whsle-Rtl

650 Fulton Av ..... IVnhoe 9-0307

**Engines—Repairing & Rebuilding**

**HOUGHTON ENGINE WORKS**

INDUSTRIAL ENGINE REPAIRS  
Parts - REBUILDING - Service

Davis Hwy & Harbor Blvd  
W Sacto ..... GI lbrt 2-8813

**Engravers—Jewelry**

See Jewelry Engravers

**Engravers—Metal**

**BELL-CRAFT ENGRAVERS** 2618 F... GI lbrt 3-5510

Leecing Roy W

Industrial Name Plates-Plastic-Metal

2145 Perkins Wy ..... GI lbrt 2-5525

**Engravers—Photo**

**ALTA ENGRAVING CO**

PHOTO ENGRAVINGS  
ART SERVICE

727 1/2 J ..... GI lbrt 2-1650

**BEE ENGRAVING** 712 I ..... GI lbrt 2-5011

**DOME ENGRAVING CO**

PHOTO ENGRAVING  
COMMERCIAL ARTISTS

916-6th ..... GI lbrt 3-2748

**Engravers—Plastic**

**BELL-CRAFT ENGRAVERS** 2618 F... GI lbrt 3-5510

**Engravers—Stationery**

Protzman's 1317 J ..... GI lbrt 3-1301

**SWANSON HARRY E ENGRAVING**

5300 Calaveras Oakland

(Toll) Call "Operator" for ..... Andover 1-4131

You get full value and continuous circulation for every dollar spent in Classified Telephone Directory Advertising.

**Entertainment Bureaus**

**REESE JACK JR**

SPECIAL EVENT PRODUCTIONS

Calif. State Life Bldg ..... GI lbrt 3-6088  
After 6 PM call ..... HI lcrst 7-0046

**YEAGER HAP ENTERTAINMENT AGENCY**

812 I ..... GI lbrt 3-5066  
After 5 PM Call ..... GI lbrt 2-5463

**Entomologists**

Kitley's Insecticide Co

Edison & Fulton ..... HI ckrv 9-1453

**Estate Management**

**BLOOMBERG REALTY CO** 9th & L... GI lbrt 3-6532

**Excavating—See Contractors—Excavating**

**Excelsior**

Pioneer Sawdust & Sand Depot

28th & Peralta Oakland

(Toll) Call "Operator" for ..... Highgate 4-1011

**Exhibit Builders**

See Display Designers & Builders

**Expansion Joists**

**NATIONAL EXPANSION JOINT CO** 333-7th S F

(Toll) Call "Operator" for ..... Underhill 1-1712

Perkins Gravel Co 1846-37th ..... HI lcrst 5-2651

**Explosives**

**NICHOLS FEED & HARDWARE**

DYNAMITE - FUSES - CAPS

BLASTING MATERIALS

4 1/2 Mi. E. Perkins On Hwy. 16

Jackson Rd ..... HI lcrst 5-0086

**Express Forwarding**

California Motor Express Ltd 2d & O. GI lbrt 2-4993

Jimmie's Express 407 N ..... GI lbrt 3-3694

**LAND TRANSFER** 415 J ..... GI lbrt 3-8545

**MERCHANTS EXPRESS CORPORATION**

216-15th ..... HU dsn 1-0181

Nasu Matsuji 77 1/2 Jap Alley ..... GI lbrt 3-1369

**PIE—**

**PACIFIC INTERMOUNTAIN EXPRESS**

308-14th ..... GI lbrt 3-5797

Railway Express Agency of Calif

5th & I ..... HU dsn 1-1235

Garage 915-5th ..... HU dsn 4-9296

Railway Express Agency Inc

Delivery Pick-Up & On Hand Dept

See Alpha Section For List of Depts

5th & I ..... HU dsn 1-3015

General Office 5th & I ..... HU dsn 1-1235

General Agent 5th & I ..... HU dsn 4-6688

**VALLEY EXPRESS CO** 2330-4th ..... HU dsn 1-0281

Valley Lines Inc 2330-4th ..... HU dsn 1-0281

**Exterminating**

See also Fumigating; also Termite Control

**ANT CONTROL SERVICE**

By

**ENTRIKEN PEST CONTROL**

2178-19th ..... GI lbrt 2-4438

**ARMSTRONG'S PEST CONTROL SERVICE**

Specializing in  
**ANT CONTROL**

912-7th ..... GI lbrt 2-5657

Armstrong's Pest Control Service

912-7th ..... GI lbrt 2-5657

(See Advertisement Page 142)

(Continued Next Page)

**HIDDEN LINEN**

Linen table cloths which are too shabby to spread may be easily cut and hemmed into fine, soft hand or tea towels.



*Calling*  
**"DOC KILZUM"**  
his patients  
**ALL DIE**  
that's why he is  
*Paramount* IN CONTROL OF

- RATS
- ANTS
- SILVERFISH
- FLEAS
- BEES
- SPIDERS
- MICE
- ROACHES
- FLIES
- BED BUGS
- WATER BEETLES
- CARPET BEETLES
- APHIDS
- EARWIGS

Also Complete Home & Garden Pest Control Service  
**MOTH PROOFING**

**PARAMOUNT**  
**PEST CONTROL SERVICE OF SACRAMENTO**

SERVICE by **BONDED OPERATORS**  
1002 - 24th St. - Sacramento  
**GI lbrt 2-2658**  
Night Phone  
IVnhoe 9-1238

Exterminating--(Cont'd)

ATOMIC PEST CONTROL CO

Termite & Pest Control  
 Exterminating - Fumigating  
 Licensed Exterminator for Over 10 Yrs.  
 Ants - Rats - Roaches - Moths  
 Bed Bugs - Fleas - Termites - Bats  
 FHA & G.I. Inspections  
 Home & Industrial Inspections  
 We Go Anywhere - Any Time  
 Satisfaction Guaranteed

Jess Holland, Owner

6248 Sacramento Blvd. .... Hllcrst 6-8986

Atomic Pest Control Co

6248 Sacramento Blvd. .... Hllcrst 6-8986  
 (See Advertisement Page 142)

ENTRIKEN PEST CONTROL

ANT CONTROL SERVICE  
 OUR SPECIALTY

The Efficient and Economical  
 Ant Control

SATISFACTION GUARANTEED

2118-19th ..... GI lbrt 2-4438

DELK PEST CONTROL

2644 Auburn Blvd. .... Hlckry 9-5436  
 (See Advertisement This Page)

GARLINGHOUSE GEO W

2015 Morse Av. .... IV nhoe 9-2347

HYDREX ANT CONTROL PROCESS

The inexpensive Hydrex Process completely eliminates ants in the house and garden on first visit with safety to children & pets. Long term guarantee.



"FOR INFORMATION CALL"

Pest Control Service Co 2115 P. .... GI lbrt 3-4404

(Continued Next Page)

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

Always

**KEEP RECEIVER ON THE HOOK**

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

# PEST CONTROL AND FUMIGATING

**WE KILL PESTS**



TERMITES  
 RATS  
 MICE  
 ROACHES  
 ANTS  
 BEDBUGS  
 SILVERFISH  
 SPIDERS  
 FLIES

TERMITE CONTROL

Call **HICKORY 9-5436**

If No Answer Call Hickory 9-2356

Bonded Licensed Operators

## Delk Pest Control

P. O. Box 2147 - Sacramento

Warehouse 2644 Auburn Blvd. - North Sacramento



**ANTS**

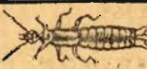
We use the inexpensive HYDREX PROCESS which completely eliminates ants in house and garden on first visit with safety to children and pets. Long term guarantee.



**RATS - MICE**  
 Absolute control with safety to children and pets



**ROACHES**  
 Work Guaranteed One Year



**SILVERFISH EAWIGS**  
 Remove This Nuisance



**MOTHS**  
 Fumigation or Chemical Treatment



**BEES - HORNETS**  
 It's easy for us and Inexpensive for you



**FLEAS**  
 When your methods fail--call us



**SPIDERS**  
 Eliminate them and be safe



**BEDBUGS**  
 Inexpensive-Positive Results



**FLIES**  
 Chemicals applied with power equipment saves you money.

**MOST MODERN METHODS**

for getting rid of



Backed by Our Technician's

**26 YEARS EXPERIENCE**

FREE CONSULTATION AND ESTIMATES

Quick, efficient extermination of any insect or rodent. Do not hesitate to call us for any information or advice regarding your pest extermination problems: . . .

**PEST CONTROL Service Company**

1115 P STREET

Our service operators cover your district daily

For Prompt Service Call

**GILBERT 3-4404**

# TERMITE

## Pest Control



**TERMITE  
AND  
POWDER POST  
BEETLE**  
*Exclusively*

*Satisfaction Guaranteed*

*Call*

**HUDSON 4-1882**

**SCIENTIFIC PEST CONTROL**

# VALLEY TERMITE CO.

STATE LICENSES NO. 1483 AND 1690

**2310-16th Over Fourteen Years Experience SACRAMENTO**

# TERMITE

## AND PEST CONTROL

EXTERMINATING - FUMIGATING

State P.C.L. 1538A

Licensed Exterminator for Over 10 Years

**ANTS - RATS - ROACHES - MOTHS  
BED BUGS - FLEAS - TERMITES - BATS**

F.H.A. - G.I. - Home & Industrial Inspections

WE GO ANYWHERE ANY TIME

SATISFACTION GUARANTEED

*Phone*

**Hillcrest 6-8986**

## Atomic Pest Control Co.

*Jess Holland - Owner*

6248 SACRAMENTO BLVD.

SACRAMENTO

### Exterminating—(Cont'd)

#### KITLEY'S INSECTICIDE CO

J. KITLEY, Entomologist  
State Licensed

ALL TYPES OF INSECT CONTROL

TERMITE CONTROL

ORCHARD & GARDEN SUPPLIES

Near Town & Country Village

Edison & Fulton.....HI ckry 9-1453

If no answer call.....IV nhoe 9-3409

ORCHARD SUPPLY CO 1731-17th...GI lbrt 3-2509

Paramount Pest Control Service Of Sacramento

1002-24th.....GI lbrt 2-2658

(See Advertisement Page 140)

Pest Control Serv Co 1115 P.....GI lbrt 3-4404

(See Advertisement Page 141)

#### TERMITE & PEST CONTROL

Geo. W. Garlinghouse

Termites - Dryrot - Fungi

Beetles and Fumigating

Our Specialty

Also General Building Contrs.

and Residential Cement Work

2015 Morse Av.....IV nhoe 9-2347

Or.....IV nhoe 9-3795

Triplet John G Co

2765 N 10th N Sacto.....HI ckry 9-5235

VALLEY TERMITE CO 2310-16th...HU dsn 4-1882

(See Advertisement This Page)

#### Extracts

See Specific Kinds, i.e., Flavoring Extracts; Etc

#### HAND-Y IDEA

When you've been cutting onions, rub the cut end of a celery stalk on your hands and onion odors will disappear.

## Armstrong's PEST CONTROL SERVICE

### GRING SYSTEM

- ANTS
- RATS
- ROACHES
- MOTHS
- FLEAS

#### Tree and Garden Spraying

Any time - Anywhere. Power spraying trucks driven right to your door. Quick, efficient and economical. Satisfaction guaranteed.

PROMPT

EFFICIENT SERVICE

**GI lbrt 2-  
5657**

912-7th

Sacramento

**Eye Training**

ROWE ALTA

Instructor  
**BATES-CORBETT**  
**EYE TRAINING**

2522 Capitol.....GI lbrt 3-2439

TAYLOR WARD E

**OPTOMETRIST**  
**VISUAL TRAINING**  
**ORTHOPTICS**

9th & K - Room 723  
 Forum Bldg.....GI lbrt 2-1661

**Fans—Electric**

See also Electric Appliances—Household Headings  
 Acme Refrigeration & Equipment Co

619 J.....GI lbrt 3-0298  
**HALL'S APPLIANCE STORE**  
 13th & K.....GI lbrt 2-7871

**Fans—Electric, Repairing**

LAM-CO ELECTRIC 1415-21st.....GI lbrt 3-5711

**Farm Equipment**

**ALLIS-CHALMERS TRACTORS—**  
**RHEA TRACTOR & ENGINE CO**

7200 Freeport Blvd.....HI lcrst 7-6536

Best Pipe & Machinery Co  
 Auburn Blvd & Oak.....HI cky 9-1366  
 Bradley Floyd 3604-65th.....HI lcrst 5-8867

**CARMICHAEL FEED & FUEL**  
 Lincoln Tractors & Farm Tools  
 Fair Oaks Blvd & Marconi Av....IVnhoe 9-4542

**CASE TRACTORS—**

**GROWERS TRACTOR & IMPLEMENT CO INC**  
 1300 U.....HUdsn 2-2561

**DOME TRACTOR CO**

6200 Folsom Blvd.....HI lcrst 6-8922

**FLOOD EQUIPMENT CO**

Oliver-Cletrac & Towner Dealers  
 Alhambra & V.....HI lcrst 6-6459

**Food Machinery Corp Bean Cutler Div**

2213 Shaw.....HI cky 9-0248

**GRAHAM-HOEME PLOW CO INC**

6256 Stkn Blvd.....HI lcrst 7-0388

**GROWERS TRACTOR & IMPLEMENT CO INC**

CASE TRACTORS  
 FARM MACHINERY  
 FERGUSON TRACTORS  
 FERGUSON SYSTEM IMPLEMENTS  
 BOLENS TRACTORS

1300 U.....HUdsn 1-2561

**GROWERS TRACTOR & IMPLEMENT CO INC**

Case Tractors-Farm & Industrial Equip  
 1300 U.....HUdsn 1-2561

**NEWBERT HARDWARE & IMPLEMENT CO**

Massey Harris Equipment  
 1700 J.....GI lbrt 2-3681

**PLANET JR CULTIVATORS—**

CAPITAL HARDWARE CO 310 J...G1 lbrt 2-1204

**RHEA TRACTOR & ENGINE CO**

Allis Chalmers  
 Tractors & Farm Machinery  
 General Motors Diesel Engines  
 Wade Rain Sprinkler  
 Berkeley Centrifugal Pumps  
 Alemite Systems - Ateco Scrapers

7200 Freeport Blvd.....HI lcrst 7-6536

**SCREW STUCK?**

To loosen tight screws or bolts, place a few drops of peroxide on them. Let soak in for a few minutes.

**Farm Equipment—(Cont'd)**

**SACRAMENTO VALLEY TRACTOR CO**

McCormick-Deering Implements  
**FARMALL TRACTORS**  
 International Harvester Distributor

1901 Broadway.....GI lbrt 3-1727

**VAN DYKE'S MACHINE & WELDING WORKS**

Minneapolis-Moline Farm Equipment  
 3402 Rio Linda Blvd  
 Del Paso Hgts.....HI cky 9-2319

**Farm Management**

Stephens Robt E 6641 Palm Dr.....IVnhoe 9-5718

**Favors—Novelty—See Novelties Headings**

**Federal Government Offices**

See Alphabetical Directory Under  
 "U S Government"

**Feed Concentrates & Supplements**

Barmby Lee & Sons 2418-5th.....HU dsn 4-1733

**Feed Dealers**

**A C FEED & FUEL SUPPLY**

Hay - Grain - Seeds - Garden Supplies  
 Baby Chicks - Rabbits  
 Poultry Supplies - Fuel  
 Fertilizers  
**DELIVERY SERVICE**

Route 6, Box 1549  
 Between Myrtle & Oak on  
 Auburn Blvd.....HI cky 9-5319

Al's Feed & Supply Store  
 4715 Franklin Blvd.....HI lcrst 6-4917  
 (See Advertisement Page 144)

**Feed Dealers—(Cont'd)**

**BEAGLE PRODUCTS CO**

**RICE BY-PRODUCTS**  
 AND

Bran & Polish Cracked Rice  
 Watergrass Seed  
 Hog & Poultry Feed

223 L.....HU dsn 4-0433

**CARMICHAEL FARM SERVICE**

Pillsbury's Feeds  
 Fair Oaks Blvd.....IVnhoe 9-5654

Del Paso Farm Supply  
 Rio Linda & Grand Av Del Paso Hgts.HI cky 9-0845  
 (See Advertisement Page 144)

Farmer's Feed Store  
 1414 Del Paso Blvd.....HI cky 9-2336

Farmers Feed Store Stockton Blvd...HI lcrst 5-9643

Florin Feed Store Florin Rd.....HI lcrst 5-9577

**HARELSON FEED CO**

Albers Feed  
 6300 Folsom Blvd.....HI lcrst 6-2986

**HARRY'S FEED STORE**  
 1620 Del Paso Blvd.....HI cky 9-1480  
 (See Advertisement Page 144)

**KELLEY'S SOUTH SACRAMENTO FEED & FUEL**  
 21st Av & Fkin Blvd.....HI lcrst 5-9679  
 (See Advertisement Page 144)

**NICHOLS FEED & HARDWARE**  
 Open Sundays  
 Jackson Rd.....HI lcrst 5-0086

**PERKINS & CO** 14th & R.....GI lbrt 2-0401

**PERKINS GRAIN & MILLING CO**

**HERCULES FEEDS**

For Poultry & Stock  
 SUPPLIES - REMEDIES - EQUIPMENT  
 HARDWARE - SEEDS

14th & R.....GI lbrt 2-0401

(Continued Next Page)

Advertise here—it pays.

**FARM SAND SUPPLY**



PET  
 SUPPLIES

HORSEMEAT



JIM SIMONSEN

**POULTRY - FEED - FERTILIZER**

- HAY & GRAIN • GARDEN SUPPLIES • SEEDS
- BARBECUE EQUIP. • INSECTICIDES • FORD BRIQUETTES
- COAL & WOOD • HARDWARE • ELECTRICAL SUPPLIES

Thrifty Shopper Stamps

WE DELIVER

2441 Rio Linda Blvd., N. Sacto.

Phone

**HIckory 9-2842**



PAINTS &  
 SUPPLIES





**NORTH SACRAMENTO  
COMPLETE EQUIPMENT  
for  
POULTRY • GARDENS**

- POULTRY FEED & HAY  
• FERTILIZERS • INSECTICIDES  
• SEEDS • PLANTS • PET FOODS  
• FENCING • ROOFING  
• BABY CHICKS

WE GIVE S&H GREEN STAMPS - WE DELIVER

**HI ckory 9-1480**

1620 Del Paso Blvd.

**HARRY'S  
FEED STORE**

**Del Paso Farm Supply**  
(Formerly S & S Farm Supply)



**HI ckory 9-0845**

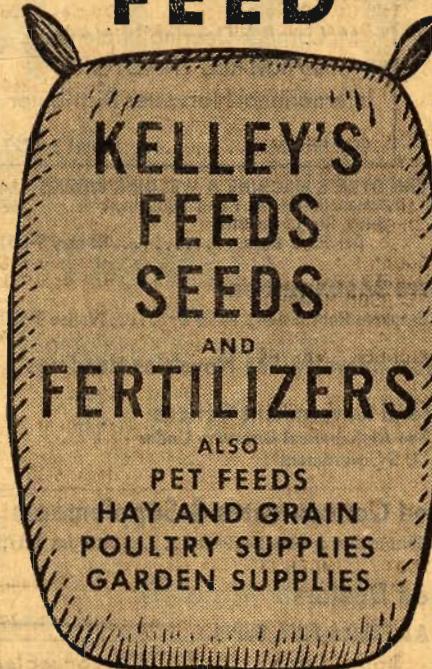
WE DELIVER

- Feeds for All Animals
- Poultry Supplies
- Garden Supplies
- Seeds & Bulbs
- Hay and Grain
- Fertilizers
- Fuel & Ice

We Give Thrifty Shopper Stamps

RIO LINDA & GRAND AVE.  
DEL PASO HGTS.

**FEED**



WE DELIVER  
**KELLEY'S SOUTH SACRAMENTO  
FEED & FUEL**  
**HI lcrest 5-9679**  
21ST AVE. & FRANKLIN BLVD.

**TULLY'S FARM SUPPLY**



- Poultry - Rabbit - Dairy  
**FEEDS**  
FERRY-MORSE SEEDS  
BABY CHICKS  
GARDEN SUPPLIES  
**PET FOOD**  
PLANTS - BULBS  
ROTO-ETTE & BEAVER  
GARDEN TRACTORS

HI lcrest 5-  
**5984**

**1932 BROADWAY**

WE GIVE CASH CHECKS - DELIVERY SERVICE



• Larro Feed • Capitol Feed • Seeds  
Poultry Remedies - Equipment & Garden Supplies.  
**AL'S FEED & SUPPLY STORE**  
4715 FRANKLIN BLVD. **HI lcrest 6-4917**

**Feed Dealers-(Cont'd)**

**PILLSBURY'S BEST FEEDS**

Ask Your Pillsbury's Best Feed Dealer for Helpful Bulletins on Feeding Poultry - Turkeys and Livestock.

BALANCE DOES IT!



"WHERE TO BUY IT"

**DEALERS**

- CARMICHAEL FARM SERVICE**  
Fair Oaks Blvd. . . . . IVnhoe 9-5654  
**DEL PASO FARM SUPPLY**  
Rio Linda & Grand Av  
Del Paso Hgts. . . . . HI ckory 9-0845  
Harry's Feed Store  
1620 Del Paso Blvd. . . . . HI ckory 9-1480  
**KELLEY'S SOUTH SACRAMENTO FEED & FUEL**  
21st Av & Fkln Blvd. . . . . HI lcrest 5-9679  
Nichols Feed & Hardware  
Jackson Rd. . . . . HI lcrest 5-0086  
**S & S FARM SUPPLY**  
2441 Rio Linda Blvd N Sacto. . HI ckory 9-2842  
**STEWART FEED MILL** 3030 N. . HI lcrest 6-6259

**PURINA CHECKERBOARD FEEDS**

Quality Rations for Poultry and Livestock . . . also for Dogs, Rabbits, Goats, Pigeons. Backed by 56 years of Purina Research Leadership. Sold by these Friendly Dealers with the Checkerboard Signs.



"WHERE TO BUY THEM"

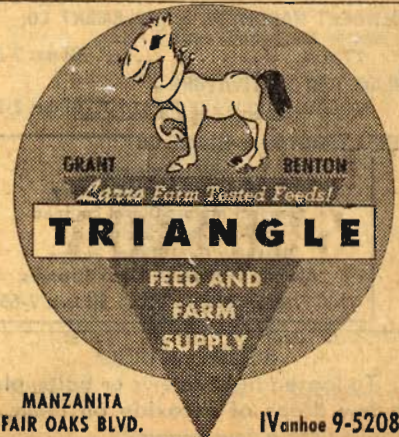
- Carmichael Feed & Fuel  
Fair Oaks Blvd & Marconi Av. . IVnhoe 9-4542  
Farmer's Feed Store  
1414 Del Paso Blvd. . . . . HI ckory 9-2336  
Farmers Feed Store  
Stockton Blvd. . . . . HI lcrest 5-9643  
Grinager's Hatchery  
4609 Franklin Blvd. . . . . HI lcrest 5-3500  
Perris Lumber Co  
143 W 4th Perris  
(Toll) Call "Operator for . . . . . Perris 381

**S & S FARM SUPPLY**  
2441 Rio Linda Blvd N Sacto. . . HI ckory 9-2842  
(See Advertisement Page 143)

**STEWART FEED MILL**  
Hay - Grain - Poultry Supplies  
Bird Seed - Dog Food - Fertilizers  
Free Delivery  
3030 N. . . . . HI lcrest 6-6259

- Triangle Feed & Farm Supply  
Fair Oaks Blvd & Gibbons. . . . . IVnhoe 9-5208  
(See Advertisement This Page)  
Tully's Farm Supply 1932 Broadway. . HI lcrest 5-5984  
(See Advertisement This Page)  
(Continued Next Page)

"Looking it up in the Classified" is a national habit. Purchasing agents, production men and engineers as well as housewives refer to the Yellow Pages when they are ready to buy.



**Feed Dealers—(Cont'd)**

**VERN'S FEED STORE**

Feed For All Animals  
Hay & Grain  
Poultry Supplies — Baby Chicks  
Insecticides — Pet Foods

8:30 a.m. to 7 p.m. Sun. 9 a.m. to 2 p.m.

Lwr Marysville Rd. .... HI ckry 9-6405

**YUBA CITY MILLS**

**BULK FEED DELIVERY**

Save Bags & Labor

320 A Yuba City  
(Toll) Call "Operator" for . Marysville 2-2315

**Feed—Whse & Mfrs**

Capitol Feed Mill W Sacramento .... HU dsn 4-3283  
Consolidated Products Co  
851 Richards Blvd. .... GI lbrt 3-2982  
Farmers Bean & Grain Co  
Alfalfa & Molasses  
1000-4th ..... GI lbrt 3-7415

**LARRO FARM-TESTED FEEDS—**

GENERAL MILLS INC-SPERRY DIVISION  
7th Q & R. .... GI lbrt 3-4851

**PILLSBURY'S BEST FEEDS—**

PILLSBURY MILLS INC 12th & C. GI lbrt 3-5981

**SEMI-SOLID BUTTERMILK PRODUCTS—**

CONSOLIDATED PRODUCTS CO  
Kaff-A & Emulsions For  
Turkeys-Poultry-Hogs  
851 Richards Blvd. .... GI lbrt 3-2982

The Yellow Pages—meeting place of buyers and sellers.

**Felt**

Boyd A B Co 1235 Howard S F  
(Toll) Call "Operator" for ..... Underhill 1-3877  
**FELT HOUSE THE** 845 Howard SF  
(Toll) Call "Operator" for ..... Douglas 2-2266  
Pacific States Felt & Mfr Co Inc 845 Howard S F  
(Toll) Call "Operator" for ..... Douglas 2-2266  
**TILLEY MANUFACTURING CO** 1161 Folsom S F  
(Toll) Call "Operator" for ..... Underhill 1-2644

**Fence Materials**

Baggett & Sons Redwood Fences  
5628-28th ..... HI lcrst 5-2344  
**CAPITAL LUMBER CO** 1831-37th. HI lcrst 5-2681  
**COLONIAL BLDG SUPPLY CO**  
4649 Stockton Blvd ..... HI lcrst 5-0717  
**DOLAN'S** Alhambra & P. .... HI lcrst 6-6461  
**HARRIS FENCE CO** Stockton Blvd. HI lcrst 5-9315  
**PEARSON HAROLD J**  
Yard-5937 Eastern Av  
4047-2d Av ..... HI lcrst 5-2082  
**PIONEER LMBR CO**  
6438 Folsom Blvd. .... HI lcrst 7-1574

**POWERLINE LUMBER CO**

Complete Materials for Any Type Fencing  
The Finest & Most Complete Stock of  
Redwood Available

Power Inn Rd. .... HI lcrst 6-1357

**SACTO PINE & MOULDING SUPPLY**

Picket & Board Fence Materials  
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**SCOTT LUMBER CO**

2809 Rio Linda Blvd N Sacto. .... Hickry 9-4464  
Stapp Leonard  
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Don't forget to plan for concealed telephone conduit and convenient locations 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.

**Fences**

**ANCHOR FENCES**

Chain Link Wire, and Rustic Cedar Fences for Residences, Estates, Playgrounds, Schools, Golf Clubs, Industrial Plants, Tennis Courts, etc. Anchor Service includes expert erection.



"WHERE TO BUY IT"

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ALL TYPES OF FENCING  
PRE-CUT OR INSTALLED  
FHA Approved — Free Estimates  
COMPLETE EQUIPMENT RENTALS  
"A Fence for Every Purpose"  
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ART JILES - Owner  
**REDWOOD & WIRE**  
Residential & Commercial  
Built to Your Satisfaction  
Free Estimate - F.H.A. Terms  
3525 Park Del Paso Hgts. .... HI ckry 9-6351

**CAPITAL ROCK CO** Folsom Blvd. .... HI lcrst 5-4373  
(See Advertisement Page 146)  
(Continued Next Page)

**UNIRCNEED SLIP-COVERS**

Slip-covers made of monkscloth or other spongy materials do not have to be ironed after washing if they are replaced on the chairs and pulled into shape while still slightly damp.

When You Have  
**FORGOTTEN... A NAME**

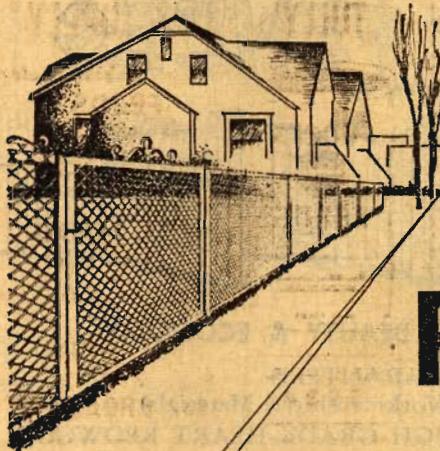
Recommended  
By Someone

You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE

*Classified*  
**TELEPHONE  
SECTION**

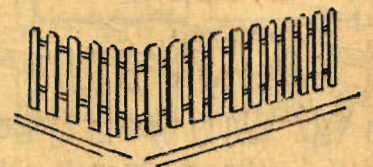
You will probably recognize  
the name when you see it.



ALL TYPES OF  
**HOME &  
INDUSTRIAL  
FENCING**

**STEEL OR WOOD**

We will build your fence to your specifications or you can buy our prefabricated panels for installation by yourself.



The number to call is

**HILLCREST 5-9315**

for  
**GUARANTEED FENCES**

FREE ESTIMATES

**HARRIS FENCE CO.**

47th Avenue and Stockton Boulevard

# EASY-BILT FENCES

WOOD FENCES ARE LESS EXPENSIVE AT  
THE SAME TIME THEY BEAUTIFY YOUR  
SURROUNDINGS

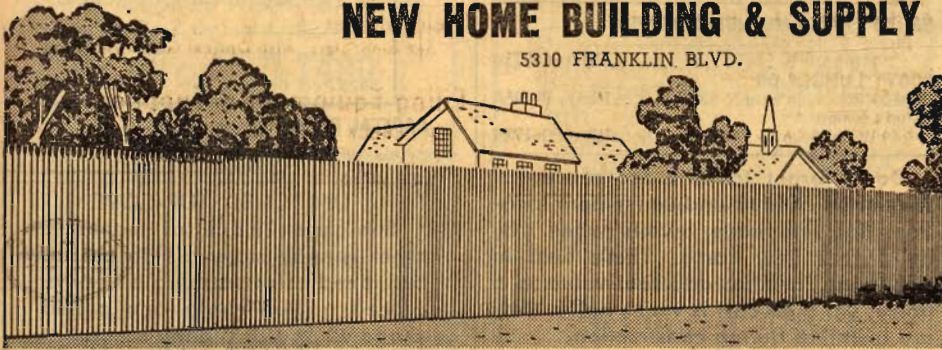
MANY OTHER BEAUTIFUL FENCES  
1" x 2" x 6' Combed Redwood Pickets Sap & Heart  
HELPFUL INSTRUCTIONS ON  
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OPEN SAT. 8-6 SUN. 9:30-4

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## NEW HOME BUILDING & SUPPLY

5310 FRANKLIN BLVD.



# REDWOOD FENCES

INSTALLED OR PRE-CUT



DESIGNED FOR STRENGTH BEAUTY & ECONOMY



ALSO IN REDWOOD



- ★ GUARANTEED (Workmanship & Materials)
- ★ HIGH GRADE HEART REDWOOD
- ★ F.H.A. TERMS
- ★ MANY DESIGNS
- ★ LICENSED CONTRACTOR
- ★ FREE ESTIMATES

AS NEAR AS YOUR TELEPHONE

**HICKORY 9-2833**

# RANCHO FENCE CO.

VIRGIL J. NUGENT

3420 FULTON AVE. - Near Auburn Blvd. -

## Fences-(Cont'd)

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Wire and Iron Fence for every-fencing requirement. Materials only, or completely erected. No job too large —no job too small.



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Successor To Standard Fence Co  
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**CYCLONE FENCE DIV AMER STEEL & WIRE CO** 1331 T ..... Gllbrt 2-7261

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**ECONOMY LUMBER SUPPLY**  
4891-24th St Rd. .... HI lcrst 7-6541

**HARRIS FENCE CO** Stockton Blvd. .... HI lcrst 5-9315  
(See Advertisement Page 145)

**Jacobsen Fence Co** 4540-12th Av. .... HI lcrst 5-8252  
Jiles Arthur C

3525 Park Del Paso Hgts. .... HI ckry 9-6351

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**New Home Building & Supply**  
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(See Advertisement This Page)

**Powerline Lumber Co** Power Inn Rd. .... HI lcrst 6-1357

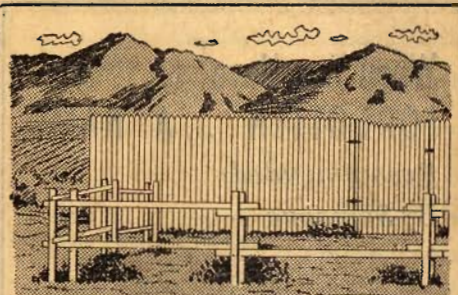
**RANCHO FENCE CO** 3420 Fulton Av. .... HIckry 9-2833  
(See Advertisement This Page)

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Specializing in Good Neighbor Fences  
ALL REDWOOD

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(Continued Next Page)

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# FENCING

REDWOOD FENCING

SAVE 1/3

Buy Our 8 Ft. Prefabricated Panels  
& Install Yourself or We Do  
Complete Job

Manufacturers of Barbecue Equipment  
MASONRY CONTRACTORS  
PATIOS - BARBECUES - FIREPLACES  
F.H.A. Terms

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2 Blocks East of S.P. Underpass On  
FOLSOM BLVD.

Free Estimates

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Hurricane Chain Link Fences & Gates  
The Fence That Is Permanent  
Residential - Commercial - Industrial  
Tennis Courts  
"Let Us Fence You In"

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**SAYLORS FENCE CO**

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(See Advertisement This Page)

**XGI LUMBER CO**

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Pickets & Etc. - F.H.A. Terms  
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**BARNYARD FERTILIZER**

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FREE DELIVERY

Plowing - Leveling

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Call After 4 P.M.  
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**Redwood Pickets - Rustic  
Grapestakes**

Fences Styled to Your  
Individual Taste  
Long Life & Pleasing Appearance

F. H. A. TERMS

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YARD

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OFFICE

1520 Nogales Ave.

Del Paso Hgts.

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COMMERCIAL FERTILIZERS - MANURE  
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We Also Offer a Large Assortment  
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Insecticides-Seeds & Fertilizers  
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**Harry's Feed Store**

1620 Del Paso Blvd. .... HI ckry 9-1480

**KELLEY'S SOUTH SACRAMENTO FEED & FUEL** 21st Av & Fkln Blvd. .... HI lcrst 5-9679

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Call Gus Garibaldi  
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Mackenzie Chemical Corp 29th & R. .... HI lcrst 7-6534

**O'Neil Steve**

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**SACRAMENTO FERTILIZING CO**

WHOLESALE RETAIL  
**MANURES**

Delivered by the  
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C. NIELSEN

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Mfrs-Distrs All Comm'l Fertilizers  
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**Fertilizers—Whse & Mfrs**

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Manufacturers of Berry's Best  
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Warehouse 2630 - 5th

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Insecticides-Seeds & Fertilizers  
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(Toll) Call "Operator" for . . . Yorkshire 7-5511

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Fertilizers for Every Type Soil  
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Manufacturers of  
**MAKS-M-GRO**  
LIQUID FERTILIZERS  
Easy to Use & Economical

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**DELTA FERTILIZER CO**

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**Fertilizers—Whse & Mfrs—  
(Cont'd)**

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Gaviota Fertilizers  
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**S & S FARM SUPPLY**

Distributor for  
X-L SHEEP & STEER FERTILIZERS  
2441 Rio Linda Blvd N Sacto. HI ckry 9-2842

**SHELL AGRICULTURAL AMMONIA**

Shell NH<sub>3</sub> (Agricultural Ammonia),  
the Fertilizer Richest in Nitrogen—  
81% Guarantee. Improve Yield,  
Quality of Crops. Save Time, Money,  
Worry.



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Smith F F & Co Inc 221 N 16th. .... GI lbrt 3-7892

Taylor Fertilizer Co  
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**ART METAL**

FILING CABINETS  
STEEL DESKS  
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RECORDS



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CAPITAL STATIONERY & TYPEWRITER CO  
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CROCKER H S CO INC 1201 K. .... GI lbrt 2-0741

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(Toll) Call "Operator" for. .... Graystone 4-5131

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Kardex Visible Record Control Systems — Variadex Vertical Filing Systems and Supplies — Expert technical advice on how proper filing methods can increase office efficiency.



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MARTYRS' STATIONERY 914 J. .... GI lbrt 3-5907



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**WIX**

Replacement Filter Elements  
For All Standard Make Filters  
AUTOMOTIVE & INDUSTRIAL

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**OIL FILTER SERVICE CO**  
Oil & Fuel Filter Replacement Elements  
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**FIBERGLAS DUST-STOP AIR FILTERS**

For clean air at low cost,  
replace dirty filters with  
new, clean DUST-STOPS\*  
—in forced-warm-air fur-  
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FIBERGLAS® product.  
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Both replacement type and UL LISTED  
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COOLPAD — new evaporative cooler  
pad material in rolls.



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Distributors of  
**WICKS & WINSLOW OIL &  
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We Carry Filters for All Industrial  
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Complete Automotive Equipment

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**NAIL POLISH FOR METAL**

To keep the bright metal bands on  
kitchen sinks and counters from staining  
your apron black, touch up the bands  
with colorless lacquer. If you can't get  
the lacquer, colorless nail polish will do.

**CAPITAL  
FIRE  
EQUIPMENT CO.**

**Pyrene Distributor**

R. E. WELCH, Mgr.

Established Since 1929



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If No Answer Call  
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1014-28th St.

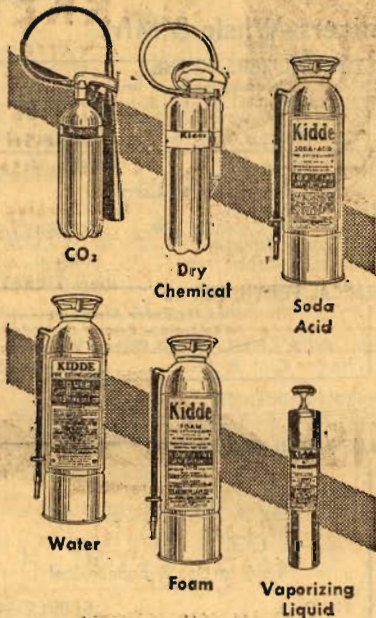
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Don't Delay**

**Extinguishers  
Fire Hose  
Nozzles**

**CO<sub>2</sub> Recharging Station**

**Mackenzie Chem. Corp.**

Official CO<sub>2</sub> Recharge Station



CO<sub>2</sub>

Dry  
Chemical

Soda  
Acid

Water

Foam

Vaporizing  
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FOR FREE INSPECTION

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29th & R

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1300-50th .....HI lcrst 6-9568  
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908-15th .....HU dsn 4-9101

**HOUSEHOLD FINANCE CORPORATION**  
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Real Estate Loans  
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**MORTHRIFT FINANCE CO** 1229 K. ....GI lbrt 3-7901  
**Pacific Finance Corp** 917-10th. ....GI lbrt 3-9081  
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**Fire Alarm Systems**

**AMER DISTRICT TELEGRAPH CO OF S F**  
ADT  
INSTALLATION & MAINTENANCE  
2208 L Rear. ....GI lbrt 3-0164  
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**AUTOCALL CO** 1110 Howard S F  
(Toll) Call "Operator" for. ....Underhill 1-2050  
**Dictograph Fire Detector Sys**  
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116 Bassettlaw N Sacto. ....Hlcrky 9-3460  
**Telephone Equipment Company**  
1741 Laurel Ln W Sacto. ....GI lbrt 2-5440  
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**Fire Extinguishers**

**CAPITAL FIRE EQUIPMENT CO**  
1014-28th .....GI lbrt 2-0723  
If no answer call. ....GI lbrt 3-7210  
(See Advertisement This Page)  
**Mackenzie Chemical Corp** 29th & R. ....HI lcrst 7-6534  
(See Advertisement This Page)  
**Sacto Fire Extinguisher Co**  
2521 Broadway. ....HI lcrst 6-1331

**Fire Protection Equipment**

**CAPITAL FIRE EQUIPMENT CO**  
1014-28th .....GI lbrt 2-0723  
If no answer call. ....GI lbrt 3-7210  
**CURTIS L N & SONS** 5814 College Av Oakland  
(Toll) Call "Operator" for. ....Humboldt 3-5111  
**Western Fire Equipment Co**  
Industrial-Municipal & Forest Fire Equip  
69 Main S F  
(Toll) Call "Operator" for. ....Sutter 1-0618

You'll find it fast in the **YELLOW PAGES.**

**Fire Protection Service**

Florin Fire District Florin ..... Hlcrst 7-7957

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See Guns; Also Gunsmiths; Also Sporting Goods Heading

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Capital Rock Co Folsom Blvd. .... HI lcrst 5-4373

**Fireplace Equipment**

Hamilton Furniture Co  
3160 Folsom Blvd. .... Hlcrst 7-6504  
Hobrecht Lighting Fixture Co 2311 J. .... GI lbrt 3-1739

**Fireproofing—See Flameproofing**

**Firewood—See Wood**

**Fish—Retail**

Capital Fish Co 1117-3d. .... GI lbrt 2-2279  
**CAPITAL POULTRY CO** 518 I. .... GI lbrt 3-7981  
**FUNAHASHI FISH MKT** 1209-4th. .... GI lbrt 2-3924  
 Leong Fish Market 1812 Bdwy. .... GI lbrt 2-0563  
 (See Advertisement This Page)  
 Marine Garden 1229 J. .... GI lbrt 3-9370  
**MORGAN'S MARKET**  
 3722 Stockton Blvd. .... HI lcrst 5-0109  
**PACIFIC FISH MKT** 518 I. .... GI lbrt 3-7981  
 (See Advertisement This Page)  
**SACRAMENTO FISH MARKET**  
 1219-3d. .... GI lbrt 3-9979  
 (See Advertisement This Page)  
**SENATOR FISH MARKET** 1314-4th. .... GI lbrt 3-5042  
**TOFANELLI SEA FOOD CO** 13th & J. .... GI lbrt 2-0414

**Fish—Whsle**

**CAPITAL FISH CO** 1117-3d. .... GI lbrt 2-2279  
 (See Advertisement This Page)

**MEREDITH FISH COMPANY**

WHOLESALE ONLY  
 ALL KINDS OF  
 FRESH FISH IN SEASON  
 SALT — SMOKED & SHELL FISH  
 "If It Swims We Have It"  
 2640-5th ..... GI lbrt 2-3891

**PACIFIC FISH MKT** 518 I. .... GI lbrt 3-7981

**TOFANELLI SEA FOOD CO**

Wholesale & Retail  
 Catering To Hotels & Restaurants  
 Everything In Sea Food  
 Fresh - Frozen - Smoked  
 Public Market  
 13th & J. .... GI lbrt 2-0414

**WILSON'S GENERAL FOOD LINES**  
 4529 Parker Av. .... Hlcrst 5-6386

Advertise here—it pays.

**FISH**



**PACIFIC FISH MARKET**  
*All Kinds of Fresh Fish in Season*

**SHELL FISH**  
 Wholesale & Retail

Call  
**GI lbrt 3-7981**  
 FREE DELIVERY

Open Sundays & Holidays  
**CAPITAL POULTRY CO.**  
 516-518-520 EYE ST.  
 We Sell Fishing Tackle

**LEONG FISH MARKET**



SCOTT ATWATER  
 OUTBOARD MOTORS

ALL KINDS  
 FRESH FISH  
 & SHELL FISH

Free Parking

**BAIT & TACKLE**      **DIAL**  
 1812 Broqdway      **GI lbrt 2-0563**

**Fishing Bait**

Broadway Bait & Tackle Shop  
 1609 Broadway. .... HU dsn 4-6338  
 (See Advertisement This Page)  
 Brooks Poultry  
 Bait-Tackle-Guns-Ammunition  
 310 N 12th. .... HUdsn 4-3894

**CAPITAL FISH CO**

**FRESH BAIT DAILY**  
 PRAWNS  
 SARDINES  
 WORMS

Fishing Tackle of All Kinds  
 Fishing & Hunting Licenses Issued Here

On 3d Between L and Kay  
 1117-3d ..... GI lbrt 2-2279

Huckleberry Finn Worm Gardens  
 Carmichael ..... IV nhoe 9-1004  
**JEFF'S BAIT & TACKLE SHOP**  
 3715 Stockton Blvd. .... HI lcrst 3-1392  
 Johnston's Store  
 4613 Franklin Blvd. .... Hlcrst 5-9879  
 (See Advertisement This Page)  
**NORTH SACRAMENTO SPORT & BAIT SHOP**  
 1017 Del Paso Blvd N Sacramento. HI ckry 9-2303  
**O K BAIT STORE**  
 Fresh Bait Daily  
 327 Capitol Av. .... GI lbrt 3-6766  
**PACIFIC FISH MKT** 518 I. .... GI lbrt 3-7981  
**SACRAMENTO FISH MARKET**  
 1219-3d ..... GI lbrt 3-9979  
 South Sacto Sports Shop  
 4106 Franklin Blvd. .... HI lcrst 6-0757

**TACKLE BOX THE**

EVERYTHING FOR THE FISHERMAN  
 EXCEPT THE FISH  
 Best Fresh Bait  
 2123 Broadway. .... HI lcrst 7-4735

You'll find it fast in the **YELLOW PAGES.**

CALL US FOR FISHING INFORMATION

**BAD LUCK I SEE**



Should Have Bait from  
**Broadway Bait & Tackle Shop**  
 Bait & Fishing Tackle of All Kinds  
 Guns - Ammunition  
 Evinrude Outboard Motors  
 1609 Broadway      **HUdson 4-6338**

*Fresh Fish*



WHOLESALE - RETAIL  
 and  
 SEA FOOD FRESH DAILY  
 BAIT - TACKLE  
 Issue Fishing and Hunting License  
 Phone  
**GI lbrt 2-2279**

**CAPITAL FISH CO.**  
 1117-3rd Between L & K Sts.

**FISH**



FRESH DAILY  
 OYSTERS - CRABS  
 SHRIMP  
 All Sea Food in Season  
 Fishing Bait & Tackle  
**GI lbrt 3-9979**

**SACRAMENTO FISH MARKET**  
 1219 3rd Bet. Capitol & L Sts.

*Boy! Good Bait From*



**JOHNSTON'S STORE**  
 COMPLETE LINE BAIT  
 & FISHING TACKLE

4613 Franklin Blvd.      **HI lcrst 5-9879**



# DUNCAN

FLOOR CO OF SACRAMENTO INC.

## NEW FLOORS INSTALLED

We Are Fully Equipped to Completely Renew  
Your Old Worn Floors

### SANDING AND REFINISHING WAXING

ESTIMATES GIVEN

OFFICE

HI LLCREST 5-0768

700-57th Street

### Fishing Tackle—Repairing

Tackle Box The 2123 Broadway..... HI lcrst 7-4735

### Fishing Tackle—Retail

See also Sporting Goods

ALLEN'S SPORT SHOP 1221 J..... GI lbrt 3-4216

ANCHOR DRUG CO 308 K..... GI lbrt 3-2397

BROADWAY BAIT & TACKLE SHOP

1609 Broadway..... HU dsn 4-6338

CAPITAL FISH CO 1117-3d..... GI lbrt 2-2279

JEFF'S BAIT & TACKLE SHOP

Complete Line Fishing Tackle & Bait.  
Featuring Mitchell Spinning Reels & Rods,  
Hunting & Fishing Licenses

3715 Stockton Blvd..... HI lcrst 5-1392

NORTH SACRAMENTO SPORT & BAIT SHOP

1017 Del Paso Blvd N Sacramento..... HI ckr9 9-2303

O K Bait Store 327 Capitol Av..... GI lbrt 3-6766

Sacramento Sporting Goods 1312 J..... GI lbrt 2-7298

Sam's Sport Shop 618 1/2 J..... GI lbrt 2-5243

SPALDING SPORTS STORE 818 J..... GI lbrt 2-8915

Tackle Box The 2123 Broadway..... HI lcrst 7-4735

Twelfth St New & Second Hand Store

521-12th..... GI lbrt 3-6617

### Fishing Tackle—Whsle & Mfrs

Weeks-Howe-Emerson Co 255 Mission S F

(Toll) Call "Operator" for..... Exbrook 2-2681

### Five Cents To One Dollar Stores

Ben Franklin Store 2958-35th..... HI lcrst 7-3665

Franklin Blvd Variety Store

5560 Franklin Blvd..... HI lcrst 6-1023

Kress S H Co 818 K..... GI lbrt 3-8873

Lane's 1000-7th..... GI lbrt 3-6663

Lindy's Dept Store 3259 Folsom Blvd. HI lcrst 5-0221

Nik-Nax Variety Store 3264 J..... GI lbrt 3-9706

### Fixtures

See Specific Kinds, i.e., Display Equipment &  
Materials; Lighting Fixtures; Store Fixtures; Etc

### Flags & Banners

EMERSON MFG CO 161 Natoma S F

(Toll) Call "Operator" for..... Garfield 1-8390

Enos Dept Store 820 J..... GI lbrt 3-7946

Weideman F & R 1315 Bdwy..... GI lbrt 2-2451

### Flameproofing

ANDRE C VIDECOQ 2110 X..... HI lcrst 5-2881

### Flavoring Extracts

Campbell & Costley 1821 J..... GI lbrt 2-0555

Falcone Extract Co Inc

2420-13th..... HU dsn 4-5559

Ralph's Distng Co 2217 Broadway..... HI lcrst 6-9831

Wait Geo Z Co W Sacramento..... HU dsn 4-5542

Watkins Products Distr 3048-5th Av. HI lcrst 6-2833

WIGHT EXTRACT & SYRUP CO

126 K..... GI lbrt 3-2927

### Floor Cleaning Service

A AARON WINDOW & JANITOR SERVICE

2640 Grove Av N Sacto..... HI ckr9 9-7372

ACE WINDOW & JANITOR SERVICE

2640 Grove Av N Sacramento..... HI ckr9 9-7372

(Continued Next Page)

## Popoff Hardwood Floor Co.

- LAID
- SANDED
- FINISHED
- REPAIRED

Also • LAID ON CEMENT

If your floors get hard usage here's a  
THRIFTY WAY to make them  
look like NEW!

YOU WILL LIKE THE WAY  
OUR FLOOR SANDING REMOVES  
ALL SIGNS OF WEAR

Satisfaction Guaranteed

Free Estimates

FOR A FLOOR  
THAT WILL LAST

CALL

IVanhoe 9-0444

2306 PARKWOOD DR.

**We're Proud  
of Our  
New Floors . . .**

New Floors Installed  
Old Floors Sanded & Relinished  
Our Specialty  
**"PARQUET FLOORS"**  
ON WOOD OR  
CONCRETE SUB-FLOORS  
Free Estimates  
All Work Guaranteed  
Call HI llcrest 5-4954

**Capitol Hardwood Floor Co.**

State Licensed Fully Insured  
Alfred Bambacigno  
3756 E. PACIFIC AVE.

## FRANK JENSIK HARDWOOD FLOORS

LAYING - SANDING  
CLEANING - POLISHING  
REFINISHING

All Work Guaranteed  
Free Estimates

HI llcrest 7-1473

941 - 47th St. Sacramento

**Floor Cleaning Service—(Cont'd)**

**CENTRAL WINDOW CLEANERS**

Cleaning & Waxing Only  
Ochsner Bldg ..... GI lbrt 3-3817

**DUNCAN FLOOR CO OF SACRAMENTO INC**

700-57th ..... HI lcrst 5-0768  
(See Advertisement Page 150)

**ENGLISH JOHN A**

**FLOORS**  
CLEANED - WAXED - POLISHED  
Residential & Commercial—Estimates Given Gladly  
421-18th ..... HU dsn 4-3208

Jacinto Clive 1401 Teneighth Wy. .... GI lbrt 2-6583

JENSIK FRANK 941-47th ..... HI lcrst 7-1473  
(See Advertisement Page 150)

NELSON JOE 2864 Del Paso Blvd. .... HI ckry 9-5616

Popoff Hardwood Floor Co  
2306 Parkwood Dr. .... IV nhoe 9-0444  
(See Advertisement Page 150)

**SPIC & SPAN HOUSE & WINDOW CLNRS**

Ochsner Bldg. .... GI lbrt 3-7461  
Tucker Floor Co  
Floors Cleaned & Polished  
370 Messina Dr. .... HI lcrst 5-2355

**Floor Coverings**

See Specific Kinds, i.e., Linoleum Headings;  
Rugs & Carpets Headings

**Floor Laying & Refinishing**

**ADAMS H O TILE CO**

PATIOS - KITCHENS - BATHROOMS  
INDUSTRIAL TILE FLOORS  
See Our Adv. Under Tile-Ceramic, Contrs & Dirs.  
2311 S. .... HI lcrst 6-4789

**AHERN HARDWOOD FLOOR CO**

SANDING - FINISHING - WAXING  
Work Guaranteed - Prompt Service  
Phone for Free Estimates  
3933 U. .... HI lcrst 6-4836

Ahern Hardwood Floor Co 3933 U. .... HI lcrst 6-4836  
(See Advertisement This Page)

**ALHAMBRA FLOOR CO**

NEW FLOORS - OLD FLOORS REFINISHED  
Free Estimates - 29 Years Experience  
3005 Ben Ali Av. .... HI ckry 9-7442  
If no answer call. .... IV nhoe 9-3431

**ASSOCIATED FLOOR COMPANY**

We Specialize in  
**QUALITY FLOOR  
SANDING & FINISHING**  
OLD FLOORS MADE NEW  
HOME BUILDERS . . . SAVE MONEY  
YOU LAY IT . . . WE'LL FINISH IT  
Costs Less Than You Think  
LICENSED & INSURED  
Call for Free Estimates  
Ed Fisher. .... HI lcrst 6-4675  
2118 S. .... HI lcrst 6-4675  
Chuck Fisher. .... IV nhoe 9-3439

Borchard M 2415 I. .... GI lbrt 3-7653  
(See Advertisement Page 152)

**CAPITOL HARDWOOD FLOOR CO**

3756 E Pacific Av. .... HI lcrst 5-4954  
(See Advertisement Page 150)

Composition Floor Co 1917-28th . . . HI lcrst 6-6967

**DUNCAN FLOOR CO OF SACRAMENTO INC**

NEW FLOORS INSTALLED  
We Are Completely Equipped to  
Renew Your Old Worn Floor  
700-57th ..... HI lcrst 5-0768

Forsberg Bros 3200-10th Av. .... HI lcrst 5-7630  
Forsberg Bros 1730-25th ..... GI lbrt 3-0037

**JACINTO CLIVE**

**HARDWOOD FLOORS**  
NEW FLOORS LAID  
OLD FLOORS SANDED & REFINISHED  
CLIVE JACINTO, Prop.  
1401 Teneighth Wy. .... GI lbrt 2-6583

Jensik Frank 941-47th ..... HI lcrst 7-1473  
(Continued Next Page)

Advertise here—it pays.

*Specializing  
In*  
**HARDWOOD**

**FLOORS**

• **INSTALLING NEW** • **RESANDING OLD**

**Oak — Maple**

*Phone for Estimates*



DIAL OFFICE

**HI lcrst 5-7630**

DIAL SHOP

**GI lbrt 3-0037**

**FORSBERG BROS.**

OFFICE

**3200-10th Ave.**

SHOP

**1730-25th**

**FLOORS**

Licensed Contractor  
Fully Insured  
Work Guaranteed  
Free Estimates

**NEW FLOORS INSTALLED**

*Old Floors Renewed*

**SANDING • REFINISHING • WAXING**

Fine Materials & Careful Workmen Mean  
"Floors That Please"

**AHERN**

**HARDWOOD FLOOR CO.**

OAK - MAPLE - PINE

LATEST METHODS - PROMPT SERVICE

**3933 U St.**

DIAL

**HI lcrst 6-  
4 8 3 6**

**DAY OR NIGHT**

**Floor Laying & Refinishing—  
(Cont'd)**

**KENTILE**

"Modern floors; beautiful colors, unlimited designs. Inexpensive, rugged, easy to maintain — for home, store, office, industry. Other products: KENCORK for floors and walls, RUBBER TILE."



**"WHERE TO BUY IT"**

Bowers Waldo E 1310 K ..... GI lbrt 3-4701  
Colwell's Resilient Floor Coverings  
1989 Fulton Av. .... IVnhoe 9-3736  
Floor Covering Mart 2409-21st ..... HI lcrst 7-5777

PEARSON CARL H 450-46th ..... HI lcrst 5-1533

For better service, speak directly and clearly into the telephone mouthpiece.

**Floor Laying & Refinishing—  
(Cont'd)**

**POPOFF HARDWOOD FLOOR CO**

2306 Parkwood Dr. .... IVnhoe 9-0444  
Roy's Floor Service 2118 S. .... HI lcrst 5-5969  
Sacto Hardwood Floor Co 2415 I. .... GI lbrt 3-7653

**SIMAS HARDWOOD FLOOR CO**

LAYING - SANDING - WAXING  
FINISHING  
Old Floors to Look Like New  
Power Inn Rd. .... HI lcrst 7-5023

TIGNOR L L 3406-23d Av. .... HI lcrst 6-3628  
(See Advertisement This Page)

**TUCKER FLOOR CO**

370 Messina Dr. .... HI lcrst 5-2355  
(See Advertisement This Page)

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

**Floor Machines**

**CLARKE SANDING MACHINE CO**

Sales & Service - Service on All Makes  
A. M. "BOB" ROBERTS - Mgr.  
799 Golden Gate Av San Francisco  
(Toll) Call "Operator" for... Klondike 2-2613

Easterday Supply Co Inc 923-20th. .... GI lbrt 2-7484

**PONSELL FLOOR MACHINE CO**

Sales-Repairs-Supplies  
1234 Folsom S F  
(Toll) Call "Operator" for... Market 1-7910

**REGINA FLOOR POLISHER**

With Easy-Handling  
TWIN BRUSH FEATURE  
For Home & Comm'l Uses  
Waxes - Polishes - Scrubs  
Buffs - Every Type of Floor  
Sales - Service - Parts  
Demonstration - No Obligation



**"WHERE TO BUY THEM"**

WHOLESALE-RETAIL

Regina Agency 1308 J. .... GI lbrt 2-7514

**Floor Machines—Renting**

**AMERICAN PAINT CO**

Sanders-Edgers-Polishers-Day or Wk  
1309 Broadway. .... GI lbrt 2-8335

**ASSOCIATED FLOOR COMPANY**

FLOOR SANDERS  
POLISHERS & EDGERS  
Delivery Service  
&  
Instruction

2118 S. .... HI lcrst 6-4675

**CARMICHAEL PAINT SUPPLIES**

Floor Sanders & Edgers  
Hand-Sanders - Floor Polishers  
Floor Refinishing Materials  
DUTCH BOY PAINTS

In Carmichael  
Fair Oaks Blvd. .... IV nhoe 9-1632

DUTCH BOY PAINT STORE 1323 J. .... GI lbrt 3-7493

FULLER W P & CO 1011-12th. .... HUdsn 4-4764

GENERAL PAINT CORP 1301 J. .... GI lbrt 3-7201

Hollywood Hardware  
5151 Freeport Blvd. .... HI lcrst 5-6488

**LEM'S HARDWARE & PAINTS**

FLOOR SANDERS - FLOOR POLISHERS  
Open All Day Saturday  
Sundays 9 A.M. to 1 P.M.

2419-28th ..... HI lcrst 6-6674

Lyon Darwin Hdwe Co 2901-35th. .... HI lcrst 6-4751

Pittsburgh Plate Glass Co 1131 J. .... GI lbrt 2-3673

**REMINGTON'S ELECTRIC SERVICE**

RENTAL FLOOR POLISHERS  
SANDERS & EDGERS

2320-21st ..... HI lcrst 6-2055

**SHERWIN-WILLIAMS PAINT CO**

1024 J. .... GI lbrt 3-9056

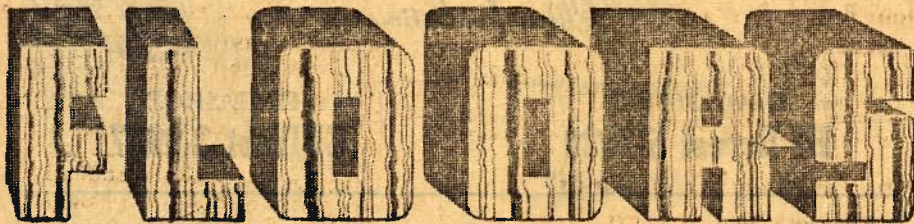
**SWART'S SAW & TOOL CO**

2452 Del Paso Blvd N Sacto. .... HIckry 9-8891

TRIMBLE'S 631 Fulton Av. .... IVnhoe 9-4369

**Party Line Pointers:**

1. Space your calls instead of making a whole series.
2. If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.
3. If you are calling from a dial telephone always make certain the line is clear before you dial.
4. When the children use the telephone, ask them to be considerate, too.
5. Replace the receiver properly when you finish your call.



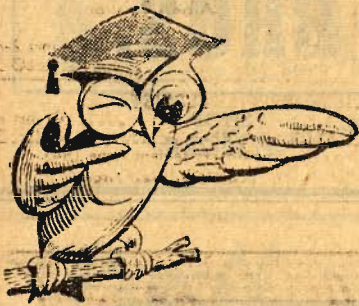
**NEW FLOORS INSTALLED**

**OLD FLOORS**

Sanded - Refinished - Like New  
Oak - Maple - Pine

FLOOR WORKMANSHIP THAT MAKES  
A HOUSEWIFE PROUD

No Job Too Small Or Too Large



Bruce  
Products  
Used  
Exclusively

Day or Night  
**HI lcrst 5-2355**  
If No Answer Call GI lbrt 3-8589

Licensed Contractor  
Fully Insured  
Free Estimates  
Work Guaranteed

370 MESSINA DR.

**TUCKER FLOOR CO.**

We Specialize in Bruce Parquet Floors  
On Wood or Concrete

**HARDWOOD FLOORS**

A Complete  
Service

- NEW FLOORS
- REFINISHING

We Specialize  
in Refinishing  
Old Floors

Phone  
HI lcrst 6-3628



**L. L. TIGNOR**

3406-23rd Ave.

**SACRAMENTO  
HARDWOOD FLOOR CO.**

Since 1910

The Home of  
REDWOOD BLOCK

Let Us Solve Your Floor Problem  
Old or New

**GI lbrt 3-7653**

Covered by Public Liability Ins.

M. BORCHARD - Owner

2415 I STREET

**Floor Materials**

**ART TILE & TERRAZZO CO**  
 Formerly Valley Terrazzo & Marble Co.  
 Terrazzo Floors — Steps — Patios  
 Tile Kitchens — Baths & Floors  
 4115-57th .....HI lcrst 6-1786

**BORCHARD M**  
 LARGE SELECTION OF OAK  
 FLOORING AVAILABLE  
 2415 I .....GI lbrt 3-7653

**BROOKMAN CO OF SACRAMENTO INC THE**  
 1520 R .....HUdsn 1-1428

**DUNCAN FLOOR CO OF SACRAMENTO INC**  
 NEW FLOORS INSTALLED  
 We Are Completely Equipped to  
 Renew Your Old Worn Floor  
 700-57th .....HI lcrst 5-0768

Forsberg Bros 3200-10th Av .....HI lcrst 5-7630  
 (See Advertisement Page 151)  
 Forsberg Bros 1730-25th .....GI lbrt 3-0037

**MATICO TILE FLOORING**

Luxurious, durable, economical,  
 easy-to-clean . . .  
**MATICO ASPHALT TILE**  
 is ideal for every room.  
 Available in 27 decorator colors,  
 including pastel "Petal Tones".  
 Ask for free estimates.



*"WHERE TO CALL"*

*DISTRIBUTOR*

**FULLER W P & CO** 1015 R. ....GI lbrt 2-1061

*DEALERS*

Colwell's Resilient Floor Coverings  
 1989 Fulton Av. ....IVnhoe 9-3736  
 Rivett H W Co 2300 Broadway. . .HI lcrst 5-2637  
**VILLAGE PAINT & ART SHOP**  
 Fulton & Marconi. ....IVnhoe 9-4886

Use the latest directory. Get the right  
 number . . . right away.

**Floor Materials—(Cont'd)**

**REEDER L D CO OF SACTO**  
 LINOLEUM  
 HARDWOOD  
 TILE - ASPHALT  
 RUBBER  
 CORK  
 3026 V. ....HI lcrst 7-3505

Richmond Floor Co Inc 210-13th .....HUdsn 4-6892  
 (See Advertisement This Page)

**TUCKER FLOOR CO**  
 OLD FLOORS  
 SANDED - REFINISHED - WAXED  
 Floor Workmanship That Makes  
 A Housewife Proud  
 We Specialize in Bruce  
 Parquet Floors on Wood or Concrete  
 370 Messina Dr. ....HI lcrst 5-2355

**Floor Polish & Wax**

**BLOMBERG'S**  
 Colored Waxes for Concrete Surfaces  
 5675 Freeport Blvd. ....HUdnr 6-2803  
 Calif Chemical Co Of North Sacto  
 217 W Birch Av N Sacto. ....HI ckry 9-2747  
 Lem's Hardware & Paints 2419-28th. HI lcrst 6-6674

**Floor Treatment Compounds**

**SONNEBORN L SONS PRODUCTS—**  
**FRANKENHEIMER SUPPLY CO**  
 1331 T .....HUdsn 4-4485

**SHEAR SENSE**

With colored nail polish, mark inches  
 and fractions on outside of scissors-  
 blade—and you can measure as  
 you cut.

**Floors—Terrazzo—See Terrazzo**

**Floors—Tile—See Tile Headings**

**Florists—Retail**

**ARDEN FLORIST**  
 OWNED & OPERATED  
 BY LEONARD'S FLOWER FARM  
**COMPLETE FLORIST SERVICE**  
 WEDDING - CORSAGES  
 FLORAL ARRANGEMENTS  
 FUNERAL DESIGNS & SPRAYS  
 Flowers Telegraphed Anywhere  
 To Give You the Best  
 We Grow Many of Our Own Flowers  
 Free Delivery - Call Us Anytime  
 588 La Sierra Dr. ....IVnhoe 9-4191  
 Before 9 AM  
 After 6 PM call. ....IVnhoe 9-2626

Arden Florist 588 La Sierra Dr. ....IVnhoe 9-4191  
 (See Advertisement Page 157)

**BALKOW NURSERY**  
 Florist-Pottery  
 2993 Marysville Rd. ....HI ckry 9-9491

**BALSHOR FLORIST**  
**DISTINCTIVE DESIGNS  
 FOR ALL OCCASIONS**  
 Combined With  
 Personalized Service  
 Funerals - Weddings  
 Corsages - Cut Flowers  
 City-Wide Free Delivery  
 Albert Balshor  
 Cor 8th & O Sts  
 730 O. ....GI lbrt 2-8432  
 Night & Sunday. ....GI lbrt 3-3812

**BELINGE JOSEPH H FLORIST**  
 2521 J. ....GI lbrt 2-5607  
**BELL FLORIST** 10th & Broadway. ....GI lbrt 3-7911  
 (See Advertisement Page 154)

(Continued Next Page)

**HARDWOOD  
 FLOORING**

DISTRIBUTORS OF HARDWOOD FLOORING  
 & FLOORING SUPPLIES

**T & G  
 STRIPS  
 PLANKS**

ALL GRADES - ALL SIZES  
 WE DELIVER

Phone  
**HUdson 4-6892**  
 Or  
**HUdson 4-8991**

**RICHMOND FLOOR CO.  
 INC.**

210-13th ST. SACRAMENTO

**Flowers**  
 with the  
**MASTERS' TOUCH**  
 FOR ALL OCCASIONS  
 BOUQUETS · CORSAGES  
 SPRAYS · WEDDINGS  
 FUNERAL DESIGNS  
 FREE DELIVERY

**Masters  
 Moderne Florist**

**HUdson 1-1217**  
 1128 - 10th St.  
 Night Phone  
 IVanhoe 9-3421

**HI lcrst 7-9884**  
 28 at Vee Sts.  
 Night Phone HI lcrst 5-2779

*Ring the Bell for*  
**FLOWERS**

Phone  
Gilbert 3-  
**7911**

★ **WEDDINGS**—Bouquets and Decorations  
★ **FUNERALS**—Casket Sprays and Floral Designs  
★ **CORSAGES**—Cut Flowers, Etc.

*Flowers By Wire or  
Air Express Anywhere*

**BERT GEISREITER**  
TENTH AND BROADWAY

*BELL  
Florist*

**G. ROSSI & CO.**  
A. WM. STRAND

WEDDINGS - FUNERALS  
CORSAGES

**HUdson 4-  
8244**  
8th & K (Almost)

*Flowers*  
FREE DELIVERY

*World Wide Floral Service*

**Florists—Retail—(Cont'd)**

**BETTY'S FLORIST SHOP**

Formerly Bert Bond & Sons  
Flowers For All Occasions  
Delivery Service

East of Franklin Blvd  
3271-26th Av ..... HI lcrst 5-1101

**BLOSSOM SHOP THE**

**FLOWERS**  
For Every Occasion

\*Funeral Designs - Corsages - Plants  
Wedding Arrangements - Oriental Gift Items  
FREE DELIVERY

Open 'Til 8 P.M. Daily - Sun.-Noon  
1427-4th ..... GI lbrt 2-8300

**CATHAY FLORIST**

Corsages - Cut Flowers  
Floral Designs  
Weddings - Potted Plants  
Free Delivery - Open Sundays

1815-8th ..... GI lbrt 3-8852

**CLEGHORN J K**

1526 Wentworth Av. .... HI lcrst 5-4409

**COLLEGE FLORIST WINDT'S**

3069 Freeport Blvd. .... GI lbrt 3-7541  
(See Advertisement Page 158)

**COLONIAL FLORAL CO**

S. J. WRIGHT, Owner  
DISTINCTIVE FLORISTS

BONDED TELEGRAPH FLORISTS

FLOWERS, PLANTS  
FUNERAL DESIGNS

OPEN EVERY DAY IN THE YEAR

2741 Riverside Blvd. .... HU dsn 4-6548  
Night Telephone. .... GI lbrt 3-1064

**DEL PASO FLORIST**

2431 Del Paso Blvd. .... HIckry 9-3211  
(See Advertisement Page 157)

**EAST LAWN FLORISTS**

46th & Folsom Blvd. .... HI lcrst 5-3035  
(See Advertisement Page 156)

**EAST SACRAMENTO NURSERY**

5801 Folsom Blvd. .... HI lcrst 5-8298

**ELM FLORIST**

Clifford M. Alt  
Flowers for All Occasions  
Funeral Sprays - Wedding Bouquets - Corsages  
FREE DELIVERY  
New Telephone Accounts Welcome  
Cash Checks - Hours: 8 A.M. to 9 P.M.  
33d Between Broadway & 2d Av  
2650-33d ..... HI lcrst 5-1735  
Night phone. .... HI lcrst 6-5759

Elm Florist 2650-33d. .... HI lcrst 5-1735  
(See Advertisement Page 155)

(Continued Next Page)

- You'll get quicker service when you dial if you follow these simple steps:
1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
  2. Dial each letter and digit of the number in its right order.
  3. Draw the dial all the way to the finger stop.
  4. Remove your finger and let the dial return naturally, without forcing or hurrying.
  5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

**Florists-Retail-(Cont'd)**

**FLORISTS' TELEGRAPH DELIVERY ASSOCIATION-**

- BELINGE JOSEPH H FLORIST  
2521 J. . . . . GI lbrt 2-5607
- BELL FLORIST 10th & Broadway. GI lbrt 3-7911
- EAST LAWN FLORISTS  
46th & Folsom Blvd. . . . . HI lcrst 5-3035
- NAVLET THE FLORIST 2018-16th. GI lbrt 3-3989
- OAK PARK FLORISTS 2940-35th. HI lcrst 6-4873
- RELLES FLORIST 2220 J. . . . . HUdsn 1-1478
- WOODALL & LEHMAN 1510 L. . . . . GI lbrt 2-1071

**FLOWER NOOK**

**COMPLETE FLORAL SERVICE**

FUNERAL SPRAYS - DESIGNS  
WEDDINGS - CORSAGES

Special Occasions - Plants  
"In Any Event—Send Flowers"

HI lcrst 6-1483

FREE DELIVERY

Open 8:30 A.M.-9 P.M.-Sunday 10 A.M.-2 P.M.

Across from H' Street Market

5522 H. . . . . HI lcrst 6-1483

**GENE'S FLOWERS**

904 Del Paso Blvd N Sacto. . . . . HIckry 9-2812  
(See Advertisement Page 157)

**HAGGINWOOD FLORAL GARDENS**

BEDDING PLANTS & FLOWERS  
FUNERAL DESIGNS

Visit Our Nursery

1045 Arcade Blvd. . . . . HI ckry 9-0161

(Continued Next Page)

**QUICK BRASS CLEANER**

You can clean copper and brass instantly by rubbing with a mixture of vinegar and salt. The finish won't last as long as with regular metal polish, but the mixture does a fine job.

**SENATOR Florist**



TELEPHONE

**GI lbert 3-2547 and  
GI lbert 3-2548**

for Choice

**FLOWERS**

FUNERAL DESIGNS  
BOUQUETS - CORSAGES  
WEDDINGS

Member F. T. D.

FREE DELIVERY

**SENATOR FLORISTS**

1014 - 11th



*For Beautiful Flowers*

**A COMPLETE FLORAL SERVICE**

BOUQUETS • CORSAGES  
SPRAYS • DESIGNS • PLANTS

Free Delivery Service

1510 L St.

**Woodall & Lehman**

Dial GI lbert 2-1071

Nights Dial HI lcrst 5-2897  
or HI lcrst 6-5288

Flowers by Wire



**ELM FLORIST**

Flowers for All Occasions

- ★ WEDDING ARRANGEMENTS
- ★ POTTED PLANTS
- ★ CORSAGES
- ★ FUNERALS - CASKET SPRAYS AND ANY OTHER FLORAL DESIGNS
- ★ FULL LINE CERAMICS  
Greeting Cards
- ★ PARTY & CHURCH ARRANGEMENTS

Free Delivery

OPEN 8 A.M. TO 9 P.M.

Telephone Accounts Welcome

**HILLCREST 5-1735**

Nights - Sunday & Holidays

Call HI lcrst 6-5759

Cash Checks  
Given

2650-33rd - BETWEEN BROADWAY & 2nd AVE.





# Harold Shay FLOWERS

*Floral Artists*

"SHAY" it with FLOWERS

**Gilbert 3-7456**

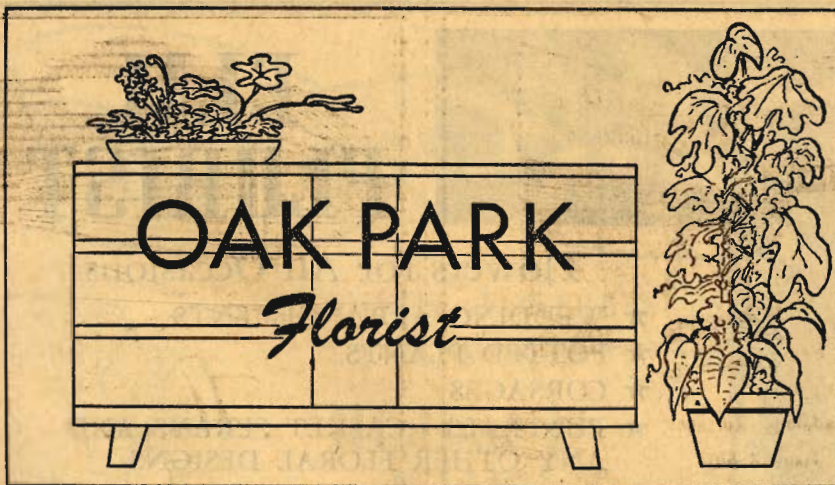
NEXT TO THE  
CATHEDRAL OF  
THE BLESSED  
SACRAMENT ...

**FREE DELIVERY SERVICE**



Member Florist Telegraph Delivery Ass'n.

**1015-11th St.**



- Wedding Bouquets
- Funeral Designs
- Corsages
- Gifts - Potted Plants

**FREE DELIVERY**

ACROSS FROM CALIFORNIA THEATRE



2940 - 35th STREET

**HI llcrest 6-4873**

Night Call  
**GI lbert 3-7615**

SACRAMENTO

**Florists-Retail-(Cont'd)**

**LEGION FLORIST**

ARTISTIC DESIGNS  
FOR ALL  
OCCASIONS  
FREE DELIVERY SERVICE

Corner 9th & P  
1530-9th ..... GI lbrt 2-1723  
If no answer call ..... GI lbrt 3-3074

**LEONARD'S FLOWER FARM**

COMPLETE FLORIST SERVICE  
We Grow Many of Our Own Flowers  
Whitney Av Carmichael ..... IV nhoe 9-2626  
Or Arden Town Shop ..... IV nhoe 9-4191

**LOUIS' FLOWER STUDIO**

1001 Piedmont Dr. .... GI lbrt 2-7429  
(See Advertisement Page 158)

Masters' Moderne Florists 2800 V. ... HI lcrst 7-9884  
**MASTERS' MODERNE FLORISTS**

1128-10th ..... HUdsn 1-1217  
(See Advertisement Page 153)

**MCDONOUGH GENE**

904 Del Paso Blvd N Sacto. .... HI ckry 9-2812  
Miller Flowers

See Gene's Flowers  
904 Del Paso Blvd N Sacto. .... HI ckry 9-2812

**MOREBECK'S FLOWER SHOP**

1223-21st ..... HUdsn 1-0033  
(See Advertisement Page 157)

**NAVLET THE FLORIST**

FLOWERS FOR ALL  
OCCASIONS

TELEGRAPH DELIVERY SERVICE  
WE DELIVER ANYWHERE IN SACRAMENTO  
PLENTY OF PARKING SPACE  
TELEGRAPH ORDERS TAKEN

16th St Bet. T & U  
2018-16th ..... GI lbrt 3-3989  
If no answer call ..... HI lcrst 6-0067

(Continued Next Page)

The buying public won't forget you  
when you advertise in the Yellow Pages.

The  
**FLOWER PHONE**  
of Sacramento

**Hillcrest 5-3035**  
EVENING CALL IVanhoe 9-1914

*Flowers*  
FOR EVERY OCCASION  
Always Correct  
Always Appreciated

**East Lawn**  
**FLORIST**

CUT FLOWERS • POTTED PLANTS  
FLORAL ARRANGEMENTS  
*Flowers Telegraphed Anywhere*  
FOLSOM BLVD AT 46TH ST.

**Florists-Retail-(Cont'd)**

**OAK PARK FLORISTS**

Across From Calif. Theater  
 "Exclusive But Not Expensive"  
 Wedding Bouquets - Funeral Designs  
 Corsages - Gifts - Potted Plants  
 Flowers By Wire  
 Member of F.T.D.A.

2940-35th ..... HI lcrst 6-4873  
 Night Phone ..... GI lbrt 3-7615

Oak Park Florists 2940-35th. .... HI lcrst 6-4873  
 (See Advertisement Page 156)

Paul's Flower Shop 812 I. .... GI lbrt 3-5066

**RELLES FLORIST** 2220 J. .... HU dsn 1-1478  
 (See Advertisement This Page)

**RIVERSIDE ORCHID FARM**

FLOWERS FOR ALL OCCASIONS

Riverside Blvd & Piedmont Dr  
 Rt 8, Box 520  
 1031 Piedmont Dr. .... GI lbrt 3-5851

**ROSSI G & CO** 1026-8th. .... HU dsn 4-8244  
 (See Advertisement Page 154)

Royal Florist 1316-4th. .... GI lbrt 2-3764

**ST MARY'S FLORIST & NURSERY**

Weddings - Funerals - Table Decorations  
 Flowers by Week or Month

Next to St Mary's Cemetery  
 4755-67th ..... HI lcrst 5-7691

San Francisco Floral Co 1315 J. .... GI lbrt 3-4061  
 Schneider Norma 2431 Del Paso Blvd. HI ckr 9-3211

**SENATOR FLORISTS** 1014-11th. .... GI lbrt 3-2547  
 (See Advertisement Page 155)

**SHAY HAROLD** 1015-11th. .... GI lbrt 3-7456  
 (See Advertisement Page 156)

(Continued Next Page)

Good rules in dialing: Wait for the dial tone . . . Dial accurately, without forcing . . . Let the dial return naturally to starting position . . . If you encounter a "busy", wait a reasonable time and try again.

For the Finest  
 in Quality and Artistry

**Gene's Flowers**

904 DEL PASO BLVD.

formerly  
 MILLER FLOWERS

Arrangements  
 Wedding - Corsages  
 Funeral Designing  
 Seasonal Blooming Plants



Free Delivery

**Hlckory 9-2812**

If No Answer Call

**Hlckory 9-1941**

OPEN SUNDAYS 10 A.M. - 2 P.M.  
 OCTOBER THRU MAY

*The*  
**ARDEN FLORIST**

IN ARDEN TOWN

COMPLETE FLORIST SERVICE

WE SPECIALIZE IN WEDDINGS

For Every Occasion

★ WEDDINGS

★ FUNERALS

★ PARTIES

★ CORSAGES

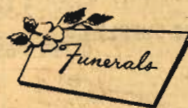
★ POTTED PLANTS

★ FREE DELIVERY SERVICE

Anywhere in  
 the Sacramento Area  
 Including Carmichael



Weddings



Corsages

IN ARDEN TOWN

588 LA SIERRA DR.

Fair Oaks Blvd. at Watt Ave.

Your Charge Account Always Welcome

FLOWERS TELEGRAPHED EVERYWHERE

**Call IVanhoe 9-4191**

Or Call IVanhoe 9-2626

Evening Calls Accepted

"On Del Paso Blvd."



Weddings - Corsages  
 Plants & Gifts  
 Funeral Sprays & Designs



Flowers Telegraphed Anywhere

We Deliver - Charge it by Phone

CALL

**Hlckory 9-3211**

Sundays & Evenings Hlckory 9-7565

2431 DEL PASO BLVD.

NO. SACRAMENTO

Near North Sacramento Funeral Home

**Del Paso Florist**

NORMA SCHNEIDER

*The Best For Less  
 In Flowers*



ROSS RELLES

Telephone

**HUdson 1-1478**

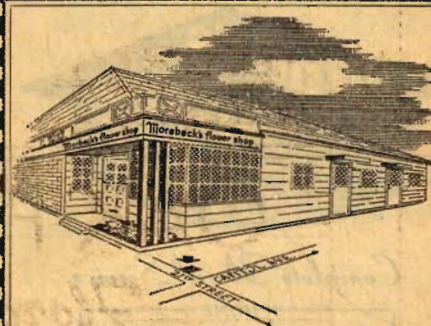
GI lbert 3-7454

FREE DELIVERY

2220 JAY ST.

Nite HI lcrst 6-4012

OPEN SUNDAYS 9 A.M. TO 2 P.M.



*Flowers  
 For  
 All Occasions*



**MOREBECK'S FLOWER SHOP**

**HUdson 1-0033**

Residence GI lbert 2-1533

1223 - 21st STREET

Next to MacBride Realty Co.

**Florists—Retail—(Cont'd)**

**VILLAGE FLOWER SHOP THE**  
**COMPLETE FLORAL SERVICE**  
 Serving the Entire Sacramento Area  
 Free Delivery Service  
 Hours:  
 8:30 A.M. to 5:30 P.M. — 7 P.M. to 9 P.M.  
 Daily Except Sunday  
 Fulton Av & Marconi Av. . . . . IVnhoe 9-5287

**WATKINS DELL** 1315 J. . . . . GI lbrt 3-4061  
 (See Advertisement This Page)  
 Windt's College Florist  
 3069 Freeport Blvd. . . . . GI lbrt 3-7541  
**WOODALL & LEHMAN** 1510 L. . . . . GI lbrt 2-1071  
 (See Advertisement Page 155)  
**WRIGHT SYDNEY J**  
 Colonial Floral Co  
 2741 Riverside Blvd. . . . . HU dsn 4-6548

The Yellow pages save you time.

**DELL WATKINS**

Flowers for Every Occasion  
**FREE DELIVERY**

**GI lbert 3-4061**  
 Residence Phone GI lbert 2-6559

We Wire Flowers

**1315 J St.**

**Windt's College Florist**

Complete Floral Service

PHONE  
**GI lbert 3-7541**  
 If No Answer Call HI lcrest 7-8835

**FREE DELIVERY**  
 3069 Freeport Blvd. Sacramento

Danny Mary

**Louis FLOWER STUDIO**

DISTINCTIVE  
**WEDDING DESIGNS**  
**FUNERAL SPRAYS - CORSAGES**  
 Orchids Are Our Specialty

PHONE  
**GI lbert 2-7429**

**FREE DELIVERY**  
 1001 Piedmont Dr. Sacramento

**Florists—Wholesale**

**KIEL'S WHOLESALE FLORIST**  
 1328-7th . . . . . GI lbrt 2-7617  
 Residence . . . . . IVnhoe 9-2641  
**OKLAND FLOWER SHOP**  
 1808 U . . . . . GI lbrt 3-5915  
 If no answer call . . . . . HI ckrv 9-8007

**Flour Dealers**

North East Flour Co. Mitau Bldg. . . . . HU dsn 4-3901  
**SPERRY FLOUR CO** 7th Q & R. . . . . GI lbrt 3-4851

**Flower Bulbs—See Seeds & Bulbs—Retail**

**Florescent Lighting Apparatus & Fixtures**

**BUSSIO & WILLIAMS ELECTRICAL CONTRACTORS**  
 4100 Stockton Blvd. . . . . HI lcrst 7-1829  
**GENERAL SALES CORPORATION**  
 54 Aiken Wy. . . . . HI lcrst 5-6155  
 Hobrecht Lighting Fixture Co 2311 J. . . . . GI lbrt 3-1739  
**INCANDESCENT SUPPLY CO** 2111 Q. HU dsn 1-0111  
**NEWMARCH JIM**  
 See Adv Under Elect Contrs Ind & Residential  
 2017 Burnett Wy. . . . . HI lcrst 5-5395  
 Vogt Electric Co 2316 J. . . . . GI lbrt 2-5897  
**WESTINGHOUSE ELECTRIC SUPPLY CO**  
 1730-14th . . . . . GI lbrt 3-6525

**Flying A Dealers**

—Look on "S" Pages Under Service Stations

**Flywheels—Repairing**

See Automobile Repairing; also Welding

**Food Brokers**

Howard William Co 1900 V. . . . . HU dsn 4-3835  
**HUTCHINS GEO D CO** 1615-21st. . . . . GI lbrt 3-2811  
**LYNN JOSEPH B CO** 2327-5th. . . . . GI lbrt 3-2041  
 Mailliard & Schmiedell 415-18th. . . . . GI lbrt 3-1683  
 McMahon Sales Co 1014-8th. . . . . HU dsn 4-3108  
 Pac Sales Service 1062-56th. . . . . HI lcrst 5-0421  
**SIMONS ROBT V CO**  
 1525 Capitol Av. . . . . GI lbrt 2-5589  
 Simons Robert V Co 3332-43d. . . . . HI lcrst 6-1755

**Food Products**

Amer Home Foods Inc 5701-61st. . . . . HI lcrst 5-0603  
**BLUE RIBBON COFFEE PRODS INC**  
 For Service Call  
 Ochsner Bldg. . . . . GI lbrt 3-7461  
**CALIF ALMOND GROWERS EXCH**  
 18th & C. . . . . GI lbrt 2-0771  
 Camellia Distributing Serv  
 3071 Freeport Blvd. . . . . HU dsn 4-0656  
 Campbell Sales Co  
 Calif State Life Bldg. . . . . HU dsn 4-8814  
 Colosseum Macaroni Co  
 4th & Broadway. . . . . GI lbrt 2-1473  
**CORTI BROS**  
 Successors To Meda Bros  
 914-8th . . . . . GI lbrt 2-4592  
 Fehr's Mayonnaise Products Co  
 6529 Eastern Av. . . . . HI lcrst 6-0025  
 Garibaldi A N Produce 2630-5th. . . . . GI lbrt 3-7337  
 Jewel Tea Co Inc 2101-28th. . . . . HI lcrst 5-8217  
 Kraft Foods Co E Bassettlaw. . . . . HI ckrv 9-3362  
 Loma Linda Food Co 814-15th. . . . . HU dsn 4-9933  
 Morris Distrng Co 1300 Carter Rd. . . . . IVnhoe 9-6613  
 Norcal Distrng Co 1621 E. . . . . GI lbrt 2-3928  
 Olson Food Products 1506 F. . . . . GI lbrt 2-2346  
 Pore R K 2144 Pine Av. . . . . HI lcrst 7-9048  
 Rawleigh's Good Health Products  
 1827-28th . . . . . HI lcrst 6-7245  
 Redi-Spuds 2630-5th. . . . . HU dsn 4-3531  
 Scanlon Kenneth 1400 G. . . . . GI lbrt 3-9344  
 Staley A E Mfg Co  
 Sweetose-Sta-Flo-Cube & Cream Starch  
 2951 Calderwood Ln. . . . . IVnhoe 9-0574  
 Top Hat Potato Chip Co 1616 North C. GI lbrt 2-0697  
 Uidall Distributing Co 1505-24th. . . . . GI lbrt 2-5973

**Food Products—Health**

See Health Food Products Headings

**Food Supplements**

See Dietary Supplements; Also Vitamin Products Heading

**Foods—Frozen—See Frozen Foods**

**Foot Appliances**

**EUGENE BENJAMIN & CO** 1213 L. . . . . GI lbrt 3-9024  
**GREMCO ORTHOPEDIC APPLIANCE CO**  
 1715 K. . . . . GI lbrt 2-6546

**SCHOLL'S DR. FOOT APPLIANCES**

Dr. Scholl's Arch Supports Relieve Foot Pains Due to Weak Arches. Scientifically Fitted and Adjusted as Condition of Arches Improves.



**DR. SCHOLL'S PADS, PLASTERS, REMEDIES FOR THE RELIEF OF ALL COMMON FOOT TROUBLES**

"WHERE TO BUY THEM"

Skells Walkover Shoe Str  
 1110 K . . . . . GI lbrt 3-6221  
 Walkover Skells Shoe Store  
 1110 K . . . . . GI lbrt 3-6221

**TAYLOR SURGICAL CO**

LARGE VARIETY OF  
**DR. SCHOLL'S APPLIANCES**  
 ALSO WIZARD AND OTHERS  
 Each Arch Individually Fitted by an Experienced Fitter  
 1016 J. . . . . GI lbrt 3-4922

**Foot Treatments—See Chiropodists**

**Foresters—Consulting**

Wall Myron S Jr 4612 Fegan Wy. . . . . HI lcrst 5-0806

**Form Clamps**

See Contractors' Equipment Headings

**Forwarding—Freight**

See Freight Forwarding

**Foundations—Educational**

National Citizens Commission for the Public Schools 1014-8th . . . . . HU dsn 4-6896

**Foundries—Brass, Bronze, Aluminum, Magnesium, Etc**

**APEX BRONZE FOUNDRY CO**  
 BRONZE CASTINGS OF ANY COMPOSITION  
 APEX BRONZE BUSHINGS MACHINED AND CENTERED  
 BRONZE BARS  
 3101 Adeline Oakland  
 (Toll) Call "Operator" for. Humboldt 3-4500

**BERRY'S FOUNDRY** 1817-29th. . . . . HI lcrst 5-5706  
 (See Advertisement This Page)

**PACIFIC BRASS FOUNDRY OF SAN FRANCISCO**  
 ESTABLISHED 1875  
 HEAVY CASTINGS  
 MONEL - BRASS - BRONZE - COPPER  
 FRONTIER (40 E) HI-TENSILE  
 CORROSION RESISTING ALUMINUM  
 251-2d St San Francisco  
 (Toll) Call "Operator" for. . . . . YuKon 6-6745

**BERRY'S FOUNDRY**

1817 - 29th Street

**IRON - BRONZE and ALUMINUM CASTINGS**

Phone HI lcrest 5-5706

**Foundries—Iron**

**BRAINARD BROS**  
Iron—Bronze—Aluminum  
Davis Hwy ..... GI lbrt 3-7782

**EMPIRE FOUNDRY CO** 429-3d Oakland  
(Toll) Call "Operator" for ..... Highgate 4-3703

**INDUSTRIAL IRON WORKS**  
Stanley C Aitchison  
Northern California Representative  
444 Market S F  
(Toll) Call "Operator" for ..... Yukon 6-3741

**LEACH J M IRON WORKS**  
16 Globe Av N Sacramento ..... HI ckry 9-0286

**STOCKTON IRON WORKS**  
Harrison & Lindsay Stockton  
(Toll) Call "Operator" for ..... Stockton 7-7091  
Union Iron Works 1415 Front ..... GI lbrt 3-4984

**Foundries—Steel**

**STOCKTON IRON WORKS**  
Harrison & Lindsay Stockton  
(Toll) Call "Operator" for ..... Stockton 7-7091

**THYS CO** 6900 Folsom Blvd. .... HI lcrst 6-3048  
(See Advertisement This Page)

**Fountain Pens—Repairing**

**DAY'S PEN SHOP**  
Authorized Repair Service  
on All Popular Makes Fountain Pens  
Complete Stock of New Pens & Pencils  
1218 1/2 K ..... GI lbrt 2-9415

**Fountains—Soda**

See Soda Fountain Equipment

**Fraternal Organizations**

See also Associations

Anderson Eugene R Secty For Elks Lodge No 6  
11th & J ..... HU dsn 4-3143

Eastern Star Temple 2719 K ..... GI lbrt 2-4049

Elks Club 11th & J ..... GI lbrt 2-1001

Elks Lodge No 6 BPOE Secty's Ofc  
Office Of Secretary E R Anderson  
11th & J ..... HU dsn 4-3143

Gomez Lodge No 12 C D A Inc  
307 1/2 L ..... GI lbrt 3-9371

Independent Order Of Foresters The  
100 F Bldg. .... HU dsn 1-0104

**Freezers—Food Storage Units**

See also Refrigeration Equipment—Commercial;  
also Refrigerators—Domestic

**ACME REFRIGERATION & EQUIPMENT CO**  
HOTPOINT - COOLERATOR - AMANA  
HOME & FARM FREEZERS  
619 J ..... GI lbrt 3-0298

**AMANA HOME FREEZERS—**  
**BIRD'S APPLIANCES & HEATING**  
5105 Fair Oaks Blvd ..... IVnhoe 9-2508

**HORRELL & SON** 2950-1st Av. .... HI lcrst 6-6437

**WILLIFORD'S KITCHEN SHOP**  
3200 Riverside Blvd. .... GI lbrt 3-2355

An extension telephone will give you  
added comfort in your home.

**THYS CO.**  
**Foundry & Machine Shop**  
**Machine Shop**  
**Sandblasting**  
**Electric Steel Castings**  
**Hop Picking Machines**  
*Design & Manufacture*

PHONE  
**HI lcrst 6-3048**

6900 FOLSOM BLVD.

**Freezers—Food Storage Units—  
(Cont'd)**

**ANDRESEN APPLIANCE CO**  
Store No 1 39th & J ..... HI lcrst 5-3680  
Store No 2 2739 Riverside Blvd. .... GI lbrt 2-0006

**BENNETT FURN CO** 3812-24th Av. .... HI lcrst 5-4549

**BETTER LIVING CO** 1910-16th ..... HU dsn 4-3883

**CHILL CHEST HOME FREEZERS**

Built to highest quality standards  
assuring you years of dependable  
service at low cost. See these  
beautiful Freezers before you buy.



"WHERE TO BUY THEM"

**DISTRIBUTOR**  
**CALIFORNIA DISTRIBUTING CO**  
2201 E 14th Oakland  
(Toll) Call "Operator" for .... Kellog 3-7544

**DEALER**

Better Living Co 1910-16th ..... HU dsn 4-3883

**COLDSPOT FREEZERS—**

**SEARS ROEBUCK & CO** 12th & K. HU dsn 4-6961

**CROSLY KITCHEN FREEZERS**

Hold over  
100 POUNDS OF  
FROZEN FOODS



"Table-top" Work Surface.  
Also See the Shelvador® Refrigerators  
Complete Line of Radios and Ranges  
\*Made Only By Crosley®

SALES—SERVICE

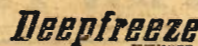
"FOR INFORMATION CALL"

**DEALER**

**HANDY ANDY RADIO** 5533 H. .... HI lcrst 7-1950

**DEEFPREEZE HOME FREEZERS**

Go Buy The Name  
DEEFPREEZE  
The Original  
Home Freezer  
Authorized Sales  
and Service.



"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

**DEALERS**

**ANDRESEN APPLIANCE CO**  
Store No 1 39th & J ..... HI lcrst 5-3680  
Store No 2 2739 Riverside Blvd. .... GI lbrt 2-0006

**Bird's Appliances & Heating**  
5105 Fair Oaks Blvd. .... IVnhoe 9-2508

**BREUNER JOHN CO** 604 K. .... GI lbrt 3-8061

**FRIGIDAIRE HOME FREEZERS—**

**BREUNER JOHN CO** 604 K. .... GI lbrt 3-8061

**GENERAL ELECTRIC FOOD FREEZERS**

Save \$120 each year with a General  
Electric Food Freezer . . . and have  
the convenience of a store in your own  
home! Famous G.E. features and  
dependability.



"WHERE TO CALL"

SALES & SERVICE DEALERS

**FEY'S HARDWARE & APPLIANCE**  
555 La Sierra Dr. .... IVnhoe 9-1377

**HOT-n-KOLD SHOP** 1317-21st. .... GI lbrt 2-1893

**SACRAMENTO ELECTRIC CO**  
1931 J. .... GI lbrt 3-1533

**SALES DEALERS**

**BREUNER JOHN CO** 604 K. .... GI lbrt 3-8061

**JOSEPH MANUEL** 1020 J. .... GI lbrt 3-3937

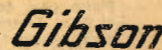
**DISTRIBUTOR**

**GENERAL ELECTRIC SUPPLY CORP**  
1131 S. .... GI lbrt 3-9001

**Freezers—Food Storage Units—  
(Cont'd)**

**GIBSON HOME FREEZERS**

Save more time, money and work  
than ever before. New exclusive  
features are yours with Gibson  
Including Counter Balanced Lids, Safety Locks and Quiet  
Sealed Mechanism.



"WHERE TO BUY THEM"

**DISTRIBUTOR**

**Lukanish J J Co** 1355 Market S F  
(Toll) Call "Operator" for .... Underhill 3-3914

**DEALERS**

**Quay Appliance** 1632 Bdwy. .... GI lbrt 3-6781

**Walton's Radio & Appliance**  
3922 Broadway ..... HI lcrst 5-4078

**HALE'S APPLIANCE STORE**

13th & K. .... GI lbrt 2-7871

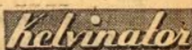
**HOTPOINT HOME FREEZERS—**

**COLONIAL HOME APPLIANCES**  
3836 Stockton Blvd. .... HI lcrst 6-4724

**Household Furniture Co** Alhambra & N. HI lcrst 5-5775

**KELVINATOR HOME FREEZERS**

Safe-store foods for months  
ahead! Save money on food  
bills! Get "A Home Freezer  
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(Continued Next Page)

**TO REPAIR LINOLEUM**

If you have a break in the edge of  
linoleum, take a good-sized piece of  
cloth (to reach well beyond the break  
at all points), cover it with glue and put  
it beneath the linoleum. Weight it down  
with heavy objects until it has had time  
to dry and set.