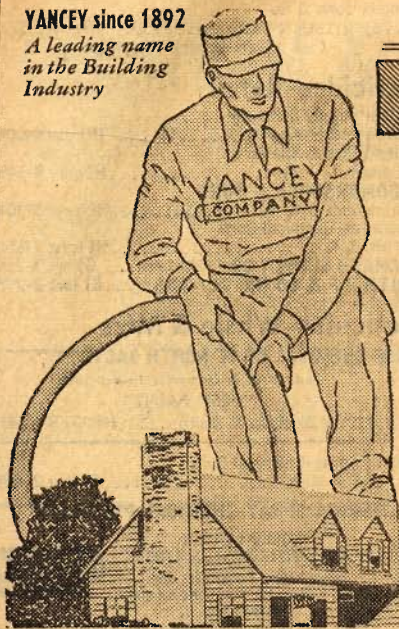


**YANCEY since 1892**  
*A leading name  
 in the Building  
 Industry*



— **Johns-Manville** —

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**COMFORT**

*Blown Thru a Hose*

Scientifically Installed

Homes and Buildings - Old or New 15 Degrees Cooler in Summer. Save One Third or More on Your Winter Fuel Bill. All Types of "J-M" Insulation. - Free Estimates.

PAY AS LITTLE AS

**\$5.00 PER MONTH**

**36 MONTHS TO PAY**

JOHNS-MANVILLE



**YANCEY**  
 COMPANY

DIAL  
**Glbert 3-6518**

2116 K ST.

**ARCADE**

**INSULATION & MATERIALS CO.**

*Fiberglas • Insulbestos • Rock Wool*

**INSULATION FOR HOMES & ALL TYPES  
 COMMERCIAL BUILDINGS**

**Hickory 9-3809**

If No Answer Call IVanhoe 9-2060  
 or call HI lcrest 7-1873

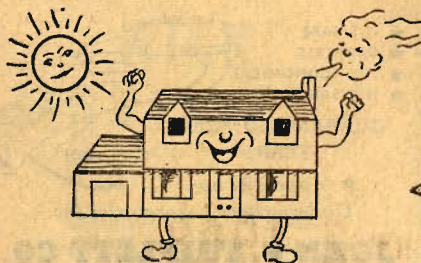
Auburn Blvd., N. Sacramento

DISTRIBUTORS FOR

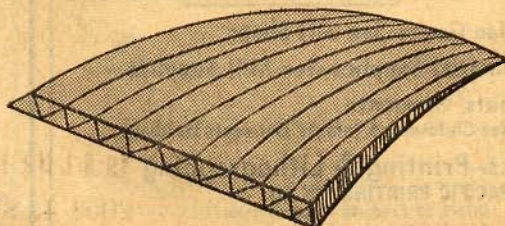
**INFRA**

**ACCORDION INSULATION**

- ★ 97% EFFICIENT
- ★ EQUIVALENT TO 6 7/8" OF ANY INSULATION
- ★ OFFERS NO NEST FOR VERMIN
- ★ AFFORDS PERFECT VAPOR BARRIER
- ★ WEIGHS 1 OUNCE TO THE SQUARE FOOT
- ★ ABSOLUTELY WILL NOT ABSORB HEAT OR COLD



**YOUR HOUSE WILL STAND UP  
 UNDER ALL CONDITIONS**



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**PORTER O J & CO**  
 Inspection Service-Testing Laboratory  
 516-9th . . . . . GI lbrt 2-6963

**Insulating Contractors—Cold & Heat**

**ALBEST INSULATION—**

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**ARCADE INSULATION & MATERIALS CO**

Northern California Distributors for

**INFRA ACCORDION  
 INSULATION**

RETAIL & WHOLESALE  
 97% Efficient

No Nest for Vermin  
 Perfect Vapor Barrier  
 Affords No Lag of Heat or Cold  
 Lowest Cost for Efficiency Afforded  
 "Specified by All Leading Architects"

Auburn Blvd N Sacto. . . . . HI ckry 9-3809

**Arcade Insulation & Materials Co**

Auburn Blvd N Sacramento. . . . . HI ckry 9-3809  
 (See Advertisement This Page)

**CALIFORNIA HOME IMPROVEMENT CO**

ROCK WOOL INSULATION  
 WEATHERSTRIPPING - VENETIAN BLINDS  
 Guaranteed Workmanship

1331 T. . . . . HU dsn 4-2708

**CAPITAL WEATHER STRIP CO**

MINERAL WOOL INSULATION  
 Weatherstripping - Venetian Blinds

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PIPE & BOILER COVERINGS

Asbestos & Cork Products  
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 If no answer call. . . . . HI lcrst 5-4632

**CLAWSON L H CO** Rice Mill Rd. . . . . HUdsn 1-2731

**COCHRAN JACK ROOFING CO**  
 2143 Whippoorwill Ln. . . . . HIckry 9-7518

Danzer W H  
 3109 N 11th N Sacramento. . . . . HI ckry 9-1765

**EAGLE PICHER INSULATION**

For Homes and Buildings  
 Everlasting protection against  
 Summer Heat & Winter Cold  
 Cuts fuel bills as much as 45%  
 Fire Proof • Moisture Repellent



"SERVICE RENDERED BY"

**CLAWSON L H CO** Rice Mill Rd. . . . . HUdsn 1-2731

**ELLIS CO THE**

"WE SELL COMFORT"  
**HOME INSULATION**

15% Cooler in Summer  
 Up to 40% Savings in Fuel  
 Free Estimates - F.H.A. Terms - Guaranteed

1923 Stockton Blvd. . . . . HI lcrst 7-6521

Ellis Co The 1923 Stockton Blvd. . . . . HI lcrst 7-6521  
 (See Advertisement Page 201)

Engardt Alex 1349-56th. . . . . HI lcrst 5-3639

**FIBERGLAS HOME INSULATION**

Ageless Glass Wool Expertly Blown in New or Existing Homes or Buildings for Greater Summer and Winter Comfort. Up to 1/3 Fuel Savings.



Will Not Burn, Rot or Settle.

"WHERE TO BUY IT"

APPLICATOR

**ELLIS CO THE**  
 1923 Stockton Blvd. . . . . HI lcrst 7-6521

(Continued Next Page)

**Insulating Contractors—Cold & Heat—(Cont'd)**

Hayes Herb W 1817-17th.....HU dsn 4-6864  
 Home Insulation Co 1215 E.....GIlbrt 2-6717  
 Home Service 714-25th.....HUdsn 4-6525  
**INSUL FLUF INSULATION** 2003 L.....GIlbrt 2-4908  
 (See Advertisement This Page)

**JOHNS-MANVILLE ROCK WOOL HOME INSULATION**

For year round comfort, lower fuel bills. Product of one of the oldest, largest Insulation manufacturers . . . pioneers in Home Insulation. Scientifically "Blown" by expert crews.



"WHERE TO BUY IT"

Yancey Company 2116 K.....GIlbrt 3-6518

**JOHNSON ROOFING & INSULATION CO**

5432 T.....HI lcrst 5-6843  
 Metal Weatherstrip Co

300 Bryte Av Bryte.....HUdsn 4-5430

**PACIFIC COAST INSULATION CO**

Palco Wool Distr & Applicator Home-Comm'l  
 3490 Sierra View Ln.....IV nhoe 9-2326

**PLYMOUTH ROCK WOOL CO** 2820-O.HI lcrst 7-9981

**RICKMAN-LEE CO OF SACTO**

2031 Fulton Av.....IV nhoe 9-3689

**SACRAMENTO ROOFING & INSULATION CO**

418-17th.....GIlbrt 2-6371

**VALLEY ROOFING CO**

WE SOLVE YOUR  
 INSULATING & COOLING  
 PROBLEM

Free Estimates  
 All Work Guaranteed  
 "TERMS"

3160 Y.....HI lcrst 6-2327

**WESTERN ASBESTOS CO**

Engineers and Contractors  
 For Johns-Manville  
 Piping - Boilers  
 Industrial Equipment  
 Refrigeration - Underground

1331 T.....HU dsn 1-0125

**YANCEY COMPANY** 2116 K.....GIlbrt 3-6518  
 (See Advertisement Page 200)

**Insulation Materials—Cold & Heat**

**AMERICAN BLDG MATERIALS CO**

2701 Stockton Blvd.....HI lcrst 6-3858

**Arcade Insulation & Materials Co**

Auburn Blvd N Sacramento.....HI ckr 9-3809

**BALSAM-WOOL INSULATION—**

**CAPITAL LUMBER CO**

1831-37th.....HI lcrst 5-2681

Calif Zonolite Co 208 Jibboom.....GIlbrt 2-7611

Caw Insulation 3600-20th Av.....HI lcrst 6-3723

**CLAWSON L H CO** Rice Mill Rd.....HUdsn 1-2731

(Continued Next Page)

**HERB W. HAYES  
 INSULATION MATERIALS**

PHONE

**HUdson 4-6864**

**Or HI lcrst 6-1224**

Office & Plant

1817 - 17th ST., SACTO

*An Expert Crew on Every Job*

*"Cooler in Summer - Warmer in Winter"*

Also Weather Stripping

**BUTCHER BOY  
 COLD STORAGE  
 DOORS**

**"WE SELL COMFORT"**

OVER 30 YEARS IN SACRAMENTO

**COLD STORAGE  
 INSULATION  
 A SPECIALTY**

Roofing

Siding



**Monarch  
 Weatherstrips**

Enjoy year around controlled indoor climate in your home  
 with ageless glass wool

- ★ 15% Cooler in Summer
- ★ Up to 40% Savings in Fuel
- ★ Cut Redecorating Expenses

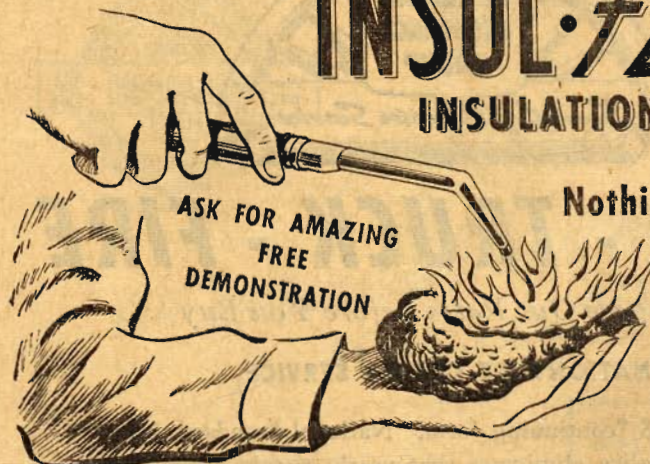
Free Estimates - FHA Terms - Work Guaranteed

**THE ELLIS CO.**

Dial HI lcrst 7-6521

1923 STOCKTON BLVD.

**INSUL-FLUF  
 INSULATION**



ASK FOR AMAZING  
 FREE  
 DEMONSTRATION

**Nothing Comparable  
 For Your  
 Home!**

DOES NOT ABSORB  
 OR RETAIN HEAT  
 15° to 25° Cooler  
 in Summer  
 25 to 50% Savings  
 in Winter

**MANUFACTURER GUARANTEES:**

1. RESISTANCE TO FIRE - VERMIN - RODENTS - INSECTS
2. THAT IT WILL NOT PACK OR SETTLE
3. THAT ITS COMPONENT PARTS WILL NOT DETERIORATE BECAUSE OF IMPERFECT MATERIALS

FHA - 36 MONTHS TO PAY

*"Insulate the Factory Way"*

Dial **GILBERT 2-4908**

2003 L STREET

# INSURANCE

*Exclusively!*

A NEW NAME

A NEW LOCATION

THE SAME FINE SERVICE

*"Probably the  
Best Insurance  
Service...  
Anywhere!"*

## Caughlan-Putnam

### 2121 J STREET

DIAL

JOE CAUGHLAN

Gilbert 3-4854

AL. PUTNAM



# AUTO - TRUCK - FIRE

*Compare Our Rates Before You Buy*

**NATIONWIDE CLAIMS SERVICE**

A FARMERS "continuing form," National Standard, Non-Assessable Policy eliminates that yearly re-sale cost—THE SAVING IS PASSED ON TO YOU.

**Workmen's Compensation - Personal & Public Liability**

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1717 BROADWAY  
PHONE  
**HUdson 1-2723**

**LES STROBEL**  
3526 Stockton Blvd.  
**HI lcrest 7-5731**  
SACRAMENTO

**OSCAR E. SEVERTSON**  
2016 J ST.  
PHONE  
**HUdson 1-1278**

## Insulation Materials—Cold & Heat—(Cont'd)

**DIAMOND MATCH CO** 2826 Q..... HI lcrst 6-4703  
1110 E El Camino Av..... HI cky 9-2741  
Dolan's Alhambra & P..... HI lcrst 6-6481  
Eagle Home Insulation Distr  
Rice Mill Rd..... HUdsn 1-2751  
Ellis Co The 1923 Stockton Blvd..... HI lcrst 7-6521  
Fiberglas Engineering & Supply Co  
1615 Thornton Av..... GI lbrt 3-4814

### FIBERGLAS INDUSTRIAL INSULATIONS

Efficient, Firesafe, Lasting Glass Wool Insulations In Many Flexible and Rigid Forms For High and Low Temperature Applications; Pipes, Ducts, Tanks, Boilers, Ovens, Refrigeration Units and Rooms; Easily, Economically Applied.



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**FIBERGLAS ENGINEERING & SUPPLY CO**  
1615 Thornton Av..... GI lbrt 3-4814  
**WESTERN FIBERGLAS SUPPLY CO**  
739 Bryant S F  
(Toll) Call "Operator" for..... Sutter 1-5967

**FLORIN LUMBER YARD** Florin..... HI lcrst 7-3907  
**FRIEND & TERRY LUMBER CO**  
1920 Front..... GI lbrt 3-9091  
Hayes Herb W 1817-17th..... HU dsn 4-6864  
(See Advertisement Page 201)

### HOMART INSULATING MATERIALS—

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

Johns-Manville 2116 K..... GI lbrt 3-6518  
Krieger W R & Co  
2806 Aurora Wy N Sacto..... HI cky 9-3356  
Lumber Dealers Materials Co  
Wholesale Only  
1201 Swanston Rd..... HI cky 9-2751

**PACIFIC COAST AGGREGATES INC**  
16th & A..... GI lbrt 3-6586

**PACIFIC COAST INSULATION CO**  
Palco Wool Distr & Applicator Home-Comm'l  
3490 Sierra View Ln..... IV nhoe 9-2326  
Sacto Stucco Products Co  
27th & R..... HI lcrst 5-3044  
Senator Residing Co 1506-13th..... HUdsn 4-8523  
Yancey Company 2116 K..... GI lbrt 3-6518

### ZONOLITE BRAND VERMICULITE

Insulating Materials  
Light-Weight Aggregates  
Home Insulation  
Cold Storage Insulation  
Stabilized Concrete Aggregate  
Plaster Aggregate  
Acoustical Plastic  
High Temperature Specialties



**"WHERE TO BUY IT"**

**PROCESSING DISTRIBUTOR**  
California Zonolite Co 208 Jibboom. GI lbrt 2-7611

### DEALERS

**CLARE LUMBER CO**  
Yard No 1  
320 E El Camino Av  
N Sacramento..... HI cky 9-2703  
**PACIFIC COAST AGGREGATES INC**  
16th & A..... GI lbrt 3-6586  
**PERKINS LBR & SUPPLY CO**  
Perkins..... HI lcrst 5-2307  
**SWANSON LUMBER CO**  
Riverview Rd W Sacramento... GI lbrt 2-0691  
**TAYLOR'S LUMBER CO**  
2930-19th N Sacramento.... HI cky 9-1437

**Insulation Materials—Sound Deadening**  
See Acoustical Materials

**Insurance Adjusters—See Adjusters**

**Insurance Agents & Brokers**

Aaron Agency 4610 Auburn..... JVnhoe 9-4788  
**AHLSTROM INVESTMENT CORP**  
60th & 14th Av..... HI lcrst 7-6518  
(Continued Next Page)

Need a number? First, check the Directory or your personal number list before calling "Information."

**Insurance Agents & Brokers--  
(Cont'd)**

**ALLEN & BUGBEY AGENCY**

A LOCAL MARKET  
FOR ALL  
YOUR INSURANCE NEEDS

Forum Bldg ..... HU dsn 4-3922

**ALLEN JERRY** Forum Bldg. .... HUdsn 4-3922

**AMERICAN HOME CO**  
4108 Stockton Blvd. .... HI lcrst 6-4736

**ARTZ & COOK** 813 J. .... HU dsn 4-9381

(See Advertisement This Page)

**ASSOCIATED UNDERWRITERS INC**

Forum Bldg. .... GI lbrt 3-5963

Barnett Marvel 1812 J. .... GI lbrt 2-7601

**BARR IRVIN** Bank of Amer Bldg. .... GI lbrt 3-2549

**BASCOM J P**  
If No Ans Call Before Noon or After 3 PM

2924 I ..... GI lbrt 2-4017

**BENDER WARREN G** 908-21st. .... HU dsn 4-0626

(See Advertisement Page 204)

**BENEFICIAL LIFE INSURANCE CO**

Marion H Hill-Gen'l Agent  
Nicolaus Bldg. .... GI lbrt 2-7304

**BLAIR & SON** Cap Nat'l Bank Bldg. .... GI lbrt 3-3778

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A COMPLETE  
INSURANCE  
SERVICE

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**BOITANO JOHN L**

See Sacto Abstract & Title Co  
919-8th ..... GI lbrt 3-4871

**BOLOYAN SAM**

3320 Fair Oaks Blvd. .... IV nhoe 9-2319

Bradley Harold E Forum Bldg. .... HUdsn 1-1261

**BRAY TOM INSURANCE AGENCY**

INSURANCE  
All Lines

4416-42d ..... Hllcrst 7-8713

If no answer call. .... HUdsn 1-0191

**BREEN AGENCY**

FIRE  
THEFT  
AUTOMOBILE  
LIABILITY

Jefferson Blvd & W Capitol Av

W Sacto ..... HUdsn 1-0176

**BREEN & SUMMER INSURANCE AGENCY**

2321-16th ..... GI lbrt 2-1887

If no answer call. .... GI lbrt 2-8400

**Brevik C A**

Office With O W Curran-Realtor  
4336-4th Av ..... Hllcrst 7-0598

**BRISTOW W M L** 2625-16th. .... GI lbrt 2-5279

**BROCKMAN THURMAN W**

BROCKMAN'S Insurance Service  
For Convenience - Drive in Parking  
Complete Insurance Protection  
For Your  
Person - Property or Business  
Day or Night Call

1831 Broadway. .... HU dsn 4-7536

**BRONSON JOHN O CO** 1702 Broadway. GI lbrt 2-2909

Brown Art & Co Forum Bldg. .... GI lbrt 3-6002

Bruhn Clyde D Calif St Life Bldg. .... GI lbrt 3-8765

**BRUNTON LULU**

All Forms of Insurance  
Including Life & Bonds  
Room 212 Odd Fellows Bldg  
1025-9th. .... HU dsn 4-7617

**BUGBEY W M D** Forum Bldg. .... HUdsn 4-3922

Burlingame W M 1330 E. .... GI lbrt 2-6339

**BUSH REALTY CO INC** 815 J. .... HUdsn 1-2786

(Continued Next Page)

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

# Insurance!

- Fire
- Auto
- Casualty
- Theft
- Liability
- Compensation
- Personal

## ARTZ & COOK

813 J ST.

Dial

**HUdson 4-9381**



*"Nothing But Insurance"*

*The Symbol of*

*An Exclusive Insurance Service  
for More than 40 Years!*

TO TRY OUR SERVICE JUST DIAL

**GILBERT 3-4603**

### C. L. KATZENSTEIN & CO.

"PIONEER INSURANCE OFFICE"

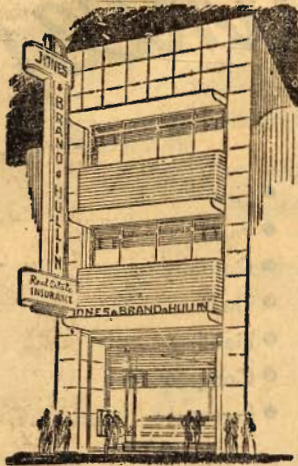
916-8TH STREET • SACRAMENTO

WE WRITE EVERY TYPE OF COVERAGE EXCEPT LIFE

# INSURANCE

"For Every Need"

- FIRE
- AUTO
- PLATE GLASS
- FIDELITY BONDS
- SURETY BONDS
- BURGLARY
- THEFT
- ACCIDENT



The Members of Our Firm Have Engaged in the Real Estate and Insurance Business in SACRAMENTO for Over 30 Years.

## JONES & BRAND & HULLIN, INC.

725 J St.

**HUDSON 1-2741**



## State Farm Insurance Co's.

AUTO - LIFE - FIRE

District Office  
2926 J St.

**GI lbert 2-1878**

*Evenings by Appointment*

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- LeRoy Dukes.....HI lcrest 7-4138
- L. W. Dunn.....GI lbert 3-4469
- Kenneth M. Eliason.....IV anhoe 9-4221
- J. C. Hammond.....GI lbert 3-3204
- Fred N. Irwin.....HI lcrest 6-9776
- Peter Y. McCarter.....HI ckory 9-8773
- Lewis E. Pryor.....HI lcrest 7-3327
- Sal Schiro.....HI lcrest 5-5280
- N. G. Schneider.....HI ckory 9-2827

## Insurance Agents & Brokers- (Cont'd)

- Business Men's Assurance Co  
Forum Bldg.....HU dsn 1-0108
- CALIF-WESTERN STATES LIFE INS CO**  
10th & J.....GI lbert 2-3661
- Campbell Fred W 1812 J.....HU dsn 4-5608
- Capital Insurance Service  
3100 Fulton Av N Sacto.....IVnhoe 9-1474
- Capital Insurance Serv  
R L Bud Tretheway  
814 I.....GI lbert 2-2919
- CARROLL FRANK** 2120 T.....HI lcrest 5-8908  
If no answer call.....GI lbert 3-7461
- CAUGHLAN-PUTNAM GENERAL INSURANCE**  
AGCY 2121 J.....GI lbert 3-4854  
(See Advertisement Page 202)
- CAVANAUGH & CO**  
2612 Fulton Av.....IV nhoe 9-5327
- Chargin A L 1528-9th.....GI lbert 2-5556
- CHASE WALT** 4000 Stockton Blvd.....HI lcrest 5-9245  
(See Advertisement Page 205)

### CHEW JACK C

INSURANCE FOR EVERY NEED  
1009-5th.....HU dson 4-5597  
If no answer call.....HI lcrest 7-4930

Chrisler A A California State Life Bldg. GI lbert 3-4241  
Clark V L Forum Bldg.....HU dsn 1-0108

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ALL LLOYD'S COVERAGE  
AUTOMOBILE - TRUCKS  
ALL FORMS OF INSURANCE

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Consolidated Agents 2712 Bdwy.....HI lcrest 7-4783  
Cook R W 511 Fulton Av.....IVnhoe 9-3128  
Cook R W 2861 Northrup Av.....IV nhoe 9-2945

### COOK ROSCOE D

2125 Del Paso Blvd.....HI ckory 9-2754  
(Continued Next Page)

*if it's*

## INSURANCE

*We write it!*

- HOSPITALIZATION
- LIFE - ACCIDENT
- AUTO - LIABILITY
- FIRE - COMPENSATION
- ALL RISK

Dial  
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INSURANCE - AGENCY

2319-16th Street

Res. Phone GI lbert 3-3642



## COMPLETE LINE OF INSURANCE

AUTO - FIRE - LIFE  
HOSPITALIZATION  
BONDS

14 Years Experience

Phone

**HUDSON 4-0626**

*Warren G. Bender*

Bet. I & J  
908 - 21st

SACRAMENTO

**"IT'S RELAXIN'**



to know  
that you're **INSURED**"

**Have Your Policy Checked Now!**

WORTH CONSIDERING

We strive to do more than just sell insurance. We seek to act as counsellors in protection. Complete adequate protection against many risks. Insure - Wisely & safely.

SEE US NOW!

**GI lbert 2-2991**

## WRIGHT-KIMBROUGH

819 J Street

Sacto, Calif.

**Insurance Agents & Brokers—  
(Cont'd)**

Cook Sue 3077 Del Paso Blvd. .... HI ckrj 9-4362  
**COOKSON REALTY CO** 2025-35th. .... HU ntr 6-2462  
 Cooper Robert B Financial Bldg. .... GI lbrt 3-4613  
 Cross Everett D 1820-2d Av. .... GI lbrt 2-1508  
 Cumberley W J Realtor 2965-35th. .... HI crst 5-5405  
 Cully Agnes E Insurance Agency  
 2016 Bidwell Wy. .... GI lbrt 2-1731  
 Cully Agnes E Insurance Agency  
 Pope Av. .... IV nhoe 9-4006

**CULPEPPER & HAMMOND**

Representing  
**GREAT AMERICAN  
 AND  
 HARTFORD INSURANCE COMPANIES**  
 FIRE - AUTO - CASUALTY - BONDS  
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Daniels Frederick G 807 J. .... HU dsn 4-5883  
 Decker C C 1626 K. .... HU dsn 4-1615  
 Didion Frank R 2000-22d ..... HI crst 6-7315  
 Dixon Harry 721 H. .... GI lbrt 2-1597  
**DOVI TOM REALTY CO** 1531-16th. .... GI lbrt 3-4677  
 Draper Wm R

1301 E El Camino Av. .... HI ckrj 9-7596  
**DREW N B REALTY CO**

Agt Maryland Casualty & Reliance Fire Ins  
 2621 F. .... GI lbrt 2-1814  
**DUGAS L C** Forum Bldg. .... GI lbrt 3-5963  
 Duke Realty 2015 J. .... HU dsn 4-9351  
 Res 1299 Kennedy Ln. .... GI lbrt 2-9126  
 Dukes LeRoy 2926 J. .... GI lbrt 2-1878  
 Dunn Lucien W 2926 J. .... GI lbrt 2-1878

**EBBAGE INS AGENCY**  
 Walter F Rogers Jr Mgr  
 2115 J. .... GI lbrt 3-0211  
 If no answer call. .... IV nhoe 9-1566  
 Eggleston-Finney 1516 L. .... HU dsn 1-3017  
 Eliason Kenneth M 2926 J. .... GI lbrt 2-1878  
 Elliott Frieda M 121 Sacto Bryte. .... GI lbrt 2-1625  
**ELLIOTT & HUSTON INC** 1010-8th. .... GI lbrt 3-4675  
**ELSE FRED S** 2326-16th. .... GI lbrt 2-5867  
 Estate Planning Ltd Financial Bldg. .... GI lbrt 3-4858  
 Faig Insurance Agency  
 3228 Broadway. .... HI crst 5-5012

**FARMERS INSURANCE GROUP**

Farmers Automobile  
 Inter-Insurance Exchange  
 & Truck Ins. Exchange &  
 Fire Insurance Exchange



Save with Safety Without  
 Sacrificing Protection.

Nat'l Standard, Non-Assessable Policy

"WHERE TO BUY IT"

SALES OFFICES

**FARMERS INSURANCE EXCHANGE**

District Sales Office  
 1717 Broadway. .... HU dsn 1-2723  
 District Sales Office 2016 J. .... HU dsn 1-1278  
 District Sales Office  
 3526 Stockton Blvd. .... HI crst 7-5731  
 Branch Sales Office  
 2448 Del Paso Blvd. .... HI ckrj 9-9591

CLAIMS OFFICE

Farmers Insurance Exchange  
 2016 J. .... GI lbrt 3-7474

**FERGUSON D F CO**

INSURANCE

California State Life Bldg. .... GI lbrt 3-3701  
 If no answer call. .... HI crst 7-0421

STICKY PROBLEM

When cutting marshmallows or dates,  
 dip kitchen shears frequently in warm  
 water to prevent sticking.

**Insurance Agents & Brokers—  
(Cont'd)**

Filmer Lillian J 2930-33d. .... HI crst 5-3735  
**FINLEY-ARGANTE-ANTONE REALTORS**  
 1607 J. .... HU dsn 1-3073  
 Finney Charles E 1516 L. .... HU dsn 1-3017  
 Finney Walter 1516 L. .... HU dsn 1-3017  
 Fisher Realty Co  
 3090 Marysville Rd N Sacto. .... HI ckrj 9-0252

**FORT SUTTER INSURANCE AGENCY**

SUE COOK ZEITLER, Mgr.

COMPLETE  
 INSURANCE PROTECTION  
 AS NEAR AS YOUR PHONE  
 CALL US - Hickory 9-4362  
 DAY OR NIGHT

3077 Del Paso Blvd. .... HI ckrj 9-4362

Fretwell Robert B Forum Bldg. .... HU dsn 1-0108  
**GEE MALCOLM F** 2319-16th. .... GI lbrt 2-5817  
 (See Advertisement Page 204)

**GILL DAVID H**

ALL FORMS OF INSURANCE  
 Automobile - Fire - Burglary  
 Compensation - Life  
 Accident - Health

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 3226 Alvarado... HI ckyr 9-6447  
 Hammond James C 2926 J... GI lbrt 2-1878  
 Harmon Ken Realtor 2310-16th... GI lbrt 2-1849  
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**KATZENSTEIN C L & CO** 916-8th... GI lbrt 3-4603  
 (See Advertisement Page 203)

**Kauffman David D & Co** 703 J... GI lbrt 2-1017  
 (See Advertisement Page 205)

**Keeney Gordon H** 2206 K... GI lbrt 3-7052

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 919-8th... GI lbrt 3-4871

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 Longshore Wilbur 770 La Sierra Dr... IV nhoe 9-4549

**LUCAS & CO** 915-8th... GI lbrt 2-5864  
 (See Advertisement Page 205)

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 McAnear & Sherman 925-10th... HUdsn 1-3114  
 (See Advertisement Page 205)

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**McCLATCHY REALTY CO** 809 J... GI lbrt 2-1831

McDowall E Robert 2000 L... HUdsn 4-1552

**McDOWALL ED S** 2000 L... HU dsn 4-1552  
 (See Advertisement Page 205)

McDowall James M 2000 L... HU dsn 4-1552

McDowell Jack C Bank of Amer Bldg... GI lbrt 3-2549

McGee F J Financial Bldg... GI lbrt 2-9031

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 Equitable Life Assurance Soc of U S  
 2115 J... GI lbrt 2-1895

**MIDDLETON DON J**  
 Calif St Life Bldg... GI lbrt 3-3560

Miller Carl E  
 Capital National Bank Bldg... GI lbrt 2-1383

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Nelson Paul Realty Co 1631 O... GI lbrt 2-5205

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O'Neal George R 1907-28th... Hlcrst 5-3955

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Pierson R W 923-6th..... GI lbrt 3-7349  
Pratt Arthur L 3015 J..... HU dsn 4-5533  
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2121 J ..... GI lbrt 3-4854  
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Residence ..... HI lcrst 6-0295  
**SLAWSON H S** 2031 L..... GI lbrt 3-3791  
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Bank of America Bldg..... HU dsn 4-3984  
**SPALDING THOMAS A** Forum Bldg... HU dsn 4-0577  
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(See Advertisement Page 204)  
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1209-21st ..... HUdsn 4-8241  
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**SWANSON STEPHEN M** Forum Bldg. GI lbrt 3-5963  
**TAGGART M R**  
See Sacto Abstract & Title Co  
919-8th ..... GI lbrt 3-4871  
Taylor Clarence U 807 J..... GI lbrt 2-8560

**TAYLOR PAUL** Bank of Amer Bldg... GI lbrt 3-2549  
Telesco J E 3231 Fulton Av..... IVnhoe 9-3637  
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Western States Ins Crokers 703 J..... GI lbrt 2-1017  
Weston A M Jr Financial Bldg..... GI lbrt 2-9031  
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819 Grand Av Del Paso Hgts..... HIckry 9-3282  
White Eric C 703 J..... GI lbrt 2-1017  
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Worth E E Financial Bldg..... GI lbrt 2-9031  
Wright & Kimbrough 819 J..... GI lbrt 2-2991  
(See Advertisement Page 204)

Yamagata Howard V 1216B-4th..... GI lbrt 2-7929  
Yates Eugene C 1209-21st ..... HUdsn 4-8241  
**ZEITLER SUE COOK**  
3077 Del Paso Blvd..... HI ckry 9-4362

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Forum Bldg ..... GI lbrt 2-1074

Allstate Insurance Co  
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Forum Bldg ..... GI lbrt 2-1074  
Allstate Insurance Co 12th & K..... HUdsn 4-6961  
America Fore Ins Group 904-15th..... HU dsn 4-9138  
American Eagle Fire Ins Co  
904-15th ..... HU dsn 4-9138

(Continued Next Page)  
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**AMER INS GROUP OF NEWARK**  
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Amer Motorist Ins Co Forum Bldg. . . . . GI lbrt 3-1948  
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Amer National Ins Co Ochsner Bldg. . . . . GI lbrt 2-1718  
Amer Surety Co 1005-8th. . . . . HUdsn 4-4745  
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Raymond A Ebbage Gen'l Agt  
1801 J. . . . . HUdsn 4-8503  
**BENEFICIAL LIFE INSURANCE CO**  
Marion H Hill-Gen'l Agent  
Nicolaus Bldg. . . . . GI lbrt 2-7304  
Beneficial Standard Life Ins Co  
4570 Francis Ct. . . . . Hllcrst 6-9997  
**BOSTON INS CO**  
George E Wood-Special Agent  
Farmers & Mechanics Bldg. . . . . GI lbrt 2-6253  
Bronson John O Co 1702 Broadway. . . . . GI lbrt 2-2909  
Brown Richard C 1005-8th. . . . . GI lbrt 2-8820  
Bugbey Wm D Forum Bldg. . . . . HUdsn 4-3922

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A. J. A. Johnstone - Gen'l Mgr.  
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800-8th. . . . . GI lbrt 2-3647  
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813 1/2 J. . . . . GI lbrt 2-1819  
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Connecticut Indemnity Co The  
2015 J. . . . . HU dsn 4-9187  
Connecticut Mutual Life Ins Co  
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Continental Casualty Co Service Office  
2015 J. . . . . HU dsn 1-0291  
Continental Ins Co of N Y 904-15th. . . . . HU dsn 4-9138

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Employers Fire Insurance Co  
Financial Bldg. . . . . GI lbrt 3-6569  
Employers Liability Assurance Corp Ltd  
Financial Bldg. . . . . GI lbrt 3-6569  
Employers Mutuals Of Wausau Wisconsin  
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Fairbairn Nathan L General Agency  
813 1/2 J. . . . . GI lbrt 2-1819

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

**Insurance Companies & General Agencies—(Cont'd)**

**FARMERS INSURANCE EXCHANGE**  
Claims Office 2016 J. . . . . GI lbrt 3-7474  
District Sales Offices  
2016 J. . . . . HUdsn 1-1278  
1717 Broadway. . . . . HUdsn 1-2723  
3526 Stockton Blvd. . . . . Hllcrst 7-5731  
Branch Sales Offices  
2448 Del Paso Blvd N Sacto  
Allen Buller-Agent  
2448 Del Paso Blvd N Sacto. . . . . Hllcrst 9-9591  
**FARMERS MUTUAL FIRE INS CO**  
1521 I. . . . . GI lbrt 3-2666

**FIDELITY & CASUALTY CO OF N Y—**  
CLAIMS DEPT  
FIDELITY & CASUALTY CO OF N Y  
904-15th. . . . . HU dsn 4-9138  
GENERAL AGENT  
**JONES & BRAND & HULLIN INC**  
725 J. . . . . HUdsn 1-2741

Fidelity & Casualty Co of N Y  
Claims Dept 904-15th. . . . . HUdsn 4-9138  
Gen'l Agent 725 J. . . . . HUdsn 1-2741  
Fidelity Phenix Fire Ins Co  
904-15th. . . . . HU dsn 4-9138  
Fire Association Group 703 1/2 J. . . . . HUdsn 1-0191  
Fire Insurance Exch  
District Sales 3526 Stkn Blvd. . . . . Hllcrst 7-5731  
Sales Dept 2016 J. . . . . HUdsn 1-1278  
Sales Ofc 1717 Broadway. . . . . HUdsn 1-2723

**FIREMAN'S FUND GROUP**  
Fireman's Fund Insurance Co.  
Home Fire & Marine Ins. Co.  
Occidental Underwriters  
Fireman's Fund Indemnity Co.  
2931 J. . . . . GI lbrt 2-7626

Fireman's Fund Indemnity Co 2931 J. . . . . GI lbrt 2-7626  
Fireman's Fund Ins Co 2931 J. . . . . GI lbrt 2-7626  
Founders' Ins Co Mitau Bldg. . . . . GI lbrt 2-6885

**FRANKLIN LIFE INSURANCE—**  
HARRISON RICHARD A  
2200-16th. . . . . GI lbrt 2-6202

**FRANKLIN LIFE INS CO** 2200-16th. . . . . GI lbrt 3-4071  
General American Life Insurance Co  
3015 J. . . . . HU dsn 4-5533  
General Exchange Insurance Corp  
908-15th. . . . . HU dsn 4-8221  
General Ins Co Of America 2326-16th. . . . . GI lbrt 2-6346  
**GLENS FALLS INDEMNITY CO**  
1008-24th. . . . . GI lbrt 2-1049  
**GLENS FALLS INS CO** 1008-24th. . . . . GI lbrt 2-1049  
Globe Indemnity Co 1127 J. . . . . HU dsn 4-9324  
**GOLDEN STATE MUTUAL LIFE INS CO**  
1531-7th. . . . . GI lbrt 2-8541  
Grange Fraternal Fire Ins Assn  
1315-18th. . . . . GI lbrt 2-8092  
Granite State Fire Ins Co  
Forum Bldg. . . . . HU dsn 4-5880  
Great Amer Indemnity Co 1426 I. . . . . HU dsn 1-0114  
Great Amer Ins Co 1426 I. . . . . HU dsn 1-0114  
**GREAT WESTERN FIRE & MARINE INS CO**  
813 1/2 J. . . . . GI lbrt 2-1819

**HARDWARE MUTUAL CASUALTY INS CO**  
Frank Carrol  
John A Francis  
2120 T. . . . . Hllcrst 5-8908  
Res 2517 Greenwood Av. . . . . IVnhoe 9-1905  
If no answer call. . . . . GI lbrt 3-7461  
Hardware Mutual Ins Co of Minnesota  
703 1/2 J. . . . . HU dsn 1-0191  
**HARRISON RICHARD A**  
Franklin Life Insurance Co-Regional Mgr  
2200-16th. . . . . GI lbrt 2-6202

**HARTFORD ACCIDENT & INDEMNITY CO**  
Service Office-Claims Service  
Forum Bldg. . . . . HU dsn 1-0251  
**HARTFORD FIRE INSURANCE COMPANY**  
Service Office  
Forum Bldg. . . . . HU dsn 1-0251  
Home Fire & Marine Ins Co 2931 J. . . . . GI lbrt 2-7626

**HOME INDEMNITY COMPANY INSURANCE—**  
HOME INDEMNITY CO THE  
Casualty Insurance-Fidelity-Surety Bonds  
Forum Bldg. . . . . GI lbrt 3-2569

You'll find it fast in the YELLOW PAGES.

**Insurance Companies & General Agencies—(Cont'd)**

Home Indemnity Co The Forum Bldg. . . . . GI lbrt 3-2569  
**HOME INSURANCE COMPANY INSURANCE—**  
HOME INDEMNITY CO THE  
Fire-Automobile-Marine  
Forum Bldg. . . . . GI lbrt 3-2569

Home Insurance Co The Forum Bldg. . . . . GI lbrt 3-2569  
Hurst Robt D 1051 Laurel Ln. . . . . IVnhoe 9-3765  
Indemnity Ins Co of North America  
1806 J. . . . . HU dsn 4-5554  
**INDUSTRIAL INDEMNITY** 3142 J. . . . . HUdsn 1-3121  
Ins Co of North America 1806 J. . . . . HU dsn 4-5554  
**INTERCOAST INSURANCE ASSN**  
3140 J. . . . . HUdsn 1-1431  
Jefferson Standard Life Ins Co  
Herschel J Wright-District Manager  
2115-J. . . . . GI lbrt 2-1296  
Residence. . . . . GI lbrt 3-4033  
John Hancock Mutual Life Ins Co  
B Nels Evans-Representative  
Forum Bldg. . . . . GI lbrt 2-2385  
If no answer call. . . . . Hllcrst 7-9399  
Kemper Insurance Forum Bldg. . . . . GI lbrt 3-1948  
Landis Pelletier & Parrish  
Ochsner Bldg. . . . . HUdsn 4-3770  
Lincoln National Life Ins Co  
Russell E Tuvey-Gen'l Agent  
1812 J. . . . . GI lbrt 2-7601  
Liverpool & London & Globe Ins Co Ltd  
1127 J. . . . . HU dsn 4-9324  
Loyalty Group Forum Bldg. . . . . HU dsn 4-9357  
Lumbermens Mutual Casualty Co The  
Forum Bldg. . . . . GI lbrt 3-1948  
After 5 PM-Week Ends-Holidays  
Call . . . . . IV nhoe 9-1913

**MANHATTAN LIFE INSURANCE CO**  
1812 J. . . . . HU dsn 4-5608  
**MARYLAND CASUALTY CO**  
Service Office-Claims Service  
703 1/2 J. . . . . HU dsn 4-2307  
If no answer call. . . . . IVnhoe 9-6230  
Massachusetts Mutual Life Ins Co  
2834 Claire Ct. . . . . IV nhoe 9-4074  
**MASSACHUSETTS MUTUAL LIFE INS CO**  
1133 Fremont Wy. . . . . GI lbrt 2-8862  
Massachusetts Protective Ass'n Inc  
Capital Nat'l Bank Bldg. . . . . GI lbrt 3-6486  
**MERCURY INSURANCE CO**  
921-10th. . . . . HU dsn 4-8296  
Metropolitan Life Ins Co 1020-8th. . . . . GI lbrt 3-1714  
Minnesota Mutual Life Ins Co  
John V Hines-General Agent  
Forum Bldg. . . . . GI lbrt 3-7965  
Montgomery Victor General Agcy Inc  
823 J. . . . . HUdsn 1-1221  
Motors Insurance Corp 908-15th. . . . . HU dsn 4-8221  
Mutual Benefit Health & Accident Assn United  
Benefit Life Ins Co Omaha  
Mitau Bldg. . . . . GI lbrt 2-1543  
Mutual Life Insurance Co Of New York  
Lloyd R Yeates-Mgr  
719 K. . . . . GI lbrt 2-8911  
National Auto Theft Bureau 12th & N. . . . . GI lbrt 3-9096  
**NATIONAL OF HARTFORD GROUP**  
2115 J. . . . . GI lbrt 3-9037  
National Retailers Mutual Ins Co  
Forum Bldg. . . . . GI lbrt 3-1948  
After 5 PM-Week Ends-Holidays  
Call . . . . . IV nhoe 9-1913  
Nat'l Union Fire Ins Co 703 1/2 J. . . . . HU dsn 1-0191  
**NEW ENGLAND MUTUAL LIFE INS CO**  
1124-21st. . . . . GI lbrt 2-3792  
New Hampshire Fire Insurance Co  
Forum Bldg. . . . . HU dsn 4-5880  
New York Casualty Co 1005-8th. . . . . HUdsn 4-4745  
New York Life Ins Co Forum Bldg. . . . . GI lbrt 3-5724  
New Zealand Ins Co Ltd 5971-13th Av. Hllcrst 5-2963  
Newark Ins Co 1127 J. . . . . HU dsn 4-9324  
Niagara Fire Ins Co 904-15th. . . . . HU dsn 4-9138  
Northern Life Ins Co Financial Bldg. . . . . GI lbrt 3-4613  
Northwest Casualty Co 2505-17th. . . . . HU dsn 4-0464  
Northwestern Mutual Fire Assn  
2505-17th. . . . . HU dsn 4-0464  
Northwestern Mutual Life Ins Co  
Falconer Thomas-General Agent  
719 K. . . . . GI lbrt 3-2461

(Continued Next Page)

You can carry your firm's name and advertising into the homes and business places of your best prospects by being represented in the Classified section of the Telephone Directory.

## Insurance Companies &amp; General Agencies—(Cont'd)

## OCCIDENTAL LIFE INS CO OF CALIF

## IRVIN BARR AGENCY

## AGENTS

C. M. Bromagem — H. H. Dashiell  
Louis Diworkis — Frank P. Macaluso  
Herbert Kurima — Fred Von Gogh  
George Miyama  
Agnes Ramsey — George Rendle  
Leslie H. Hogge — Paul Taylor

Bank of America Bldg. .... GI lbrt 3-2549

Ocidental Life Insurance Company Of California  
Forum Bldg. .... GI lbrt 3-2059  
Occidental Underwriters 2931 J. .... GI lbrt 2-7626

**OLD COLONY INS CO**  
George E Wood-Special Agent  
Farmers & Mechanics Bldg. .... GI lbrt 2-6253  
Olympic Insurance Co 917-10th. .... HU dsn 4-5491  
Pacific Automobile Insurance Co

1014-8th. .... HU dsn 1-0101  
Pac Employers Ins Co 823 J. .... HUdsn 1-1211  
Pacific Fire Rating Bureau  
Forum Bldg. .... HU dsn 1-0119  
Pacific Indemnity Co Forum Bldg. .... HUdsn 1-3193

**PACIFIC MUTUAL LIFE INS CO**  
716 Alhambra Blvd. .... HUdsn 1-3061

**PACIFIC NATIONAL FIRE INS CO**  
1014-8th. .... GI lbrt 3-2621

Paul Revere Life Insurance Co  
Capital National Bank Bldg. .... GI lbrt 3-6486  
Penn Mutual Life Ins Co 2115 J. .... GI lbrt 2-3876  
Philadelphia Fire & Marine Ins Co

1806 J. .... HU dsn 4-5554  
Phoenix Insurance Co of Hartford  
1005-6th. .... GI lbrt 2-1323

## PHOENIX MUTUAL LIFE INSURANCE COMPANY OF HARTFORD CONN INSURANCE—

## BRANCH OFFICE

## PHOENIX MUTUAL LIFE INS CO OF HARTFORD

Kearney P Walton Jr Mgr  
111 Sutter S F  
(Toll) Call "Operator" for.... Douglas 2-1851

## PREMIER INSURANCE CO

Claims Service Office  
906-15th. .... HU dsn 4-9286

Providence Washington Ins Co  
E W Nissen-Special Agent  
W A Halliday Jr-Special Agent  
1014-8th. .... HUdsn 1-0129

Prudential Ins Co of America  
District Office Nicolaus Bldg. .... HUdsn 4-9111  
Ordinary Agency Financial Bldg. .... HUdsn 4-8233

Queen Ins Co 1127 J. .... HU dsn 4-9324  
Reese Ins Agency  
Calif State Life Bldg. .... GI lbrt 3-6088  
Reilly H L 1600-38th. .... HI lcrst 6-5283

**RELIANCE LIFE INS CO**  
Max D Clement-Manager  
Fred S Else-Agent  
2326-16th. .... GI lbrt 2-5867  
Reserve Life Ins Co Hosp Div 707½ J. .... GI lbrt 2-9097

Resolute Ins Co 2020-29th. .... HI lcrst 6-8736  
Royal Indemnity Co 1127 J. .... HU dsn 4-9324  
Royal Ins Co Ltd 1127 J. .... HU dsn 4-9324  
Royal-Liverpool Ins Group 1127 J. .... HU dsn 4-9324  
Sacramento Underwriters 3015 J. .... HU dsn 4-5533

**ST PAUL FIRE & MARINE INSURANCE CO**  
921-10th. .... HU dsn 4-8294

**ST PAUL MERCURY INDEMNITY CO**  
921-10th. .... HU dsn 4-8295  
Sargent's Ins Serv 4108-20th Av. .... HI lcrst 6-6340  
Security Ins Co 2015 J. .... HU dsn 4-9187

**SECURITY LIFE & ACCIDENT CO**  
W W McCain-Mgr  
1416 Santa Ynez Wy. .... HI lcrst 5-8160  
**SEQUOIA INSURANCE CO** 1521 I. .... GI lbrt 3-2666

Sierra Life Insurance Agency  
Mitaun Bldg. .... HUdsn 4-3887  
If no answer call. .... HUdsn 1-2741

**SIMPSON FRANK E**  
Gen'l Agent Pacific Mutual  
Life Insurance Co  
716 Alhambra Blvd. .... HUdsn 1-3061  
Residence. .... HI lcrst 6-0295

**SPRINGFIELD FIRE & MARINE INS CO**  
Forum Bldg. .... HU dsn 4-6640

**STATE COMPENSATION INSURANCE FUND**  
Forum Bldg. .... GI lbrt 2-4711

## Insurance Companies &amp; General Agencies—(Cont'd)

Stitt Philip A Agencies Inc  
Gen Agcy-Inter Coast Ins Assn  
920-11th. .... HU dsn 4-5652

Surety Fire Ins Co 1005-8th. .... HUdsn 4-4745  
Swanston Insurance Agcy Marconi Av. IVnhoe 9-1130  
Sweet & Crawford Forum Bldg. .... HUdsn 1-3193

Transport Indemnity Co  
2712 Broadway. .... HI lcrst 7-6553  
Transportation Ins Co 2015 J. .... HU dsn 1-0291

Travelers Ins Co  
California State Life Bldg. .... GI lbrt 3-1781  
Triphon Ted J 1902-28th. .... HI lcrst 5-1816  
Truck Insurance Exchange  
District Sales Offices

2016 J. .... HUdsn 1-1278  
1717 Broadway. .... GI lbrt 2-1883  
3526 Stockton Blvd. .... HI lcrst 7-5731

**United Benefit Fire Insurance Co**  
1529-16th. .... HUdsn 4-8978  
**United Benefit Life Ins Co** Mitaun Bldg. GI lbrt 2-1543

**UNITED NATIONAL INDEMNITY CO**  
2115 J. .... GI lbrt 3-9037  
**United Pac Ins Co** 1323 K. .... GI lbrt 3-3924

**U S FIDELITY & GUARANTY CO**  
2115 J. .... HUdsn 4-5451  
Or. .... HUdsn 4-7693

**United States Fidelity & Guaranty Co**  
2115 J. .... HUdsn 4-7693  
**Unity Mutual Life & Accident Ins Co**  
719 K. .... HU dsn 4-0735

**WEST COAST LIFE INS CO**  
WILLARD S. LAYNE, Mgr.  
Life — Accident — Health & Group Ins.  
Capital National Bank Bldg. .... HU dsn 4-9379

Western National Indemnity Co  
2931 J. .... GI lbrt 2-7626  
Woodmen Accident Co  
2513 Greenwood Av. .... IVnhoe 9-1469

**ZURICH INS COMPANIES**  
Forum Bldg. .... HU dsn 1-0297  
If no answer call. .... HI lcrst 5-4746  
Or. .... HI lcrst 7-7926

## Insurance Consultants

**ALLEN & BUGBEY AGENCY**  
Forum Bldg. .... HUdsn 4-3922  
Associated Underwriters Inc Forum Bg. GI lbrt 3-5963

**BLOOMBERG REALTY CO**  
9th & L. .... GI lbrt 3-6532  
Cochella Frank A Forum Bldg. .... GI lbrt 2-2928

**STRAND WALTER L**  
Pacific Mutual Life  
Insurance Company  
Life-Health-Accident-Group  
716 Alhambra Blvd. .... HUdsn 1-3061

## Insurance-Fidelity &amp; Surety See Bonding Companies

## Insurance Premium Financing See Financing

## Insurance-Surety-See Bonding Companies

## Insurance-Title-See Title Companies

## Intercommunicating Systems

A Lebeck Business Equip Co  
3021 Capitol Av. .... HI lcrst 6-3877  
**AUTOCALL CO** 1110 Howard S F  
(Toll) Call "Operator" for.... Underhill 1-2050

**DAY HARRY W** 1221-19th. .... GI lbrt 2-6473

**DICTOGRAPH INTERCOMMUNICATIONS—**  
DICTOGRAPH PRODUCTS INC 525 Sutter S F  
(Toll) Call "Operator" for.... Douglas 2-2656

Loris Sales 907-2d. .... GI lbrt 3-1495

**STROMBERG-CARLSON SOUND EQUIPMENT—**  
MONSON ELECTRIC CO  
1110 Howard San Francisco  
(Toll) Call "Operator" for.... Underhill 1-2050

**TELEPHONE EQUIPMENT COMPANY**  
Intercom. — Fire — Sound — Signal — Telephone  
Systems for  
Office — Industry — Farms — Institutions  
1741 Laurel Ln W Sacto. .... GI lbrt 2-5440

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COLOR CONSULTANTS

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Corner 24th St  
2110 X. .... HI lcrst 5-2881

Anne's Interior Decorating Studio  
2320½ J. .... HUdsn 4-5993

**BOWMAN & LONG FURNITURE & INTERIORS**  
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## BREUNER JOHN CO

Custom Built Furniture

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## UPHOLSTERING

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YOUR COLOR SCHEMES

Estimates Submitted

604 K. .... GI lbrt 3-8061

## BROOKS E A &amp; MILDRED STUDIO

5021 Folsom. .... HI lcrst 5-7045  
Cook Ted J  
Painting & Decorating  
1828-29th. .... HI lcrst 6-2970

**DECORATORS SUPPLY LIMITED**  
Custom Built Furniture & Upholstering  
FREE DECORATIVE SERVICE  
Miles La Mar Treaster — Edmond J. Pickett  
2355-2d Av. .... HI lcrst 7-2873

**DRAPERY SHOP THE**  
Draperies & Slip Covers  
3118 Broadway. .... HI lcrst 5-3686

**DUENSING'S** 1831 Capitol Av. .... GI lbrt 3-7515  
**ELDER'S INTERIOR DECORATORS**  
2419 K. .... HU dsn 4-8517

**FRUITRIDGE WALLPAPER & PAINTS**  
Scenics & Imports Specialists  
5653B Stockton Blvd. .... HI lcrst 7-3963

**JACKSON FURNITURE CO** 14th & K. GI lbrt 2-7604  
Louie George  
Designer Of Authentic Chinese  
Contemporary American Interiors  
707½ J. .... HU dsn 4-8932

**MOULDS JOHN INTERIORS & FABRICS**  
2922 Fulton Av. .... IV nhoe 9-6116  
Nevis Alfred D 2429 K. .... HUdsn 4-2711

**PARISIAN HOUSE THE**  
COMPLETE  
INTERIOR DECORATING SERVICE  
CUSTOM BUILT FURNITURE  
UPHOLSTERING  
DRAPERIES MADE TO ORDER  
Competent Advice  
On Your Decorating Problem  
2804 T. .... HI lcrst 5-2880

Revish Mahala Paperhgng  
Power Inn Rd. .... HI lcrst 6-3004

**RICHTER H & H** 3855 J. .... HI lcrst 5-4879  
**SCOFFIELD FURNITURE CO** 1401 K. .... GI lbrt 2-6991  
**SILER JON** 3875 J. .... HI lcrst 5-8740

**SILVEIRA G L CO**  
Furniture & Draperies  
21st & X. .... HI lcrst 6-3897

**STANLEY'S CUSTOM UPHOLSTERING**  
2007-11th. .... HU dsn 4-3525

## Investigators

**INTERSTATE AUDIT & DETECTIVE SERV**  
See Advertisement Under Detective Agencies  
1620 F. .... HU dsn 4-6559

**JOHNSON ROY J**  
See Our Ad Under Detective Agencies  
719 K. .... GI lbrt 2-6312

**UNITED SERV DETECTIVE AGENCY**  
Forum Bldg. .... GI lbrt 3-5088

## Investment Advisory Services

Investors Diversified Serv Inc.  
2216-13th. .... HUdsn 1-0058

## STRING 'EM ALONG

To give thread or cord a stiff tip for stringing beads, dip twisted end in clear nail polish. Let dry.

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**BLYTH & CO INC**

Chas W Willi & A E Cook  
California State Life Bldg. . . . . GI lbrt 3-6574  
Bradley Harold E Forum Bldg. . . . . HUdsn 1-1261  
**CONRAD BRUCE & CO** Financial Bldg. GI lbrt 2-9076

**CONSOLIDATED INVESTMENTS INC**

**MUTUAL FUND SPECIALISTS**

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Sacramento • HI lcrest 6-6358

Russ Bldg S F  
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**DAVIES & CO**

Member N Y Stock Exchange  
919-10th . . . . . HUdsn 4-9163

**DEAN WITTER & CO**

Members N Y Stock Exchange  
Calif State Life Bldg. . . . . GI lbrt 3-1991

**ELWORTHY & CO**

Stocks And Bonds  
H J Bates  
2756-10th Av . . . . . HI lcrst 7-5784  
Fidelity Development Co 812-10th. . . . . GI lbrt 3-6595  
First Calif Co Bank of America Bldg. . . . . GI lbrt 2-1021  
Green James B  
California State Life Bldg. . . . . GI lbrt 3-9085

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1225 Bell N. Sacto. . . . . HI lckry 9-4435

**INSURANCE SECURITIES INC**

Ochsner Bldg. . . . . GI lbrt 3-8823

**INVESTORS SYNDICATE INC**

James L Osborne Jr  
1000 Singingwood Rd. . . . . IVnhoe 9-3006

**LUNDBORG IRVING & CO**

Member of New York Stock Exchange  
Calif State Life Bldg. . . . . GI lbrt 3-9073

**Mason Brothers**

Member S F Stock Exchange  
Financial Bldg. . . . . GI lbrt 2-5251

**MITCHEM TULLY & CO**

California State Life Bldg. . . . . GI lbrt 3-1765  
Robertson A H Investments

810 La Goleta Wy. . . . . IVnhoe 9-7161  
Russell Bonar Bk Of Amer Bldg. . . . . GI lbrt 2-1021

**SCHWABACHER & CO**

Member N Y Stock Exchange  
1001 J. . . . . HU dsn 4-9361

**WALSTON HOFFMAN & GOODWIN**

Member N Y Stock Exchange  
1014-8th . . . . . GI lbrt 3-3768  
Wilson Johnson & Higgins 1827 I. . . . . GI lbrt 2-4921

**Investments—Real Estate—See Real Estate**

**Iron**

**ALLING N M IRON WORKS** 2415-5th. GI lbrt 2-5949

**KYLE & CO**  
See Our Ad Under Steel  
348 N Harrison Stockton  
(Toll) Call "Operator" for . . . . . Stockton 4-8741

**NATIONAL STEEL & EQUIPMENT CO**  
2980 Auburn Blvd N Sacramento. . . . . HI ckry 9-3539

Palm Iron Works The 15th & S. . . . . GI lbrt 2-1051

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

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**Iron—Corrugated—See Steel**

**Iron Ornamental Work**

**SCHWAB H ORNAMENTAL IRON WORKS**

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**Iron—Scrap**

See Scrap Metals; Also Junk Dealers

**Iron Structural—See Steel Fabricators**

**Ironing Machine Parts & Supplies**

Al Bedard's Parts Supply  
1626 North C. . . . . GI lbrt 2-2662

**Ironing Machines**

**ANDRESEN APPLIANCE CO**

Store No 1 39th & J. . . . . HI lcrst 5-3680  
Store No 2 2739 Riverside Blvd. . . . . GI lbrt 2-0006  
Colonial Home Appliances  
3836 Stockton Blvd. . . . . HI lcrst 6-4724  
(See Advertisement This Page)

**CONLON IRONERS—**

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

**HALE'S APPLIANCE STORE**

13th & K. . . . . GI lbrt 2-7871  
**HORRELL & SON** 2950-1st Av. . . . . HI lcrst 6-6437

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Ironers easier, faster, better. The  
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PLETELY USABLE OPEN ENDS. **Ironrite**  
Automatic Ironer  
Lets you iron ANYTHING you can wash — NOTHING  
to finish by hand. FREE home instruction with every  
purchase.

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**ANDRESEN APPLIANCE CO**

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

**ARNOLDS FURNITURE STORE**

1200 J. . . . . GI lbrt 2-8703

**BIDWELL'S**

1520 Del Paso Blvd N Sacto. . . . . HI ckry 9-2796  
**BREUNER JOHN CO** 604 K. . . . . GI lbrt 3-8061

**COLONIAL HOME APPLIANCES**

3836 Stockton Blvd. . . . . HI lcrst 6-4724

**DONALD HOME APPLIANCE**

Carmichael . . . . . IV nhoe 9-1137  
Harms Maple House & Appliance Co  
4320 Stockton Blvd . . . . . HI lcrst 5-4651

**MACLENNAN CO** 3015 Broadway. HI lcrst 6-6409  
Miller E M 1911 Del Paso Blvd . . . . . HI ckry 9-2892

**SCHRODER'S APPLIANCE STORE**

13th & J. . . . . GI lbrt 3-3255

**STADLER'S RADIO & HOME APPLIANCE**  
CO 2427 J. . . . . GI lbrt 2-3722

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

**JACKSON FURNITURE CO**

14th & K. . . . . GI lbrt 2-7604

**MAYTAG IRONERS—**

**BUSH ELECTRIC APPLIANCE CO**  
3300-2d . . . . . HI lcrst 5-4011

**SPEED QUEEN IRONERS—**

**DISTRIBUTOR**

**DALCO APPLIANCE CO** 6th & Q. . . . . GI lbrt 2-3861

**THOR GLADIRON IRONERS—**

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

**Irrigation Systems & Equipment**

**ARMCO DRAINAGE & METAL PRODS INC**

**CALCO DIVISION**  
Complete Overhead Irrigation Service  
Forum Bldg. . . . . GI lbrt 3-3709

**CARNIE-GOODWIN-PENDLETON CO**

CANVAS IRRIGATION HOSE  
CANVAS IRRIGATION DAMS  
All Sizes & Weights

515 L. . . . . GI lbrt 2-8924

**Martin & Goodloe Equipment Co**

Portable Pipe-Sprinklers-Pumps  
1300 C. . . . . GI lbrt 3-7963

**Munz Bros**

Complete Overhead Irrigation Service  
301 N 12th. . . . . GI lbrt 2-5835

**Natomas Central Mutual Water Co**

Elkhorn Rd . . . . . HI ckry 9-5936

**REYNOLDS ALUMINUM SYPHON TUBES—**

**DISTRIBUTOR**

**GRACO** Knights Landing Hwy Woodland  
(Toll) Call "Operator" for . . . Woodland 2-2821

**ROBINSON R O JR**

Shur-Rane System Distributor  
Over 14 Years Field Experience  
Rain Machines Are My Business

3212 Broadway. . . . . HI lcrst 5-6936

**SHASTA PUMP DISTR**

See Our Adv Under Pumps  
2001 Fulton Av. . . . . IV nhoe 9-2205

**SHUR-RANE SYSTEM DISTR**

3212 Bdwy . . . . . HI lcrst 5-6936  
(See Advertisement This Page)

**VALLEY CONCRETE PIPE & PRODUCTS CO**

Colusa Hwy Yuba City  
(Toll) Call "Operator" for . . . Marysville 3-9273

**WESTERN INDUSTRIAL SUPPLY CO**

905 G. . . . . GI lbrt 2-7264  
(See Advertisement This Page)

**MERCHANTS** and business firms ap-  
preciate being told that you found them  
in the Yellow Pages.

**RAIN CONTROL**

**Portable Irrigation Systems**

**THE NATURAL WAY TO IRRIGATE**

Saves Water Saves Labor

Conserves Fertilizer  
Assures Faster Germination  
Produces Larger Yields  
Up to 50% Larger Crops  
Helps Control Insects

**ALL ALUMINUM CONSTRUCTION**  
Our Engineers Will Design  
the Most Efficient System for You

**GI lbrt 2-7264**

**WESTERN INDUSTRIAL SUPPLY COMPANY**

905 G SACRAMENTO

**Ironrite**

★  
**THE Only IRONER**  
With  
**TWO USABLE  
OPEN ENDS**

**COLONIAL HOME APPLIANCES**

3836 STOCKTON BLVD.

**HI lcrest 6-4724**

We Give 3 & 5¢ Green Stamps  
on Cash Sales



**OVERHEAD  
IRRIGATION  
SPRINKLER  
SYSTEMS**

R. O. ROBINSON, JR.  
**SHUR-RANE SYSTEMS  
DISTRIBUTOR**  
OVER 16 YEARS EXPERIENCE

**HI lcrest 5-6936**

3212 BROADWAY  
SACRAMENTO



**Janitor Service**

- A AARON WINDOW & JANITOR SERVICE**  
2640 Grove Av N Sacto. .... HI ckry 9-7372
- ACE WINDOW & JANITOR SERVICE**  
2640 Grove Av N Sacto. .... HI ckry 9-7372
- ALLIED BUILDING MAINTENANCE CO**  
2820 P ..... HIlcrst 5-4328  
(See Advertisement Page 212)
- AMER BUILDING MAINTENANCE CO**  
719 K ..... GI lbrt 2-6454  
(See Advertisement Page 212)
- CALIF BUILDING MAINTENANCE CO**  
618 I ..... HU dsn 4-5946  
(See Advertisement Page 212)
- CENTRAL WINDOW CLEANERS**  
Ochsner Bldg. .... GI lbrt 3-3817  
(See Advertisement Page 212)
- City Janitorial Service 5807 Vista Av. .... HIlcrst 5-8075
- CLE-PRO JANSER JANITORIAL CO**  
2927-20th N Sacto. .... HI ckry 9-9553  
(See Advertisement This Page)
- English John A 421-18th ..... HUdsn 4-3208
- Golden State Janitor Serv  
3609 Freeport Blvd. .... HUdsn 4-7560
- Hi's Window Washing Service  
3609 Freeport Blvd. .... HUdsn 4-7560  
(Continued Next Page)

**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.

*When*  
**N A M E**  
*or*  
**ADDRESS**  
*Is Forgotten*

Someone has told you of a certain concern or you've read their advertising somewhere

LOOK IN THE  
**Classified**  
**TELEPHONE**  
**SECTION**

*You probably will recognize the name or address when you see it.*



**A COMPLETE JANITOR SERVICE**

COMMERCIAL - INDUSTRIAL - RESIDENTIAL  
★ FULLY INSURED ★ FREE ESTIMATES  
NO JOB TOO LARGE OR TOO SMALL

Asphalt Tile FLOORS Hardwood Floors  
✓ CLEANED ✓ WAXED ✓ POLISHED

SPECIALIZING FOR YOUR PROTECTION!

*Phone Hickory 9-9553*

**CLE-PRO-JANSER JANITORIAL CO.**

H. C. GEDDING, OWNER

**CLEAN, PROTECTIVE JANITOR SERVICE**

2927-20TH N. SACRAMENTO



*Victory Window Cleaners Co.*

*(Building Maintenance)*  
**CONTRACTORS**

**"COMPLETE JANITORIAL SERVICE"**

Work expertly, efficiently and economically performed in banks, office buildings, stores, factories, institutions, and properties of every description:

24 HOUR SUPERVISION

Call  
**GILBERT 2-3485**

*Complete Insurance Protection*

1708 - Y. ST.

SACRAMENTO

*Complete*

# JANITOR SERVICE

By bonded, insured and carefully trained workmen under efficient supervision. "AMERICAN" Service costs you less.

## 24-HOUR SERVICE

- WINDOW CLEANING
- HOUSE CLEANING
- WALL WASHING
- FLOOR WAXING
- ONE-TIME CLEANING
- COMPLETE JANITOR SERVICE



For FREE Estimates Call

**Gilbert 2-6454**



719 K

## CALIFORNIA BUILDING MAINTENANCE CO.

### Complete JANITORIAL SERVICE



#### WE CLEAN—

- Floors • Walls • Light Fixtures
- Blinds • Office Furniture • Rest Rooms • Windows • Glass • Tile

STATEWIDE SERVICE

**Hudson 4-5946**

618-I St.

### Janitor Service—(Cont'd)

#### KEEN WINDOW & JANITOR SERV

COMPLETE JANITOR SERVICE  
WINDOW CLEANING — STORE FRONTS  
Office Buildings — Apt. Houses  
Residence  
ALL WORK GUARANTEED  
Open 7 Days a Week Day & Night

1109 Carmelita Av  
Del Paso Hgts. . . . . Hickry 9-2231

#### LEADER JANITOR SERV THE

2821 Ivy Ln. . . . . IV nhoe 9-6343  
(See Advertisement This Page)

#### SACTO BUILDING MAINTENANCE CO

All Types of  
Janitorial Service  
Licensed & Insured

1527-7th . . . . . Glibrt 2-7385

#### TAFT HOWARD

24-HR OFFICE SERVICE  
HOME-OPERATED  
FULLY INSURED

5807 Vista Av. . . . . HI lcrst 5-8075

#### VICTORY WINDOW CLEANING CO

1708 V. . . . . GI lbrt 2-3485  
(See Advertisement Page 211)

#### FOUR THOUGHTFUL ITEMS

#### OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

## CENTRAL WINDOW CLEANERS

Since 1888



### COMPLETE JANITORIAL SERVICE

- WINDOW CLEANING
- PAINT SCRAPING
- FLOOR WAXING A SPECIALTY
- Residential - Commercial

**Gilbert 3-3817**

24-Hour Service

C. Kohler

Ochsner Bldg.

*Complete*

## JANITOR Service



- ★ WINDOW CLEANING
- ★ HOUSE CLEANING
- ★ FLOOR WAXING
- ★ WALL WASHING

24-Hour Service

FOR FREE ESTIMATES

CALL

**HILLCREST 5-4328**

Fully Insured



2820 P St.

Sacramento



24 HOUR SERVICE  
COMPLETE JANITOR SERVICE  
Floors Cleaned - Waxed - Polished  
WINDOW CLEANING  
Offices - Stores - Homes

Free Estimates  
DIAL

**Ivanhoe 9-6343**

SERVING ALL OF SACRAMENTO

2821 Ivy Lane

Sacramento

*Complete*

CALENDARS

For the Years of

1950	1951
1952	1953

WILL BE FOUND ON THE  
inside **BACK COVER** of this  
DIRECTORY

**Janitors' Supplies**

**ARGONNE PRODUCTS**

**JANITORIAL SUPPLIES**

Soaps — Disinfectants — Waxes  
 Floor Finishes — Insecticides — Cleaners  
 Multi-Clean Industrial Equipment  
 Consult Us for Your Floor Problem  
**JOHNSON DISTRIBUTING CO.**

111 I.....GIlbrt 3-8776

**BLAKE MOFFITT & TOWNE**

1115 Front.....GI lbrt 3-7481

**CALIF CHEMICAL CO OF NORTH SACTO**

ONE OF THE LARGEST MANUFACTURERS  
 IN CALIFORNIA OF  
**DISINFECTANTS - INSECTICIDES**  
 STERILIZERS

CLEANING COMPOUNDS - FLOORSEALS  
 Waxes - Cleaners - Sanitary Products

217 W Birch Av N Sacto....HI ckry 9-2747

**CONTINENTAL CHEMICAL COMPANY**

225 Almond Av N Sacto.....HIckry 9-3542

**EASTERDAY SUPPLY CO INC**

923-20th.....GI lbrt 2-7484

(See Advertisement This Page)

**HOCKWALD CHEMICAL CO**

1531-16th.....GI lbrt 2-2375

(See Advertisement This Page)

**JOHNSON DISTRIBUTING CO**

**MULTI-CLEAN**

INDUSTRIAL FLOOR EQUIPMENT

Complete Janitorial — Restaurant  
 and Sanitation Supplies  
 Specialized Floor Service

111 I.....GIlbrt 2-4671

Klix Chemical Co 2460-3d S F  
 (Toll) Call "Operator" for.....Mission 8-4400

**PACIFIC COAST PAPER CO**

1021 Front.....GI lbrt 3-3997

**PARAGON SUPPLY CO 1800-30th**

.....HI lcrst 7-8732

(See Advertisement This Page)

**SCOTT-NAAKE PAPER CO 108 J**

.....HU dsn 4-8231

**Jellies—Whsle—See Canners**

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.

*Who*  
**SELLS IT?**

When a specific product or service is needed and there is an uncertainty as to who sells it

The  
**Classified**  
**TELEPHONE**  
**SECTION**

*Will Direct You*

**JANITOR SUPPLIES**

• **SOAPS** •

Proctor & Gamble - Boraxo & Luron  
 Concentrated Liquid Soaps

• **FLOOR MAINTENANCE** •

Dust Mop Treatments - Neutral Asphalt Tile Cleaner  
 Liquid & Paste Waxes

• **DISINFECTANTS** •

Pine Oil - Deodorant Cakes - Ozium

• **STERILIZERS** •

Liquid - Powder - Pills - HTH - 70  
 Stero-Kleen Liquid and Tablets

• **INSECTICIDES** •

DDT Sprays - Electric Spray Guns - Ozex

MOPS • BROOMS • BRISTLE BRUSHES  
 RECEPTACLES • BUCKETS • PAPER PRODUCTS  
 DISPENSERS • CLARKE FLOOR MACHINES

• **CHEMICALS** •

Degreasers & Carbon Removers  
 Steam Cleaning - Boil-Out & Machine  
 Dishwashing Compounds  
 Special Formulas

**PARAGON SUPPLY CO.**

1800 - 30th Street

**HI lrcrst 7-8732**

**JANITOR SUPPLIES**

*Phone* **GI lbert 2-7484**

BROOMS • BRUSHES • BUCKETS • MOPS • DE-  
 ODORANTS • DISINFECTANTS • CHEMICALS  
 SOAPS, FLOOR CLEANERS, POLISHES, WAXES

*Manufacturers & Distributors of Industrial  
 Maintenance Equipment and Supplies*

**EASTERDAY SUPPLY CO.**

923-20TH ST. SACRAMENTO

**JANITORIAL SUPPLIES**

"SANITATION SINCE 1900"

Soaps - Disinfectants - Floor Waxes  
 Floor Finishes - Insecticides  
 Cleansers - Sanitary Paper Goods  
 Janitor Equipment

PHONE

**GI lbert 2-2375**

*For Immediate Delivery*

**Hockwald Chemical Co.**

1531 - 16th Sacramento

**Jewelers—Mfrs**

**ALEXANDER'S JEWELRY SHOP**

429 K.....GI lbrt 3-5328

**Bezdeka Joe B**

California State Life Bldg.....GI lbrt 2-7431

Bibby Harry M Ochsner Bldg.....GI lbrt 2-2850

Capitol Jewelers 1009 1/2-9th.....HU dsn 4-1632

**GREBITUS JEWELERS 1108 J**.....GI lbrt 2-9081

Jewelcraft Jewelers 515B K.....HU dsn 4-7545

**LARSON M L Forum Bldg**.....HU dsn 4-3953

**MONK TOM B CO**

Operating Our Own  
**MANUFACTURING DEPARTMENT**

Right on the Premises

We Feature Diamond Setting and Redesigning  
 of Jewelry

1006 J.....GI lbrt 2-1233

**ROPER GEO W CO**

Public Market Bldg.....GI lbrt 2-7369

(See Advertisement This Page)

Zadorkin Nick 724A California.....GI lbrt 2-0607

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.

**GENUINE GEMS**

OF ALL TYPES



LARGEST SELECTION IN  
 NORTHERN CALIFORNIA

NO - IMITATIONS OR SYNTHETICS

• **STONES**

Cut to Order  
 Diamond Setting

• **MOUNTINGS**

Finest Stock in Northern Calif.  
 Also — Made to Order in Our Shop

• **REPAIRS**

Remodeling - Modernizing

• **WATCH REPAIRING**

"Since 1924"

**GEORGE W. ROPER CO.**

*Phone*

**GI lbert 2-7369**

Public Market Bldg.  
 Thirteenth & Jay Streets

# Grebitus

JEWELERS · SILVERSMITHS  
1108 J ST.



DIAL  
**Gilbert 2-9081**

- ★ Diamond Setting
- ★ Clock, Watch and Silverware Repairing
- ★ Jewelry Manufacturing and Repairing
- ★ Trophies
- ★ Engraving
- ★ Dinnerware, Crystal & Silverware

ALL REPAIRING - ALL MANUFACTURING  
DONE ON PREMISES

**Jewelers-Retail**

**ALEXANDER'S JEWELRY SHOP**  
429 K ..... GI lbrt 3-5328

**AMERICAN JEWELER'S**  
Larry Williams  
511 K ..... GI lbrt 2-3569

**BEZDEKA JOS B**  
DIAMONDS, WATCHES AND JEWELRY  
We Design & Manufacture  
WATCH & JEWELRY REPAIRING  
Calif State Life Bldg. .... GI lbrt 2-7431

**BROADWAY JEWELERS**  
1412 Broadway ..... HU dsn 4-1413

**CALIFORNIA CLOTHING & JEWELRY CO**  
409 K ..... HU dsn 4-4481

Caruthers Elsa M 3865 J ..... HI lcrst 6-2934

College Watch Shop  
2968 Freeport Blvd. .... GI lbrt 2-4597

**COOLEY & MAYBERRY**  
WATCHES - DIAMONDS - JEWELRY  
Specialists in Watch Repairing  
In The Public Mkt. ....  
1224 J ..... GI lbrt 3-9232

**DANIELS JEWELERS** 725 K ..... GI lbrt 2-0062

**DEL PASO JEWELERS**  
DIAMONDS - WATCHES - JEWELRY  
Watch Repairing Specialists - Credit Terms  
Across from Irvs Drive-In  
2324 Del Paso Blvd N Sacto. . HI ckrly 9-7282

**DE VON'S JEWELERS**  
PERFECT BLUE WHITE  
DIAMONDS  
USE YOUR CREDIT  
OPEN AN ACCOUNT  
No Interest or Carrying Charges  
816 K ..... GI lbrt 3-5791

De Von's Jewelers 816 K ..... GI lbrt 3-5791  
(See Advertisement Page 215)  
Drive In Jwlrs 16th & V ..... GI lbrt 2-8738

**EDISES JEWELERS**  
"The Store with the Fine Reputation"  
Authorized Distributors for  
Hamilton - Elgin - Gruen - Bulova  
Omega - Mido - Longine - Eterno  
and Other Fine Makes  
Wallace - Alvin & International Sterling  
The Finest Watch and Jewelry Repairing  
"THE HOME OF LOVEBLEST DIAMONDS  
AND WEDDING RINGS"  
EDISES JEWELERS  
Next Door to the Joseph Maguin Store  
925 K ..... GI lbrt 3-3931

Emery's Jewelers 1016 J ..... HU dsn 4-2413

**FARR NED S**  
DIAMONDS - WATCHES  
WATCH REPAIRING  
Special Order Work  
Room 222  
Forum Bldg. .... GI lbrt 2-6612

Favre Jack 719 K ..... GI lbrt 3-7226  
Feige & Johnson 1916 Del Paso Blvd. . HI ckrly 9-2885

**FIFTH AVENUE JEWELERS**  
DIAMONDS - WATCHES - JEWELRY  
Princess Diamonds - Registered & Bonded  
Mary Kyotani - Owner  
1230-4th ..... HU dsn 4-4801

Fricke Fred 1019-9th. .... HU dsn 4-0563  
(See Advertisement Page 215)

**GENSLER-LEE DIAMONDS** 730 K. . . GI lbrt 2-1825  
(See Advertisement Page 215)

**GREBITUS JEWELERS** 1108 J. . . . GI lbrt 2-9081  
(See Advertisement This Page)

**HARGER H T**  
Authorized Railroad Watch Inspector  
Southern Pacific - Western Pacific  
Watch & Jwlry. Repair Done on Premises  
1028 K. .... GI lbrt 3-1335

(Continued Next Page)

Advertise here—it pays.

*Famous United Classics*

Featuring Fine Blue white  
**DIAMONDS**  
PHONE  
Gilbert 3-7935

Watch and Jewelry Repairing

CONVENIENT CREDIT

**United JEWELERS**  
807 K ST.

'You can depend on  
**ROBERT POWELL**  
Jewelry  
The Finest QUALITY

DIAMONDS - JEWELRY  
SILVERWARE - CLOCKS  
WATCHES & GIFTS

**Gilbert 3-7939**

★ Diamond Setting  
★ Guaranteed Watch Repairing  
Reasonably Priced

Buy with Powell's Budget Terms  
**1004 K STREET**  
In the Sacramento Hotel

**Jewelers—Retail—(Cont'd)**

Harris Jewelry Co 501 K.....GI lbrt 3-4775

**HEATH JEWELERS**

**DIAMONDS - WATCHES**

Hamilton - Elgin - Longines - Wittnauer  
WATCH REPAIRING  
OUR SPECIALTY  
JEWELRY REPAIRING  
Convenient Terms

1010-9th.....GI lbrt 3-2861

KLIFF & POOLE 912 J.....GI lbrt 2-3379

**IRVING'S JEWELERS**

**DIAMONDS - WATCHES - JEWELRY  
WATCH AND JEWELRY REPAIRING**

Diamonds Bought - Sold & Traded  
1124 1/2-8th.....HU dsn 4-9962

Jewel Box 2917B-35th.....Hlcrst 6-4083

**JEWELCRAFT JEWELERS**

**JEWELRY & WATCH REPAIR**  
Diamond Setting & Jewelry Design  
Jewelry Factory on Premises

515B K.....HU dsn 4-7545

Johnson & Feige 1916 Del Paso Blvd. Hl ckr 9-2885

**JOHNSON-IRWIN**

**WATCHES - DIAMONDS**

Sterling Silver - Gift Items  
Watch & Jewelry Repairing  
Special Order Work

Francesca Bldg  
12th & L.....GI lbrt 2-7586

Kay Jewelers 810 K.....GI lbrt 2-8919

**LOVETT'S JEWELERS**

Successor To Noack's

1217 K.....HU dsn 4-0492  
Mailloux Of Siam 2626 El Paseo Ln. IV nhoe 9-6395

**MELVIN JEWELERS**

Jerome K. Melvin, Distrib.  
ELGIN - GRUEN - BENRUS  
Watch Repairing

621 K.....GI lbrt 3-7596

**MONK TOM B CO**

The House of Perfect  
**DIAMONDS**

HAMILTON - ELGIN - GRUEN  
**WATCHES**

Jewelry for All Occasions

1006 J.....GI lbrt 2-1233

MORLEY JEWELERS 915 K.....HU dsn 4-9321

Myers E W Co 1005-9th.....GI lbrt 3-8205

**OAK PARK JEWELERS**

THE STORE WITH THE SENSIBLE PRICES  
Jewelry of Distinction  
We Specialize in Diamond Remounting  
Watch Repairing  
Our Years of Experience Is Your Guarantee  
WATCHES - DIAMONDS - JEWELRY

2941-35th.....HI lcrst 6-5703

Powell Robert 1004 K.....GI lbrt 3-7939

(See Advertisement Page 214)

**RESHKE FRANK J SR**

Since 1910

**DRIVE IN JEWELERS**

Diamonds - Watches - Jewelry  
WATCH REPAIRING

Jewelry Repairing & Mfg. - Diamond Setting

16th & V.....GI lbrt 2-8738

**UNIRONED 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.

**Jewelers—Retail—(Cont'd)**

**ROGERS JEWELRY CO OF SACRAMENTO**

**FRIENDLY CREDIT**  
FAMOUS FOR  
DIAMONDS  
WATCHES

SILVER  
NO MONEY DOWN  
52 WEEKS TO PAY

815 K.....GI lbrt 3-1707

**ROPER GEO W CO**

13th & J Sts-In The

Public Mkt Bldg.....GI lbrt 2-7369

**SACRAMENTO LOAN & JEWELRY CO**

Bargains in Unredeemed

**DIAMONDS - WATCHES - JEWELRY**

531 K.....GI lbrt 2-6384

**SILVER'S JEWELERS**

THE DIAMOND STORE OF SACRAMENTO  
DIAMONDS - WATCHES - JEWELRY  
Easy Credit Terms

800 K.....HU dsn 4-8211

Stranahan Irvin G 1013-6th.....GI lbrt 3-4545

Travis Walter C 1317 J.....GI lbrt 2-8458

**UNITED JEWELERS**

**EVERYTHING IN JEWELRY**

All Standard Makes of Watches  
Perfect Quality Diamonds

**CONVENIENT CREDIT**

United Jewelers - Next to Clunie Hotel

807 K.....GI lbrt 3-7935

United Jewelers 807 K.....GI lbrt 3-7935

(See Advertisement Page 214)

**Village Jewelers The**

2613 Marconi Av.....IV nhoe 9-6124

Wachhorst H & Co 926 K.....GI lbrt 3-4726

Wallis Leslie H 3840 Stockton Blvd. HI lcrst 5-8265

**WIEN OTTO F**

42 Yrs. Jewelry Business in Sacto.

**DIAMONDS - WATCHES - JEWELRY**  
SPECIAL ORDER WORK

"Buy Upstairs and Save Money"

2nd Floor  
1020-10th.....GI lbrt 3-5537

WRIGHT WATCHMAKERS 2905 J.....GI lbrt 3-7293

Young's Jewelry Store 414 1/2 K.....HU dsn 4-3783

**Jewelers' Supplies**

Strutz Watchmakers & Jewelers Supply

2200 K.....HU dsn 4-3919

**Jewelers—Whse**

Capitol Jewelers 1009 1/2-9th.....HU dsn 4-1632

Strutz Watchmakers & Jewelers Supply

2200 K.....HU dsn 4-3919

**Jewelry Engravers**

**BELL-CRAFT ENGRAVERS**

TROPHY - JEWELRY  
ORNAMENTAL - INDUSTRIAL  
Open Eves. by Appointment

2618 F.....GI lbrt 3-5510

GREBITUS JEWELERS 1108 J.....GI lbrt 2-9081

Larson E O Forum Bldg.....GI lbrt 3-2675

**Jewelry Repairing**

DANIEL'S JEWELERS 725 K.....GI lbrt 2-0062

Edises Jewelers 925 K.....GI lbrt 3-3931

GREBITUS JEWELERS 1108 J.....GI lbrt 2-9081

Harger H T 1028 K.....GI lbrt 3-1335

KLIFF & POOLE 912 J.....GI lbrt 2-3379

Irving's Jewelers 1124 1/2-8th.....HU dsn 4-9962

Jewelcraft Jewelers 515B K.....HU dsn 4-7545

MONK TOM B CO 1006 J.....GI lbrt 2-1233

Poole Jim 3232 H.....HU dsn 1-1812

RESHKE FRANK J SR

16th & V.....GI lbrt 2-8738

WIEN OTTO F 1020-10th.....GI lbrt 3-5537

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All Work Done On the Premises  
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*Jeweler*

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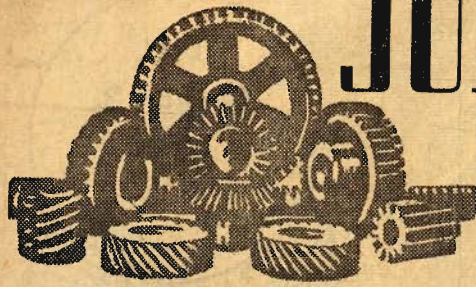
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**HIGHEST PRICES PAID**  
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- Sterilized Wiping Rags. We Own & Operate Our Own Laundry.
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12th and No. B Streets

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**R. ROSENBERG and SONS INC.**

100 North 12th

O. Goldblatt

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**PUT SCRAP METAL**

**WHERE IT BELONGS!**



...into steel production!

**YOUR SCRAP IS NEEDED NOW FOR NATIONAL DEFENSE. WE WILL SEE THAT YOUR SCRAP IS IMMEDIATELY PROCESSED AND SHIPPED TO THE NATION'S STEEL MILLS, FOUNDRIES AND SMELTERS.**

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200 JIBBOOM ST. (300 Yards North of "I" St. Bridge)

Other Yards:  
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Associated Iron & Metal Co  
200 Jibboom . . . . . GI lbrt 3-4673  
(See Advertisement This Page)

**CITY IRON & METAL COMPANY INC**  
715 S. . . . . GI lbrt 3-8561  
(See Advertisement Page 217)

### COAST JUNK CO

**WE BUY JUNK**

Scrap Iron - Batteries

Radiator Copper, Etc.

**HIGHEST PRICES PAID**

Willie Karnofsky

410 E El Camino Av. . . . . HI ckrly 9-0391  
If no answer call. . . . . HI ckrly 9-1187

Coast Junk Co 410 E El Camino Av. . . HIckry 9-0391  
(See Advertisement Page 217)

**COAST TRUCK WRECKING CO**  
On Auburn Blvd 2 Blks So of Marconi  
At Rear of Twin City Co  
2840 Auburn Blvd. . . . . HIckry 9-9546  
(See Advertisement Page 217)

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"We Buy & Sell - Most Anything"

Highest Prices Paid For Scrap  
Iron - Metal - Brass - Copper - Sacks

Rags - Machinery - Etc.

Nothing Too Large Or Too Small

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(See Advertisement Page 217)

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801 South Av Del Paso Hgts. . . . . HI ckrly 9-6493  
**M & M IRON & METAL CO**

401 Ahern. . . . . HU dsn 4-6491

(See Advertisement Page 217)

(Continued Next Page)

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- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
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- Ask your youngster not to monopolize the telephone.

**Junk Dealers—(Cont'd)**

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(See Advertisement Page 216)  
**SACTO JUNK & MACHINERY CO**  
2720 R. .... HI lcrst 6-0725  
(See Advertisement This Page)  
**SMELTER SUPPLY CO**  
Riverbank Av Bryte. .... GI lbrt 2-2314  
South Sacramento Junk Co  
Elder Creek Rd. .... HI lcrst 5-9068  
**STEEL MILL SUPPLY CO INC**  
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"LEADERS IN ELECTRIC KITCHENS  
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of enduring steel wall and base cabi-  
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Electric convenience features.



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**HOTPOINT KITCHEN-LAUNDRY CABINETS**

Full line of quality metal base  
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Laundry convenient and complete with Hotpoint Cabinets  
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**CASSELL APPLIANCE CO**  
1317 K. .... HU dsn 4-7543

Kitchen Designers The 2318-16th. .... HU dsn 4-4420

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(Continued Next Page)

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FOR**

**JUNK**

**SCRAP IRON - METAL  
BATTERIES ETC.**

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DEALERS IN

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- BRASS
- METALS
- RADIATORS
- LEAD
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Sacramento

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**HIGH PRICES**

For Your

**JUNK**

Call Us First



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Price for Your Scrap Iron  
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Open Saturdays & Sundays

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40TH AVE. & SACTO BLVD.

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Truly custom built. Your choice of ten colors . . . over half a hundred special purpose units and accessories. One-piece counter in choice of six materials and scores of patterns and colors. Let us measure your room and submit our plan and estimate.



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Walter Ford & Assoc

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(See Advertisement This Page)

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Kenneth J Ryan Secty & Treas

912 1/2-8th . . . . . GI lbrt 2-6806

Brick Layers Union No 9 1245-33d. . . HUdsn 1-2062

Brotherhood Ry Carmen Of America

5318-10th Av. . . . . HI lcrst 5-8555

Brotherhood Of Railway Clerks

Ochsner Bldg. . . . . GI lbrt 2-4809

Brotherhood Of Railway Clerks WP System Board

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Union Loc 393 1210 H. . . . . GI lbrt 3-5903

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Retail Food Clerks Local Union 588

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851 La Sierra Dr. . . . . IV nhoe 9-3526

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Teamsters Chauffeurs & Helpers Local

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**To Answer Telephone Calls  
PROMPTLY**

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

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Also Lapidary Equipment & Supplies  
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Independently Owned & Operated  
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RENTAL SERVICE

Complete Overall Laundry  
All Garments Mended Free

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DISCOUNT ON CASH & CARRY  
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(Continued Next Page)

**FOUR THOUGHTFUL ITEMS  
OF TELEPHONE PROCEDURE—**

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.