



SERVICE ANYWHERE IN CALIFORNIA

INDUSTRIAL LAUNDERERS

Complete
RENTAL SERVICE

Don't Buy - We Supply

- ★ COVERALLS
- ★ SHOP COATS
- ★ PANTS & SHIRTS
- ★ SHOP TOWELS
- ★ SHOP COVERS
- ★ POLISHING & DUST CLOTHS

EMBLEMS
LETTERING
AND
MENDING



GILBERT 3-7461
INDUSTRIAL SERVICE

719 K

Authorized Kex Wiping Cloth Rental Service



13TH & R STS.

FAMILY FINISH DELUXE

- ★ ROUGH DRY
- ★ FAMILY FINISH BY THE POUND
- ★ FLUFF DRY
- ★ SHIRT SPECIALISTS

Soft Water Used Exclusively

COMPLETE LINEN SUPPLY SERVICE

DRY CLEANING

Our 17 Trucks Assure You of a Prompt
City-Wide & Suburban Pick-Up & Delivery Service

— Or —
15% DISCOUNT ON CASH & CARRY
ON LAUNDRY

Gilbert 2-1844

TWO LOCATIONS TO SERVE YOU

Plant 1300 R Street

Branch at 1615-21st Street - Gilbert 2-1555

Laundries-(Cont'd)

FAMILY SERVICE LAUNDRY & CLEANERS

"OUR DIAPER SERVICE"
Gives You
Double Protection
Sterile & Rash Free

COMPLETE
LAUNDRY - DRY CLEANING &
LINEN SUPPLY SERVICE
Shop Towels - Fender Covers
Industrial Garments

1115 P. GI lbrt 2-2417

Family Service Laundry & Cleaners & Diaper
Service 5830-13th Av. HI lcrst 5-5876

FANCY SHIRT LAUNDRY & DRY CLEANERS
2531 Broadway. HI lcrst 7-0644
(See Advertisement Page 221)

FLORIN CLEANERS

QUALITY CLEANING & LAUNDRY
Free Pick-Up & Delivery Service
Next to Post Office
Florin Rd. HI lcrst 7-4079

FRENCH MODEL LAUNDRY

Specializing in All Hand Work & Curtains
Complete Family Laundry & Dry Cleaning
SAVE ON CASH & CARRY
Pick-Up & Delivery Service
Est. Over 25 Years
GEO. A. CRONE - Prop.

414-14th. GI lbrt 3-7658

Golden Gate Laundry 1020-6th. HU dsn 4-1412
**GOLDEN STATE SACTO LAUNDRY &
DRY CLEANERS** 1220 S. GI lbrt 3-2061

GROW HERB LAUNDRY & DRY CLEANERS

(SHASTA LAUNDRY)
FAMILY LAUNDRY SERVICE
Route Service or
15 Per Cent Discount Cash & Carry

20th & E. or Town & Country Village:
1931 E. GI lbrt 3-5966

HICKEY HAND LAUNDRY

SPECIALIZING IN
HAND IRON
SILKS & SHIRTS

Also
Wash & Dry Bundles
Complete Family Service
We Also Pick-Up & Deliver

1114-20th. GI lbrt 3-9866

HORN'S HAND LAUNDRY

CASH & CARRY

Finished Work - Silks
Curtains - Blankets

We Do ALL Your Laundry
and Cleaning

2330 K. GI lbrt 3-7711
1529-28th. HI lcrst 6-6619

Horn's Hand Laundry 1529-28th. HI lcrst 6-6619

INDUSTRIAL GARMENT & TOWEL SUPPLY CO

WE SUPPLY ALL TYPES OF INDUSTRIAL
Shop Towels
Fender Covers
Pants
Coveralls
Shop Coats
Shirts
Painters' Drop Cloths Washed

2501-24th. HU lbrt 6-0321

JOHNSON CURTAIN CLEANERS

1012-30th. GI lbrt 2-7483
L St Laundry & Cleaners 311 L. GI lbrt 2-2378
Lee Sing Laundry 411 Capitol Av. GI lbrt 3-9466
Lucky Laundry & Cleaners 2007 K. GI lbrt 3-6724

(Continued Next Page)

TO STOP FOOD GRINDER SQUIRM
... Just put a piece of sandpaper,
sand side up, under the bottom clamp
of the grinder.

Laundries—(Cont'd)

M ST LAUNDRY

CASH & CARRY
 3-Day Service
 Specializing in Completely
 Finishing Your Laundry
 Open 7 A.M. to 7 P.M.
 1/2 Block East of Alhambra Blvd
 3175 Folsom Blvd. HI lcrst 5-4075

MERLEN CAPITAL LAUNDRY & CLEANERS

**FINEST CLEANING AND
 ADVANCED LAUNDRY SERVICE**
 In Our Own Modern Plant
 "Excellence is Not Accidental"
 Delivery or Save on Cash & Carry
 1322 V. GI lbrt 3-9051

Modern Laundry 1118-5th. GI lbrt 3-5240
 Murray's Curtain Laundry
 Curtains & Fancy Hand Work Exclusively
 411-19th GI lbrt 2-2471

NORTH CITY LAUNDRY

2206 Del Paso Blvd. HI ckry 9-9813

NU WAY LAUNDRY

SPEEDY SERVICE

SHIRTS FINE LINENS DRESSES

Hand Finishing

Rough Dry Service

Bachelor Bundles

1012-30th GI lbrt 3-2637

Oak Park Laundry 3126 Broadway... HI lcrst 5-4864

Oakland Laundry 825 L. GI lbrt 2-0322

Ock Lee Laundry 1905 L. HU dsn 4-2496

Ock Lee Laundry 1021-5th. HU dsn 4-2961

PALACE LAUNDRY & DRY CLEANERS

1300 R. GI lbrt 2-1844

Branch No 1 1615-21st. GI lbrt 2-1555

(See Advertisement Page 220)

Patten's Home Laundry

4000-4th Av. HI lcrst 6-6083

RED STAR INDUSTRIAL SERVICE

Ochsner Bldg. GI lbrt 3-7461

(See Advertisement Page 220)

**SACRAMENTO GOLDEN STATE LAUNDRY &
 DRY CLEANERS**

1220 S. GI lbrt 3-2061

(See Advertisement This Page)

Serve Yourself Laundry

210 N 12th St Rd. GI lbrt 3-9793

SHASTA LAUNDRY & DRY CLEANERS

1931 E. GI lbrt 3-5966

Of: Town & Country Village. IV nhoe 9-3571

(See Advertisement This Page)

Sing Chong Laundry 904-2d. GI lbrt 3-41276

SUNG CHONG 2416-9th. GI lbrt 3-5644

SUTTER LAUNDRY

COMPLETE LAUNDRY SERVICE

R. F. Boggs - Prop.

1714-28th HI lcrst 5-5869

Swanson's Cleaners 2900 J. GI lbrt 2-3649

THIRD ST LAUNDRY

DRY WASH - WET WASH

Silks Done By Hand

Dry Cleaning Agency

WE CALL AND DELIVER
 2 DAY SERVICE

1321-3d GI lbrt 3-9649

Van's Serv Yourself Laundry

208 E El Camino N Sacramento... HI ckry 9-7111

Welcome Laundry & Cleaners

726 Alhambra Blvd. GI lbrt 2-2402

White Swan Laundry 3525-2d Av. HI lcrst 5-9806

Willie's Laundry 1524 N. GI lbrt 2-8605

Yee Jackson 1726 L. GI lbrt 2-6652

Laundries—Baby Garment

See Laundries; Also Diaper Service.

Laundries—Blanket & Curtain

See Curtain & Blanket Cleaners.

The Yellow pages save you time.

It's Best...

WHEN YOU LIVE IN
 SACRAMENTO



SHASTA LAUNDRY

and Dry Cleaners

The Careful Laundry

Shasta is eager to serve you

- With the finest laundry and dry cleaning service... specializing in family and household work. Curtains, drapes, blankets, pillows—carefully processed in our clean, air-conditioned building... with expert technical supervision.
- DE LUXE FINISH—a completely finished bundle, SHASTA CLEAN, starched as you want it, and beautifully ironed.
- BUDGET SERVICE—an almost completely finished family bundle, charged by the pound. All flatwork ironed; wearing apparel soft dry and folded—ready for use.
- SUPER ZORIC PROCESS guarantees the finest in CLEANING, SPOTTING, FINISHING.

SAVE 15% ON CASH & CARRY

OR PHONE FOR COURTEOUS ROUTEMAN

Gilbert 3-5966

Gordon MacAulay, Prop.

Drive-in Shop
 TOWN & COUNTRY
 VILLAGE

Main Plant
 20th & E ST.

...Keep your clothes Shasta Clean!

Only **LAUNDRY**



*in California
 offering
 Double*

**YOUR
 MONEY
 BACK**

GUARANTEE ON SHIRTS

For Over 40 Years

A Complete Home Service Establishment

Let one call do it all... send you
 cleaning with your laundry.

Free Pick-Up & Delivery Service

Phone Gilbert 3-2061

Sacramento

**GOLDEN STATE
 LAUNDRY & DRY CLEANERS**

1220 S STREET

Fancy
SHIRT LAUNDRY

*Specialized
 Exclusive Shirt Laundry*



**2-HOUR SERVICE
 DRIVE-IN & SAVE
 CASH & CARRY**

Complete
 Dry Cleaning Service

**2531 BROADWAY
 COR. 26TH ST.**

Call

HILLCREST 7-0644

Wash While You Shop

JANAK'S

Self-Service Laundry & Dry Cleaning

33rd & Broadway



30-Minute Service

For Appointments
Phone HI lcrest 7-1333

LAUNDERETTE



Complete Drying Service

USING BENDIX AUTOMATIC LAUNDRIES

Two Locations to Serve You

Opposite Grand Theatre
225 Fairfield Road
No. Sacramento

Hickory 9-6132

1525 - 16th

GI lbert 2-5427

KAMPUS LAUNDROMAT



NEW WESTINGHOUSE MACHINES

CLEANING

Save Time - Money & Work

USE OUR CONVENIENT SERVICE

Hours 8:30 A.M. to 9 P.M.

Hours for Saturdays - 8:30 A.M. to 5:30 P.M.

NO PARKING PROBLEM

At the Kampus Shopping Center

5524
H St.

Dial HI lcrest 6-6325

Laundries—Self Service

AL & HAZEL'S WASHETTE

MONDAY THRU FRIDAY, 8 A.M. TO 8 P.M.
SATURDAYS 8 A.M. TO 5 P.M.
1/2 Block From Hagginwood Fire House
1441 Arcade Blvd. HI ckry 9-1711

AUTOMATIC LAUNDRIES OF SACRAMENTO

WASHED
DRIED
READY TO TAKE HOME
ONE HOUR



"WHERE TO GET SERVICE"

CENTRAL

Laundrette 1525-16th GI lbrt 2-5427
Laundromat Half-Hour Laundry
1500 G HU dsn 4-4892
Wash-Rite Lndry 312 N 12th HU dsn 4-6114

EAST SACRAMENTO

Kampus Laundromat 5524 H HI lcrst 6-6325
Spee-Dee Self-Service Laundry
2527 J GI lbrt 2-9360
Wash House The
1117 Alhambra Blvd. HI lcrst 5-2029

SOUTH SACRAMENTO

Fruitridge Laundrette
5673 Stockton Blvd. HI lcrst 6-1928

NORTH SACRAMENTO

Laundrette 225 Fairfield N Sacto. Hickry 9-6132

HAGGINWOOD

Al & Hazel's Washette
1441 Arcade Blvd. Hickry 9-1711

Barnett's Launderlux 714-11th GI lbrt 3-9848

FRUITRIDGE LAUNDERETTE

FRUITRIDGE SHOPPING CENTER

Hours Weekdays 9 A.M. to 8 P.M.
Saturdays 9 A.M. to 6 P.M.
Closed Sundays
20 Washers - 3 Dryers
No Service Charge

Stockton Blvd at Fruitridge Rd
5673 Stockton Blvd. HI lcrst 6-1928

JANAK'S SELF SERVICE LAUNDRY

2644-33d HI lcrst 7-1333

(See Advertisement This Page)

Kampus Laundromat 5524 H HI lcrst 6-6325

(See Advertisement This Page)

LAUNDERETTE

225 Fairfield N Sacramento HI ckry 9-6132

LAUNDERETTE 1525-16th GI lbrt 2-5427

(See Advertisement This Page)

LAUNDROMAT EQUIPPED HALF-HOUR LAUNDRIES—

LAUNDROMAT HALF HOUR LAUNDRY

1500 G HU dsn 4-4892

WASH HOUSE THE

1117 Alhambra Blvd HI lcrst 5-2029

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

SPEE-DEE SELF SERVICE LAUNDRY



USING BENDIX AUTOMATIC LAUNDRIES

COMPLETE DRYING SERVICE

Monday Thru Friday 8 A.M. to 9 P.M.

Saturday 8 A.M. to 7 P.M.

Closed Sundays & Holidays

Phone

GI lbert 2-9360

2527 - JAY ST.

Between 25th & 26th Streets

Laundries—Self Service—(Cont'd)

Laundromat Half Hour Laundry

1500 G HU dsn 4-4892
Laundromat Oak Park 2730-35th HI lcrst 5-4426

OAK PARK LAUNDROMAT

30 Westinghouse Laundromats

AUTOMATIC DRYERS IRONRITE IRONERS

Shirt Service
Dry Cleaning

Week Day - 8 AM to 9 PM

Saturday - 8 AM to 5 PM

1/2 Block North of Broadway

2730-35th HI lcrst 5-4426

SERVE YOURSELF LAUNDRY

Do Your Own Laundry
STEAM DRYERS - MANGLES
Open 7 A.M. to 8 P.M.

210 N 12th St Rd. GI lbrt 3-9793

Sixth Street Self Service Laundry

1321-6th GI lbrt 3-5562

SPEE-DEE SELF SERVICE LAUNDRY

2527 J GI lbrt 2-9360

(See Advertisement This Page)

VAN'S SERVE YOURSELF LAUNDRY

MAYTAG WASHERS

Save Money - Do Your Own Washing!

Fast Dryer Service

Open 7:30 A.M. until 6 P.M.
Tuesday Evenings by Appointment

208 E. El Camino Ave.

1 1/2 Blocks East of Del Paso Blvd.

Mrs. Pauline Van Antwerp, Mgr.-Owner

208 E El Camino N Sacto. HI ckry 9-7111

WASH HOUSE THE

The Original Half Hour Laundry

Automatic

WASHERS - DRIERS - IRONERS

DRY CLEANING SERVICE

Drive In Parking - Curb Service

1117 Alhambra Blvd. HI lcrst 5-2029

WASH-RITE LNDRY

Bendix Automatic Washers

DRYER SERVICE

Dry Cleaning Service

Chenille Rugs

AMPLE PARKING SPACE

312 N 12th HU dsn 4-6114

West Sacto Washerette

Jefferson Blvd W Sacto. HU dsn 4-4773

Laundry Equipment

CALIF LAUNDRY EQUIPMENT CO

New & Used Equip All Types

2221 Union Oakland

(Toll) Call "Operator" for .. Templebar 2-2708

CLEANERS EXCHANGE

Martin Jegen

Davis Rd W Sacto. GI lbrt 3-0935

G M LAUNDRY & DRY CLEANING EQUIP CO

2700 Bryant S F

(Toll) Call "Operator" for Atwater 2-6119

LANGFORD JACK

ALL TYPES

SOLD - INSTALLED & REPAIRED

3082 Sacramento Blvd. HI lcrst 6-3461

If no answer call GI lbrt 3-7461

(Continued Next Page)

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

Laundry Equipment—(Cont'd)

PACIFIC LAUNDRY EQUIPMENT SERVICE

Specializing in
SELF-SERVICE LAUNDRIES
 Twin Washettes - Huebsch Gasfired Dryers
 Temperature Controls - Hot Water Systems
 Water Softeners - Cook & Bock Extractors
ENGINEERING SERVICE - ESTIMATES
 Room 1085
 Monadnock Bldg. San Francisco
 (Toll) Call "Operator" for... Douglas 2-4475

PANTEX LAUNDRY & DRY CLEANING EQUIPMENT—

PANTEX MFG CORP
 1069 Mission San Francisco
 (Toll) Call "Operator" for... Klondike 2-3084

PANTEX MFG CORP 1069 Mission S F
 (Toll) Call "Operator" for... Klondike 2-3084

Laundry Supplies

CALIF CHEMICAL CO OF NORTH SACTO

Soaps-Builders-Overall Compounds
 217 W Birch Av N Sacto. HI ckr 9-2747
 Goss-Jewett & Co
 1735 Orange Av Del Paso Hgts. HI ckr 9-6229
 Lynch John P Co 5300 J. HI lcrst 6-7712
PATEK & CO 1900-16th S F
 (Toll) Call "Operator" for... Market 1-6710

Laundry Trays

See Plumbers' Supplies Headings

Lawn Mowers

A & A KEY SHOP 3413 Bdwy. HI lcrst 5-7513
 Bell & Bell 925-30th. GI lbrt 3-3312
 (See Advertisement This Page)
 Capital City Lawn & Garden Equip
 1101 T. HU dsn 4-5549
 (See Advertisement This Page)
 Grant Union Cyclery & Mower Shop
 3610 Marysville Rd Del Paso Hgts. HI ckr 9-3873

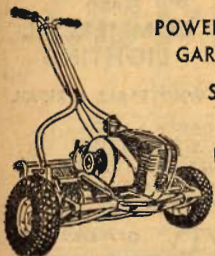
Advertise here—it pays.

Bell & Bell

Established 1928

**POWER LAWN MOWERS
 GARDEN TRACTORS**

Sales & Service



Lawn Mowers Sharpened

Small Engine Repairs

Phone

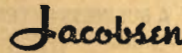
925-30th

GI lbrt 3-3312

Lawn Mowers—(Cont'd)

JACOBSEN POWER LAWN MOWERS

For every size and type lawn. Models for homes, parks, cemeteries, schools, institutions, golf courses and estates. Complete line of reel and rotary disc types.



"WHERE TO BUY THEM"

WHEEL SHOP THE 650 Fulton Av. IVnhoe 9-0307

LAGOMARSINO F & SONS

Alhambra Blvd & L. HI lcrst 5-3046

PINCOR POWER LAWN MOWERS

Complete Line of Hand & Power Lawn Mowers, Electric Hedge Trimmers. Also Gasoline Engines and Electric Generators.



PINCOR Authorized Sales, Parts & Service Stations shown below.

"WHERE TO BUY THEM"

SALES & SERVICE

Wheel Shop The 650 Fulton Av. IVnhoe 9-0307

REO POWER MOWERS

18" to 25" Cutting Widths
 DeLuxe TRIMALAWN
 ROYALE DeLuxe
 RUNABOUT
 TOWN HOUSE ELECTRIC



"WHERE TO BUY THEM"

DEALERS

A & A Key Shop 3413 Bdwy. HI lcrst 5-7513
BELL & BELL 925-30th. GI lbrt 3-3312
CAPITAL CITY LAWN & GARDEN EQUIP
 1101 T. HU dsn 4-5549
EMIGH HARDWARE CO 1300 J. GI lbrt 3-7413
ENZLER'S HARDWARE
 Marconi Av & Auburn Blvd. HI ckr 9-3947
FEY'S HARDWARE & APPLIANCE
 555 La Sierra Dr. IVnhoe 9-1377
 Loverde's Hardware
 6800 Fruitridge Rd. HI lcrst 5-5753
 Lyon Darwin Hdwe Co 2901-35th. HI lcrst 6-4751
NIES HARDWARE CO 5623 H. HI lcrst 5-0794
 Shelby Hardware Co 514 L. GI lbrt 3-2371
SHORROCK'S HDWE CO 918 J. GI lbrt 3-3711
 Tully's Farm Supply 1932 Bdwy. HI lcrst 5-5984
 Wakefield & Sons Hardware
 1214 J. GI lbrt 2-3378
 Walton Supply Co Inc
 2207 Del Paso Blvd N Sacto. HI ckr 9-0273

Sacramento Saw Shop 2910 Franklin. HU ntr 6-0711

Lawn Mowers—Repairing & Sharpening

A & A KEY SHOP

SPECIAL PROCESS SHARPENING
 QUICK PICK-UP & DELIVERY

3413 Broadway. HI lcrst 5-7513

BELL & BELL 925-30th. GI lbrt 3-3312

BODE & BODE

HAND & POWER MOWERS
 Latest Improved Process
 Pick-Up & Delivery

1716 J. GI lbrt 2-4546

BROADWAY CYCLERY 1712 Bdwy. GI lbrt 2-1463

BULETTI BROS

Est. 1912

Complete Lawnmower Sales & Service
 Hedge - Grass Shears &
 Garden Tools Ground
 See Our Ad Under Saws

826-14th. GI lbrt 2-7242

The Yellow Pages keep your sales message before prospective customers 24 hours a day, every day of the year.

Lawn Mowers—Repairing & Sharpening—(Cont'd)

CAPITAL CITY LAWN & GARDEN EQUIP SALES & SERVICE

Bob Bell Larry Bell

ALL MAKES
POWER & HAND MOWERS

SHARPENED & REPAIRED

Specialists On Small

Engine Repair & Overhaul

Factory Authorized Parts & Service Station

for Eclipse - Reo and Clinton

Free Pick-Up & Delivery

Cor 11th & T Sts
 1101 T. HU dsn 4-5549

Carmichael Machine Co
 Fair Oaks Blvd & Marconi Av. IV nhoe 9-0054

COLLEGE HARDWARE & CYCLERY

2760-21st. HI lcrst 6-2042

DRITZ'S CYCLERY 2209 Del Paso Bl. HI ckr 9-4960

FRIEND & LOVE MOWER SERVICE

WALT FRIEND ART LOVE

HAND & POWER MOWERS

Sales - Repairs & Sharpening

LAWN - GARDEN SUPPLIES

Free Pick-Up & Delivery

3387 Marysville Rd
 Del Paso Hgts. HI ckr 9-9528

GRANT UNION CYCLERY & MOWER SHOP

Lawn Mowers & Saws - Sharpening &

Repairing - Pick-Up & Delivery

3610 Marysville Rd
 Del Paso Hgts. HI ckr 9-3873

JAY CYCLE SHOP

LAWN MOWERS

Sharpening & Repairing

Pick-Up & Delivery

2812 J. GI lbrt 2-9268

LANGLEY'S REPAIR SHOP

LAWN MOWERS

SHARPENED & REPAIRED

Pick-Up & Delivery

1521 O. GI lbrt 3-8533

McNABB W J & SONS

POWER MOWERS

Sharpening & Repairing

Small Engine Repairing

SENSATION POWER MOWER

Sales - Service - Parts

2928 L. HI lcrst 5-3533

MILT'S CYCLERY

LAWN MOWERS & TOOL SHARPENING

BY MODERN MACHINERY

Pick-Up & Delivery

3913 Stockton Blvd. HI lcrst 6-6211

Sacramento Saw Shop 2910 Franklin. HU ntr 6-0711

SELF ELMER A

Pick Up & Delivery In North Area
 4343 Marconi Av. IV nhoe 9-0585

THOM CYCLERY

LAWN MOWERS & TOOLS

Precision Sharpened by Machine

Hand & Power Mowers - Terms

3401-2d Av. HI lcrst 5-7721

WEST SAW & GRINDING WORKS

COMPLETE LAWN MOWER SERVICE

ALL WORK GUARANTEED

QUICK SERVICE

4701 Franklin Blvd. HI lcrst 7-0658

WHEEL SHOP THE

The Complete Lawn Mower Service

In The North Area

FACTORY AUTHORIZED SERVICE

PINCOR - PIONEER

BRIGGS & STRATON

Parts Whsle. & Retail

650 Fulton Av. IV nhoe 9-0307

Lawyers—See Attorneys

The Yellow pages save you time.

Leather

Benjamin Wm R Co
 Art Leather Dept-908-7th
 906-7th GI lbrt 3-0212
 Hobby House The 2610 Marconi Av. IV nhoe 9-2391
LEN'S LEATHERCRAFT 908-7th HUdsn 4-0478
MacPHERSON BROS LEATHER CO
 730 Mission S F
 (Toll) Call "Operator" for..... Yukon 6-6783

Leather Belts—See Belting—Mechanical

Leather Goods—Cleaners & Dyers

Glove Clinic The
 Suede & Leather Cleaners-Mail Orders
 133 Geary San Francisco
 (Toll) Call "Operator" for..... Garfield 1-8736

Leather Goods—Mfrs

Morris Mfg Co 4441-65th..... HI lcrst 6-0446

Leather Goods—Repairing

VILLAGE SADDLE SHOP
 Fulton & Marconi Av..... IVnhoe 9-5382

Leather Goods—Retail

Lee's Luggage 1210 K..... GI lbrt 3-3501
 Longshore's Luggage 714 J..... GI lbrt 3-8757

LUGGAGE SHOP THE

Sacramento's Largest Selection of
LUGGAGE TRUNKS
TRAVEL GOODS
LEATHER SPECIALTIES
 Exclusive Hartmann & Aero-Way Dealers
 1008 K..... GI lbrt 3-7861

VILLAGE SADDLE SHOP

See Our Adv Under Riding Equipment
 Fulton & Marconi Av..... IVnhoe 9-5382

THE

Letter Shop

MULTIGRAPHING
MIMEOGRAPHING
 TYPING OF ALL KINDS

Notary Public, Circular Letters,
 Addressing

EMMA DOEBLER - RUTH LAUGHLIN
 PHONE

GI lbrt 2-2947

205-207 Forum Bldg., Cor. 9th & K Sts.



GI lbrt 2-4304

Complete Mailing and Stenographic Service
 1 Stop, 1 Bill—The Superior Way Makes Direct Mail Pay
 CUSTOMER PARKING

SUPERIOR LIST & LETTER
 1115 P STREET
 SACRAMENTO
 Mildred Caldwell

- Multilith
- Metered Mail
- Addressograph
- Plate-Making
- Vartyping
- Mimeograph

Lemon Juice—See Fruit Juices

Letter & Addressing Service

See also Multi-Copy Service

A BUSINESS EXTENSION BUREAU

MIMEOGRAPHING - ADDRESSING
 FREE SPECIALIZED MAILING LISTS
 Entrance in Rear Alley Bet J&K
 912 J..... HUdsn 4-6748

A LEBECK BUSINESS EQUIP CO

MIMEOGRAPH & ADDRESSING SERVICE
 For Sale or Rent - New & Rebuilt
 Mimeographs & Addressing Machines
 3021 Capitol Av..... HI lcrst 6-3877

Barnes Letter Shop 2611 V..... HI lcrst 5-8355

CAPITAL LETTER SHOP

Circular Letters
 MIMEOGRAPHING - MULTIGRAPHING
 Stenographic Service - Addressing
 TYPING OF ALL KINDS
 Fannie E. Sing Hattie D. Sing
 910-5th..... GI lbrt 2-7915

DILLON'S PRINT SHOP

Letter Press - Lithographing
 Multilithing
 Addressographing - Graphotyping
 Direct Mail Advertising
 Vari-Typing - Metered Postage
 402-12th..... GI lbrt 2-2811

LETTER SHOP Forum Bldg..... GI lbrt 2-2947
 (See Advertisement This Page)

STENO SERVICE

MIMEOGRAPHING - TYPING
 OFFICE FORMS - MENUS
 BULLETINS - PRICE SHEETS
 LEGAL FORMS - MANUSCRIPTS
 ADDRESSING - PUBLIC STENOGRAPHER
 Let Us Take Care of Your Typing Overload
 Marie E. Stevanson
 719 K..... GI lbrt 3-6459

SUPERIOR LIST & LETTER CO

1115 P..... GI lbrt 2-4304
 (See Advertisement This Page)

Libraries—Circulating & Rental

Jeanies Gift Studio 2315 J..... HU dsn 4-0564
 Nook In The Tower
 Open Evenings
 16th & Broadway..... GI lbrt 3-1880
 St Thomas Aquinas Library 1115 K... GI lbrt 3-4431
 Village Book Shop 8 Adobe Ct..... IV nhoe 9-5313
 Weinstock-Lubin & Co 12th & K..... GI lbrt 3-6881

Lift Trucks—See Trucks—Industrial

Light & Power Companies

See Electric Light & Power Companies

Lighting Fixtures—Mfrs

Globe Lighting Prods Inc
 Ochsner Bldg..... GI lbrt 3-7461
 Hobrecht Lighting Fixture Co 2311 J. GI lbrt 3-1739

Lighting Fixtures—Retail

BUSSIO & WILLIAMS ELECTRICAL CONTRACTORS 4100 Stockton Bf. HI lcrst 7-1829
DOLAN'S Alhambra & P..... HI lcrst 6-6481
 Hobrecht Lighting Fixture Co
 2311 J..... GI lbrt 3-1739
 (See Advertisement This Page)
 Joseph Manuel 1020 J..... GI lbrt 3-3937
 (See Advertisement This Page)
SACRAMENTO ELECTRIC CO 1931 J. GI lbrt 3-1533

WINDOW-WASHING HINT

Dry windows inside with an up-and-down stroke; outside with a crosswise motion. If streaks remain you can tell which side they're on.

Lighting Fixtures—Retail—(Cont'd)

SACRAMENTO PLUMBING SUPPLY CO
 615 J..... GI lbrt 3-8251
 Sutter Electric Supply 4840 Fkin Blvd. HI lcrst 5-3583

SWANSON ELECTRIC CO

Distributors
 Complete Line of
LIGHTING FIXTURES
FLUORESCENT - INCANDESCENT
WIRING MATERIALS
 Household - Industrial - Commercial
 1310 Del Paso Blvd N Sacto. HI ckr 9-0484

VOGT ELECTRIC CO 2316 J..... GI lbrt 2-5897
 (See Advertisement This Page)

POTATO HOLDER

Use muffin tins for baking potatoes.
 Keeps them from rolling all over—prevents burned fingers.

Manuel Joseph



ELECTRIC CENTER

One of the Largest and Most Modern

LIGHTING FIXTURE DISPLAYS
 In SUPERIOR CALIFORNIA

GI lbrt 3-3937

1020 J STREET



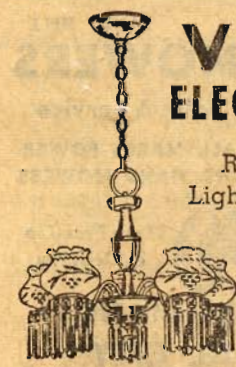
DESIGNERS
 MANUFACTURERS
 DISTRIBUTORS
RESIDENTIAL AND COMMERCIAL LIGHTING

WHOLESALE & RETAIL

FLOOR & TABLE LAMPS
 FIREPLACE ACCESSORIES
 Largest Selection Lighting Fixtures in Superior California
 Open All Day Saturdays

2311 Jay Street GI lbrt 3-1739

Since 1908 **HOBRECHT** LIGHTING FIXTURE CO. Since 1908



VOGT ELECTRIC CO.

Residential Lighting Fixtures

3 Display Rooms to Select from
 EVERY FORM OF LIGHTING
 Home - Office Store - Factory

Electrical Wiring Contractors
 2316 J St. GI lbrt 2-5897

Lighting Fixtures—Whsle

CAPITAL WHOLESALE ELECTRIC CO
1235 S. GI lbrt 2-7671
GENERAL ELECTRIC SUPPLY CORP
1131 S. GI lbrt 3-9001
Hobrecht Lighting Fixture Co 2311 J. GI lbrt 3-1739
INCANDESCENT SUPPLY CO
2111 Q. HU dsn 1-0111

MITCHELL MODULE LIGHTING UNITS

Uniform fluorescent lighting units combining to form unlimited varieties of custom-fitting patterns. Puts light exactly where it is needed. Fits any ceiling, size or shape. For commercial and industrial interiors.



"FOR INFORMATION CALL"

DISTRIBUTOR

Incandescent Supply Co 2111 Q. HUdsn 1-0111

SUPERIOR SALES CO.



Wholesale Only
RESIDENTIAL
FLUORESCENT

LIGHTING FIXTURES
ELECTRICAL WIRING SUPPLIES

1808 Q

HUdson 4-8551

Lighting Fixtures—Whsle—(Cont'd)

Superior Sales Co 1808 Q. HU dsn 4-8551
(See Advertisement This Page)
Sutter Electric Supply 4840 Fkln Blvd. HI lcrst 5-3583
VALLEY ELECTRIC CO 18th & S. HU dsn 4-8271
WESTINGHOUSE ELECTRIC SUPPLY CO
1730-14th GI lbrt 3-6525

Lighting Systems & Equipment

LANGNER & RIFKIN
Kohler Electric Plants Distrs
1116-15th HUdsn 1-1291
ONAN ELECTRIC PLANTS—
ETS-HOKIN & GALVAN 551 Mission S F
(Toll) Call "Operator" for. Exbrook 2-0432
Patterson Electric
Light Plants & Repair Service
2415-5th GI lbrt 3-4914

Lime

CANNON'S MORTAR CREAM—
CANNON & CO FACTORY
N 13th & E El Camino Av
N Sacramento. HI ckry 9-2794
COWELL HENRY LIME & CEMENT CO
Since 1854
HYDRATED - PROCESSED - QUICK
LIMES - WHITEWASH
509 I. GI lbrt 2-2746
HARD MATERIALS CO
12th & American River. HUdsn 4-9397
WHITE MOUNTAIN LIME CO
5261 Stkn Blvd. HI lcrst 6-6411

Limes—Fresh
See Fruits & Vegetables Headings

Limousine Service—See Automobile Rental

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

Linen Supply Service

CASCADE TOWEL SUPPLY
2206 Del Paso Blvd. HI ckry 9-9813
CENTURY TOWEL & LINEN SUPPLY CO
2114 Alhambra Blvd. HI lcrst 5-2617
(See Advertisement This Page)
FAMILY SERVICE LAUNDRY & CLEANERS
1115 P. GI lbrt 2-2417
Galland Linen Service Ochsner Bldg. GI lbrt 3-7461

GOLDEN STATE TOWEL & LINEN SERVICE

50 YEARS CLEAN SERVICE
LINENS and GARMENTS RENTED
To Every Business and Profession
Restaurants - Barber Shops
Beauty Parlors - Doctors - Dentists
Fountains - Markets - Etc.
1224 S. GI lbrt 2-3889

INDUSTRIAL GARMENT & TOWEL SUPPLY CO
2501-24th HUUntr 6-0321
Merlen Capital Laundry & Cleaners
1322 V. GI lbrt 3-9051
PALACE LINEN & TOWEL SUPPLY
1300 R. GI lbrt 2-1844
(See Advertisement This Page)
RED STAR INDUSTRIAL SERVICE
See Our Ad Under Laundries
Ochsner Bldg. GI lbrt 3-7461

Linens—Retail

BREUNER JOHN CO 604 K. GI lbrt 3-8061
Claude Gordon's Village Home Store
2645 El Paseo Ln. IVnhoe 9-4843

LINEN SHOP THE

LINENS
Imported & Domestic
Bridal Trousseaus
Our Speciality
1008-11th GI lbrt 2-6826

You'll find it fast in the YELLOW PAGES.

LINEN SUPPLY

Since 1917



A COMPLETE
LINEN SUPPLY SERVICE

Doctors	Bakers
Beauty Shops	Grocers
Barbers	Butchers
Restaurants	Banquets

SACRAMENTO'S
HOME OWNED LINEN SUPPLY

GILBERT 2-1844
PALACE LINEN & TOWEL SUPPLY

1300 R ST.

SACRAMENTO

CENTURY TOWEL & LINEN SUPPLY CO.

- COMPLETE LINEN RENTAL SERVICE
- DOCTORS
- BARBERS
- BEAUTY OPERATORS
- DRUGGISTS
- RESTAURANTS
- GROCERY STORES
- BUTCHERS
- BAKERS
- MECHANICS
- BANQUETS

Phone

HI lcrest 5-2617

2114 Alhambra Blvd.

Linoleum Layers

BIGGS JOHN D
Expert Linoleum & Carpet Laying
3913-44th Av HI lcrst 7-2986
Carmichael Linoleum Co California Av. IV nhoe 9-2484
Colwell's Resilient Floor Coverings
1989 Fulton Av. IV nhoe 9-3736
LATTIN'S INC 1519 Alhambra Blvd. HI lcrst 5-4825
REEDER L D CO OF SACTO 3026 V. HI lcrst 7-3505
(See Advertisement This Page)

Linoleum Layers' Supplies

Burcky Floor Covering 2221-23rd HI lcrst 6-1732
PACIFIC FLOOR PRODUCTS 417 Berry S F
(Toll) Call "Operator" for Sutter 1-6843

SHARP PRACTICE

Cutting through medium weight sand-paper is a quick way to put an edge on dull scissors.

L. D. REEDER CO.
Of Sacramento

INSTALLATION SPECIALISTS

Armstrong's Inlaid Linoleum
Feature Stripping & Base Borders
Asphalt Tile - Better Grades
Rubber & Cork Tile
Other Floor & Wall Coverings

DIAL

HI lcrest 7-3505

3026 V ST. SACRAMENTO

Linoleum-Retail

ARMSTRONG'S RESILIENT FLOORS—
HANEY P B 1331 T. HU dsn 4-2762

BARGAIN BILL'S FURNITURE WHSE
6620 Folsom Blvd. HI lcrst 6-2776

BOWERS WALDO E

Complete Floor Coverings
LINOLEUM - CONGOLEUM
ASPHALT & RUBBER TILE

Armstrong - Kentile
Nairn - Sloane
Expert Installation
Custom Work - Repairing

1310 K. GI lbrt 3-4701

BURKE W M CO
1111 Alhambra Blvd. HI lcrst 7-1823
(See Advertisement Page 227)

Capital Furniture Exchange 521 L. GI lbrt 3-4223
CARMICHAEL LINOLEUM CO
California Av. IV nhoe 9-2484
Carmichael Linoleum Co Fair Oaks Bl. IV nhoe 9-1021
If no answer call IVnhoe 9-2484

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 hummmm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

Linoleum-Retail-(Cont'd)

COLWELL'S RESILIENT FLOOR COVERINGS

Inlaid LINOLEUM Prints
Flor-Ever Vinylite Plastic Linoleum
Asphalt Tile Our Specialty
Rubber Tile - Cork Tile
Free Estimates in Your Home
1989 Fulton Av. IV anhoe 9-3736
Evenings call. HI ckry 9-6664

Dolan's Alhambra & P. HI lcrst 6-6481
ELDER'S INTERIOR DECORATORS
2419 K. HU dsn 4-8517

FLOOR COVERING MART
2409-21st. HI lcrst 7-5777
(See Advertisement This Page)

GEPHART RUG & LINOLEUM CO

One of the Oldest Most
Exclusive Floor Covering
Houses in Northern California

1118 J. GI lbrt 3-4383

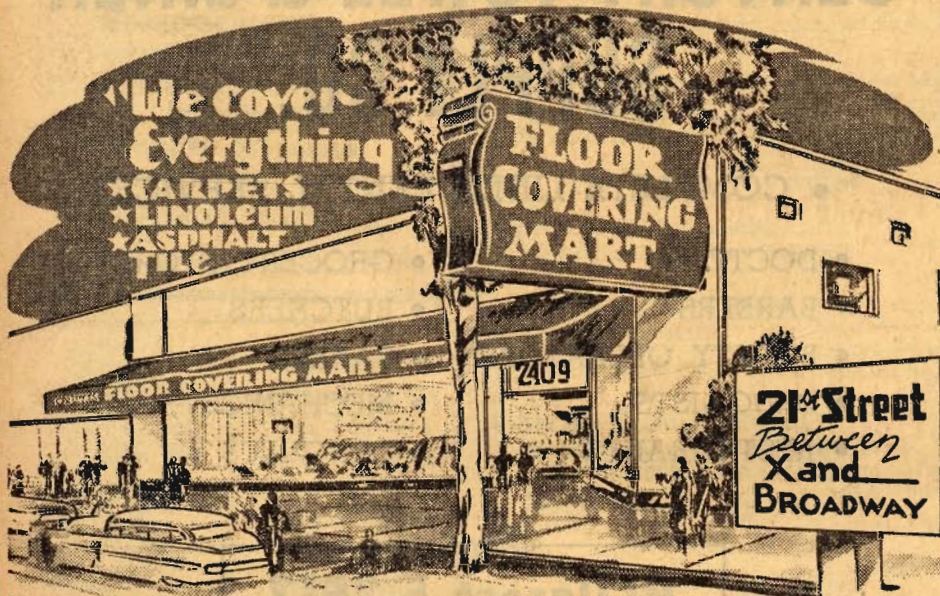
HANEY P B 1331 T. HU dsn 4-2762
(See Advertisement Page 227)

JACKSON FURNITURE CO 14th & K. GI lbrt 2-7604
JOHN'S BUILDING SPECIALTIES HU dsn 4-9359
400-12th (See Advertisement Page 227)
(Continued Next Page)

KEEP LIGHT FROM MILK

Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.

LINOLEUM



BUY ON THE EASIEST CREDIT TERMS IN TOWN!

HILLCREST 7-5777

OVER 67 YRS. OF FLOOR COVERING EXPERIENCE

LINOLEUM

ASPHALT TILE

CORK TILE
RUBBER TILE
LINOLEUM - TILE
PLASTIC LINOLEUM & TILE
All Types of Commercial Floors

BROADLOOM - CARPETS & RUGS

"RING UP RIVETT"

HI lcrest 5-2637

H. W. RIVETT CO.

2300 BROADWAY

Linoleum-Retail-(Cont'd)

LATTIN'S INC
1519 Alhambra Blvd. HI lcrst 5-4825
LINOLEUM SHOP INC THE 2815 J. HU dsn 4-6558
(See Advertisement This Page)
O K FURNITURE CO 427 L. GI lbrt 3-4231
RIVETT H W CO 2300 Broadway. HI lcrst 5-2637
(See Advertisement Page 226)
STEARNS FLR COVRNG 3230 Bdwy. HI lcrst 7-4712
(See Advertisement This Page)
STUCKYS' HARDWARE
Store No 1 4106 Franklin Blvd. HI lcrst 7-6576
Store No 2 Michigan W Sacto. GI lbrt 3-5417
United Linoleum Layers 2717 Bdwy. HI lcrst 7-8851

Linoleum-Whsle & Mfrs

BAKER & HAMILTON 1213 Front. HU dsn 1-0155
Fuller W P & Co 1725-10th. GI lbrt 2-1061
Moore Walton N Dry Goods Co Inc
Fremont & Mission S F
From telephones served from Sacramento
Exchange only (No Inter-City Charge)
Ask "Operator" for Enterprise 10326
Rapp Wm A & Co 616-20th. GI lbrt 2-3677
Thomson-Diggs Co 1801-2d. GI lbrt 2-7851
Volker William & Co 521 N 10th. GI lbrt 2-9021
Walter D N & E Co 216-15th. HU dsn 4-5507

Liquotyping-See Typesetting

Liquefied Petroleum Gas Equipment
See Gas Equipment

Liquefied Petroleum Gases
See Gas-Liquefied Petroleum

Liquor Stores

A & B LIQUOR STORE

Complete Stock of Liquor
Always - Better
FREE DELIVERY SERVICE
Bill Wortman - Arch Kaplan - Props.
5537 H HI lcrst 5-8869

A C BOTTLE SHOP

Angelo Contarino-Prop
1130-3d GI lbrt 3-7837

A & J LIQUOR STORE

ALWAYS OPEN - 6 A.M. to 2 A.M. Every Day
Beer, Wines & Liquor
Groceries - Cigars - Cigarettes
1315-4th GI lbrt 2-9494

Acme Bottle Shop

2912 Franklin Blvd. HI lcrst 6-2347

AL RYAN'S LIQUOR DRIVE-IN

WE DELIVER
THE FINEST IN LIQUORS
4137 H HI lcrst 5-4537

Angeli's Liquor Store

4806 Folsom Blvd. HI lcrst 5-9858

Arch's Bottle Shop 4108 Franklin Blvd. HI lcrst 6-8889

ASHLEY'S BROADWAY LIQUOR STORE

1700 Broadway GI lbrt 3-8521

B & L BOTTLE SHOP

Open Sundays 4 PM To 10 PM
1128-7th GI lbrt 3-9385

Bank Exchange 1030-2d. GI lbrt 2-9947

BIG BUY MARKET

FREE DELIVERY SERVICE
OPEN WEEKDAYS 8 A.M. 'TIL 10 P.M.
SUNDAYS 9 A.M. 'TIL 6 P.M.
Bourbons - Scotch - Brandy
Cordials - Wine - Beer
Cased Beer Chilled for Parties
Mixers and Soft Drinks
Norman Dewsnup & Earl Jones

Between O & P
1520-16th GI lbrt 2-9605

BOTTLE SHOP THE 1216-3d. GI lbrt 2-4412
(Continued Next Page)

Advertise here—it pays.

Genuine Inlaid
LINOLEUM



- LINOLEUM
- ASPHALT TILE
- RUBBER TILE
- PLASTIC WALL TILE

COMPLETE LINE OF FLOOR COVERINGS
Also
Venetian Blinds - Window Shades
Traverse Rods - Screens - Draperies

Free Estimates - Liberal Terms


HUDSON 4-9359

JOHN'S BUILDING SPECIALTIES

400 · 12TH ST. 12th & D SACRAMENTO

W. M. BURKE CO.

INLAID LINOLEUM
ASPHALT, CORK & RUBBER TILE



Phone HI lcrst 7-1823
1111 ALHAMBRA BLVD.
Between K & L

STEARNS FLOOR COVERINGS

ASPHALT & RUBBER TILE

LINOLEUM

Complete Installation Service
Free Estimates - Qualified Workmen

HI lcrst 7-4712
3230 BROADWAY

Featuring
ARMSTRONG'S PRODUCTS

INLAID LINOLEUM
ASPHALT TILE
RUBBER TILE
WALL COVERINGS
CORK TILE

KITCHEN & BATHROOM MODERNIZATION
CUSTOM DESIGNED FLOORS

For Wall Coverings or Wall Tile
See Our Ad Under Tile—Non-Ceramic

P. B. HANEY

PHONE
HUDSON 4-2762

Office & Display
Builders Exchange Bldg.
1331 T at 14th & T

The **LINOLEUM Shop** *INC.*



LINOLEUM - ASPHALT TILE
RUBBER TILE
COMPLETE FLOOR COVERING SERVICE
Free Estimates
SATISFACTION GUARANTEED

R. L. McGregor Joe Martinez
PHONE
HUDSON 4-6558
2815 J STREET
SACRAMENTO

Liquor Stores—(Cont'd)

BOULEVARD BOTTLE SHOP
LIQUORS — WINES — BEER
MIXERS SOFT DRINKS
OPEN SUNDAYS & HOLIDAYS
3301 Folsom Blvd. HI lcrst 5-9992

BROADWAY LIQUOR STORE
BOURBON — SCOTCH — RYE
BLENDS — WINES — BEER
MIXERS
CORDIALS & BRANDY
CIGARS, TOBACCO & CIGARETTES
Liquors Delivered By The Case
Anywhere In The City
1700 Broadway. GI lbrt 3-8521

C & B LIQUOR STORE
FREE DELIVERY SERVICE
Complete Stock of
LIQUOR - WINES
BRANDIES - CORDIALS
BEER & COLD MIXERS
21st at Broadway
2431-21st. HI lcrst 5-2646

CAPITOL BOTTLE SHOP
Geo T Flahive-Owner
3252 J HUdsn 1-2411
Dave's Liquor Store 2813 J. GI lbrt 2-0877
Del Paso Heights Grocery & Meat Market
Hours 9 AM to 10 PM
Park & Grand Av Del Paso Heights. HICKRY 9-0404
DELL'S DRUGS 5621 H. HI lcrst 6-5772
DELL'S VARIETY & LIQUOR STORE
Free Delivery
2801 P. HI lcrst 5-8657

DICK & EDDIE'S

LIQUORS
PROMPT DELIVERIES
Cosmetics — Gifts — Sundries
COCKTAIL LOUNGE
RESTAURANT

2030 P HUdsn 4-4785

Dome Liquor Store 331 Capitol Av. HU dsn 4-4822
EAGLE'S LIQUOR SHOP 2963-35th. HI lcrst 5-9611

ED'S

EDDIE DAVID - Mgr.
FINE LIQUORS - WINES - BEER
Free Delivery
Fishing Tackle - Guns - Ammunition
Licenses
Open Evenings Till 11 P.M.
2709 Riverside Blvd. HU dsn 4-3688

EMPORIUM LIQUOR STORE
Open Everyday 8 AM Until 2 AM
1125-8th GI lbrt 2-7516

FAIR FOOD MKT
Fair Oaks Blvd Carmichael. IV nhoe 9-3524
Fairmont Liquor Store 530 L. GI lbrt 2-9631

FARBER BROS LIQUOR
Limes — Bar Sour — Cherries & Olives
Wholesale — Retail
WE DELIVER
420 J. GI lbrt 2-3022

FONG LIQUOR STORE
2 LOCATIONS TO SERVE YOU
426 K. GI lbrt 3-0109
Store No 2 1126 I. HUdsn 4-3931

Fong Liquor Store No 3 1126 I. HU dsn 4-3931
Four Oaks Bottle Shop
2142 Grand Av. HICKRY 9-0442

FRANK'S LIQUOR STORE 1402 J. GI lbrt 2-3040
Friendly Corner The 200 K. GI lbrt 3-6250
Funland Liquor Store 326 K. GI lbrt 2-0864

GEORGE'S LIQUORS 1111 North B. GI lbrt 2-9319
Grady's Bottle Shop 1995 Fulton Av. IVnhoe 9-2113
Hollywood Bottle Shop
5011 Freeport Blvd. HILCRST 5-7740

Liquor Stores—(Cont'd)

Hooper's Drive In Liquor Store
2203-16th GI lbrt 3-7866
IGNATZ CUT RATE STORE
Open Every Night 'Til 2 AM Incl Holidays
400 K GI lbrt 3-7235

IMPERIAL LIQUOR STORE
Wines — Liquors — Cordials — Beer
OPEN SUNDAYS & HOLIDAYS
George Trucco - Proprietor
1107-21st GI lbrt 2-9890

Independent Wine & Cigar Store
1025 1/2-2d GI lbrt 3-2465
JADE LIQUOR STORE 1118-7th. GI lbrt 2-2267

KENTUCKY BOTTLE SHOP
"Everything for the Party"
CLYDE LEONARD, Prop.
Corner 11th & T Sts.
1100 T. GI lbrt 2-2745

LEEJO TAVERN & BOTTLE SHOP
Lee Horrell Proprietor
2565 Franklin Blvd. HI lcrst 6-2468

LEON'S BOTTLE SHOP
5620 Franklin Blvd. HI lcrst 7-1841

LIQUOR MART

FREE DELIVERY
A Bottle or a Case
Glasses & Home Bars Rented
Iced Beer by the Case
Party Catering
See Our Ad Under Caterers

1728 Broadway HU dsn 4-6588

M & L LIQUOR STORE
LEO F. FEUSI & T. A. McDONALD
Complete Stock
Liquors — Wines — Beer — Mixers
Always Easy Parking
Open 9 A.M. Until Midnight Weekdays
9 A.M. Until 2 A.M. Friday & Saturday
5634 Stkn Blvd. HI lcrst 7-5601

M & M LIQUOR STORE
FINE LIQUORS - WINES
WHISKIES
Beer - Mixes - Soft Drinks - Cigarettes
Open Until 2 A.M.
PLENTY OF PARKING SPACE
2924 Stockton Blvd. HI lcrst 6-7638

Martin's Liquor Store
2328 Del Paso Blvd N Sacramento. HI cky 9-6271
MERRY MARL THE 4768 J. HI lcrst 6-6415
Miura Liquor Co 1407-4th. GI lbrt 2-9761

OLD IRONSIDES BOTTLE SHOP

FINE LIQUORS
WINES & WHISKIES
FREE DELIVERY SERVICE
Bill & Lou Bordisso

1002 S. GI lbrt 2-8832
If no answer call. GI lbrt 3-9751

P J & W LIQR STR

FINE LIQUORS - WINES
WHISKIES
CORDIALS & BRANDIES
BEER - MIXERS - SOFT DRINKS

Near 4th Av
2904-35th. HI lcrst 6-1361

Park & Shop Mkt
Open Sundays & Holidays-Free Parking
34th & Folsom Blvd. HI lcrst 5-5713

Liquor Stores—(Cont'd)

RAY'S BOTTLE SHOP
LEO MOERSCH - Prop.
HAGGINWOOD DISTRICT
FREE DELIVERY
Hours 9-11 — Fri. & Sat. Till 12
Complete Line of
Whiskey — Wine — Beer
Near Arcade Blvd
3215 Marysville Rd N Sacto. HICKRY 9-6322

RILEY & MOORE LIQUOR STORE
Jack Moore - Charlie Riley
BIGGEST LITTLE
LIQUOR STORE IN CALIF
Quality - Service & Price
Easy Parking
WE DELIVER
Betw O & P Sts
1511-16th GI lbrt 2-2652

RODNEY'S CIGAR & LIQUOR STORE
1100 J. GI lbrt 3-6745

ROSES LIQUOR STORE
OPEN TILL 2 A.M.
6th & Capital
1228-6th GI lbrt 2-9414

Sacto Liquor Store 1101 J. HUdsn 1-1672
South Sacramento Liquor Store
4760 Franklin Blvd. HI lcrst 6-0892
Sunland Liquor Store
2138 Del Paso Blvd N Sacto. HICKRY 9-9833

TALLAC BOTTLE SHOP

FINE LIQUORS
WINES - WHISKIES
CORDIALS — BRANDIES
BEER — MIXERS — SOFT DRINKS
ICE CUBES

14th Av & 60th. HI lcrst 7-3670

Taylor's Woodlake Bottle Shop
1218 Del Paso Blvd N Sacto. HICKRY 9-8896
Tip Top Bottle Shop 420 J. GI lbrt 2-3022
Tony's Liquor Store 305 N 12th. GI lbrt 2-9373

TOWER DRUG & RECORD SHOP
Free Delivery-Open Till Midnight
1518 Broadway GI lbrt 2-4916

UNITED CIGAR & LIQUOR STORE
Open 6 AM Till 2 AM Including Holidays
601 K GI lbrt 3-7762
Village Bottle Shop 2916 Fulton. IV nhoe 9-5375

WALKER'S LIQUOR & CIGAR STORE

WALKERS
3718 J St. HI lcrst 5-1950
WE DELIVER
We Specialize In
IMPORTED & DOMESTIC
LIQUEURS & WINES
Hors d'Oeuvres & Bar Accessories
We Have Everything for Your Party
Complete Catering Service
3718 J. HI lcrst 5-1950

WO KEE LIQUOR STORE 1015 3d. GI lbrt 3-2772
Y Motel Liquor Store
Auburn Blvd & Fulton Av. HI cky 9-3529
Yick Chong & Co 310 I. GI lbrt 3-4092

ZARZANA'S QUALITY LIQUOR STORE
1233 Alhambra Blvd. HU ntr 6-0906

Liquor Treatment—See Sanitariums

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.

Liquor—Whsle

ARGONAUT LIQUOR CO INC

DISTRIBUTORS OF
NATIONAL - FRANKFORT - FLEISCHMANN
517 L.....GI lbrt 2-2933

BEACON DISTRIBUTING CO

Seagram's — Park & Tilford
Kentucky Tavern — Yellowstone
Harwoods — Old Thompson
Smirnoff — Bacardi Rum
Haig & Haig — Vat 69 — White Horse
Wente Bros. Wines — Concannon Wines
Paul Masson Wines & Champagnes
Christian Bros. Brandy

1401 North C.....GI lbrt 3-2506

Blucher Bros Beverage Co

112 Broadway.....HU dsn 1-2071

CAPITAL CIGAR & LIQUOR CO

EXCLUSIVE DISTRIBUTORS FOR:

Medley Bros., Five Brothers
Kentucky Straight Bourbon Whiskies
Julius Wile Imports — Benedictine DOM,
Peter Dawson Scotch, Gornier Cordials
Virginia Dare & Garrett's Wines
Honeywood Berry Wines
G & W Line — Mill Farm — 5 O'Clock Gin
Wm. Penn — G & W 7 Star — G & W Canadian
Olympia Beer

320 J.....GI lbrt 3-3761

Glaser Bros 2419-13th.....GI lbrt 2-0711

KEATING JAMES P CO 1609 E.....GI lbrt 2-1093
McKESSON & ROBBINS INCORPORATED-
SACRAMENTO DIVISION

801 Richards Blvd.....HU dsn 4-9117

MIDSTATE LIQUORS INC

I. W. Harper — Ancient Age
Old Stag — Kentucky Bred
Schenley — Carby — Park & Tilford
Cream of Kentucky — Vat 69
Dewars — MacNaughton — Bacardi
DuBoucheff Cordials — Samovar Vodka
Cresta Blanca — Roma Wines

404-20th.....GI lbrt 3-1704

RAINBOW LIQUOR COMPANY INC

Exclusive Distributors For
OLD FITZGERALD - CABIN STILL
JOHNNIE WALKER SCOTCH
JIM BEAM - BELLOWS & COMPANY
CALVERT RESERVE - LORD CALVERT &
CARSTAIRS - INGLENOOK WINES

400 R.....HU dsn 4-8277

Lithographers

Carlisle A & Co 817 J.....GI lbrt 3-4801

Crocker H S Co Inc

Crocker Union

1201 K.....GI lbrt 2-0741

Pacific Lithoprint Co 200 S.....GI lbrt 2-6872

SACTO LITHOGRAH CO 200 S.....GI lbrt 2-1934

SanWal Printing Co 617 J.....HU dsn 4-9369

SCHMIDT LITHOGRAPH CO

1601 J.....HU dsn 4-2709

Stecher Traung Lithograph Corp 618 I. GI lbrt 3-2750

Livestock

Careron-Arcadian Farms Oak Av.....IVnhoe 9-1459

Downing L E 5841 Dewey.....Hlcrst 6-8955

Kuhn Alfred Forum Bldg.....GI lbrt 3-6764

If no answer

(Toll) Call "Operator" for.....Courtland 3391

LEACHMAN ORD & BILL COWPALACE

Webb Elk Grove

(Toll) Call "Operator" for.....ElkGrove 151

McCormick W W

2681 Grove Av N Sacramento.....HI ckr 9-2283

McFadden Gordon 1241 Fitch Wy.....IVnhoe 9-0863

Mills Livestock Co

Florin Rd & Fkln Blvd.....Hlcrst 5-7633

Sartain AR Bob 3261-11th Av.....HI lcrst 6-6307

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

Livestock—(Cont'd)

Swanston C & Son

Bank of America Bldg.....GI lbrt 2-6421

Tudesko Pete

We Buy & Sell Cattle-Hogs & Sheep

Broderick.....HU dsn 1-1071

Home Phone.....Hlcrst 5-3571

Willow Ranch Freeport Blvd.....HI lcrst 7-2522

Livestock Hauling

MOORE RALPH

SACRAMENTO

LIVESTOCK TRANSPORTATION

Route 8, Box 1565 Sacramento

(Toll) Call "Operator" for.....Courtland 3473

VALLEY LIVESTOCK TRANSPORT SERVICE

Adams Dixon

(Toll) Call "Operator" for.....Dixon 8-2351

Loans

See also Financing

AMERICAN TRUST COMPANY

AUTOMOBILE LOANS

PERSONAL LOANS

F.H.A. LOANS

REAL ESTATE LOANS

Sacramento Main Office

1011-10th.....HU dsn 4-6941

Alhambra Broadway Office

3031 Broadway.....HU dsn 4-6941

North Sacramento Office

1501 Del Paso Blvd.....HI ckr 9-3525

For best results with your telephone—
please make sure of the number (if in
doubt, consult the Telephone Directory);
then speak with lips close to the mouth-
piece, using your natural tone of voice.

Loans—(Cont'd)

ANGLO BANK LOANS

LOANS FOR
ALL PURPOSES
Personal -
Automobile - FHA -
Real Estate - Property
Improvement
Business - Life Insurance
Policy



"WHERE TO CALL"

ANGLO CALIFORNIA NATIONAL BANK

Capital Ofc 7th & J.....HU dsn 1-1441

Fruitridge Ofc

5693 Stockton Blvd.....Hlcrst 7-9861

Oak Park Ofc 35th & 4th Av.....HI lcrst 7-5721

BANK OF AMERICA TIMEPLAN LOANS

Friendly-Convenient-Low Cost
PERSONAL AND AUTO LOANS

You Can Borrow on

Your Car Whether Paid For Or Not



"WHERE TO CALL"

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION

Or The Branch Nearest You

See Alphabetical Section.

For List Of Branch Offices

8th & J.....GI lbrt 3-6841

BLOOMBERG REALTY CO

REAL ESTATE LOANS

9th & L.....GI lbrt 3-6532

(Continued Next Page)

The Yellow pages save you time.

For A Personal Loan YOUR Way—and Fast!

Phone GI lbert 3-5731

or come to

"THE COMPANY THAT LIKES TO SAY YES"
Personal FINANCE CO.

1107 - 9th Street - Room 227 - Forum Building

You get CASH plus at Personal

IF you want the best loan buy possible, please consider these **Plususes:**—

★ **Prompt Service** ... because the YES MANager, alone, makes the decision on your loan. And it's "yes" to 4 out of 5

★ **Consideration** ... The loan is made your way—you select payment plan. No co-signers needed. Get loans on salary, car or furniture. Outsiders not notified.

★ **Nationwide Credit** ... Establish credit at one Personal office. It is good when approved at any Personal office coast to coast.

Loans \$25 to \$1500 or More

Phone or come in TODAY. Ask for the YES MANager.

The Company
that LIKES
to say
YES!



QUICK LOANS BY PHONE



You may borrow up to \$1,000 and choose the repayment plan most convenient to you! *This is important:* You pay only for the time you actually use the money! For example: \$50 cost but 29c for one week!

- SIMPLE • COURTEOUS
- BUSINESSLIKE

BORROW ON:

1. SALARY ONLY
2. FURNITURE
3. OR AUTO



You'll find Local Loan's courteous streamlined service is geared to the times . . . designed to meet your every need. If more convenient, you may always . . .

Phone For Your Loan!

1104 8TH STREET

(SECOND FLOOR)

SOUTHWEST CORNER OF 8th AND K STREETS

LOCAL LOAN CO.

Office Hours: 9:30 A. M. to 5:30 P. M.— Saturdays: 9 A. M. to 12 Noon

Telephone
 GI lbert 2-
 0431
 ASK FOR
 R. E. (BOB) LOHEIT
 Manager

Loans—(Cont'd)

- Buhler F G Mortgage Co
 Real Estate Mortgage Loans
 1005-8th GI lbrt 3-5924
- BUSH REALTY CO INC**
 Real Estate Loans
 815 J HUDsn 1-2786
- CALIFORNIA LOAN & JEWELRY CO**
 409 K HU dsn 4-4481
- CAPITAL FEDERAL SAVINGS & LOAN ASSN**
 Real Estate Loans Only
 805 J GI lbrt 3-2545
- Capital Loan & Investment Co
 1105-4th GI lbrt 2-1413
- Commercial Credit Plan 1821 K HU dsn 4-8554
- COMMERCIAL CREDIT PLAN LOANS—**
COMMERCIAL CREDIT PLAN
 1821 K HU dsn 4-8554

CONSUMERS CREDIT COMPANY
 LOANS ON
 SALARY — FURNITURE
 AUTO
 \$25 to \$1500 or More
 Opposite Sears
 1017-12th GI lbrt 2-5887

Consumers Credit Company
 1017-12th GI lbrt 2-5887
 (See Advertisement This Page)

CUBBERLEY W J REALTOR
 LONG TERM HOME LOANS
 REFINANCED TO LOWER PAYMENTS
 2965-35th HI lcrst 5-5405
 Or HI lcrst 5-2796

D F C Loans 1311 K GI lbrt 2-9007
 Domestic Finance Corp. 1111-8th GI lbrt 2-0451
 (See Advertisement This Page)
 (Continued Next Page)

Catalog your products and services in these Yellow Pages. It costs little to be completely represented here.



Need Cash? PHONE FOR AN
**"EASY-WAY"
 LOAN**
 \$10 to \$1000
 On Salary, Auto or Furniture

Domestic makes it possible to get a loan this easy way. Simply phone our office, tell us your needs, then when approved call for the money. Quick, confidential, friendly service. Only one trip necessary. Interest charged just for the time you use the money.

The quicker you pay—the less you pay.

DOMESTIC FINANCE CORPORATION
A Friendly Place to Borrow

1111 Eighth Street

PHONE

GI lbert 2-0451



LOANS

\$25 to \$2000
Without Co-signers

Loans to People Married or Single
 For Any Good Purpose on Salary
 Furniture - Auto & Convenient
 Payments Arranged

1. Your Choice of dates and amount of Repayment. Pay Only for the Time You Keep the Money
2. Same Prompt Individual Attention Whether Your Loan Is Large or Small

Save Time - Phone
 GI lbert 2-
 5887

Let Us Try and Arrange
 a Loan the Same Day.

WHERE CUSTOMER CONVENIENCE COMES FIRST



**CONSUMERS
 CREDIT CO.**

1017 - 12th
 OPPOSITE SEARS

Loans-(Cont'd)

DOMESTIC FINANCE LOANS

CASH LOANS \$20 to \$1000 quickly arranged on just your Salary—Auto or Furniture. EASY to meet our simple requirements. For a QUICK loan, apply by phone.



"FOR INFORMATION CALL"

Domestic Finance Corp 1111-8th... GI lbrt 2-0451

DYNAN FINANCE CO 1311 K..... GI lbrt 2-9007
(See Advertisement Page 232)

ELLIOTT & HUSTON INC
1010-8th..... GI lbrt 3-4675

Federal Land Bank Of Berkeley Agency
1521 L..... GI lbrt 2-7969

FORT SUTTER FEDERAL SAVINGS & LOAN ASSN 1010-8th..... GI lbrt 3-4675

GENERAL ACCEPTANCE CO

A Personalized Loan Service
Designed For
Your Individual Needs
Any Amount From \$50 to \$1000

1804 Del Paso Blvd..... HI ckry 9-3511

Household Finance Corporation

Forum Bldg..... GI lbrt 2-3684
(See Advertisement This Page)

HOUSEHOLD FINANCE LOANS

For extra fast service on loans of \$50, \$100, \$200 up to \$1500 phone, write, or visit Household Finance. Loans are made on salary, car, or furniture, without endorsers, to either married or single people.



"WHERE TO CALL"

Household Finance Corporation
Forum Bldg..... GI lbrt 2-3684

(Continued Next Page)

CASH LOANS \$20 to \$1500

without endorsers

ON SALARY, CAR OR FURNITURE



- **NEED MONEY?** Get a FRESH START at HFC! You may borrow the cash you need to clean up old bills, pay medical expenses, emergencies, or for *any* worthy purpose.
- **NO ENDORSERS** or guarantors required at HFC. Borrow \$20 to \$1500 on your salary only, or on your car or furniture.
- **REPAY MONTHLY** in convenient instalments arranged to fit your income. Choose from a large variety of repayment plans.
- **PROMPT SERVICE** awaits you at friendly, dependable HFC. If you phone first, we may have your loan ready when you come in.

MONEY WHEN YOU NEED IT!



HOUSEHOLD FINANCE

Corporation
ESTABLISHED 1878

1107 Ninth St., corner K—Forum Bldg., 7th Floor

Phone: GI lbert 2-3684

Loans made to residents of nearby towns

QUICK SERVICE

Telephone

GI LBERT 3-4621

LOANS

AUTOMOBILES
FURNITURE
SALARY
TRUCKS

Flexible Terms
Convenient Repayment Plan

SEABOARD

**FINANCE
COMPANY**

1331 "L" Street

GI lbert 3-4621



ESTABLISHED OVER 50 YEARS

LICENSED

PAWN BROKER

MONEY LOANED

We Loan the MOST on

WATCHES	DIAMONDS
JEWELRY	LUGGAGE
BINOCULARS	CAMERAS
TYPEWRITERS	SILVERWARE

RADIOS - MUSICAL INSTRUMENTS - RIFLES

SACRAMENTO LOAN & JEWELRY CO.

CORNER 6th & K ST.

GI lbert 2-6384

CASH FAST!

When You Need It To:

- Cut Installment Payments.
- Pay Your Past Due Bills.
- Meet Emergency Expenses.
- Buy Things You Want...NOW!

• • COME IN OR TELEPHONE • •
FOR FAST, FRIENDLY SERVICE

HUdson 4-1802

917-10th STREET

PACIFIC FINANCE 

CASH LOANS

\$50. to \$1000.

AUTO FURNITURE - SALARY

Loans are made on your salary, car or furniture, without co-signers. You may borrow to clear up old bills, pay taxes or for any worthy purpose. Repay in convenient monthly installments arranged to fit your budget.

DYNAN FINANCE CO.

Gilbert 2-9007

1311 K

Sacramento

WHERE CAN I GET A LOAN?



CALL MORTHRIFT!



He's right. If you need friendly help on any money problem, call Morthrift.

Our requirements are so flexible, liberal, that few people find any difficulty borrowing here.

LOANS without co-makers are made on many plans, including:

- AUTO
- SALARY
- FURNITURE
- GUARANTEE
- COLLATERAL

Payments helpfully fitted to your budget. Fast, confidential service. It will pay you to compare our rates and service before you borrow.

MORTHRIFT FINANCE CO.

1229 K

Phone GI lbert 3-7901

LOANS

- ON WATCHES • DIAMONDS
- JEWELRY • BINOCULARS
- SILVERWARE • RIFLES
- LUGGAGE • CAMERAS
- RADIOS • MUSICAL INSTRUMENTS
- MEN'S CLOTHING—

522 Jay

HUdson 4-0760

RICH'S LOAN OFFICE

OPEN SUNDAYS FROM 9 A.M. TO 1 P.M.

REAL ESTATE L-O-A-N-S

Individual Homes - Apartments
New Construction & Re-Finance

No Commissions, Fees, Brokerage
QUICK SERVICE

Federal Housing Loans - Bank Loans
4 1/4% — 5% — 6%

Loan Correspondent for
The San Francisco Bank
Northern California Area

ROBERT G. JOSEPH

812 - 10th

Phone GI lbert 2-6909

Loans-(Cont'd)

JOSEPH ROBERT G 812-10th..... GI lbrt 2-6909
(See Advertisement This Page)

LAUPE CO
Automobile Loans
1323 K..... GI lbrt 3-7431
Local Loan Co 1104-8th..... GI lbrt 2-0431
(See Advertisement Page 230)

LOCAL LOAN CO LOANS

Any amount - \$25, \$50, \$100, \$500 up to \$1000 on Salary, Auto or Furniture. Fast, confidential, convenient. Maximum repayment time. Phone to arrange for your loan or come in for one-visit service.



"WHERE TO CALL"

Local Loan Co
Second Floor-Corner 8th and K Streets
1104-8th..... GI lbrt 2-0431

MAC BRIDE REALTY CO

LOAN DEPT.
REAL ESTATE FINANCING
FHA CONVENTIONAL
JOHN HANCOCK INSURANCE CO.
CORRESPONDENTS
Competitive Interest Rates
2101 Capitol Av..... GI lbrt 2-3601
If no answer call..... GI lbrt 2-8794

MERCANTILE ACCEPTANCE LOANS

SALARY LOANS
FURNITURE LOANS
AUTOMOBILE LOANS
Money And Courtesy



"WHERE TO CALL"

MERCANTILE ACCEPTANCE COMPANY
1612 K..... HUdson 1-0231

MILLER AUTOMOBILE CO

Cash Loans-Contracts Re-Financing
Or Financing For New And Used Cars
Budget Loans on Repairs & Equipment
1415 Broadway..... GI lbrt 3-5951
(See Advertisement This Page)

MORRISSEY CO THE

F.H.A. LOANS
PRIVATE LOANS
INSURANCE LOANS
4 Per Cent - 5 Per Cent - 6 Per Cent
729 J..... GI lbrt 3-1771

MORTHRIFT FINANCE CO

1229 K..... GI lbrt 3-7901
(See Advertisement This Page)

NEIDOFFER LEE M 1010-7th..... GI lbrt 2-7647
Northrift Finance Co 1229 K..... GI lbrt 3-7901
(Continued Next Page)

The Yellow Pages save you time.

AUTO LOANS

Quick - Confidential
CASH LOANS ON YOUR CAR
Contracts Re-Financed
New & Used Cars Financed

BUDGET LOANS ON
REPAIRS & EQUIPMENT
AUTO INSURANCE

GI lbert 3-5951

MILLER AUTOMOBILE CO.

39 Years in Sacramento
14TH AND BROADWAY

Loans—(Cont'd)

PACIFIC FINANCE LOANS

Loans to individuals or families from a company that proves it has your interests at heart.
Telephone or come in for Fast, Friendly Service.



"WHERE TO CALL"

Pacific Finance Loans 917-10th... HUdsn 4-1802

Pacific Finance Loans 917-10th... HUdsn 4-1802
(See Advertisement Page 232)

PEOPLE'S LOAN OFFICE

We Loan Money on
Watches - Diamonds - Jewelry
Guns - Rifles - Binoculars
Luggage - Cameras - Radios

313 K.....GI lbrt 3-0054

PERSONAL FINANCE CO LOANS

Loans \$25 to \$1500 or more on Salary, Furniture or Auto to employed people—sensible monthly payments—no co-signers necessary. Come in or phone—we like to say yes.



"WHERE TO CALL"

Personal Finance Co Of Sacto
Forum Bldg.....GI lbrt 3-5731

PERSONAL FINANCE CO OF SACTO

Forum Bldg.....GI lbrt 3-5731
(See Advertisement Page 229)

PHILPOT R N & SON 914-14th.....GI lbrt 3-7787

PRUDENTIAL INSURANCE CO OF AMERICA
Mortgage-Loan & Real Estate Investments
713 J.....GI lbrt 3-7404

Loans—(Cont'd)

Rich's Men's Clothing Store 522 J... HU dsn 4-0760
(See Advertisement Page 232)

SACRAMENTO LOAN & JEWELRY CO
531 K.....GI lbrt 2-6384
(See Advertisement Page 231)

Sacto Nat'l Farm Loan Assn
B H French-Secretary-Treasurer
1521 I.....GI lbrt 2-7969

SEABOARD FINANCE COMPANY
1331 L.....GI lbrt 3-4621
(See Advertisement Page 231)

WESTERN LOAN CO

REAL ESTATE LOANS
WE BUY 2ND MORTGAGES
ALSO EQUITIES ON HOMES
FARMS AND LAND

3320 Fair Oaks Blvd.....IVnhoe 9-2319
If no answer call.....GI lbrt 3-7461

WILLIAMS EUGENE L REALTOR

REAL ESTATE FINANCING
FARM LOANS

1804 J.....GI lbrt 2-6919

Loans—Real Estate

See Loans; Also Banks; Also Financing; Also
Mortgages; Also Savings & Loan Associations; Etc

Lockers

Corbin Locker Plant 2 Rio Linda Blvd. HI ckr 9-0304

VALLEY FOOD BANK

MEATS AND FROZEN
FOODS FOR
HOME FREEZERS

4430 Freeport Blvd.....HI lcrst 5-6662
4910 Franklin Blvd.....HI lcrst 5-4684
If no answer call.....HU ntr 6-1292

Lockers—Frozen Food

See Frozen Food Lockers—Renting

Locksmiths

A & A KEY SHOP

"WE HAVE A MOBILE SHOP"
KEYS FOR ANY LOCK
Night & Sunday
Service

Shop
3413 Broadway.....HI lcrst 5-7513
Nights call.....IV nhoe 9-0881

A & A Key Shop 3413 Broadway.....HI lcrst 5-7513
(See Advertisement Page 234)

A & A Key Shop 3415 Leatha.....IVnhoe 9-0881

BODE & BODE 1716 J.....GI lbrt 2-4546
(See Advertisement Page 234)

Certified Safe & Lock Service 624 1/2 J.GI lbrt 2-4251
(See Advertisement This Page)

GEORGE'S LOCK & KEY SERVICE

**KEYS MADE
WHILE U WAIT**
A Complete Lock Service

GEORGE M. RIOLA, Locksmith

Located
NEXT TO ROXIE THEATRE

912-9th.....GI lbrt 2-8454
Nite & Sunday Service.....HU ntr 6-1833

LANGLEY'S REPAIR SHOP

WE MAKE
AUTO & HOUSE KEYS
Night & Sunday Service

1521 O.....GI lbrt 3-8533

(Continued Next Page)

Advertise here—it pays.

KEYS



FOR ANY LOCK



LOCKS FOR
ALL PURPOSES

AUTOMOBILE LOCKS
Supplied & Repaired

DOOR CLOSERS
Sold & Repaired

HUdson 4-1422

HARRY TROUGHTON
Locksmith

1218-16th St.

Sacramento

Certified Safe & Lock Service

• SUNDAYS •



• HOLIDAYS •

24-HOUR SERVICE
BONDED

MASTER LOCKSMITHS

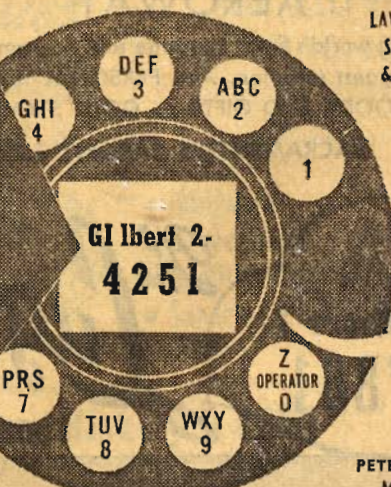
HOUSE - LUGGAGE & AUTO LOCKS SOLD & REPAIRED
MASTER KEYING - COMBINATIONS CHANGED

Distributor for
HERRING HALL
MARVIN SAFES

NEW & USED SAFES
SOLD - OPENED - REPAIRED

LAWN MOWERS
SHARPENED
& ADJUSTED

It pays to
DIAL



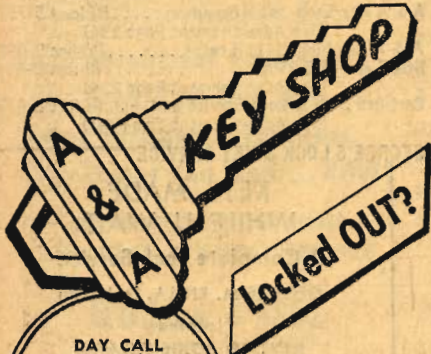
GI lbrt 2-
4251

624 J St.

PETE WOODS
Manager

KEYS FOR ANY LOCK

- Complete Locksmith Service
- "OUTSIDE CALLS
OUR SPECIALTY"
- Door Closers Sold & Repaired
- Lawn Mower Service



DAY CALL
Hillcrest 5-7513
NIGHTS CALL
IVanhoe 9-0881

Complete Line
of
Auto & House
Locks

"SERVICE IN
TOWN & COUNTRY & ARDEN AREAS"

3413 Broadway

LOCKSMITHS KEYS

Made While You Wait

**MASTER KEYING
COMBINATIONS CHANGED**

Automotive Lock Specialists

ALL OUR LOCKSMITHS
ARE FULLY BONDED

A Complete Line of Safes
and Filing Cabinets

Lawn Mowers Sharpened

We Accept Out of Town Calls

BODE & BODE

DRIVE-IN SERVICE

GI lbert 2-4546

1716 J St.

Locksmiths—(Cont'd)

LARKIN KEY SHOP

KEYS FOR ANY LOCK
AUTO - TRUNK - HOUSE
DOOR CLOSERS REPAIRED
FAST EFFICIENT SERVICE

1224-6th GI lbrt 3-8486

SAM'S KEY SHOP 618½ J GI lbrt 2-5243
TROUGHTON HARRY 1218-16th HU dsn 4-1422
(See Advertisement Page 233)

Lodges

See Associations; Also Fraternal Organizations

Lodging Houses—See Rooming Houses

Logging Equipment & Supplies

BARNETT FRED E COMPANY

EVERYTHING FOR
THE LOGGING CAMP
TRACTOR AUXILIARY EQUIPMENT
YARDERS - LOADERS - WIRE ROPE
HAND TOOLS

1121 E Bassetlaw Av N Sacto. HI ckrly 9-0265

BURAN EQUIPMENT CO

See Our Ad Under Contrs Equip
777-100th Av Oakland
(Toll) Call "Operator" for Trinidad 2-5335

McCULLOCH CHAIN SAWS—

LEAVITT POWER TOOL CO
2305 J GI lbrt 2-3469

MOORE EQUIPMENT CO INC

903 Del Paso Blvd HI ckrly 9-2775
Republic Supply Co Of Calif 1331 T HU dsn 4-2807

SACRAMENTO VALLEY TRACTOR CO

1901 Broadway GI lbrt 3-1727

Loose Leaf Systems & Supplies

JORDAN-MAYO OFFICE EQUIPMENT &
SUPPLIES 1111 J GI lbrt 2-1911

Lubricating Devices & Equipment

BALCRANK LUBRICATION EQUIPMENT—
SHIELDS HARPER & CO
2124-19th GI lbrt 3-2295

LINCOLN LUBRICATING EQUIPMENT—

KNAPP INDUSTRIAL SERVICE CO
600-12th HU dsn 4-9208

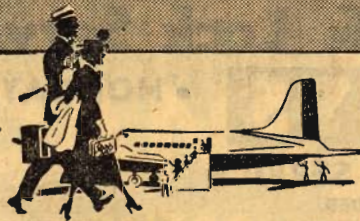
Lubricating Oils—See Oils—Lubricating

Luggage Repairing

Coburn's Shoe & Luggage Service
101 Cantalier N Sacto. Hickry 9-2230

Luggage—Retail

BREUNER JOHN CO 604 K GI lbrt 3-8061
(Continued Next Page)



World's Finest Luggage

☆ HARTMANN
☆ AEROWAY

The world's finest Luggage and Sacramento's
biggest selection. Also PERSONAL LEATHER
GOODS AND GIFTS ... GOLD STAMPING.

SACRAMENTO'S LARGEST STOCK OF LEATHER GOODS

Leather Goods
Repair Department



DIAL
GI lbert 3-
7861

The Luggage Shop
ESTABLISHED 1923

1008 KAY STREET

LONGSHORE'S LUGGAGE



A Complete Line
AMELIA EARHART
VOGUE
SAMSONITE
TRUNKS
LEATHER GOODS

Repair Department

Established
1880

GI lbert 3-8757

714 J St.

Luggage—Retail—(Cont'd)

LEE'S LUGGAGE

LUGGAGE

Personal - Leather Goods

HANDBAGS

"When You Think of Luggage Think of Lee's"
NEXT TO TIMES THEATRE
WE GIVE CASH CHECKS

1210 K.....GI lbrt 3-3501

Longshore's Luggage 714 J.....GI lbrt 3-8757

(See Advertisement Page 234)

LUGGAGE SHOP THE 1008 K.....GI lbrt 3-7861

(See Advertisement Page 234)

ROOS BROS 1001 K.....HU dsn 4-9141

WEINSTOCK-LUBIN & CO 12th & K..GI lbrt 3-6881

Luggage—Used

MAX'S CLOTHING STORE

WANTED! USED LUGGAGE

We Buy and Sell - Max Pays More Cash

Near Fifth

505 K.....GI lbrt 3-5589

MINTZ I

NEW AND USED LUGGAGE

For Sale

520 J.....GI lbrt 2-2702

Lumber Carriers

Burnaby & Williams 2156 Stacia Wy..HI lcrst 5-8759

CONVERSE INDUSTRIES

**FORK LIFT EQUIPMENT
SALES & RENTALS**

5331 Stockton Blvd.....HI lcrst 6-6479

HYSTER STRADDLE TRUCKS—

HYSTER CO 2420 Roslyn.....IV nhoe 9-3003

If no answer

(Toll) Call "Operator" for... Mission 8-0680

Lumber—Commission

DuPage Richard P 784-6th Av.....HU dsn 4-6580

Lumber—Mfrs

Heffernan Supply Co River Rd.....HU dsn 4-4832

Lumber Mill Representatives

Western Lumber Distributors

Power Inn Rd.....HI lcrst 7-6547

Lumber—Retail

ADAMS NOAH LUMBER CO

**ALL BUILDING MATERIALS
NOAH ADAMS LUMBER CO.**

Branches at (Toll) Call "Operator" for

339 Union Av Fairfield.....Suisun 213

Rio Vista.....Rio Vista 2

Isleton.....Isleton 2461

Walnut Grove.....Walnut Grove 2461

Clarksburg.....Clarksburg 2391

ALPINE LUMBER CO

LUMBER - BUILDING MATERIALS

Mailing Address P.O. Box 1954 Sacramento

Auburn Blvd N Sacto.....HIckry 9-2731

Alpine Lumber Co Auburn Bl N Sacto..HIckry 9-2731

(See Advertisement Page 236)

ARDEN HARDWARE & LUMBER SALES

SACRAMENTO S

REDWOOD CENTER

FREE CONSULTATION SERVICE

No Job Too Small or Too Large

"It's Better When Made of Redwood

Ask Us Why!"

Corner of 20th

2105 Arden Wy N Sacto.....HIckry 9-2338

Arrow Lumber Co 4414 Franklin Blvd..HI lcrst 5-4980

Bell Lumber Co 801-57th.....HI lcrst 6-6534

BUILDING SUPPLY & LUMBER CO

2396 Sutterville Rd.....HI lcrst 7-5711

(Continued Next Page)

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

PLYWOOD SPECIALISTS • YOUR REDWOOD HEADQUARTERS • DOORS • WINDOWS • HARDWOOD AND NAILS • WALLBOARD • ROOFING

OVER TWO MILLION FEET OF SEASONED

LUMBER

USG PRODUCTS
SHEETROCK & ROOFING

SACRAMENTO
HI lcrst 7-9867
Stockton Blvd. & 2nd Ave.

CARMICHAEL
IVanhoe 9-3616
Fair Oaks Blvd. & Manzanita

For Contractors Yard - HI lcrst 7-6573

STEINER Lumber Build it and Budget it the Steiner Way!

SCOTT LUMBER CO.



See  Scotty

**FOR ALL YOUR
BUILDING NEEDS
QUALITY MATERIALS
Immediate Delivery**

- Plywood & Wallboards
- Insulation
- Hardwood Flooring
- Frames - Windows - Doors
- Cement



FHA LOAN SERVICE

- Hardware
- Devco Paint
- Roofing Materials
- Sanders & Edger Rental
- Fencing

Phone

Hickory 9-1454 or Hickory 9-4464

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(See Advertisement Page 238)

CAPITAL LUMBER CO 1831-37th. . HI lcrst 5-2681

(See Advertisement Page 237)

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N Sacramento. HI ckry 9-2703

Yard No 2 Carmichael. IV nhoe 9-3655

(See Advertisement Page 238)

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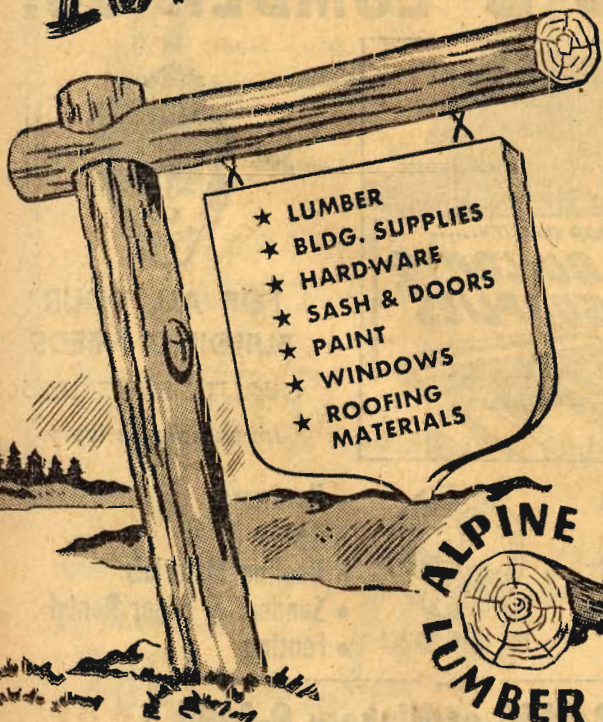
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(Continued Next Page)

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Lumber-Retail-(Cont'd)

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FLORIN LUMBER YARD Florin. HI lcrst 7-3907

(See Advertisement Page 238)

FRIEND & TERRY LUMBER CO

1920 Front. GI lbrt 3-9091

(See Advertisement Page 238)

FULLER LUMBER CO 30th & R. HI lcrst 6-5231

(See Advertisement Page 238)

FULLER LUMBER & SUPPLY CO

36th & R. HI lcrst 5-3095

GARLICK & TINGEY MILL & LUMBER CO

4370 Terminal Av. HI lcrst 7-9821

Hedlund Lumber Sales Inc

4449-2d Av. HI lcrst 7-1672

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(Continued Next Page)

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

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 (See Advertisement Page 237)

KNOX LUMBER CO INC Front & W. ... GI lbrt 2-3614
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(Continued Next Page)

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(See Advertisement Page 236)

Pollock Mill Co The El Dorado Placerville

(Toll) Call "Operator" for Placerville 552-W

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See Our Large Display Adv

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(Continued Next Page)

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