

HARVEY'S TRANSFER CO.

C. C. RUFF — Veteran Owners — A. W. GRAF



**HOUSEHOLD GOODS
PIANO SPECIALISTS**

**LOCAL AND
STATE WIDE**

**OFFICE FURNITURE
APPLIANCES**

DOMESTIC AND COMMERCIAL MOVING & DELIVERY
No Job Too Large or Too Small - Careful Prompt Service

- Modern Clean Vans and Equipment
- Owner Supervision
- Economy
- Consideration & Courtesy
- Safety
- Reliability

HARVEY'S

Gilbert 3-5674

WHEN YOU SELECT A MOVER — DON'T BE MISLED!

Be Practical — You Can Get the Best and Still Save
Time, Expense, Worry — Let Us Prove It to You

Call the Fastest Growing Moving Company in Sacramento

You'll Find There's a Reason for It

OFFICE 1530 - 20TH ST.

Moving & Storage Service—(Cont'd)

LYON VAN & STORAGE CO 1220 R. . GI lbrt 2-8921
(See Advertisement Page 259)

MAC'S TRANSFER CO

HOUSEHOLD MOVING

Store Delivery Service

Oschner Bldg GI lbrt 3-7461
Residence 5825-55th Hicky 6-0506

MASON'S MOVING & STORAGE CO

LOCAL & LONG
DISTANCE MOVING

Storage for Household Goods

"A Blanket for Every Article"

Day or Night Call

1713 S GI lbrt 3-5475

(Continued Next Page)

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

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

LORIS TRANSFER & STORAGE CO.



A JOB WE UNDERSTAND

Since 1910

REASONABLE RATES
EXPERT, DEPENDABLE,
COURTEOUS MEN AND NEW
EQUIPMENT TO MOVE

PHONE
Gilbert 3-1495

Evenings Call HUDSON 4-3701

WE ALSO SPECIALIZE IN SHORT
HAULS & PICKUP SERVICE

907 - 2nd St.

Nick W. Loris
OWNER



BAGGAGE SERVICE

APPLIANCES

Our SERVICE CUTS MOVING HOURS to MINUTES

WHY SOME TELEPHONES REPORT *busy!*



Conversation finished but receiver left "off the hook" — forgotten.



Books, ash trays, ornaments can keep it "off the hook" too.

For full use of your telephone, please keep your instrument "hung up"—ready for service.

Moving & Storage Service—(Cont'd)
 Mayflower Warehouse 1930 J..... GI lbrt 2-0735
MAYFLOWER WAREHOUSES—
 LAWRENCE MOVING & STORAGE CO
 1930 J..... GI lbrt 2-0735

NATIONAL VAN LINES

Specialists in the handling of UNCRATED SHIPMENTS by Motor Van from COAST TO COAST



Complete Responsibility

"FOR INFORMATION CALL"

NATIONAL VAN LINES INC
 401 N 12th..... GI lbrt 3-5901

National Van Lines Inc 401 N 12th... GI lbrt 3-5901
 (See Advertisements Page 262 & 263)
 (Continued Next Page)

What calls

Did He

MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Call by Number on Long Distance ...



Calls Go Through Twice as Fast!

H. Jones

EXPRESS MOVING STORAGE

LOCAL and LONG DISTANCE

STORAGE

Special Rooms for Chesterfields & Rugs

GI lbert 2-8081 or HUDSON 4-8834

After 5 P.M. or Sundays & Holidays Call GI lbert 2-8081

Serving State of California Since 1911

Office 2427-17th Street

Agent for PYRAMID VAN LINES and MOLLERUP VAN LINES

SERVING ALL 48 STATES

MOVING



SERVICE

Our Keynote

- COURTEOUS
- DEPENDABLE
- EFFICIENT

TRUCK & BAGGAGE EXPRESS

We Are Also Equipped to Give Good Service on Local and Short Hauls

Special Care in Handling **REFRIGERATORS • STOVES • BAGGAGE**
 SINGLE ARTICLE OR COMPLETE HOUSEHOLD MOVERS

Also Room to Room Moving

LOCAL AND LONG DISTANCE

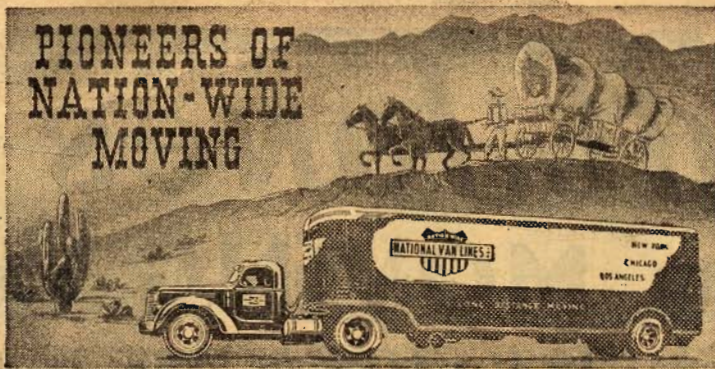
PHONE
GI LBERT 3-8545
 Night Phone Hickory 9-6863

REASONABLE STORAGE AND HAULING RATES

LAND TRANSFER CO.

415 JAY ST.

SACRAMENTO



**PIONEERS OF
NATION-WIDE
MOVING**



Modern Padded Vans
Crating Charges Eliminated
Courteous, Experienced Packers
and Drivers



• Offices & Warehouses
in Principal Cities

• Agents Throughout the
Nation

401 N. 12TH STREET, SACRAMENTO

C. R. GRAHAM & SONS TRANSFER LOCAL and LONG DISTANCE MOVING

EXPERT & CAREFUL HANDLING WITH OUR
MODERN EQUIPPED VANS

Specializing in

**PIANOS, REFRIGERATORS &
HOUSEHOLD FURNITURE MOVING**

CARMICHAEL
3000 Fair Oaks Blvd.

Est. 1925

SACRAMENTO
1117 - 33rd Street

IVanhoe 9-3538

HUDson 1-3089

Moving & Storage Service—(Cont'd)

NORTH AMERICAN VAN LINES

SERVING THE NATION
Representatives, and Warehouses
In All Principal Cities
Packing • Storing • Careful
Handling • Modern Equipment
Trained Personnel



"FOR INFORMATION CALL"

BOONE'S TRANSFER & STORAGE CO
2975-35th HI lcrst 6-4784

NORTH SACTO TRANSFER & STORAGE

NORTH SACRAMENTO
Local & Statewide Moving

No Job Too Large or Too Small
Prompt & Efficient Service
EXPERIENCED MEN

Agents for
Nation Wide Service

313 Oxford N Sacramento... Hickry 9-6356
Night Phone HI lcrst 5-1128

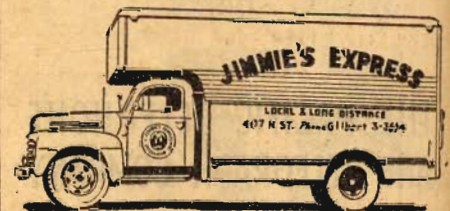
(Continued Next Page)

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.

Jimmie's Express

LOCAL & LONG DISTANCE
HAULING



Specialists in Stoves, Furniture,
Refrigerators & Luggage

Quick Service

Same Charge
Night & Sundays



PICK-UP SERVICE

GI lbert 3-3694

407 N

Moving & Storage Service—(Cont'd)

SPEEDEE DELIVERY SERV
1705-15th GI lbrt 3-0237

UNITED VAN LINES

LONG DISTANCE MOVING in Vans that are "SANITIZED" for extra protection—an exclusive feature of United service. Wherever you move United has an agent to help you.



"FOR INFORMATION CALL"

LOCKETT VAN & STORAGE CO
911-20th GI lbrt 3-0078

WESTERN VAN & STORAGE CO
108 K GI lbrt 2-7673

(See Advertisement Page 257)
Wilkins Draying Co 601-1st Av. GI lbrt 3-7954

**Moving & Storage Service
Equipment—Renting**

Bee Hive Truck Rental
1001 Alhambra Blvd. HUdsn 1-1611

Mufflers—Exhaust

Kittell Muffler & Engr Co
For Industrial Use Only
509 Polk S F
(Toll) Call "Operator" for. . . Graystone 4-7734

Multi-Copy Service

See also Letter & Addressing Service

A BUSINESS EXTENSION BUREAU

MIMEOGRAPHING — MULTIGRAPHING
Free Specialized Mailing Lists
Entrance in Rear Alley Bet J & K
912 J HUdsn 4-6748

A LEBECK BUSINESS EQUIP CO

MIMEOGRAPH - MULTIGRAPH
& ADDRESSING SERVICE
For Sale - New & Rebuilt
Mimeographs & Addressing Machines
RENTAL SERVICE - FREE DELIVERY
Drive In - Free Parking - Save Time
3021 Capitol Av. HI lcrst 6-3877

Barnes Letter Shop
Mimeographing—Multi-Typing—Reasonable
2611 V HI lcrst 5-8355

Bolton Donald F
2942-19th N Sacto. Hickry 9-9454

CAPITAL LETTER SHOP

MULTIGRAPHING, MIMEOGRAPHING
CIRCULAR LETTERS
Stenographic Service - Addressing
TYPING OF ALL KINDS
910-5th GI lbrt 2-7915

Council Ray E-Mimeograph & Ltr Serv
Ochsner Bldg. GI lbrt 2-8005

Dillon's Print Shop 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 Load
Marie E. Stevenson
719 K GI lbrt 3-6459

SUPERIOR LIST & LETTER CO
1115 P GI lbrt 2-4304

(See Advertisement This Page)

Multigraphing

See Multi-Copy Service; also
Letter & Addressing Service

Advertise here—it pays.

STORAGE

CRATING • PACKING • SHIPPING

LOCAL & LONG DISTANCE

MOVING

SAFE REASONABLE RATES

Free Estimates

NATIONAL VAN LINES Inc.

401 N. 12th

PHONE

GI lbrt 3-5901

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

GI lbrt 2-4304

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

SUPERIOR LIST & LETTER

1115 P STREET
SACRAMENTO
Mildred Caldwell

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.

Always

KEEP RECEIVER ON THE HOOK

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

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

for

Your Convenience

Directories for other cities are available in the Business Offices and at attended public telephone stations.

**HAVE YOU ALWAYS
WANTED TO PLAY
the Accordion?**

BEAUTIFUL
ACCORDIONS
ALL PRICES,
COLORS, &
SIZES, NEW &
USED.



TONE'S MUSIC HOUSE
"ACCORDION SPECIALIST"

We Buy, Sell, Repair and Exchange
All Types of New & Used Musical Instruments



Competent Instruction
on All Instruments

Accordions Furnished
for Beginners

• FREE BAND INSTRUCTION •

"KING" Band Instruments

1009 - 14th HUDSON 4-8985
Between J & K

Music Dealers

C & H MUSIC STORE

"The Friendly Music Store"
BAND & ORCHESTRA INSTRUMENTS
Accordions - Strings - Percussion
All Music Supplies
INSTRUMENT RENTALS - LESSONS
Guaranteed Repair Work
914-12th HU dsn 4-1692

CONTINENTAL SPANISH MUSIC STORE

EXTENSIVE SELECTION OF LATIN
RECORDS & SHEET MUSIC
TANGOS, BOLEROS, RHUMBAS, MAMBOS
ZAMBAS, RANCHERAS, MARIACHIS, ETC.
Phonograph Radio Sales & Service
SAL YNIGUEZ, Prop.
1121-3d HUDSON 4-3575

JONES & DART MUSIC CO

1325 K HUDSON 4-6316

MARCHI MUSIC CO

Everything in Music
RECORDS - SHEET MUSIC
PIANOS - RADIOS - PHONOGRAPHS
BAND & ORCHESTRA INSTRUMENTS
Ted Ferguson - Louis Lenci
1208 J GILBERT 2-9066

SHERMAN CLAY & CO 1312 K GILBERT 2-6911

Tone's Music House 1009-14th HUDSON 4-8985
(See Advertisement This Page)

YE MUSIC SHOPPE

SIG & MAURY SILVERMAN - Props.
BAND & ORCHESTRAL MUSIC
CHORAL & SHEET MUSIC
Complete Stock Teaching Materials
For All Instruments
PHONOGRAPHS - PIANOS
We Give Cash Checks
1018 J GILBERT 3-4629

Music Instruction-Instrumental

Baker Alice School Of Music
2100 I GILBERT 3-4942
(See Advertisement This Page)

C & H MUSIC STORE

SPECIALIZED ACCORDION LESSONS
PRIVATE - CLASS
ALSO GUITAR - BRASS - REEDS
914-12th HUDSON 4-1692

Cole Arthur Piano & Voice Studio

Piano & Voice
Specializing In Adult Piano Instruction
1133 Central Av Del Paso Hts. HICKORY 9-4356

Day Evelyn Music Studio

2419 Rio Linda Blvd N Sacto. HICKORY 9-4434

ELKINS W W SCHOOL OF MUSIC

Private or Class, Popular or Classical Lessons on
Piano, Violin, Saxophone, Clarinet, Trumpet,
Trombone, Flute and Accordion - Also Voice and
Weekly Orchestra Practice for Both Beginners
and Advanced Students - Some Instruments May
Be Loaned

Every Student Trained in Conducting

2001 N GILBERT 2-4220

ENNIS MILDRED MRS

1200 Larkin Wy. GILBERT 2-8406
Farrelle Music Studio 2620 P HICKORY 5-9561
Guitar Studio 2001 N GILBERT 2-4220

MARCHI MUSIC CO

PRIVATE LESSONS ON
Accordion - Sax - Trumpet
Clarinet - Flute - Marimba
& Drums

ASK ABOUT OUR
INSTRUMENT RENTAL PLAN

1208 J GILBERT 2-9066

Mosley Robt P 3800-44th HICKORY 6-0366

NERONDE ACCORDIONS

30 YEARS EXPERIENCE
Beginners & Advanced Instruction
Complete Sales & Service
3013 L HICKORY 5-5486

Cieher Herbert J

Popular Piano
2516 Cambon Way TYNHOE 9-4147

Ormsbee Helen Music Studio

3201 Donner Wy. HICKORY 6-6267

PEASE CONSERVATORY OF MUSIC

2130 L GILBERT 3-7038

Tofsky Music Studio

Teacher Of Violin-Guitar & Piano
2703 W. HICKORY 6-3688

Tone's Music House

Accordion Specialist-Beginners & Advanced
1009-14th HUDSON 4-8985

WATERMAN ANNA LODER MRS

PIANO STUDIO
Keyboard Harmony
Beginners & Advanced Pupils
2125-12th Av. GILBERT 2-6682

Music Instruction-Vocal

ELKINS W W SCHOOL OF MUSIC

2001 N GILBERT 2-4220

GEERY BILL 2130 L GILBERT 3-7038

Residence GILBERT 3-7252

PURSELL FRANK J Carmichael. TYNHOE 9-2809

ZEIGLER GRACE PETERSON STUDIO

VOICE - PIANO

Children - Teen-Agers - Adults

Auditions by Appointment

2601 S. HICKORY 5-8190

SAVE ON SOAP

It's easy to see amounts of soap used
for dishwashing or laundry, if you pour
it out of a glass syrup dispenser.

Alice Baker's School of Music
"You Make Friends When You Make Music"

We furnish program music for all occasions.
For any information our representative will
gladly call at your home.

Come In and Get Acquainted
GILBERT 3-4942
2100 I - SACRAMENTO
Branch Studios Throughout Northern California

**HAWAIIAN
&
SPANISH
GUITAR**

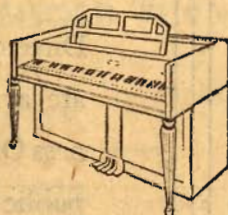
Harmony
Composition
Orchestration

VOICE

INSTRUMENTS
& MUSIC FURNISHED
FREE WITH LESSONS

Piano Rentals Arranged

VIOLIN & PIANO



SPECIAL
DAY
&
EVENING
INSTRUCTION
FOR ADULTS

ACCORDION



Expert Instruction in Both Classical & Popular Music



Night Clubs—(Cont'd)

Pango Club 414 1/2 K. GI lbrt 3-9659
 Pete & Marion's New Deal Cafe
 430 N 12th. GI lbrt 3-9822
 Riverside Club Riverside Blvd. GI lbrt 3-9350
 Rodney's Club
 2110 Del Paso Blvd N Sacramento. HI ckyr 9-9877

RON-D-VOO CLUB

DINING & DANCING

1424 K. GI lbrt 2-9371

SAPPHIRE CLUB 1218 K. GI lbrt 3-9507
SHOWBOAT Broderick. GI lbrt 3-4386
 (See Advertisement Page 265)

SOUTH PORT CLUB

See Our Adv Under Restaurants
 Jefferson Blvd W Sacto. GI lbrt 2-0944
SWING CLUB 549 N 16th. GI lbrt 3-9453
 Tropical Cellar The 628 J. GI lbrt 2-9550
 Yolo Club Davis Hwy. GI lbrt 2-9817
ZOMBIE HUT 5635 Freeport Blvd. HI lcrst 5-9885

Noodles

JUE LIM NOODLE FACTORY

306 J. HU dsn 4-2938
 New Shanghai Cafe 1220-4th. GI lbrt 2-0517
 Sacto Noodle Factory 327 N. GI lbrt 3-3804
 Yamada MITSUMI 320 Capitol Av. GI lbrt 2-9635

Notaries—Public

BECK ROBERT W

Day & Night Service
 2848 Marshall Wy. HI lcrst 6-8949

BLOOMBERG REALTY CO

NOTARY SERVICE

Days - GI lbrt 3-6532

Nights - GI lbrt 3-7338

Or HUdsn 4-4034

9th & L. GI lbrt 3-6532

Notaries—Public—(Cont'd)

Boley Marguerite W 2714 1/2 J. HU dsn 4-2891
 Brockman Thurman W 1831 Bdwy. HU dsn 4-7536
BUSH E A 815 J. HUdsn 1-2786
BUSH REALTY CO INC 815 J. HUdsn 1-2786
 Curran O W Realtor & Business Broker
 4336-4th Av. HI lcrst 7-0598
 Doebler Emma Forum Bldg. GI lbrt 2-2947
 Duke Realty 2015 J. HU dsn 4-9351
 Res 1299 Kennedy Ln. GI lbrt 2-9126
 Fisher Realty Co
 3090 Marysville Rd N Sacto. HI ckyr 9-0252

GOMES JOSEPH M

Available 24 Hours A Day Incl Sundays
 4424 D. HI lcrst 7-7982
 Lane Ramona F 2829 S. HI lcrst 6-2648
 Lowell Lois 600 I. GI lbrt 3-8815

MAIL ME MONDAY OF SACTO

1504 Broadway. HU dsn 1-0229
 If no answer call. HI lcrst 6-3095
 Markowitz Max L 1105-4th. GI lbrt 3-3403
McGLONE WILLIAM V Nicolaus Bldg. GI lbrt 3-0178
O'NEILL C E 719 K. GI lbrt 2-4044
 If no answer call. HI lcrst 5-4767
 Parkinson Valla E 1901-35th. HI lcrst 5-5326
PEAKS A R 1714 Capitol Av. GI lbrt 3-1833
 If no answer call. GI lbrt 3-5030

PHILPOT R N & SON

NOTARY SERVICE

Serving You Over 30 Years
AFFIDAVITS - DEPOSITIONS
CALLS MADE DAY OR NIGHT ANYWHERE
 914-14th. GI lbrt 3-7787
 Evenings call. HI lcrst 6-2963
 Or. GI lbrt 3-5353

PICKERILL ALFRED B

Fair Oaks Blvd & Marconi Av. IVnhoe 9-2658
 Reynolds John J 5433 T. HI lcrst 7-6640
SAYRE EDGAR A JR 2815 J. GI lbrt 3-9282
 Stewart's Realty 2505 Stkn Blvd. HI lcrst 7-6531
WILLIAMS & WILLIAMS REALTORS
 3091 Fair Oaks Blvd. IVnhoe 9-3646

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

Notions—Whsle

Orman & Wyant 1236 C. GI lbrt 2-1019

Novelties—Retail

Lion Five & Ten Cent Store 1217-4th. GI lbrt 3-8380
 Novelty Shop The 1127-8th. GI lbrt 3-9721
 Tingley's Gift Shop 824 J. GI lbrt 2-6427

Novelties—Whsle & Mfrs

H & J Sales Co 2159-36th. HI lcrst 5-4717
 Valley Distributors 401 N 16th. HU dsn 4-5819

WEIDEMAN F & R

ESTABLISHED 1925

TOYS - NOVELTIES - SOUVENIRS

CARNIVAL GOODS

Wheels & Games Rented
 To Lodges and Clubs - Prizes Supplied
 Balloons - Hats - Horns - Noise Makers
 Roll Tickets - Convention Badges - Hula Skirts
 Flags - Bunting & Decorations
WHOLESALE ONLY

1315 Broadway. GI lbrt 2-2451

Nozzles

Westgate W A 441 D Davis
 (Toll) Call "Operator" for. Davis 8911

Nurseries—Day—See Day Nurseries

Nurseries—Retail

Arden Town Nursery
 589 Arden Town Ct. IV nhoe 9-0312
 Armstrong Bros
 Capital Nursery Co
 4700 Freeport Blvd. HI lcrst 5-2601
BALKOW NURSERY
 Florist-Pottery
 2993 Marysville Rd. HI ckyr 9-9491

CAMELLIA CITY NURSERY

Growers of Choice Nursery Stock
 one of the
 Largest Stocks of Camellias
 in the West
 VISITORS ALWAYS WELCOME
 4746 Folsom Blvd. HI lcrst 5-4563

CAMELLIA HALL NURSERY

HEADQUARTERS

For
Superb Quality Camellias
 Over 300 Varieties
 "Priced Lower - Direct from Grower"
 Roses - Azaleas - Shrubs - Seed
 Bulbs - Plants - Garden Supplies
 Open Daily 8:30 A.M. to 5:30 P.M.
 Sundays 10 A.M. to 5 P.M.

SEE SIGNS AT
 12th Av. & 44th St., Fruitridge Rd. & 44th St.
 4950-44th. HI lcrst 6-0018

CAPITAL NURSERY CO

4700 Freeport Blvd. HI lcrst 5-2601
 (See Advertisement This Page)

CHARLES NURSERY

Everything for the Home Garden

PLANTS - TREES - SHRUBS
 SEEDS - FERTILIZERS - INSECTICIDES - TOOLS
 PROMPT DELIVERY SERVICE
 VISITORS ALWAYS WELCOME

Near H St Road
 551 Fulton Av. IV anhoe 9-3154

Consolidated Nurseries

1166 Fulton Av. IVnhoe 9-2632
 (See Advertisement Page 267)
 (Continued Next Page)

Northern California's Largest and Most Beautiful Nursery!

Capital Nursery Co.

SPECIALIZING IN LANDSCAPING
 Estimates Gladly Given

PHONE
HI lcrst 5-2601

FREE DELIVERY
 Open Daily & Sun. 8 Til 6

● SHRUBS ● ROSES ● SHADE TREES
 ● FRUIT TREES ● INDOOR PLANTS
 ● BEDDING PLANTS ● FERTILIZERS
 ● BULBS ● VINES ● DISH GARDENS
 ● GARDEN TOOLS & ACCESSORIES

Armstrong Bros
CAPITAL NURSERY CO.
 4700 FREEPORT BLVD.

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

Nurseries-Retail-(Cont'd)

DONNER NURSERY

"Everything for Your Garden"

Come In & See Our Display
MODERN GARDEN SHOP
FREE DELIVERY

Open Daily & Sun. 8 A.M. 'Til 6 P.M.
 Opposite Hughes Stadium
 2342 Sutterville Rd. HI lcrst 6-5192

East Lawn Florists
 46th & Folsom Blvd. HI lcrst 5-3035

EAST LAWN NURSERY
 46th & Folsom Blvd. HI lcrst 5-3035
 (See Advertisement This Page)

EAST SACRAMENTO NURSERY
 5801 Folsom Blvd. HI lcrst 5-8298

GARDEN RUSTICS & NURSERY
 THE MOST COMPLETE GARDEN STORE
 In the Town & Country Area
 Town & Country Village Shops
 2605 El Paseo Ln. IVnhoe 9-6164

HAGGINWOOD FLORAL GARDENS
 Complete Floral Service & Nursery
 1045 Arcade Blvd. HIckry 9-0161

HICOK NURSERY
 1701 Fair Oaks Blvd. HI lcrst 5-1517
 (See Advertisement This Page)

Kuhn Elwood 5500-34th. HI lcrst 5-6634

LAGOMARSINO F & SONS
 Alhambra Blvd & L. HI lcrst 5-3046

LEMON HILL NURSERY
 Lemon Hill Av. HI lcrst 6-8592
 (See Advertisement This Page)

LONG NURSERY
 TREES, PLANTS, SHRUBS & FLOWERS
 1/2 Mi North of the Westerner Drive-in
 Theatre on West Side of Manzanita Ave.
 4505 Manzanita Av Carmichael. IVnhoe 9-4614

Maekawa J W 4171 Sweetwater Av. HI lcrst 5-2053

McCLAIN GRAVEL CO
 TOPSOIL AND FILL
 SAND AND GRAVEL
 PLOWING - GRADING
 4049-34th. HI lcrst 6-0737

OKI NURSERY Perkins. HI lcrst 5-0944

POISAL'S BIRD FARM
 WATER LILIES - WATER IRIS - HYACINTH
 TAROS - DWARF BAMBOO AND OTHER
 PLANTS FOR POOLS - GOLD FISH SUPPLIES;
 2150 Howe Av. HIckry 9-0370

Riverside Nursery 848-7th Av. GI lbrt 2-5493

ST MARY'S FLORIST & NURSERY
 4755-67th. HI lcrst 5-7691

Sierra Garden & Nursery
 3080 Fair Oaks Blvd. IVnhoe 9-5360

SIERRA GARDENS & NURSERY
 EVERYTHING FOR YOUR GARDEN
 Trees - Shrubs - Roses
 Bedding Plants - Fertilizer
 Two Convenient Locations to Serve You
 2321 Fair Oaks Blvd. HIckry 9-3139
 3080 Fair Oaks Blvd. IVnhoe 9-5360

SOUTH SACTO NURSERY
 LANDSCAPING
 Trees - Shrubs & Plants
 Bedding Plants - Fertilizers
 Insecticides - Tools
 WE GIVE CASH CHECKS
 FREE DELIVERY
 T. FRANCIS BURKE, Prop.
 1 Block East of Franklin Blvd
 3424 Fruitridge Rd. HI lcrst 6-6915

STEFANI'S NURSERY
 Specializing in BEDDING PLANTS
 Free Landscaping Advisory Service
 Trees - Plants & Shrubs - Open Sundays
 5601 Folsom Blvd. HI lcrst 5-2741

Sunshine Nursery 3608-16th Av. HI lcrst 5-6888
 (See Advertisement This Page)
 (Continued Next Page)



if it's NATURES

...we have it!

**OPEN 9 TO 9
 7 DAYS A WEEK**

One of the Largest Displays
 of Tropical Plants in Sacramento

**Consolidated
 NURSERIES**

1166 FULTON AVE.

IVanhoe 9-2632

LEMON HILL NURSERY

Growers of

PLANTS - ORNAMENTAL SHRUBS - TREES



Bedding & Potted Plants
 Camellias
 Oriental Magnolias
 Tuberous Begonias
 Large Stock of Azaleas
 Field Grown Ornamental Shrubs
COMPLETE LANDSCAPE SERVICE

Wholesale & Retail

HI lcrst 6-8592

1/2 Mile South of Stockton Blvd. & Fruitridge Road
 And Then One Block East of Stockton Blvd.
LEMON HILL AVE. SACRAMENTO

SUNSHINE SELF SERVICE NURSERY



A Member of
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• PLANTS • ROSES • SHRUBS • TREES

Ask for CLIFF OR ESTHER WOODWORTH

Free Delivery Service
 WE GIVE CASH CHECKS

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Between Sacramento Blvd. & Franklin Blvd. at
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**EVERYTHING for your
 GARDEN**

SHRUBS • TREES
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Patio and Garden Supplies

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**East Lawn
 FLORIST AND NURSERY**

FOLSOM BLVD. AT 46th

**HICOK
 NURSERY**

Established 1928

VISITORS WELCOME

Shrubs - Trees - Plants
 Bulbs - Roses - Vines - Etc.
 Fertilizers - Sprays - Tools

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BEDDING PLANTS OUR SPECIALTY

• TREES
 • PLANTS
 • SHRUBS

Open Daily - Free Delivery

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 Fruitridge Road
 5500 - 34th

HI lcrst 5-6634

Nurseries—Retail—(Cont'd)

Sutter Nursery 5500-34th.....HIcrst 5-6634
(See Advertisement Page 267)
Tower Nursery & Flower Shop
Davis Hwy.....GI lbrt 2-0280

TYSON DANA R CO

GENERAL LANDSCAPE CONTRACTORS
Lawns - Garden Design - Construction
Free Estimates
2400 Auburn Blvd.....HIckry 9-7560

Valley Seed Co
Auburn Blvd & Central Av.....IV nhoe 9-4711
W & W Nursery Fair Oaks Blvd.....IV nhoe 9-4036

Nurseries—Whsle

ANTONELLI BROS 2545 Capitola Rd Santa Cruz
(Toll) Call "Operator" for.....SantaCruz 5243
Camellia Hall Nursery 4950-44th.....HIcrst 6-0018
Graham Rod J
3846 Kern E Del Paso Hgts.....HIckry 9-6381
Grist Earl Madison & Spruce.....HIckry 9-6935
LAGOMARSINO F & SONS
Alhambra Blvd & L.....HI crst 5-3046
LEMON HILL NURSERY
Lemon Hill Av.....HI crst 6-8592
Oki Nursery Perkins.....HI crst 5-0944
Rocky's Nursery Myrtle Av.....HI ckry 9-9748
Valley Seed Co
Auburn Blvd & Central Av.....IV nhoe 9-4711
VISTICA LOUIS NURSERIES
Hwy 99 East Yuba City
(Toll) Call "Operator" for...Marysville 3-5566

Nurses & Nurses' Registries

Sacto County Nurses Assoc & Registry
Sacto Hotel.....HUdsn 1-2524
VISITING NURSE ASSN OF SACTO
2531 P.....HI crst 7-5724
If no answer call.....GI lbrt 3-7461

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

Nuts—Edible

KINSEY'S NUT SHOP 2920 J.....GI lbrt 3-7561
LINDSEY NUT CO
Nut Shellers & Wholesalers
Pleasant Hill Rd Lafayette
(Toll) Call "Operator" for...WalnutCreek 6751

Office Buildings

Calif Fruit Bldg 4th & J.....GI lbrt 2-1971
Capital Nat Bank Bldg Engineer
1007-7th.....GI lbrt 3-6678
Financial Bldg 10th & J.....GI lbrt 2-3532
Forum Building Office
Not To Be Used In Calling Tenants
1107-9th.....GI lbrt 3-2312
Medico-Dental Bldg Manager
1127-11th.....GI lbrt 3-0121
Ochsner Bldg
Not To Be Used In Calling Tenants
719 K.....GI lbrt 3-6362
Plaza Bldg 921-10th.....GI lbrt 3-5254
Professional Building Co
2901 Capitol Av.....HI crst 5-4827
Sutton Building 920-9th.....HUdsn 4-3331

Office Equipment

A B DICK MIMEOGRAPH PRODUCTS—
CAPITAL MIMEOGRAPH CO INC
910 J.....GI lbrt 2-7211
A LEBECK BUSINESS EQUIP CO
MIMEOGRAPH MACHINES & SUPPLIES
DICTATING & RECORDING EQUIPMENT
Office Furniture - Files - Desks - Chairs
3021 Capitol Av.....HI crst 6-3877

ART METAL—
WEST M G COMPANY 1015 J...HU dsn 4-5655
Burroughs Adding Machine Co
1233 Broadway.....GI lbrt 2-9018
CAPITAL OFFICE EQUIP CO 910 J...GI lbrt 3-4831

An extension telephone saves time and
steps.

Office Equipment—(Cont'd)

CAPITAL STATIONERY & TYPEWRITER CO
SAM CASSINELLI - EUGENE GUALCO
OFFICE FURNITURE
Wood and Steel
Office Supplies & Stationers
Typewriters & Calculating Machines
Between I & J Streets
922-14th.....GI lbrt 2-0809

CROCKER H S CO INC 1201 K.....GI lbrt 2-0741
Decorators Supply Limited
2355-2d Av.....HI crst 7-2873

DIEBOLD INC 724 Ellis S F
(Toll) Call "Operator" for.....Graystone 4-5131

EDISON VOICewriter-EPHONE—
WARD HARRIS INC 906-O.....HUdsn 4-5930

G F METAL FURNITURE—
HERRON A W CO
Steel Desks & Tables Steel Filing Equip
"Super Filer The Mechanized File"
Filing Guides & Folders-Steel Shelving
Spec Contract Work-Goodform Alum Chairs
215-12th.....GI lbrt 3-2642

GLOBE-WERNICKE
Office Furniture & Equipment; desks,
chairs, tables, filing & storage cabi-
nets, Cello-Clip map & plan files,
office accessories; steel shelving; Visi-
ble Records, "Safeguard" Filing Sys-
tems; complete line of filing and office
supplies.



"WHERE TO BUY IT"

CROCKER H S CO INC 1201 K...GI lbrt 2-0741

HERRON A W CO 215-12th.....GI lbrt 3-2642
(See Advertisement This Page)

JORDAN-MAYO OFFICE EQUIPMENT & SUPPLIES 1111 J.....GI lbrt 2-1911
(See Advertisement This Page)

Monroe Calculating Machine Company Inc
Adding-Calculating-Bkpng-Acctng Machines
1232 F.....GI lbrt 2-5772

MOORE WIZ REGISTERS—
MOORE BUSINESS FORMS INC
PAC MANIFOLDING BOOK DIV
1400-10th.....GI lbrt 2-6985

Remington Rand, Inc 1107 J.....HUdsn 1-2511

REMINGTON RAND OFFICE EQUIPMENT—
REMINGTON RAND INC 1107 J...HUdsn 1-2511

RUCKER-FULLER CO
OFFICES
DESIGNED
DECORATED
EQUIPPED
1113-8th.....HU dsn 4-8568

(Continued Next Page)

You'll find it fast in the YELLOW PAGES.

JORDAN MAYO
STATIONERY - OFFICE SUPPLIES & EQUIPMENT

ALL-STEEL-EQUIPMENT CO.
DESKS & FILES
HERRING - HALL - MARVIN SAFES
OLD TOWN CARBONS & RIBBONS
OFFICE FURNITURE - WOOD & STEEL
COMMERCIAL STATIONERY
ACCOUNTING FORMS
VISIBLE EQUIPMENT
GI lbrt 2-1911 or GI lbrt 2-1877
1111 J STREET

FURNISHERS OF MODERN OFFICES



Complete
Office
Planning
and Layout
Service ...



- Metal Executive Desks
Typewriter Desks & Tables
- Mechanized Super-Filers
Filing Systems and Supplies
- Safes and Vault Doors - Hospital
and Laboratory Equipment
- Goodform Aluminum Chairs
Adjustable Posture Chairs
- Storage Cabinets and
Steel Shelving
- School and Library Equipment
Special Built-to-Order Equipment

GI LBERT 3-2642

A.W. HERRON COMPANY
Exclusive Distributors for
THE GENERAL FIREPROOFING CO.
METAL BUSINESS EQUIPMENT
215 - 12th St. Sacramento

Office Equipment—(Cont'd)

SHAW-WALKER CO 1113-8th.....HU dsn 4-8568
WARD HARRIS-INC 906-0.....HU dsn 4-5930

WEST M G COMPANY

Since 1905
Office Furniture - Filing Equipment
Office Planning

1015 J.....HU dsn 4-5655

WESTERN AUDOGRAPH INC

1347-62d.....Hlcrst 7-4812

YAWMAN & ERBE OFFICE EQUIPMENT

MODERN
OFFICE FURNITURE
IN STEEL
Desks - Chairs
File Cabinets
Indexing Systems
Filing Supplies



Neutra-Tone Gray

"WHERE TO BUY IT"

MARTYRS' STATIONERY 914 J. GIlbrt 3-5907

Office Equipment—Renting

HERRON A W CO

RENT
A MODERN METAL DESK
Filing Cabinets, Chairs or an
Entire Office of Furniture
Every Piece is Office Furniture
You'll be Proud of
All Metal in Beautiful, Modern
Harmonizing Design

215-12th.....GIlbrt 3-2642

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A Lebeck Business Equip Co
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CAPITAL OFFICE EQUIP CO 910 J.....GIlbrt 3-4831
CROCKER H S CO INC 1201 K.....GIlbrt 2-0741
DECORATORS SUPPLY LIMITED
2355-2d Av.....HI lcrst 7-2873
MARTYRS' STATIONERY 914 J.....GIlbrt 3-5907
Remington Rand Inc 1107 J.....HUdsn 1-2511

STEELCASE—

CAPITAL OFFICE EQUIP CO 910 J. GIlbrt 3-4831

THORP SAM CO

Office Furniture & Bookkeeping Supplies
1020-8th.....GIlbrt 2-7911

YAWMAN & ERBE OFFICE EQUIPMENT

Modern
Office Furniture
in Steel
Desks - Chairs
File Cabinets
Indexing Systems
Filing Supplies



Neutra-Tone Gray

"WHERE TO BUY IT"

MARTYRS' STATIONERY
914 J.....GIlbrt 3-5907

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We Deliver
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SAM CASSINELLI - EUGENE GUALCO

Office Supplies - Stationers
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Typewriters & Calculating Machines

Between I & J Streets
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YOUR STATIONERY
In Sacramento
Since 1856



"WHERE TO BUY IT"

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Fox Sales Co 303 N 12th.....HU dsn 4-0477

General Fireproofing Co Agency
215-12th.....GIlbrt 3-2642

HADLEY CHAS R CO 916-11th.....GIlbrt 2-5823

HERRON A W CO
G F Filing Supplies
215-12th Av.....GIlbrt 3-2642

JORDAN-MAYO OFFICE EQUIPMENT
& SUPPLIES 1111 J.....GIlbrt 2-1911

MARTYRS' STATIONERY 914 J.....GIlbrt 3-5907

Oak Park Stationery Co
2845-35th.....HI lcrst 7-0757

Remington Rand Inc 1107 J.....HUdsn 1-2511

SLEEPER STAMP & STATIONERY CO
Shaw-Walker Filing Supplies
1015-8th &
2929 J.....HUdsn 1-1401

Oil Burners

Dallman Co 6th & Q.....GIlbrt 2-3861

ENTERPRISE OIL BURNERS—

CORNELY E A INC 1277 Howard S F
(Toll) Call "Operator" for.....Underhill 1-5713

Horrell & Son 2950-1st Av.....Hlcrst 6-6437

JOHNSON S T CO Front & R.....GIlbrt 3-2504
(See Advertisement This Page)

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OIL HEATING SERVICE

OIL & GAS
HEATING EQUIPMENT

Sales & Service
Repairs on All Makes

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Industrial, Commercial,
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Oil or Combination
Gas & Oil Burners.
"A Size for Every Job,
A Burner for Every Purpose"



EVERY THIRD ROTARY OIL BURNER IN
SERVICE IS A RAY

"WHERE TO BUY THEM"

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1625 North C.....GIlbrt 2-8971

Branch Ofc Auburn Blvd.....Hlckry 9-1111

If no answer call.....GIlbrt 2-7496

SUNLAND REFINING CORP

430 N 16th.....GIlbrt 3-7788

MANUFACTURERS OF



FOR EVERY HEAT
AND POWER SERVICE

Parts & Supplies

Prompt and Efficient Service

GIlbert 3-2504

S. T. JOHNSON CO.

1729 Front Street

Oil Land Leases

Brazos Oil & Gas Co 2349-22d Av.....Hlcrst 6-4596

Oil Producers

Union Oil Co of California
Commercial & Broadway.....GIlbrt 3-5751

Oil Refiners

BRIGHTON OIL REFINING CO

Folsom Blvd.....HI lcrst 5-7538

Butane Sales & Service 916 North B.....GIlbrt 3-5538

Hancock Oil Co 1501 McCormick.....GIlbrt 2-5632

Mohawk Petroleum Corp
Auburn Blvd & Fulton Av.....HI ckry 9-0873

Mohawk Petroleum Corp
Auburn Blvd & Fulton Av.....HIckry 9-8893

Oil Well Services

JOHNSTON M O OIL FIELD SERVICE CORP

930 Del Paso Blvd N Sacramento...HI ckry 9-3314
(See Advertisement This Page)

Oils—Asphalt & Road

Asphalt Service Co Bryte Av W Sacto...GIlbrt 2-6927

SHELDON OIL COMPANY 1324 A.....GIlbrt 3-0062

If no answer call.....Hlcrst 7-7795

SHELDON OIL COMPANY 1515-65th. Hlcrst 7-5727

SHELL OIL COMPANY West Sacto...GIlbrt 2-0477

Oils—Cutting

Milkie E A & Co Fruitridge Rd.....HI lcrst 5-8292

TO REPAIR LINOLEUM

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

**M. O. Johnston
Oilfield Service Corp.**

930 DEL PASO BLVD., N. SACRAMENTO

Oil-Well
Testing

FORMATION & CASING

Hlckory 9-3314

If No Answer Call

Hlckory 9-8692 or HUDSON 4-9998

When you call somebody by
telephone

PLEASE DON'T
"HANG UP"
TOO SOON

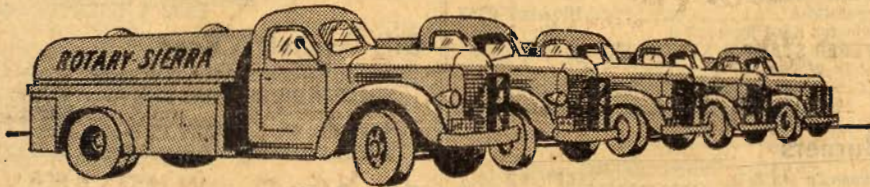
"Play Ball" with him by giving
him time to answer.

ROTARY SIERRA CO.

OIL HEAT

• STOVE OIL • DIESEL FUEL • BUTANE

GAS APPLIANCES - RANGES
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MAIN OFFICE **GILBERT 2-8971**

Gas Office **Hickory 9-1111**
If No Answer Call **GI lbert 2-7496**

1625 North C

Sacramento

FUEL OIL

Diesel Oil for Furnaces
Stove Oil for Heaters

GI lbert 3-2504

If no answer before 8 a.m. and after 5 p.m.
for fuel oil deliveries, call **HI lcrest 5-1855**

S. T. JOHNSON CO.

1729 Front Street

when a name **RECOMMENDED**
has been forgotten

you remember the recommendation but
don't remember the name. If you will

LOOK IN THE
Classified
**TELEPHONE
SECTION**

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

*A handy man
for any job --*

The Yellow Pages tell you
where to reach him quickly
—plumber—carpenter—
dry cleaner—paperhanger
—and hundreds of other
workmen, stores and services.



Oils—Fuel & Heating

- CHRISTENSEN OIL CO**
21st Av & Franklin Blvd. HI lcrst 5-9701
- HORRELL & SON** 2950-1st Av. HI lcrst 6-6437
- Inland Oil Co 1450 Sproule. GI lbrt 3-2093
- JOHNSON S T CO** Front & R. GI lbrt 3-2504
(See Advertisement This Page)
- MOHAWK PETROLEUM CORP**
Auburn Blvd & Fulton Av. HI ckry 9-0873
- NORWALK PETROLEUM PRODUCTS—**
LISTER A E 1933-5th Av. GI lbrt 2-8576
- Oil Products Co W Sacto. GI lbrt 2-0475
- RICHFIELD OIL CORPORATION**
Sutterville Rd & Riverside Blvd. GI lbrt 2-3871
- ROTARY SIERRA CO**
Main Ofc 1625 North C. GI lbrt 2-8971
Branch Ofc Auburn Blvd. HI ckry 9-1111
If no answer call. GI lbrt 2-7496
(See Advertisement This Page)

SHELL HEATING OILS

THE RIGHT FUEL FOR
EVERY BURNER
Fuel Oils
Furnace Oil and Stove Oil



"WHERE TO BUY IT"
BRANCH OFFICES

- Shell Oil Company
Marketing Division Office
1024-13th GI lbrt 3-9061
- Sales & Delivery Dept
West Sacto. GI lbrt 2-0477
- Seaside Oil Co 1351 North C. GI lbrt 3-7937
- Stephen's Oil Co
2300 Lwr Msvl Rd HI ckry 9-7515
- SUNLAND REFINING CORP**
430 N 16th. GI lbrt 3-7788

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GASOLINE

Stove Oil — Furnace Oil — Diesel Fuel
Bunker — Fuel Oils

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Main Office
W. Sacramento. HU dsn 4-9196
If no answer call. HU dsn 4-9664
If no answer call. GI lbrt 2-6303
If no answer call. HI lcrst 7-8797
If no answer call. HU dsn 4-9726

Western Oil And Burner Co
W Sacto. HU dsn 4-9196

Would you like to build sales . . .
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vertise in the Classified Telephone Di-
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in the
Yellow Pages

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DISTRIBUTOR FOR VALVOLINE
OILS & GREASES
1/2 Mile East of Underpass
Folsom Blvd Hlcrst 5-0110

Beacon Oil Co 1450 Sproule GI lbrt 3-2093

CONOCO SUPER MOTOR OIL—
SUPERIOR OIL SALES
260-36th Wy Hlcrst 7-0754

D-A Lubricant Co Inc 216-15th HU dsn 1-0181
FREEDOM-VALVOLINE CO 108 K GI lbrt 2-7673
Res 1908-23d HI lcrst 6-3036
Freedom Valvoline Oil Co 1908-23d HI lcrst 6-3036

GENERAL PETROLEUM CORP
W Sacramento GI lbrt 2-7633
Houser F C 1450 Sproule GI lbrt 3-2093

INLAND OIL CO 1450 Sproule GI lbrt 3-2093
(See Advertisement This Page)

KEYSTONE LUBRICANTS—
VAN VOORHIES-PHINNEY CO
322 J GI lbrt 3-5795

Lister A E 1933-5th Av GI lbrt 2-8576

MACMILLAN RING-FREE MOTOR OIL—
INLAND OIL CO 1450 Sproule GI lbrt 3-2093

NORWALK PETROLEUM PRODUCTS—
LISTER A E 1933-5th Av GI lbrt 2-8576

Pennzoil Co 1208 Q GI lbrt 3-1374
Pennzoil Co 3895 Riverside Blvd GI lbrt 2-5574

QUAKER STATE OIL REFINING CO
1416 E Bassettlaw Av N Sacto Hl ckr 9-7240
If no answer call GI lbrt 3-7465

RICHFIELD OIL CORPORATION
Sutterville Rd & Riverside Blvd GI lbrt 2-3871
Garage Sutterville Rd &
Riverside Blvd HU dsn 4-7537

Seaside Oil Co 1351 Spear GI lbrt 2-8711

SHELL OIL COMPANY
Marketing Division Office 1024-13th GI lbrt 3-9061
Sales & Delivery Dept W Sacto GI lbrt 2-0477

SIGNAL OIL CO 1506 Sproule GI lbrt 3-2276

STANDARD OIL CO OF CALIF
909-12th GI lbrt 3-1751

Stephen's Oil Co 2300 Lwr Msvl Rd Hlckry 9-7515

Superior Oil Sales 260-36th Wy Hlcrst 7-0754

TIDEWATER ASSOCIATED OIL CO
324 W Broadway GI lbrt 2-8951

TIME OIL COMPANY 285 Linden Rd GI lbrt 2-4332

VALVOLINE OIL CO 108 K GI lbrt 2-7673
Res 1908-23d HI lcrst 6-3036

WYNN'S FRICTION PROOFING OIL
324 N 16th HUdsn 4-7612

(See Advertisement This Page)

Olive Oil

Mitchell Bros 128 J GI lbrt 3-8926

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.

Please
DIAL CAREFULLY

Careless dialing puts other people to needless bother—and delays your call. Please make sure of the right number, *listen for the dial tone*, then dial carefully.

WYNN'S FRICTION PROOFING OIL



WYNN'S Friction Proofing Oil Increases Lubricating Capabilities to a Maximum, and is Equally Effective in Cars, Trucks, Tractors, Cycles, Airplanes,

Industrial Equipment, in Fact—Wherever Lubrication is Required!

For Sale at All Service Stations, Garages, & New Car Agencies

PHONE

"THE WYNNING LINE"

HUdson 4-7612

324 N 16th St.,

SACRAMENTO



Distributors of
MACMILLAN RING FREE MOTOR OIL
and
BEACON GASOLINES CAMINOL DIESEL FUEL

INLAND OIL CO.

1450 SPROULE

Phone

GILBERT 3-2093

Optical Goods—Retail

DANZ G & SONS

HAND PAINTED PLASTIC & GLASS EYES TO ORDER
Stock Also Available
Monthly Trips to Sacramento
For Appointment Write or Call
240 Stockton San Francisco
(Toll) Call "Operator" for... Exbrook 2-3080

Optical Goods—Whse & Mfrs

Amer-Optical Co 717 J GI lbrt 2-1816

Katz & Klein 819-10th GI lbrt 3-2024

PRECISION OPTICAL CO
1936 Stkn Blvd HI lcrst 6-7631

(See Advertisement This Page)

PROGRESSIVE MANUFACTURING CO
1020-10th GI lbrt 2-9079

Riggs Optical Co Nicolaus Bldg GI lbrt 3-5946

OPTICAL COMPANY
Precision
WHOLESALE OPTICAL SUPPLIES

HI lcrest 6-7631

1936 STOCKTON BLVD. SACRAMENTO

For precision work and prompt service

Always keep Receiver On the HOOK

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

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

An Outstanding Optical Service!



**SERVING THE EYE PHYSICIANS
AND THEIR PATIENTS EXCLUSIVELY**

FOR A COMPLETE LIST OF
EYE PHYSICIANS CALL OR WRITE

LOUIS H. NICOLAUS

OPTICAL CO.

Dispensing Optician

GI Ibert 2-3804

Medico-Dental Building
11th & "L" Sts., Sacramento

HI Ilcrest 7-6538

Professional Building
29th and Capitol Ave., Sacramento

Glasses Repaired · Skilled Optician on Duty · Convenient Credit

Jenkel-Davidson
OPTICAL COMPANY

STYLISTS IN EYEWEAR
DISPENSING OPTICIANS

SACRAMENTO...

1021 "K" STREET GI Ibert 3-4714

2910 CAPITOL AVE. HI Ilcrest 7-7956

WOODLAND...

WOODLAND CLINIC HOSPITAL Woodland 2-5690

SAN FRANCISCO...

366 POST STREET Garfield 1-3400

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Salinas, San Jose, San Mateo, San Rafael, Santa Cruz, Stockton,
Vallejo, Watsonville, Walnut Creek.

"For Better Vision—See Your Eye Physician"

Opticians—Dispensing

FERRARI-NICOLAUS
Medico Dental Bldg. GI Ibrt 2-3804
GORMAN FRED Forum Bldg. GI Ibrt 3-7027

GORMAN'S DISPENSING OPTICIANS

EYE PHYSICIANS

Prescriptions Filled Exclusively
Complete Optical Laboratory

Room 319
Forum Bldg. GI Ibrt 3-7027

Jenkel-Davidson Optical Co
2910 Capitol Av. HI Ibrst 7-7956

JENKEL-DAVIDSON OPTICAL CO
1021 K. GI Ibrt 3-4714
(See Advertisement This Page)

McKechnie Russell 1013-24th. GI Ibrt 2-7097

NICOLAUS LOUIS H OPTICAL CO
Successor To Ferrari-Nicolaus
Medico Dental Bldg. GI Ibrt 2-3804

Professional Bldg Ofc
2901 Capitol Av. HI Ibrst 7-6538
(See Advertisement This Page)

SCHWILKS' DISPENSING OPTICIANS
Norman F. Schwilk
Fred H. Schwilk

Calif State Life Bldg. GI Ibrt 2-8492
(See Advertisement This Page)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

Schwilks'
DISPENSING OPTICIANS

EYE PHYSICIAN PRESCRIPTIONS
FOR EYE GLASSES ACCURATELY
FILLED

Norman F.
Schwilk

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Gilbert 2-
8 4 9 2

Fred H.
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CALIFORNIA STATE LIFE BLDG.
Suite 712-13 926 J St.

for
Your Convenience

Directories for other cities are available in the Business Offices and at attended public telephone stations.

Optometrists

AMERICAN OPTOMETRIC ASSOCIATION

An association of Ethical Doctors of Optometry. Affiliated with the California Optometric Association and the Sacramento Valley Optometric Association.



"MEMBERS"

- Barr Roger J 729 K.....GI lbrt 3-8352
- Beard Geo F 912 J.....GI lbrt 3-6471
- Bush L G 1019-9th.....GI lbrt 2-6056
- Chance J G 915 K.....HU dsn 4-2607
- Cochran L G & Bush L G 1019-9th.....GI lbrt 2-6056
- Davis Geoffrey 1225 L.....GI lbrt 3-4864
- Davis Herman 1225 L.....GI lbrt 3-4864
- Davis Norman 1225 L.....GI lbrt 3-4864
- Doidge B E 1225 L.....GI lbrt 3-4864
- Fowler Richard 912 J.....GI lbrt 3-6471
- Gay Arthur J Forum Bldg.....HU dsn 4-0454
- Gleie Walter G Jr 916-9th.....GI lbrt 3-8570
- Grossman David 1013-9th.....GI lbrt 2-4927
- Harbinson Raymond 2954-35th.....HI lcrst 7-5657
- Harr William L 1812 J.....GI lbrt 3-8287
- Heisler Walter 810 K.....GI lbrt 2-8919
- Hitchcock J E 1003-8th.....GI lbrt 2-2728
- Jan Dewey 903-8th.....HU dsn 4-6622
- Kubo James J 1216A-4th.....GI lbrt 2-4381
- Lee Richard F
2014 1/2 Del Paso Blvd N Sacto.....HI ckr 9-0262
- Leonard W B 2220 J.....GI lbrt 2-1494
- McAllister Thos R
Fulton & Marconi Av.....IV nhoe 9-0920
- McClelland Miles J 1011-11th.....GI lbrt 2-7310
- Meyer Wm A Jr 903 K.....GI lbrt 3-3445
- Minas Harold 717 K.....GI lbrt 2-6590
- Shearer J A 800 K.....GI lbrt 2-3001
- If no answer call.....HU dsn 4-8211
- Small Giltner S 1004-10th.....GI lbrt 2-1778
- Taylor Ward E Forum Bldg.....GI lbrt 2-1661
- Trayle A B 1020-10th.....GI lbrt 2-9079
- Turner John 729 K.....GI lbrt 3-8352
- Wallis R G 1020-10th.....GI lbrt 2-9079
- Watkins Leslie H 1125-12th.....GI lbrt 2-4290

Optometrists—(Cont'd)

- Harbinson Raymond
Oak Park District
2954-35th.....HI lcrst 7-5657
- Residence call.....IV nhoe 9-5206
- Harr William L 1812 J.....GI lbrt 3-8287

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- Heisler Walter 810 K.....GI lbrt 2-8919
- Hitchcock J E 1003-8th.....GI lbrt 2-2728
- Hopkins Robert C Odd Fellows Bldg.....GI lbrt 3-8360
- Jan Dewey 903-8th.....HU dsn 4-6622
- Kormos Matthew R 725 K.....HU dsn 4-8889
- Kubo James J 1216A-4th.....GI lbrt 2-4381
- LAINSE EUGENE** 1020-10th.....GI lbrt 2-9079
- LAYNE CREDIT OPTICIANS**
Odd Fellows Bldg.....GI lbrt 3-8360
(See Advertisement This Page)
- Lee Richard F
2014 1/2 Del Paso Blvd N Sacto.....HI ckr 9-0262
- Leonard W B 2220 J.....GI lbrt 2-1494

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**DR. SEYMOUR LEWIS
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In Our Own Laboratory
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- McClelland Miles J 1011-11th.....GI lbrt 2-7310
- Mellin Wayne 1004 K.....HU dsn 4-7408
- Meyer W A Jr 903 K.....GI lbrt 3-3445
- Meyer Wm A Sr 903 K.....GI lbrt 3-3445
- Minas Harold 717 K.....GI lbrt 2-6590
- Shearer J A 800 K.....GI lbrt 2-3001
- Shearer J A 800 K.....HU dsn 4-8211
- Small Giltner S 1004-10th.....GI lbrt 2-1778
- TAKAHASHI GEORGE H** 1200-4th.....GI lbrt 3-3524
- Taylor Ward E
Visual Training-Orthoptics
Forum Bldg.....GI lbrt 2-1661
- Trayle A B 1020-10th.....GI lbrt 2-9079
- Turner John 729 K.....GI lbrt 3-8352
- Wallis R G 1020-10th.....GI lbrt 2-9079
- Watkins Leslie H 1125-12th.....GI lbrt 2-4290

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1350 E El Camino Av N Sacto.....HI ckr 9-5125

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Modern Dance Music For All Occasions
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Forum Bldg.....GI lbrt 2-1661
- Beard & Fowler 912 J.....GI lbrt 3-6471
- Chance J G 915 K.....HU dsn 4-2607
- Cochran L G & Bush L G 1019-9th.....GI lbrt 2-6056
- Davis Geoffrey 1225 L.....GI lbrt 3-4864
- Davis Herman & Sons 1225 L.....GI lbrt 3-4864
- Davis Norman 1225 L.....GI lbrt 3-4864
- Doidge B E 1225 L.....GI lbrt 3-4864
- Fowler & Beard 912 J.....GI lbrt 3-6471
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1013-9th.....GI lbrt 2-4927
- Gay Arthur J
Contact Lenses
Forum Bldg.....HU dsn 4-0454
- GLEIE EDWARD W** Forum Bldg.....GI lbrt 2-4232
(See Advertisement This Page)
- Gleie Walter G Jr 916-9th.....GI lbrt 3-8570
- Grossman & Gates
2122 Del Paso Blvd.....HI ckr 9-5689
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Orphanages

See Social Service Organizations

Orthodontists—See Dentists

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- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
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TO BE HEARD

clearly

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into the Telephone with
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Curran S E 1730 H..... GI lbrt 3-3343
Daniels L R 1220-25th..... GI lbrt 2-5869
Daniels Roger C 1220-25th..... GI lbrt 2-5869
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Hilgenfeld Frances K 2830 I..... GI lbrt 3-1200
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Jackson Leta B Forum Bldg..... GI lbrt 2-0032
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See Physicians & Surgeons D.O.

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"Play Ball" with him by giving
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SPEED - SLOW TROLLING - QUICK
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Ochsner Bldg..... GI lbrt 3-7461

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Air Reduction Pac Co A Division Of Air
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LINDE OXYGEN—
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(Continued Next Page)

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Oxygen—(Cont'd)

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REDUCTION CO INC** Front & B. . . . GI lbrt 3-5844
Pioneer Steel & Supply Co
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(See Advertisement This Page)
SELLINGER GEORGE & SON
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OXYGEN AND ACETYLENE
WITH A ONE-QUARTER
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Medical Gases-Therapy Equipment
1309 J. GI lbrt 3-5709

Oxygen Therapy Equipment

Abbey Rents
24-Hour Service-Trained Technicians
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(See Advertisement This Page)
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Local Manufacturer
1215-18th GI lbrt 2-3093
Wilson Rents & Sells 1309 J. GI lbrt 3-5709

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Meets Federal Specification U U-C 843
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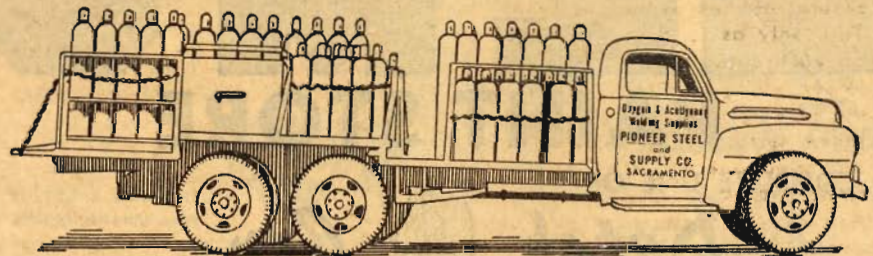
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BOYSEN WALTER N CO 2400 J. . . HU dsn 4-8261
DEALERS

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Broadway Hardware Co
1708 Broadway. GI lbrt 2-3482
Case Hdwe Co 2109 Del Paso Blvd. HI ckr 9-0230
DEL PASO LUMBER CO
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FLORIN HARDWARE Florin. . . . HI lcrst 6-0442
Hollywood Hardware
5151 Freeport Blvd. HI lcrst 5-6488
LEM'S HARDWARE & PAINTS
2419-28th HI lcrst 6-6674

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Burlingame Paint Store 1824-16th. . . GI lbrt 2-4527
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SACRAMENTO

Paint Dealers-Retail-(Cont'd)

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333 N 12th... GIlbrt 3-3987
Lakeview Lumber & Supply Co
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Fair Oaks Blvd... IVnhoe 9-0246
Siler Jon 3875 J... Hllcrst 5-8740
Sizemore Variety Store
1511 W El Camino... Hickry 9-6303
Steiner Lumber Co
Fair Oaks Bl Carmichael Branch IV nhoe 9-3616
Steiner Lumber Co 4448-2d Av... Hllcrst 7-9869
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Riverview Rd W Sacto... GIlbrt 2-0691
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Vern's Feed Store
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Capitol Paint Store 2919-35th... Hllcrst 6-1796
Color's Unlimited
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Colors Unlimited 2919-35th... Hllcrst 6-1796

CAPITAL LUMBER CO 1831-37th... Hllcrst 5-2681
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We Will Match and Mix to
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DEVOE
ONE COAT
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Fair Oaks Blvd & Marconi Av... IVnhoe 9-2769

COLONIAL BLDG SUPPLY CO
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Stuckys' Hardware

Store No 1 4106 Franklin Blvd Hllcrst 7-6576
Store No 2 Michigan W Sacto... GIlbrt 3-5417

TAYLOR'S LUMBER CO
2930-19th W Sacto... Hllcrst 9-1437

TRICKEY M N PAINT CO 1716 L HUDsn 4-9376

DOLAN'S Alhambra & P... Hllcrst 6-6481
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Paint Dealers-Retail-(Cont'd)

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DU PONT PAINT SERVICE STORE

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(See Advertisement This Page)

DU PONT PRE-TESTED PAINTS

Including famous "Self-Cleaning" House Paint, DUCO Gloss, Semi-Gloss, and DULUX Super-white Enamels, DULUX Trim & Shutter, "Americana" Flat Wall Paint, DULUX Marine Finishes, and COLOR CONDITIONING Finishes.



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JERUE & CO 1985 Fulton Av....IV nhoe 9-0446

KELLEY'S VARIETY STORE

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S & S FARM SUPPLY

2441 Rio Linda Blvd N Sacto...HI ckr 9-2842

SACRAMENTO PLUMBING SUPPLY CO

615 J.....GI lbrt 3-8251

(Continued Next Page)

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Varnishes - Enamels - Brushes
Automotive Finishes

AMERICA'S OLDEST PAINT LINE

Founded 1754

HUdson 4-9376

M. N. Trickey Paint Co.

1716 L ST. SACRAMENTO

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GLASS
&
MIRRORS

FULTON & MARCONI
2907 Pasatiempo Lane



Ray Wilkins
PAINT STORES



PAINT WITH

Treasure Tones

NO MIXING - NO MATCHING

READY TO USE

Partners In Harmony

LATEX MIST
A NEW RUBBER LATEX FINISH
FOR INTERIOR DECORATION
Easy to Apply by Brush, Spray or Roller
Dries in 30 Minutes, Recoat in 4 Hours
EXTREMELY WASHABLE

Exclusive
WALLPAPER
PAINTERS SUPPLIES
USG TEXTURE & TEXTOLITE
COMPLETE
DECORATING SERVICE

SERVING YOU IN TWO LOCALITIES

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2623 J St. 2202 Del Paso Blvd.

SAVE \$\$\$ ON

PAINTS

FOR THAT
SMART LOOK USE

Smart Paints



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GI lbert 2-2702

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SACRAMENTO

Lane Calder

5520 H ST.

NU-RUE COLORS

★ THOUSANDS OF
BEAUTIFUL WALLPAPERS
★ THOUSANDS OF
COLORS IN PAINTS

OUR COLOR CONSULTANT
WILL VISIT YOUR HOME

No Charge - No Obligation

HI lcrest 6-8536

Paint Dealers-Retail-(Cont'd)

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

DUTCH BOY PAINTS

PAINTS, VARNISHES & ENAMELS

Blended to keep your home bright

Manufactured by NATIONAL LEAD COMPANY



"WHERE TO BUY THEM"

RETAIL STORE

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

DEALERS

CALIFORNIA HARDWARE CO 4220 Stockton Blvd...HI lcrst 5-0331

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

Carmichael Paint Supplies Fair Oaks Blvd...IV nhoe 9-1632

DIAMOND MATCH CO 2826 Q...Hlcrst 6-4703

ENZLER'S HARDWARE Marconi Av & Auburn Blvd...HI ckr 9-3947

FARMERS HARDWARE 3736 Marysville Rd Del Paso Hgts...HI ckr 9-0760

LEM'S HARDWARE & PAINTS 2419-28th...HI lcrst 6-6674

NIES HARDWARE CO 5623 H...Hlcrst 5-0794

SIMMS HARDWARE 2801 J...GI lbrt 2-1906

ENZLER'S HARDWARE Marconi Av & Auburn Blvd...HI ckr 9-3947

FLORIN LUMBER YARD Florin...HI lcrst 7-3907

FRIEDMAN M PAINT CO INC 1212 J...GI lbrt 3-3717

FRIEND & TERRY LUMBER CO 1920 Front...GI lbrt 3-9091

FRUITRIDGE WALLPAPER & PAINTS 5653B Stockton Blvd...HI lcrst 7-3963

FULLER PAINTS

See Your FULLER PAINT DEALER



"a GOOD place to go"

"WHERE TO BUY IT"

BEALE GEORGE HARDWARE STORE 309 D Broderick...HU dsn 4-2882

Cal-Fir Lumber Co Inc 400-17th...HUdsn 4-1687

CALIF TRAILER SUPPLY CO Davis Hwy...HUdsn 4-0675

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

DEL PASO HGTS HARDWARE STORE Park & Grand Av Del Paso Hts...HI ckr 9-8512

Fuller W P & Co 1725-10th...GI lbrt 2-1061

Fuller W P & Co 1011-12th...HUdsn 4-4764

KEATON'S HARDWARE 6441 Folsom Blvd...Hlcrst 5-0712

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

LOVERDE'S HARDWARE Opern-Sundays Till Noon 6800 Fruitridge Rd...Hlcrst 5-5753

LYON DARWIN HDWE CO 2901-35th...HI lcrst 6-4751

MILLWORK MART INC 1730 Alhambra Blvd...Hlcrst 7-0441

Moody's Hardware Auburn Blvd...HI ckr 9-3110

NEWBERT HARDWARE & IMPLEMENT CO 1700 J...GI lbrt 2-3681

NIES HARDWARE CO 5623 H...Hlcrst 5-0794

Pablo Hardware & Supply Co 2114-5th...HU dsn 4-3221

Perry Hardware Co 3800 Stockton Blvd...HI lcrst 6-3558

RIVERSIDE HARDWARE 2737 Riverside Blvd...GI lbrt 2-0634

SACRAMENTO PLUMBING SUPPLY CO 615 J...GI lbrt 3-8251

SACTO WALLPAPER & PAINT CO 2324-16th...GI lbrt 3-7614

SOUTH SACTO LUMBER CO INC 5160 Franklin Blvd...HI lcrst 7-1027

SWART'S HARDWARE 1927 Del Paso Blvd N Sacramento...HI ckr 9-0784

TRIMBLE'S 631 Fulton Av...IV nhoe 9-4369

Village Paint & Art Shop Fulton & Marconi...IV nhoe 9-4886

X G I Lumber Co Stockton Rd...HI lcrst 7-0746

Paint Dealers-Retail-(Cont'd)

FULLER W P & CO Office Store & Warehouse 1725-10th.GI lbrt 2-1061 Service Store 1011-12th...HUdsn 4-4764

GENERAL PAINTS

Finishes for every interior and exterior use

MODERN COLORS EASY TO APPLY LONG LASTING

All painters' supplies



"WHERE TO BUY IT"

FACTORY BRANCH

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

DEALERS

Broadway Hardware Co 1708 Broadway...GI lbrt 2-3482

Carmichael Feed & Fuel Fair Oaks Blvd & Marconi Av...IV nhoe 9-4542

CLARE LUMBER CO 320 E El Camino Av N Sacto...HI ckr 9-2703

Lawrence's 5121 Freeport Blvd...Hlcrst 5-1931

SACRAMENTO HARDWARE CO 4705 Franklin Blvd...HI lcrst 5-5565

GARDENLAND FURNITURE STORE 2122 Lwr Marysville Rd...HI ckr 9-6511

GOOD NEIGHBOR PAINT CO

PERVO PAINTS DISTR. Holland Dutch Stucco

1233 J...GI lbrt 2-6222

HOMESTEAD LUMBER CO 30th & Q...HI lcrst 5-3081

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

KUNST BROS 1318 J...GI lbrt 2-4681

LANE CALDER 5520 H...HI lcrst 6-8536

(See Advertisement Page 277)

Lem's Hardware & Paints 2419-28th...HI lcrst 6-6674

(See Advertisement Page 276)

Lindy's Dept Store We Give Cash Checks

3259 Folsom Blvd...HI lcrst 5-0221

M-P Paint Co 2104 P...GI lbrt 3-2331

MASON & DUBEY PAINT STORES 1225 J...HU dsn 4-9348

2049 Fulton Av N Sacto...IV nhoe 9-1398

(See Advertisement Page 276)

MASTER-MIXED PAINTS- SEARS ROEBUCK & CO 12th & K...HUdsn 4-6961

Mayo Paint Co 2318 J...GI lbrt 3-9436

MCDONALD PAINT & HARDWARE CO 1188 E El Camino Av...HI ckr 9-4219

MINTZ 1520 J...GI lbrt 2-2702

(See Advertisement Page 277)

MORWEAR PAINTS

Morwear 100% Pure Paints, Varnishes, Enamels, Lacquers are manufactured by Morwear Paint Co. Look Better - Wear Longer - Cost Less.



"WHERE TO BUY IT"

DISTRIBUTOR

FRIEDMAN M PAINT CO INC 1212 J...GI lbrt 3-3717

DEALER

New Home Building & Supply 5310 Franklin Blvd...HI lcrst 5-8837

MURPHY COLOR-SCHEME PAINTS

COLOR - COLOR - COLOR

Unlimited Choice of Colors in Exterior & Interior Paints. Full Line of Varnishes, Enamels & Lacquers.



"WHERE TO BUY IT"

Throne A E 1014-18th...GI lbrt 2-0686

Walton Supply Co Inc 2207 Del Paso Blvd N Sacto...HI ckr 9-0273

Paint Dealers-Retail-(Cont'd)

NASON PAINTS

PAINTS FOR EVERY HOUSEHOLD AND AUTOMOTIVE PURPOSE Automotive Finishes, Paints, Lacquers and Wallpaper



"WHERE TO BUY THEM"

AUTOMOTIVE PAINTS

ENZLER'S HARDWARE Marconi Av & Auburn Blvd...HI ckr 9-3947

SHORROCK'S HDWE CO 918 J...GI lbrt 3-3711

DEALER

SHORROCK'S HDWE CO 918 J...GI lbrt 3-3711

NU-ENAMEL

A. Product for Every Purpose and Purse. ENAMELS PAINTS - VARNISHES VARNISH STAINS PORCH, FLOOR and DECK PAINTS, Etc.



"WHERE TO BUY IT"

DEALER

Throne A E 1014-18th...GI lbrt 2-0686

Nu-Enamel Paint & Wallpaper Store 1014-18th...GI lbrt 2-0686

Nu-Hue Color Bar 5520 H...HI lcrst 6-8536

PABCO PAINTS

Interior, Exterior, Industrial and Marine Paints.

Protective Coatings, "Hydrosol" and famous "California Originals" Decorator Tones.



"WHERE TO BUY THEM"

WHOLESALE

VALLEY PABCO PAINT MART 1908 Capitol Av...GI lbrt 3-7233

DEALERS

Clare Lumber Co Yard No 1 320 E El Camino Av N Sacramento...HI ckr 9-2703

Yard No 2 Carmichael...IV nhoe 9-3655

SACTO BUILDING SPECIALTIES 4947 Folsom Blvd...Hlcrst 7-7558

VALLEY PABCO PAINT MART 1908 Capitol Av...GI lbrt 3-7233

PITTSBURGH PAINTS

Sun-Proof House Paint Wallhide Wall Paints Wallhide Rubberized Satin Finish Florhide Floor Enamel Waterspar Enamel and Yarnish Brushes and Clean-up Aids



"WHERE TO BUY THEM"

RETAIL & WHOLESALE

PITTSBURGH PLATE GLASS CO 1131 J...GI lbrt 2-3673

DEALERS

DD & HOWE & BLOG SUPPLY CO 2900 Franklin Blvd...Hlcrst 5-0948

Fruitridge Hardware & Appliance 5651 Stkn Blvd...Hlcrst 5-0328

Kokanson Building Blocks Power Inn Rd...HI lcrst 5-5625

SACTO WALLPAPER & PAINT CO 2324-16th...GI lbrt 3-7614

Sherwin Williams Paint Co 1930 28th...HI lcrst 7-5749

(Continued Next Page)

MOPPING-UP OPERATIONS

When refinishing woods, sprinkle sawdust on paint remover as old finish is scraped off. Does cleaner job than rags.

Paint Dealers—Retail—(Cont'd)

SHERWIN-WILLIAMS PAINTS

See the new Paint and Color STYLE GUIDE—authentic color schemes for every room. SWP "Weathered" House Paint. KEM-TONE, Economy Wall Finish. KEM-GLO, Miracle Lustre Enamel. SUPER KEM-TONE, Ready-to-Use Deluxe Washable Wall Paint.



"WHERE TO BUY IT"

BRANCHES

SHERWIN-WILLIAMS PAINT CO
1024 J.....GI lbrt 3-9056
SHERWIN-WILLIAMS PAINT CO
Wholesale Automotive Branch
1930-28th.....HI lcrst 7-5749

DEALERS

B Ives Hardware
2609 El Paseo Ln.....IV nhoe 9-4825
Boulevard Store
3308 Sacramento Blvd.....HI lcrst 5-6629
Broadway Hardware Co
1708 Broadway.....GI lbrt 2-3482
Building Supply & Lumber Co
2396 Sutterville Rd.....Hlcrst 7-5711
SHELBY HARDWARE CO 514 L.....GI lbrt 3-2371

SILLERS PAINTS

MANUFACTURERS
of Architectural, Industrial and
Painter's Finishes.
See dealers below for advice
on color harmony and painting
problems.
CALIFORNIA COLORS



"WHERE TO BUY THEM"

DISTRIBUTOR

MASON & DUBEY PAINT STORES
1225 J.....HU dsn 4-9348

AUTHORIZED DEALERS

Fruitridge Wallpaper & Paints
5653B Stockton Blvd.....HI lcrst 7-3963
Mason & Dubey Paint Stores
2049 Fulton Av N Sacto.....IV nhoe 9-1398

SPRED-GLIDDEN PAINT

SPRED-SATIN, a great interior finish—Carrying the famous Good Housekeeping guaranty seal. Colors preferred by leading decorators in national survey.



"WHERE TO BUY IT"

DISTRIBUTOR

MASON & DUBEY PAINT STORES
1225 J.....HU dsn 4-9348

DEALERS

Boulevard Store
3308 Sacramento Blvd.....HI lcrst 5-6629
FRUITRIDGE WALLPAPER & PAINTS
5653B Stkn Blvd.....Hlcrst 7-3963
Mason & Dubey Paint Stores
2049 Fulton Av N Sacto.....IV nhoe 9-1398
South Sacto Lumber Co Inc
5160 Franklin Blvd.....Hlcrst 7-1027

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.

Paint Dealers—Retail—(Cont'd)

TEXOLITE PAINT PRODUCTS

Made by U. S. Gypsum Company (Gen. Off. Chgo., Ill.)
TEXOLITE Seven Star Imperial, Imperial, Standard, Exterior, Semi-Gloss, Accent Colors, Stipple Finish, Sealer, Primer and Spackling Putty; TEXTONE; CEMENTICO; PERF-A-TAPE Joint System; RED TOP Patching—Painters Plaster.



"WHERE TO BUY IT"

DISTRICT OFFICE

UNITED STATES GYPSUM CO
1006-4th.....GI lbrt 3-1989

DEALERS

Clare Lumber Co
Yard No 1
320 E El Camino Av N Sacto..HI ckry 9-2703
Yard No 2 Carmichael.....IV nhoe 9-3655
COLONIAL BLDG SUPPLY CO
4649 Stockton Blvd.....Hlcrst 5-0717
Scott Lumber Co
2809 Rio Linda Blvd N Sacto..HI ckry 9-1454
STEINER LUMBER CO
4448-2d Av.....Hlcrst 7-9867
Taylor's Lumber Co
2930-19th N Sacramento.....HI ckry 9-1437
Tully's Farm Supply
1932 Broadway.....HI lcrst 5-5984

WHOLESALE DISTRIBUTORS

FULLER W P & CO 1725-10th...GI lbrt 2-1061
Lumber Dealers Materials Co
1201 Swanston Rd.....HI ckry 9-2751
MASON & DUBEY PAINT STORES
1225 J.....HU dsn 4-9348
VALLEY PABCO PAINT MART
1908 Capitol Av.....GI lbrt 3-7233

THRONE A E

NU-ENAMEL PAINT & WALLPAPER STORE
KYANIZE SELF-SMOOTHING PAINTS
ENAMELS - GLASS - WALLPAPER
Expert Advice Interior or Exterior Pointing
WE RENT HAND SANDERS
FLOOR SANDERS & POLISHERS
Between J & K
1014-18th.....GI lbrt 2-0686

TREASURE TONES

Pre-Harmonized Oil-Base Paints
Ready-to-Use
No Mixing or Matching
Manufactured by
The Bishop-Conklin Company



"WHERE TO BUY THEM"

DEALERS

Wilkins Ray Paint Stores
2202 Del Paso Blvd.....HI ckry 9-4487
WILKINS RAY PAINT STORES
2623 J.....HU dsn 4-6639
Trickey M N Paint Co 1716 L.....HU dsn 4-9376
(See Advertisement Page 277)
Trimble's 631 Fulton.....IVnhoe 9-4369
VALLEY PABCO PAINT MART
1908 Capitol Av.....GI lbrt 3-7233
Village Paint & Art Shop
Fulton & Marconi.....IV nhoe 9-4886
(See Advertisement Page 277)

WALTON SUPPLY CO INC

WALTON'S HARDWARE
TIBBETT'S PAINTS
MURPHY COLOR-SCHEME PAINTS
SYNKOLOID PRODUCTS
Complete Line of Painters Supplies
Interior & Exterior Points
Wholesale - Retail
2207 Del Paso Blvd N Sacto..HI ckry 9-0273

Wilkins Ray Paint Stores
2202 Del Paso Blvd.....HI ckry 9-4487
WILKINS RAY PAINT STORES
2623 J.....HU dsn 4-6639
(See Advertisement Page 277)

Wise buyers know that the Yellow Pages are the quickest way to get up-to-date purchasing information.

Paint Dealers—Whsle

Aqua-Proba Paints
1125 Alamos Av N Sacto.....Hickry 9-0280

BECKWITH-CHANDLER AUTOMOTIVE FINISHES—

TRICKEY M N PAINT CO
1716 L.....HU dsn 4-9376

BOYSEN PAINTS

100% PURE
PAINTS
VARNISH
ENAMELS



"WHERE TO BUY IT"

WHOLESALE & RETAIL

BOYSEN WALTER N CO 2400 J. HU dsn 4-8261

BURNETT & HARRIS

DUCO-DULUX PAINTS
AUTOMOTIVE & HOUSEHOLD
Garage & Body Shop Equip.

19th & J.....HU dsn 4-9114

CAPCO PAINTS—

CAPITOL PAINT CO
Factory & Store
120 E El Camino N Sacto...Hickry 9-3545

DEVOE PAINT—

DISTRIBUTOR

TRICKEY M N PAINT CO 1716 L. HU dsn 4-9376

DU PONT PAINT SERVICE STORE

2908 Capitol Av.....Hlcrst 5-3089
FRIEDMAN M PAINT CO INC
1212 J.....GI lbrt 3-3717

FULLER W P & CO 1725-10th.....GI lbrt 2-1061
GENERAL PAINT CORP 1301 J.....GI lbrt 3-7201

Hadley Sherman J 2632 Fulton Av.....IVnhoe 9-4793
Henderson Bros 1511 K.....GI lbrt 3-8789

M-P PAINT CO

Distributor for
DUNNE PAINTS
ACME AUTOMOTIVE FINISHES
PAINTERS SUPPLIES

2104 P.....GI lbrt 3-2331

Martin-Senour Co 5520 H.....HI lcrst 6-8536
RUST OLEUM 164-14th S F
(Toll) Call "Operator" for.....Hemlock 1-2263

RUST OLEUM PAINTS—
SACRAMENTO RUBBER CO 721 J. GI lbrt 2-3847

Sherwin-Williams Paint Co 1024 J.....GI lbrt 3-9056

SHERWIN-WILLIAMS PAINT CO
Automotive Finishes
1930-28th.....HI lcrst 7-5749

Thomson-Diggs Co 1801-2d.....GI lbrt 2-7851
VALLEY PABCO PAINT MART
1908 Capitol Av.....GI lbrt 3-7233

Paint Mfrs

AMERICAN MARINE PAINT CO
Marine & Industrial Paints
311 California SF
(Toll) Call "Operator" for.....Garfield 1-0606

CAPITOL PAINT CO
120 E El Camino N Sacto.....Hickry 9-3545
Irwin Paint Company 2841-14th Av..HI lcrst 7-8066
Mayo Paint Co 2318 J.....GI lbrt 3-9436

Paint Research Laboratories
See Laboratories—Research

Paint Spraying Equipment
See Spraying Equipment

Painters—Sign—See Sign Painters