



SINGER SEWING MACHINES

*Sales and Service
Repairs and Rentals*

Call only
SINGER SEWING MACHINE CO.
1011 K STREET SACRAMENTO
HUDSON 1-3166

FOR YOUR PROTECTION

Singer Sewing Machine Co. continues its long-time policy of selling its machines only through Singer Sewing Centers identified by the famous Red "S" trade-mark on the window — never through department stores or other sewing machine dealers.

SINGER
VACUUM
CLEANERS

SINGER - WHITE

Sales & Service

- Repairs on All Sewing Machines
- Electrifications & Conversions
- Rentals
- New - Used - Rebuilt



GILBERT 3-6065

UNITED SEWING MACHINE & VACUUM CLEANER CO.

1011 J

NORTH SACRAMENTO SEWING CENTER

SALES AND SERVICE



- Pfaff
- Adler Zig-Zag
- New Home
- Majestic
- Universal

Rent Machines Singer & White Rebuilds \$5.00 Per Month

Hickory 9-5146

1806 Del Paso Blvd North Sacramento

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.

Sewing Machines—Domestic— (Cont'd)

SUN SEWING MACHINES STORES
1326 K.....HU dsn 4-8248
United Sewing Machine & Vacuum Cleaner Co
1011 J.....GI lbrt 3-6065
(See Advertisement This Page)

WHITE SEWING MACHINES

Call only an authorized dealer listed below. Factory authorized repairs and service. Genuine White parts.



"WHERE TO BUY IT"
Hale Bros 9th & K.....GI lbrt 2-7871

Sewing Machines—Renting

A-1 RENTAL SERVICE

PAFF - SINGER & WHITE
Portable, Electric, Sewing Machines for Rent
By Day, Week or Month - Available Immediately
Ask About Our Rental Purchase Plan

1022 J.....HU dsn 4-1683

QUAY APPLIANCE 1632 Broadway...GI lbrt 3-6781

SEWING MACHINE CENTER

SINGER & WHITE
PORTABLE ELECTRIC SEWING MACHINES FOR RENT
Available Immediately
By Week or Month
Ask About Rental-Purchase Plan

1021 J.....GI lbrt 2-7665

Sewing Machines—Repairing

DEL PASO LUMBER CO
Free Pick-Up & Delivery
800 Grand Av Del Paso Hgts....Hickry 9-3507
Joly Leo 2550-27th.....HI lcrst 5-1367

KISTLER APPLIANCE

SINGER - WHITE - NEW HOME FREE WESTINGHOUSE, ETC.
Treadle - Electric - Parts for Any Make & Model
All Work Fully Guaranteed
Free Pick-Up & Delivery

1810 Del Paso Blvd N Sacto...HI ckry 9-2376

Moore's Sewing Machine Exchange
2926-35th.....Hilcrst 6-4951

NORTH SACTO SEWING CENTER

REPAIRS ALL MAKES
Electrification on Singer - White
Machine Rentals \$5.00 Per Month

1806 Del Paso Blvd N Sacto...Hickry 9-5146

OAK PARK SEWING MACHINE REPAIR SHOP

Wm. Kolthoff, Mgr.
REPAIRING - RENTING
All Makes - Singer - White - Standard - etc.
NEW & USED SEWING MACHINES
Renting By The Month
Prompt Pick-Up & Delivery

3661-4th Av.....HI lcrst 5-3376

QUAY APPLIANCE

REPAIRING - RENTING
All Makes - Singer, White, Etc.
Prompt Pick-Up & Delivery

1632 Broadway.....GI lbrt 3-6781

SACTO SEWING MACHINE CO

PAFF - SINGER & WHITE
New Home - Free-Westinghouse - Domestic
& All Other Makes Repaired or Electrified
Immediate Home Service - Free Estimates
Parts & Supplies for All Makes

1022 J.....HU dsn 4-1683

(Continued Next Page)

**Sewing Machines—Repairing—
(Cont'd)**

SEWING MACHINE CENTER

SINGER - WHITE
Domestic - Kenmore - New Home - Eldredge
& Other Makes
PARTS FOR ALL MAKES
We Convert Any Machine to Electric
1021 J. GI lbrt 2-7665

SEWING MACHINE MART

LET US ELECTRIFY
YOUR OLD MACHINE
If We Can't Fix "Em" They Can't Be Fixed
1234 K. GI lbrt 2-1227

Sewing Machine Mart 1234 K. GI lbrt 2-1227
(See Advertisement Page 379)

**UNITED SEWING MACHINE & VACUUM
CLEANER CO** 1011 J. GI lbrt 3-6065
White Sewing Machine Co 9th & K. GI lbrt 2-7871

Shakes—See Shingles & Shakes

Shavers—Electric

ABBOTT'S ELEC SHAVER SHOP

SALES & SERVICE
Remington - Schick - Shavemaster
24-Hr. Service
1100 J. GI lbrt 2-5998

ELECTRIC SHAVER SHOP

SALES & SERVICE
If It's For Electric Shaving
We Have It
**ONE HOUR
REPAIR SERVICE**
Remington - Schick - Shavemaster
Bet K & J
1016-8th. GI lbrt 3-8616

Shavers—Electric—(Cont'd)

Electric Shaver Shop 1016-8th. GI lbrt 3-8616
(See Advertisement This Page)

REMINGTON RAND SHAVERS

PROMPT SERVICE BY FACTORY
EXPERTS Remington Electric
Shavers serviced. Any Remington
equipped with Blue Streak Twin Shav-
ing heads.
ACCESSORIES: Powder Sticks, mir-
rors, brushes, lubrication kits, carry-
ing kits, sterilizing fluid.



"WHERE TO BUY THEM"

Remington Rand Inc 1107 J. HUdsn 1-2511

**SCHICK ELECTRIC SHAVER SERVICE—
SCHICK SERVICE INC**

For Factory Service Mail to
681 Market S F
(Toll) Call "Operator" for. Douglas 2-3433

Sheet Metal Work

ACE SHEET METAL WORKS

1615-2d. GI lbrt 3-7025
(See Advertisement Page 382)

AHL SHEET METAL CO

Sheet Metal Work
Heating
Air Conditioning

2116 P. GI lbrt 3-3482

You can shop at home . . . easily and
comfortably . . . by thumbing through
the Yellow Pages. Your Classified Direc-
tory lists most every store in town . . .
helps you find everyone who sells and
serves.

Sheet Metal Work—(Cont'd)

ANDREW LYMAN C SHEET METAL WORKS

Since 1937
SHEET METAL WORK
All Types
Residential - Commercial - Industrial
**AIR CONDITIONING
FURNACES & HEATING**
3443-2d Av. HI lcrst 5-5709

ART JOSEPH SHEET METAL

6332 Eastern Av. HI lcrst 7-3667
B & B Sheet Metal Wks 1817-5th. GI lbrt 3-8856

BEUTLER SHEET METAL WORKS

Fair Oaks Blvd & Palm Av
Carmichael. TV nhoe 9-4141

BLAIR J N & CO INC

Established 1899
**HEATING
AIR CONDITIONING**
Licensed Sheet Metal Contractors
217 N 16th. HUdsn 4-9311

BOOTHBY SHEET METAL

General Sheet Metal Work
Heating & Ventilating
Air Conditioning
In the Rear
5131 Franklin Blvd. HI lcrst 5-3757
Residence. HI lcrst 7-7939

(Continued Next Page)

BAKERS' SPECIAL

To keep cake fillings from soaking
into cake, sprinkle layers lightly with
powdered sugar before spreading on
filling.

Electric Shaver



SALES AND
SERVICE

SCHICK
SUNBEAM

ONE HOUR
REPAIR
SERVICE

REMINGTON

If It's for Electric
Shaving
We Have It



1016 8th St.
(Bet. K & J)

GI lbrt 3-8616

**ELECTRIC
SHAVER SHOP**

**GLOBE
GENERAL SHEET METAL**

- ★ DUST COLLECTING SYSTEMS
- ★ SAWDUST BURNERS
- ★ CYCLONES - FANS
- ★ RICE DRYERS

SPECIALISTS IN BLOWPIPE

- ★ GENERAL SHEET METAL WORK
- ★ HEATING & AIR CONDITIONING

E. H. Silvers

Phone

Ben-Conway

Hickory 9-7034

240 ALMOND AVE.
NO. SACRAMENTO



Sheet Metal Work

Sacramento's Modern Metal Shop



WE DESIGN, ENGINEER, FABRICATE AND INSTALL SHEET METAL WORK OF EVERY DESCRIPTION

SERVEL - ALL YEAR
GAS AIR CONDITIONER



TELEPHONE
HI lcrest 7-
5781

Wagner
SHEET METAL
& SUPPLY CO.

1829-22nd • Sacramento

SHEET METAL WORK

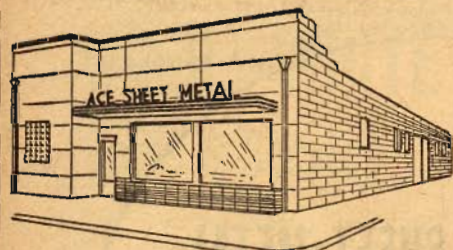
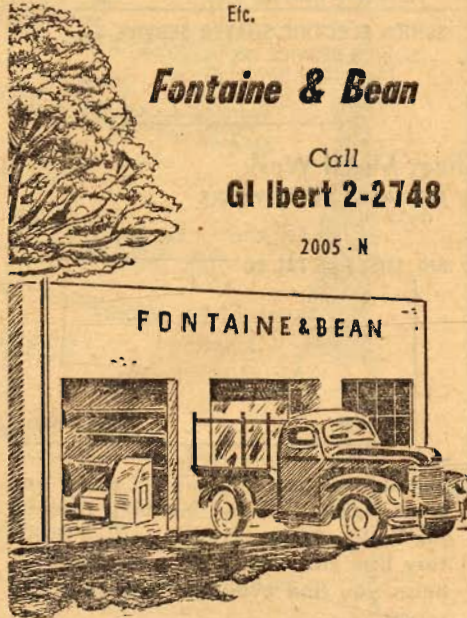
Complete Line Including

GUTTERS & DOWN SPOUTS SKYLIGHTS COOLERS
STAINLESS STEEL WORK FURNACES SINKS
Etc.

Fontaine & Bean

Call
GI lbert 2-2748

2005 - N



INDUSTRIAL & GENERAL SHEET METAL WORK

RESTAURANT EQUIPMENT MANUFACTURERS

Sinks
Range Hoods
Steam Tables

AIR CONDITIONING
FURNACES

STAINLESS STEEL WORK
GUTTERS & DOWN SPOUTS
SKYLIGHTS

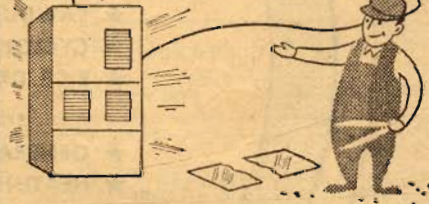
PHONE
GI lbert 3-7025

ACE SHEET METAL

1615 SECOND STREET
Between "P" & "Q" Sts.

FURNACES CENTRAL HEATING SYSTEMS

SHEET METAL WORK
AIR CONDITIONING



DESIGNING - ENGINEERING
CUSTOM BUILT SYSTEMS
INDUSTRIAL & RESIDENTIAL

Gutters Skylights Ventilators
Drains Sinks Duct Work
Floor Furnaces

LAWSON SHEET METAL

308 CEDAR AVE., N. SACRAMENTO

Hickory 9-4397

Sheet Metal Work-(Cont'd)

BURGESS & SON SHEET METAL SERVICE
Since 1923

SHEET METAL WORK
Heating & Air Conditioning
Furnaces - Coolers
Stainless Steel Work
General Jobbing

112 N 6th N Sacto. HI ckyr 9-0573

Cahill J
Route 1-Box 160
Florin Rd. HI lcrst 6-5029

CAPITAL SHEET METAL WORKS
Contractors for
HEATING & AIR CONDITIONING
200 P. GI lbrt 3-5504

Carmichael Sheet Metal
Fair Oaks Blvd & Gibbons. TVnhoe 9-5208
CARPENTER M R 907 Front. GI lbrt 2-7702

DEL PASO MFG CO
PAUL T. VIRGA
SHEET METAL WORK
Manufacturing
Furnaces - Ventilators
Drains - Gutters
Sinks - Hoods
Cor Orange
3646 Rio Linda Blvd. HI ckyr 9-7544

DERR'S SHEET METAL WORKS
Furnaces - Air Conditioning
Ventilating - Evaporative Coolers
Gutters - Sinks - Hoods
General Jobbing
4909 Franklin Blvd. HI lcrst 5-8260
If no answer call. HI lcrst 6-9283

DUNPHY SHEET METAL PRODUCTS
Commercial & Industrial Work
Stainless Steel Work
Duct Work
FURNACES & COOLERS
MARVAIR AIR CONDITIONER
214-27th HU dsn 4-0443

FONTAINE & BEAN SHEET METAL PRODUCTS
2005 N. GI lbrt 2-2748
(See Advertisement This Page)

GIBSON SHEET METAL WORKS
417-29th. GI lbrt 3-8328
If no answer call. IV nhoe 9-3902

GLOBE GENERAL SHEET METAL WORKS
240 Almond Av N Sacto. Hickry 9-7034
(See Advertisement Page 381)

HALL LEROY SHEET METAL WKS
Florin Rd. HI lcrst 7-4074
If no answer call. HI lcrst 7-4962

Hills Sheet & Metal Shop 911-26th. HUdsn 4-1893

JOSEPH ART SHEET METAL
6332 Eastern Av. HI lcrst 7-3667
(See Advertisement Page 383)

LAWSON SHEET METAL
308 Cedar Av N Sacto. HI ckyr 9-4397
(See Advertisement This Page)

LOVERDE'S HARDWARE & APPLIANCE
GENERAL JOBBING
Blower - Wall & Floor Furnaces
Gutters & Drains
Bar & Restaurant Sinks
Cooler Installations - Patent Flues
400 Yds W of Perkins on Folsom Blvd
Perkins. HI lcrst 5-4036

MCLAUGHLIN SHEET METAL WORKS
1914 I. GI lbrt 3-3994
(Continued Next Page)

We want your telephone service to be as helpful as we can make it.

Sheet Metal Work-(Cont'd)

McWILLIAMS SHEET METAL AND HEATING
 ED McWILLIAMS & Wm. AITKEN
 SHEET METAL WORK
 HEATING
 AIR CONDITIONING
 6615 Folsom Blvd. HI lcrst 6-8390
 Residence HI lcrst 5-4808
 Residence HI lcrst 7-0942

MENDENHALL J H 321 N 12th. GI lbrt 3-2468
 Pacific Refrigeration Store
 1071 E El Camino Av N Sacto. Hlckry 9-3503
 (See Advertisement This Page)

PARK SHEET METAL WKS
 3124 Broadway. HI lcrst 5-2619
 Soracco Sheet Metal Wks 2837-36th. HI lcrst 6-2923
WAGNER SHEET METAL & SUPPLY CO
 1829-22d HI lcrst 7-5781
 (See Advertisement Page 382)

Art Sheet Metal
 Furnace • Ventilation
JOSEPH

★ ALL TYPES SHEET METAL WORK

Restaurant & Bar Sinks
 Steam Tables • Hoods • Gutters • Cornices • Skylights
 Designing & Production

HI lcrst 7-3667

6332 EASTERN AVE.

West Sacto Sheet Metal
 PRODUCTS CO.

**HEATING - VENTILATING
 AIR CONDITIONING**

- Gutters
- Leaders
- Sky Lights
- Stainless Steel & Galvanized Iron Sinks
- Steam Tables
- Wall & Floor Furnaces
- Restaurant Work
- Ventilation
- Range Hoods

DIAL

Sacramento GI lbrt 2-6053

If No Answer Call GI lbrt 2-1609 or HUdson 4-8009

Just Beyond El Rancho Drive-In Theatre on Davis Hwy W. Sacto.

SHEET METAL

JOBGING & CONTRACTORS

- ★ Heating ★ Ventilation
- ★ Air Conditioning ★ Refrigeration

For
SALES & SERVICE

PHONE

Hlckory 9-3503

After Hours Call
 GI lbrt 2-1956



**PACIFIC - - - -
 REFRIGERATION STORE**

1071 E. El Camino Ave. North Sacramento

Sheet Metal Work-(Cont'd)

WEBER SHEET METAL WORKS
 1214-30th HI lcrst 5-1013
WEST SACTO SHEET METAL PRODUCTS CO
 Davis Hwy GI lbrt 2-6053
 (See Advertisement This Page)
ZUPAN SHEET METAL 1908-0 GI lbrt 2-3466

**Sheet Metal Working Equipment
 & Supplies**

DALLMAN CO
 WHOLESALE
 FULL LINE
 SHEETS - TOOLS - SPECIALTIES
 FURNACES - CONDUCTOR PIPE
 6th & Q GI lbrt 2-3861

HEIECK & MORAN 20th & V Hlcrst 6-6468
SLAKEY BROS INC 1400 North C. HUdson 1-1481
TAY HOLBROOK INC 1801-22d. HI lcrst 6-3841

Shingles & Shakes

CURTIS FRED B 2817 W. HI lcrst 6-1930
 Garrett & McCreary 2371-20th AV. Hlcrst 7-2992

PEARSON HAROLD J
 REDWOOD ROOFING AND
 FENCING MATERIALS - FREE ESTIMATES
 Yard - 5937 Eastern Av
 4047-2d Av. HI lcrst 5-2082

STAPP LEONARD
 Also Posts-Pickets-Grape Stakes
 249 W Del Paso Av
 W Del Paso Hgts. HI ckry 9-1794
WARRENTON SHINGLE CO 613-56th. Hlcrst 7-4582

Shingling-See Roofers

Ship Breaking-See Wrecking Contractors

Shipping Room Supplies

INDUSTRIAL SERVICE CO
 Complete Stocks
 Equipment and Supplies for
 Stenciling - Packing - Marking
 Stencil Cutting Machines
 Inks - Stencil Board - Brushes
 Tape Dispensers - Gummed Tapes
 Labelers - Box Stitchers
 2415-17th San Francisco
 (Toll) Call "Operator" for. Underhill 1-2593

Patrick & Moise-Klinkner Co
 Marsh Stencil Machines
 560 Market S F
 (Toll) Call "Operator" for. Exbrook 2-2641

Shipping Service

See Freight Forwarding; also
 Steamship Companies

Shirts-Custom Made

Charley's Shoppe
 Dressmaking & Alterations
 425 J. GI lbrt 3-9518

CHOW VIOLET
 MEN'S SHIRTS MADE-TO-ORDER
 Ladies' Slacks, Suits, Pajamas, Dresses
 Evening Appointments
 2515 V. HI lcrst 6-1564

Shirts-Retail

See also Men's Furnishings-Retail

ARROW SHIRTS-
EAGLESON'S 801 K. GI lbrt 3-2097
 National Shirt Shops 813 K. GI lbrt 2-6078

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

Shoe Repairing

A E F SHOE SHOP
 Shoes Repaired While You Wait
 1114-10th GI lbrt 3-9728
Boston Shoe Repair Shop
 Shoes Repaired While You Wait
 3400 Broadway HI lcrst 5-9656

BUTLER SHOE REPAIR SHOP
 SHOES REPAIRED WHILE U WAIT
 SHOES FOR ALL THE FAMILY
 Dickles & Levis Work Clothes - Open 7-8
 5617 H HI lcrst 5-0270

Carmichael Shoe Repair
 New Shoes For The Family
 Fair Oaks Blvd. IV nhoe 9-2845

FRANK'S SHOE RENEWING
 Shoes Repaired While You Wait
 1 Hour Service
 2 Blocks S Alhambra Across from Libby Cannery
 1701 Stockton Blvd. HI lcrst 6-6503

Goodyear Shoe Repair Shop 1410 J. GI lbrt 2-9932

NO DELAY SHOE SHOP
 J. V. VALENTI - Proprietor
 INVISIBLE RESOLING
 REPAIRING WHILE YOU WAIT
 526-12th GI lbrt 3-8835

O K Shoe Shop 1109-4th. HU dsn 4-0500
Opal's Shoe Store
 1524 Del Paso Blvd N Sacto. HI ckry 9-6612

SAM'S SHOE SHOP
 General Repairing While-U-Wait
 2675 El Paseo Ln. IVnhoe 9-5177
Sutter Shoe Repair 2204 J. HU dsn 4-3017
Veteran's Shoe Shop 2104 Irvin Wy. HI lcrst 5-4493
Vienna Louis Fine Shoe Repairing
 719 California. GI lbrt 3-9942

WILLIAM'S SHOE RENEWING
 1616 Bdwy GI lbrt 3-7548
Zinke Renewing Shoe Corp 1014 K. GI lbrt 3-9674

Shoe Shining

Frank's Shoe Renewing
 Hand Bags-Shoes Dyeing & Cleaning
 1701 Stockton Blvd. HI lcrst 6-6503

MAJESTIC SHOE SHINE PARLOR
 We Specialize in Dyeing
 Shoes & Handbags
 Fabric Shoes Dyed Any Color
 Recommended by Sacramento's
 Leading Department Stores
 James Cuculis - Proprietor
 1127-9th GI lbrt 2-9626

Shoes-Athletic

See Sporting Goods Headings

Shoes-Retail

ALLEN EDMONDS SHOES-
DEVLIN'S LADIES & MEN'S SHOES
 1005-11th GI lbrt 3-8638

Allen's Shoes 5687 Stockton Blvd. HI lcrst 7-2989
Bailey's Better Shoes 3871 J. Hlcrst 5-6420
Berland Shoe Store 804 K. GI lbrt 2-3011
Bodiou's Shoe Store 2910-35th. Hlcrst 6-0821
Boston Shoe Repair Shop

Shoes For Men-Boys And Children
 3400 Broadway. HI lcrst 5-9656

BRADDOCK A M 908 J. GI lbrt 3-8663
BURTON DON-LADIES SHOE SALON
 914 K. GI lbrt 2-4919
Men's Shoes 1028 K. GI lbrt 3-3889
 (See Advertisement Page 384)

Burton Don Town & Country Shoes
 2611 El Paseo Ln. IV nhoe 9-4875
Burt's Shoe Store 726 K. GI lbrt 3-9543

BUSTER BROWN SHOES FOR BOYS & GIRLS-
GREEN & HEYDEN 923 K. GI lbrt 3-3462
BURTONS SHOE STORE 510 Main
 (Toll) Call "Operator" for. Woodland 2-6954

CANTILEVER SHOES-
WILSON'S SHOE STORE
 1021-9th GI lbrt 3-1621

(Continued Next Page)

The Yellow pages save you time.

Pro-tek-tiv

SCIENTIFIC SHOES

The Shoe with the Hidden Wedges

THE STRIDE RITE SHOE

Walk Right in Stride Rite

SPALDING

The Sport Shoe Everyone Loves

NATIONALLY FAMOUS

JUMPING-JACKS

SOFT SHOES FOR HARD WEAR

The Learn-to-Walk Shoe for Little Tots

TOT to TEEN FOOTWEAR

2322-16TH ST. - Between W & X

Hudson 4-6472

STOCKTON

1833 PACIFIC

(Toll) Call Stockton 4-3602

DOUMITT HEALTH SPOT SHOES

for

MEN, WOMEN & CHILDREN

"The Way to Foot Comfort"

HEALTH SPOT SHOES ARE FAMOUS FOR BETTER FIT. THERE'S NO SLIPPING AT THE HEEL, YOUR ARCHES GET REAL SUPPORT AND THERE'S PLENTY OF ROOM FOR YOUR TOES.

We Stock All Sizes



928 J St. - Sacramento

CORNER 10th & J STS.

CALIF. WESTERN STATES LIFE BLDG.

GI lbert 3-4294

San Francisco Garfield 1-5331

482 Sutter

Oakland Highgate 4-3726

438 - 19th St.

Don Burton INC. Ladies Shoe Salon

Featuring

PALIZZIO

BRITISH WALKERS - JERRO

JOHANSEN - VALLEY - SBICCA - SANDLER

HANDBAGS - COSTUME JEWELRY

Don Burton INC. Shoes for Men

Featuring

TAYLOR MADE

BRITISH WALKERS

THOMPSON

FRENCH-SHRINER

Urner

3 LOCATIONS

DOWNTOWN

914 K Ladies' Store GI lbert 2-4919

1028 K Men's Store GI lbert 3-3889

TOWN & COUNTRY

2611 El Paseo Ln. IVanhoe 9-4875

FEET HURT?

Correct Lasts for Each Type of Foot

Foot Health & Comfort For Men, Women and Children



Special Care for Children's Feet

Perfect Posture Shoes Protect Those Feet

Extra Large & Extra Wide Sizes Carried for Men, Women and Children

DR. M. W. LOCKE SHOE SHOP

1206 K

GI lbert 2-3041

WALKOVER SKEELS

SHOE STORE

ESTABLISHED 1928

Home of

Ladies' Walkover Shoes

Ladies' Paradise Shoes

Ladies' Walker Dickerson Shoes

Jumping Jack Shoes for Children

Little Yankee Shoes for Children

GI lbert 3-6221

1110 K

Shoes-Retail-(Cont'd)

CAPITAL SHOE STORE 1232 K..... GI lbert 2-5443

Chandler's Shoe Store 1020 K..... GI lbert 3-9607

CHILD LIFE SHOES

ARISTOCRAT OF SHOES
REGULAR & ORTHOPEDIC LASTS
CORRECTLY FITTED



"WHERE TO BUY THEM"

Ferguson's Juvenile Shoes

1618 Bdwy..... HUdsn 4-6897

Children's Bootery Fulton & Marconi... IVnhoe 9-5423

Children's Bootery 3231 Riverside Blvd. HUdsn 4-0565

CLINIC SHOES FOR NURSES-

GREEN & HEYDEN 923 K..... GI lbert 3-3462

CONNIE-

BODIQU'S SHOE STORE

2910-35th..... Hillcrest 6-0821

CONNOLLY KID & KANGAROO SHOES-

FRANK'S SHOE STORE 1219-4th. HUdsn 4-3848

Countryman Th:

Marconi Av & Fair Oaks Blvd. IVnhoe 9-4485

DEVLIN'S LADIES & MEN'S SHOES

Authorized Dealer for

STACY-ADAMS, WRIGHT ARCH PRESERVERS

BASS MOCCASINS - ALLEN EDMONDS

CROSBY SQUARE

ELEVATOR SHOES

SELBY ARCH PRESERVER

SELBY STYL-EEZ

SELBY EASY GOERS

1007-11th

1005-11th GI lbert 3-8638

(Continued Next Page)

JOHNSTONE'S BOOTERY

518 K STREET

PHONE

GI lbert 2-7457

Quality Boots & Shoes for the Entire Family

Cowboy & Work Boots

FAMOUS BRANDS - JUSTIN

ACME - ORIGINAL CHIPPEWA

JOLENE'S FOR WOMEN - RED GOOSE

FOR CHILDREN - SHOES FOR DRESS

WORK OR PLAY

FOR MEN - WOMEN & CHILDREN



WAREHOUSE DIRECT

FAMOUS NAMES

Nationally Advertised Brands

—SHOES—

For the Entire Family

AT REDUCED PRICES

IN OAK PARK NEAR BROADWAY

Phone HI lcrest 7-4904

2839 - 35th

SACRAMENTO

Shoes—Retail—(Cont'd)

EASTERN THE
Nunn-Bush & Foot Delight
1114 J. GI lbrt 2-7641
ECONOMY SHOE MARKET 609 K. GI lbrt 3-6981
EDWARDS SHOES FOR CHILDREN

"PUT YOUR
CHILD'S FEET
IN OUR HANDS"



"WHERE TO BUY THEM"

Children's Bootery
Village Open Evenings Monday Thru Friday
In Town & Country Village
Fulton & Marconi. IV nhoe 9-5423
Children's Bootery
3231 Riverside Blvd. HUdsn 4-0565

ENNA JETTICK SHOES FOR WOMEN

AMERICA'S
SMARTEST
WALKING
SHOES



"WHERE TO BUY THEM"

BRADDOCK A M 908 J. GI lbrt 3-8663

FEDERATED STORE

1901 Del Paso Blvd N. Sacramento. HI ckr 9-2257
FEDERATED STORES 2948-35th. HI lcrst 6-1392
Ferguson's Juvenile Shoes
1618 Bdwy. HUdsn 4-6897

FLORSHEIM SHOE SHOP 1019 K. GI lbrt 2-0301

FLORSHEIM SHOES FOR MEN & WOMEN—
GREEN & HEYDEN 923 K. GI lbrt 3-3462

FRANK'S SHOE STORE

RED GOOSE SHOES
MRS. DAY'S IDEAL BABY SHOES
Family Footwear - Wide Shoes Our Specialty
1219-4th. HU dsn 4-3848

FREEMAN SHOES FOR MEN—

SEYMOUR-BEEMAN SHOES
1110 J. GI lbrt 2-7708

GALLENKAMP SHOES

SHOES FOR ALL
THE FAMILY
COMFORT, STYLE &
ECONOMY.



"More Miles to a Gallen-Kamp"

"WHERE TO BUY THEM"

Gallenkamp Stores Co 500 K. GI lbrt 2-3751
Gallenkamp Stores Co 727 K. GI lbrt 2-8407

Gallenkamp Stores Co 500 K. GI lbrt 2-3751
Gallenkamp Stores Co 727 K. GI lbrt 2-8407

GLENN'S SHOE STORE

NORTH SACRAMENTO'S
FAMILY SHOE STORE
2016½ Del Paso Blvd N Sacto. HI ckr 9-4495

GREEN & HEYDEN 923 K. GI lbrt 3-3462

GROUND GRIPPER SHOES—

WILSON'S SHOE STORE
1021-9th. GI lbrt 3-1621

HANAN SHOES FOR MEN—

SEYMOUR-BEEMAN SHOES
1110 J. GI lbrt 2-7708

HEALTH SPOT SHOE SHOP

928 J. GI lbrt 3-4294
(See Advertisement Page 384)

HEESEMAN INC

Nunn-Bush Shoes
1022 K. GI lbrt 2-2913

I X L MENS STORE

Massagic Shoes By Weyenberg
804 J. HUdsn 1-0147
I Miller Guild House 1030 K. GI lbrt 3-4503

Shoes—Retail—(Cont'd)

I MILLER SHOES—
GUILD HOUSE I MILLER 1030 K. GI lbrt 3-4503

JACQUELINE—
BODIU'S SHOE STORE
2910-35th. HI lcrst 6-0821

JARMAN SHOES FOR MEN—
BRADDOCK A M 908 J. GI lbrt 3-8663

Johnstone's Bootery 518 K. GI lbrt 2-7457
(See Advertisement Page 384)

JOHNSTONE'S BOOTERY
1516 Del Paso Blvd N Sacramento. HI ckr 9-2116

JUMPING-JACK SHOES

FLEXIBLE SHOES
FOR HARD WEAR

Only Jumping-Jacks have the
unique, patented, one piece sole.
Helps prevent young ankles from
turning.



"WHERE TO BUY THEM"

JOHNSTONE'S BOOTERY
1516 Del Paso Blvd N Sacto. HI ckr 9-2116

Kid-E-Korral
In Town & Country Village Shops
2609 Marconi Av. IVnhoe 9-5353

TOBIAS SHOES 1008-9th. GI lbrt 3-4761

TOT-TO-TEEN FOOT WEAR
2322-16th. HU dsn 4-6472

Juvenile Shops Ltd 1121 K. HU dsn 4-8837

KID-E-KORRAL
In Town & Country Village Shops
2609 Marconi Av. IV nhoe 9-5353

Lead's Shoe Store 922 K. GI lbrt 3-9938

Lewis' Shoe Salon 1011-9th. GI lbrt 2-4001

LITTLE YANKEE—
FERGUSON'S JUVENILE SHOES
1618 Bdwy. HUdsn 4-6897

Locke M W Dr Shoe Shop 1206 K. GI lbrt 2-3041
(See Advertisement Page 384)

McBRIDE R J GENTLEMEN'S FINE SHOES
2910 Fulton Av. IVnhoe 9-6019

Miller's Shoe Salon 1110 J. GI lbrt 2-7708

MRS DAY'S IDEAL BABY SHOES—
ERWIN'S YOUTH SHOP
2007 Del Paso Blvd N Sacto. HI ckr 9-4933

NATURALIZER SHOES—
GREEN & HEYDEN 923 K. GI lbrt 3-3462

NUNN-BUSH SHOES FOR MEN—
HEESEMAN INC 1022 K. GI lbrt 2-2913

O K Shoe Shop
Jarman-Yorktown-Doctor-McCoy-Santa Rosa-
Danner-Chippewas Shoes-Calked Boots
1109-4th. HUdsn 4-0500

Opal's Shoe Store
Weather Bird & Peter Shoes
1524 Del Paso Blvd N Sacto. HI ckr 9-6612

Phillip's Family Shoe Store
3077 Freeport Blvd. GI lbrt 2-9776

PRICES SHOE STORE
Shoes For Men
809 K. GI lbrt 3-9703

RED GOOSE SHOES—
ALLEN'S SHOES 5687 Stkn Blvd. HI lcrst 7-2989

GLENN'S SHOE STORE
2016½ Del Paso Blvd N Sacto. HI ckr 9-4495

JOHNSTONE'S BOOTERY 518 K. GI lbrt 2-7457

Regal Shoe Co 809½ K. HUdsn 4-8849

ROBLEE SHOES FOR MEN—
GREEN & HEYDEN 923 K. GI lbrt 3-3462

SEYMOUR-BEEMAN SHOES 1110 J. GI lbrt 2-7708

Shoe Box The 5069 Freeport Blvd. HI lcrst 5-5857

SHOE CRAFT
Sam & Barney Rosenberg-Props
525 K. GI lbrt 2-6465

Stan's Shoe Outlet 1031 J. GI lbrt 2-6410

Put the Classified Telephone Directory
on your selling staff. Your listing and
advertising in the Yellow Pages brings
your firm name right into prospects'
homes and offices.

Shoes—Retail—(Cont'd)

TOBIAS SHOES

Featuring
QUEEN QUALITY SHOES
Natural Bridge
Shoes for Women

1008-9th. GI lbrt 3-4761

Tot-To-Teen Foot Wear 2322-16th. HU dsn 4-6472
(See Advertisement Page 384)

TWEEDIE SHOES—
SEYMOUR-BEEMAN SHOES
1110 J. GI lbrt 2-7708

WALKOVER SKEELS SHOE STORE
1110 K. GI lbrt 3-6221
(See Advertisement Page 384)

WAREHOUSE SHOE STORE
2839-35th. HI lcrst 7-4904
(See Advertisement Page 384)

WEATHER BIRD SHOES FOR CHILDREN

ARE WEATHERIZED

Weather Bird or Peters Diamond Brand
Shoes are carefully made over proper lasts
for growing feet. Their hidden values
assure long wear and lasting fit.



"WHERE TO BUY THEM"

Bailey's Better Shoes 3871 J. HI lcrst 5-6420
Baron's Department Store 2901 J. GI lbrt 2-3908
Bodiou's Shoe Store 2910-35th. HI lcrst 6-0821
Countryman The
Marconi Av & Fair Oaks Blvd. IVnhoe 9-4485
Shoe Box The 5069 Freeport Blvd HI lcrst 5-5857

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

Wilson's Shoe Store
Cantilever & Ground Gripper Shoes
1021-9th. GI lbrt 3-1621

WRIGHT ARCH PRESERVER SHOES—
DEVLIN'S LADIES & MEN'S SHOES
1005-11th. GI lbrt 3-8638

Shoes—Whse & Mfrs

Peters Shoe Co 2658 Larkspur Ln. IVnhoe 9-5186

PETER'S SHOES—
PETERS SHOE CO
2658 Larkspur Ln. IVnhoe 9-5186

Shook—Mfrs

Capital Box Factory 2d & Q. GI lbrt 3-2413
Sacto Box & Lumber Co 65th & R. HI lcrst 6-3891
Setzer Forest Products Inc 2570-3d. GI lbrt 2-8941
STATE BOX CO W Sacramento. GI lbrt 3-2538
Western Box Distributors 65th & R. HI lcrst 6-3891

Shovels—Power

INSLEY SHOVELS—
SCOTT EQUIPMENT CO
N 16th & American River. Hickry 9-8551

Marion Power Shovel Co 571 Howard S F
(Toll) Call "Operator" for. Exbrook 2-7493

QUICK-WAY TRUCK SHOVELS—
MOORE EQUIPMENT CO INC
903 Del Paso Blvd. HI ckr 9-2775

STANDARD MACHINERY CO
450 Bayshore Blvd S F
(Toll) Call "Operator" for. Atwater 2-2883

Show Card Writing

A-1 Signs 810½ J. GI lbrt 3-4970
ABLE SIGN CO 522 I. GI lbrt 2-8513
Acme Sign Co 520-12th. GI lbrt 2-1393
CAPITOL SIGN CO 13th & J. GI lbrt 2-2585
MOYER SCREEN PROCESS 910-6th. HU dsn 4-6738

Enjoy the Guest Artists Series on "The
Telephone Hour" — N. B. C., Monday
nights.

Shower Doors



TUB ENCLOSURES

Satisfaction Guaranteed

Built & Installed by Our
Experienced Workmen

GI lbert 3-3337

722 Alhambra Blvd.

WESTERN BUILDING SPECIALTIES

Show Cases

Western Wood Shop
See Our Ad Under Cabinet Makers
1103 E Bassettlaw N Sacto. . . . HI ckry 9-8894

Shower Doors & Compartments

ADAMS H O TILE CO 2311 S. . . . HI lcrst 6-4789
DEL PASO GLASS CO
1019 Del Paso Blvd N Sacto. . . . HIckry 9-4296
FISCHER H P TILE & MARBLE CO
Installed By Factory Trained Men
2215 J. . . . HU dsn 1-0271
Fuller W P & Co 1725-10th. . . . GI lbrt 2-1061
SACRAMENTO BATHROOM ACCESSORIES
2522 J. . . . GI lbrt 3-4420
Western Bldg Specialties
722 Alhambra Blvd. . . . GI lbrt 3-3337
(See Advertisement This Page)

Sick Room Equipment & Supplies
See Hospital Equipment & Supplies

Siding

ALBEST SIDING—
YANCEY COMPANY
Johns-Manville Certified
2116 K. GI lbrt 3-6518

BUSH ROOFING CO 1925 F. GI lbrt 2-0377
CLAWSON L H CO Rice Mill Rd. . . . HU dsn 1-2731
ELLIS CO THE 1923 Stkn Blvd. . . . HI lcrst 7-6521
Home Service 714-25th. HU dsn 4-6525
Lumber Dealers Materials Co
Asbestos Siding & Roofing
Wholesale Only
1201 Swanston Rd. HI ckry 9-2751
Walsh Roofing Co 1729-13th. GI lbrt 2-3993

Sign Painters

A-1 SIGNS

SIGNS OF ALL KINDS
TRUCKS—WALLS—BULLETINS
GOLD & SILVER WINDOW SIGNS
OFFICE DOOR, LETTERING
SHO-CARDS—STREAMERS
BANNERS PICTORIALS
"Buzz Me" Casey-GI lbert 3-4970
Skilled Artists - Fair Prices
810½ J. GI lbrt 3-4970

A B C SIGN SHOP

SIGNS OF ALL KINDS
COMPLETE LETTERING SERVICE
E. E. HANSON
"Call Me Hans"
El Monte Av
208 W Bassettlaw Av N Sacto. HI ckry 9-6465

ABLE SIGN CO 522 I. GI lbrt 2-8513
(See Advertisement This Page)
(Continued Next Page)

THE DOSCH COMPANY

Since 1929

Signs

AUTHORIZED DEALER



GI LBERT 3-6581

COMMERCIAL SIGNS
TRUCK LETTERING
REAL ESTATE SIGNS
GOLD-LEAF LETTERING
"SCOTCHLITE" SIGNS
SCREEN PROCESS

LICENSED FLUORESCENT
DAY-GLO PATD.
DISPLAYS

P. O. Box 1084 200 - V - STREET Sacramento

Est. 1920

SIGNS

SCENIC & PICTORIAL DISPLAYS
STORE FRONT DISPLAYS
WOODEN CUT OUT LETTERS
SHOW CARDS
TRUCK LETTERING OF ALL KINDS
HI lcrest 5-5561
SAM F. FLINT
2709 X ST. SACTO

ABLE Signs

Expert
LETTERING SERVICE
TRUCK & GOLD LEAF LETTERING
SHOW CARDS
Dial GI lbert 2-8513
522 Eye

FRIEDEN

FOR
HIGHEST QUALITY
GOLD AND SILVER LEAF
WINDOW SIGNS
TRUCK AND OFFICE DOOR
LETTERING
3735-4TH AVENUE • HILLCREST 5-3689

CAPITOL SIGN CO.

Sho-Cards
+ Posters
+ Cut-out Displays
+ Screen Process
Dial GI lbert 2-2585
Sammy Lee
Public Mkt. Bldg.
Mezzanine Floor
13th & J St.

Sign Painters—(Cont'd)

ACME SIGN CO

COMMERCIAL SIGNS
TRUCK LETTERING
GOLD LEAF
SHOW CARDS
"SCOTCH-LITE SIGNS"

520-12th GI lbrt 2-1393

BRADOVICH-KROLL SIGNS 2013 O. HUdsn 4-2863
(See Advertisement This Page)

C S Signs 3414-19th Av. Hlcrst 6-5127

CAPITOL SIGN CO

Sammy Lee-Sho-Cards-Posters-Signs

13th & J. GI lbrt 2-2585
(See Advertisement Page 386)

CARITHERS SIGN CO

Established 1921

Complete Lettering Service

Office Door Lettering

Truck & Gold Lettering a Specialty

923-6th GI lbrt 3-7058

DOSCH CO THE 200 V. GI lbrt 3-6581
(See Advertisement Page 386)

Frieden Sam S 3735-4th Av. HI lcrst 5-3689
(See Advertisement Page 386)

HAMILTON BOB

SIGNS

Scenic & Pictorial

Walls - Bulletins - Windows

Gold & Silver Leaf Lettering

Truck Lettering - Outdoor Advertising

3425-52d HI lcrst 5-6759

If no answer call HI lcrst 7-0757

Landerman Sign Service 2110 I. HUdsn 4-6854
(See Advertisement This Page)

Sign Painters—(Cont'd)

LINCK'S SIGN-ART

COMPLETE SIGN
& ART SERVICE

Trucks - Walls - Bulletins

Show Cards - Displays

Real Estate Signs

VETERAN OWNED & OPERATED

"FREE ESTIMATES"

Bet H & J

912-56th HI lcrst 6-5550

POQUE L

WALLS - BULLETINS

TRUCK LETTERING

STORE FRONTS

WOODEN CUT OUT LETTERS

OUTDOOR ADVERTISING

Fruitridge Rd at

5515-35th HI lcrst 5-7074

SUPERIOR SIGNS

COMPLETE QUALITY
SIGN SERVICE

A. W. "Art" ELLIS

1317-20th HU dsn 4-1875

ONIONLESS ONION

If you like potato salad but do not like raw onion, you might try boiling an onion in the water in which you are boiling the potatoes for the salad. This gives the Spuds the flavor of onion.

Sign Painters—(Cont'd)

WINTER HEINIE & SON

COMPLETE
SIGN SERVICE

Truck Lettering a Specialty

"Tell 'Em With Paint"

Hickory 9-8589

2550 Carlsbad Dr. Hickory 9-8589

Signal Systems

See Also Burglar Alarm Systems

Burbou Industries Inc

5671 Freeport Blvd. Hlcrst 7-6597

Henderize Inc 5667 Freeport Blvd. Hlcrst 7-6593

Mechanical Cop Distributor

5675 Freeport Blvd. Hlcrst 7-6647

PORTABLE TRAFFIC SIGNALS INC

5675 Freeport Blvd. Hlcrst 7-6647

Signs

A-1 SIGNS

SIGNS OF ALL KINDS

TRUCKS - WALL - BULLETINS

GOLD & SILVER WINDOW SIGNS .

OFFICE DOOR LETTERING

SHO-CARDS - STREAMERS

BANNERS PICTORIALS

"Buzz Me" Casey-GI lbrt 3-4970

Skilled Artists - Fair Prices

810 1/2 J. GI lbrt 3-4970

ABLE SIGN CO 522 I. GI lbrt 2-8513
(Continued Next Page)

bradovich • kroll
SIGNS
LARGE OUTDOOR SIGNS
DISPLAYS - DESIGNS
Truck and Window Lettering
Screen Process - Card Signs
2013 O St. (Rear)
HUdson 4-2863
If no answer call GI lbrt 3-7461

for better
SIGNS
BETTER CALL
HUdson 4-6854
LANDERMAN
2110 EYE ST.
SACRAMENTO
LEAF..TRUCKS..WALLS
NEON..COMMERCIALS
advertising design

ZEON
The Mark of Merit "ZEON" is licensed only for illuminating equipment which conforms to measurable standards of quality established in the public interest nationally by the non-profit corporation, ZEON, Chicago, U.S.A.
SPECIFY ZEON QUALITY WHEN YOU BUY ELECTRIC SIGNS

SALES • RENTALS • SERVICE
HI lcrst 6-4778
LICENSED TO USE THESE SYMBOLS OF DEPENDABLE QUALITY
Underwriters Laboratories Inc
ELECTRIC SIGN
Listed under Label Service of Underwriters Laboratories, Inc.
ZEON
The Mark of Merit
Cold Cathode with GE Tubing
SINCE 1912
Electrical Products CORPORATION
1942 Broadway • Sacramento

LEDBETTER NEON

"ELECTRIC SIGN SERVICE CO."



MANUFACTURING
NEON SIGNS

SALES • RENTALS • REPAIRS

Featuring the **NEON** NIGHT PATROL

DAY & NIGHT SERVICE

FACTORY & OFFICE
1315 - 17TH STREET

Gilbert 3-7961

Night Phone HI lcrest 6-8044

Signs-(Cont'd)

Acme Sign Co 520-12th.....GI lbrt 2-1393
Capitol Sign Co 13th & J.....GI lbrt 2-2585
Carithers Sign Co 923-6th.....GI lbrt 3-7058

COASTAL NEON CO
1318½ Del Paso Blvd N Sacto... HI cky 9-3961
(See Advertisement Page 389)

Del Paso Signs
3817 Taylor Del Paso Hgts.....HI cky 9-7166
Dosch Co The 200 V.....GI lbrt 3-6581
Electric Sign Serv Co 1315-17th....GI lbrt 3-7961
Night Phone.....HI lcrest 6-8044
(See Advertisement This Page)

ELECTRICAL PRODUCTS CORP
1942 Broadway.....HI lbrt 6-4778
(See Advertisement Page 387)

FLINT SAM F 2709 X.....HI lcrest 5-5561
(See Advertisement Page 386)

Frieden Sam S
Truck & Office Door Lettering
3735-4th Av.....HI lcrest 5-3689

HACKLEY FRED C
SIGN-VERTISING
1 Block North of Marconi Av
1954 Auburn Blvd N Sacto... HI cky 9-0489

Hamilton Bob 3425-52d.....HI lcrest 5-6759

INGRAM DISPLAY
GENERAL LETTERING
SILK SCREEN PROCESS
CUT OUT LETTERS
6317 Eastern Av.....HI lcrest 5-0876

Ledbetter Neon 1315-17th.....GI lbrt 3-7961
LINCK'S SIGN-ART
See Adv Under Sign Painters
912-56thHI lcrest 6-5550
(Continued Next Page)

SPLATTER-ME-NOT

Turn a colander upside down over frying pan when frying chicken, fish or meat. Steam can escape but fat can't spatter.

Pacific NEON COMPANY



Stan Standing

719 - 12th ST.
SACRAMENTO

GILBERT 2-3553



Geo. Richards

SIGNS SOLD - RENTED - SERVICED
COLD CATHODE LIGHTING

When You Have
FORGOTTEN...A NAME
Recommended
By Someone

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

LOOK IN THE
Classified
TELEPHONE SECTION

You will probably recognize the name when you see it.

Signs—(Cont'd)

PACIFIC NEON CO 719-12th.....GI lbrt 2-3553
(See Advertisement Page 388)
Sacramento Neon Products
1708 Capitol Av.....GI lbrt 2-3425

WACHTER PLASTIC CO
PLASTIC SIGNS & LETTERS
LAMINATED SIGNS
727½ J.....GI lbrt 3-6046

Winter Heinie & Son
2550 Carlsbad Dr.....HI lbrt 9-8589

ZEON SIGNS & LIGHTING—
ELECTRICAL PRODUCTS CORP
1942 Broadway.....HI lbrt 6-4778

Be sure you include concealed telephone wiring and handy telephone outlets in the new home you're planning.

Signs—Maintenance Service

Coastal Neon Co
1318½ Del Paso Bl N Sacto.....HI ckr 9-3961
Electric Sign Serv Co 1315-17th.....GI lbrt 3-7961
Night Phone.....HI lbrt 6-8044

ELECTRICAL PRODUCTS CORP
1942 Broadway.....HI lbrt 6-4778
Ledbetter Neon 1315-17th.....GI lbrt 3-7961
Pacific Neon Co 719-12th.....GI lbrt 2-3553
Sacramento Neon Products
1708 Capitol Av.....GI lbrt 2-3425

WILMUNDER ELECTRIC
NEON SIGNS
MAINTAINED and REPAIRED
1705-29th.....HI lbrt 5-6857
If no answer call.....GI lbrt 3-2391

Signs—Supplies & Equipment

SCOTCHLITE BRAND REFLECTIVE SHEETING—
AUTHORIZED DEALER
DOSCH CO THE 200 V.....GI lbrt 3-6581

Silk Screen Processing

CLARKE L R Lemon Hill Av.....HU ntr 6-0162
DOSCH CO THE 200 V.....GI lbrt 3-6581

MOYER SCREEN PROCESS
Screen Processing — Decals — Display
910-6th.....HU dsn 4-6738

Superior Signs
Quantity Signs On Wood-Metal Or Paper
1317-20th.....HU dsn 4-1875

Silk Screen Processing Supplies

Elrod's Artist Materials 1022-14th....GI lbrt 2-3266

Silverware—Retail

BREUNER JOHN CO 604 K.....GI lbrt 3-8061
Fifth Avenue Jewelers
Sterling-Roofs-Community Silverware
1230-4th.....HU dsn 4-4801
GREBITUS JEWELERS 1108 J.....GI lbrt 2-9081

Sinks—See Plumbers' Supplies Headings

Skating Rinks

ICELAND SKATING RINK
1430 Del Paso Blvd N Sacramento. HI ckr 9-3121
If no answer call.....HI ckr 9-1240

RAINBOW GARDENS ROLLER RINK
SKATING-NIGHTLY EXCEPT MONDAY
Mat, Sat. & Sun. & Private Parties Mon.
Between Bell & Fulton on
Auburn Blvd.....HI ckr 9-9842

Rollerway Skating Rink 1801-9th....GI lbrt 3-2645
(See Advertisement This Page)

SENATOR ROLLER DROME
1031 Del Paso Blvd N Sacto.....HI ckr 9-9838
Office 1000-47th.....HI lbrt 5-3424
(See Advertisement This Page)

Many buyers turn to the Yellow Pages first.

Coastal

NEON



EARL G. WARREN
Residence IVanhoe 9-1101

OVER 21 YEARS EXPERIENCE
TO SERVE YOU

NEON SIGNS
SOLD • RENTED
SERVICED

1318½ DEL PASO BOULEVARD • NORTH SACRAMENTO

Co.

R.S.R.O.A.



PROFESSIONAL INSTRUCTIONS

OPEN NIGHTLY EXCEPT MONDAYS
7:30 to 10:30 P.M.
SATURDAY & SUNDAY AFTERNOONS
2:00 to 4:30 P.M.

Private or Special Parties by Appointment

SENATOR Roller DROME

1031 Del Paso Blvd. HI lbrt 5-3424

Complete

CALENDARS

For the Years of

1950 1951
1952 1953

WILL BE FOUND ON THE
inside BACK COVER of this
DIRECTORY

It Pays

To Answer Telephone Calls
PROMPTLY

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

Rollerway Skating Rink

"Keep Your Figure by Skating"



Hours 2 P.M. to 5 P.M.
Evenings 7 P.M. to 10:30 P.M.

SPECIAL RATES FOR
SPECIAL PARTIES

10:30 P.M. - 12:30 A.M.

CHICAGO SHOE SKATES FOR SALE

GI lbrt 3-2645

9th & R St.

Sacramento

Skiing Equipment—Retail

See also Sporting Goods Headings

ALLEN'S SPORT SHOP 1221 J..... GI lbrt 3-4216
SPALDING SPORTS STORE
 Ski Equipment Sold & Rented
 818 J..... GI lbrt 2-8915

Skin Treatments

KEITH JOHN R

DR. JOHN KEITH D.C.
 Skin Therapy

1015-22d HU dsn 4-4762

Slaughter Houses—See Meat—Whsle

Sleepers—See Contractors' Equipment

Sleeping Bags—See Camping Equipment

Slicing Machines

AAGAR E SORENSEN

Globe-Stimpson Local Representative
 Auburn Blvd. HI ckry 9-5149
 (See Advertisement This Page)

AMERICAN SLICING MACHINE CO

3002 E Anderson Stockton
 (Toll) Call "Operator" for..... Stockton 2-7430

BELORE HAROLD C

Hobart Food Slicers
 1916-16th GI lbrt 3-2287

GLOBE GRAVITY FEED SLICING MACHINES—

AUTHORIZED DISTRIBUTOR

SORENSEN N E

Also Globe-Stimpson Scales & Choppers
 Auburn Blvd. HI ckry 9-5149

Globe-Stimpson Products Sales Agency

Auburn Blvd. HI ckry 9-5149
Hobart Manufacturing Co

1916-16th GI lbrt 3-2287
KENNEDY CHARLES F E 1230 H..... GI lbrt 3-3091

U S SLICING MACHINE CO
 2108-16th HUdsn 4-2791

Slip Covers

BROOKS E A & MILDRED STUDIO

TAILOR MADE SLIP COVERS
 DRAPERIES - BEDSPREADS
 MADE TO ORDER

5021 Folsom Blvd. HI lcrst 5-7045

DRAPERY SHOP THE

J. Jewell Jones

CUSTOM MADE SLIP COVERS

FITTED & STYLED IN YOUR HOME
 Nice Selection of Fabrics in Stock
Draperies

3118 Broadway HI lcrst 5-3686

Moulds John Interiors & Fabrics

2922 Fulton Av. IV nhoe 9-6116

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

GLOBE-STIMPSON SLICING MACHINES

- ✓ Meat Choppers - Scales
- ★ Jim Vaughan Meat & Bone Saws
- ★ Steak Machines
- ✓ REPAIRING ON ALL MAKES
- ★ Used Machines - Machines Rented
- ALL MAKES - EASY TERMS

Hickory 9-5149

GLOBE-STIMPSON PRODUCTS

1 1/2 Miles from Sacramento
 On 99E & 40—Called Auburn Blvd.
 Rt. 6, Box 3192 Sacramento, Calif.

Smelters

Mars Metal Co 15th & E El Camino Av. Hickory 9-6603

Smoke Stacks—Cleaning

See Chimney Cleaners

Soaps—Retail

SUPER SOAP—

OAK PARK AUTO SUPPLY

2953-35th HI lcrst 6-8301

Soaps—Whsle & Mfrs

CALIF CHEMICAL CO OF NORTH SACTO

LAUNDRY SOAPS - CAFE SOAPS
 AUTOMOBILE SOAPS
 FLOOR CLEANERS & DETERGENTS

217 W Birch Av N Sacto. Hickory 9-2747

Du Best Company 108 K..... GI lbrt 2-7673

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

PARAGON SUPPLY CO

DETERGENTS & ANIMAL FAT SOAPS
 BORAXO & LURON - LIQUID HAND SOAP
 Open Saturdays Till 2 PM

1800-30th HI lcrst 7-8732

Procter & Gamble Co The

Fruitridge Rd HI lcrst 7-9823

Western Specialty Co 1115-19th HUdsn 1-0083

Social Service Organizations

American Red Cross Sacto Chapter

1300 G. GI lbrt 2-5851

Boy Scouts of America

2562 Portola Wy. HI lcrst 6-4793

Catholic Ladies Relief Society

Native Sons Bldg. HUdsn 1-1421

Catholic Welfare Bureau

Native Sons Bldg. HUdsn 1-1421

CATHOLIC YOUTH ORGANIZATION

1115 K HUdsn 4-1886

Children's Receiving Home Of Sacto

2822 X. HI lcrst 7-1068

Community Chest of Sacto Co

Elks Bldg GI lbrt 3-7985

Community Welfare Council of Sacto County

Elks Bldg HUdsn 4-9236

GOODWILL INDUSTRIES

The Goodwill Way Is a Practical

and Efficient Way to Help Others

YOUR CONTRIBUTION

Of Clothing - Furniture - Electrical Items

Books - Magazines, Etc., Make Possible

PAID EMPLOYMENT

For Many Aged & Handicapped People

HARRY J. RICHARDS, Exec. Sec'y.

707 Q. GI lbrt 3-5917

Jewish Community Council

Calif Fruit Bldg. HU dsn 4-7488

Lutheran Welfare Council of Northern Calif

2731 K GI lbrt 2-8789

Protestant Welfare Bureau 1119-6th. GI lbrt 3-7633

Sacramento Children's Home

2750 Sutterville Rd. HI lcrst 6-6457

Sacto County Society For Crippled Children

2116-18th HUdsn 4-8998

Sacramento Hearing Society 910-21st. GI lbrt 3-3571

Sacto Tuberculosis & Health Assn

1004-7th GI lbrt 2-7747

St Patricks Home

38th Av & Franklin Blvd. HI lcrst 5-8237

Salvation Army

Cast Off Materials 508 L. GI lbrt 3-9087

Mens Social Service Center 508 L. GI lbrt 3-9087

Stanford Home 800 N. GI lbrt 2-4959

Travelers Aid Society SP Depot. GI lbrt 3-1719

Volunteers of America 1116-6th. HU dsn 4-6647

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SERV 1602-27th HU ntr 6-1832

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 Chinaware - Silverware - Glassware
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Brownie's Lunch 5649 Stkn Blvd. HI lcrst 5-4800

College Inn 2100-11th Av. GI lbrt 2-9335

Fong's Fountain 1121-8th. GI lbrt 2-4510

Four Oaks Fountain & Lunch

2144 Grand Av Del Paso Hgts. HI ckry 9-9804

Harold's Fountain Lunch

Louie Chong-Owner

302 N 12th. HU dsn 4-6740

Hope & Chas Fountain Lunch

3810 Msvl Rd Del Paso Hgts. HI ckry 9-7232

Kay's Fountain

Sadie S Inada-Owner

331 N. GI lbrt 2-9366

Lindy's Fountain 1021A-9th. GI lbrt 2-9272

Maid-Rite Sandwich Shop 4449 Bdwy. HI lcrst 5-1744

Mary's Fountain 1202-4th. GI lbrt 2-8442

Sparky's Fountain 2464 Avalon Dr. IV nhoe 9-3716

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SEMONI A J 2181 Weller Wy. GI lbrt 3-6438

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Colonial Electronics Serv

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Davies Radio Shop 1501 E. GI lbrt 2-2565

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Cossich Coffee Co 920-24th. GI lbrt 2-8201

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GI lbert 3-4216

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• **FISHING TACKLE**

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- Fishing Tackle
- Guns
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- Camping Equip.
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- Baseball
- Softball
- Ice Skates
- Football
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- Outboard Motors
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R & H HARDWARE Carmichael. IV nhoe 9-2132

Ross's Sport Shop 3643 Stkn Blvd. HI lcrst 6-0490

SACRAMENTO SPORTING GOODS
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(See Advertisement This Page)

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NEW & USED GUNS
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Reloading Tools - Bullets - Powder
8 & L Binoculars - Woods Sleeping Bags
2801 J GI lbert 2-1906

South Sacto Sports Shop
4106 Franklin Blvd. HI lcrst 6-0757

(See Advertisement Page 391)

Spalding Sports Store 818 J GI lbert 2-8915

(See Advertisement This Page)

Swart's Hardware
1927 Del Paso Blvd N Sacramento. HI ckr 9-0784

Tackle Box The 2123 Broadway. HI lcrst 7-4735

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(See Advertisement This Page)

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Thomson-Diggs Co 1801-2d. GI lbert 2-7851

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Capitol Speedway Enterprise Inc
Davis Hwy HUdsn 4-5681

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Auto Racing-Hughes Stadium
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See Crop Dusting, Spraying; Also Metal Spraying;
Also Painting Contractors; Also Tree Service

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1716 L HUdsn 4-9376

FULLER W P & CO 1725-10th Gllbrt 2-1061

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

ORCHARD SUPPLY CO 1731-17th Gllbrt 3-2509

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2348 Stockton Blvd. HI lcrst 7-5705

Pol-Flo-Paint Sprayer Corp 1412-16th Gllbrt 3-1919

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See also Automobile Springs

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ALSO COIL SPRINGS
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See also Riding Academies

Selby's Riding Stables

Watt Av & Fair Oaks Blvd. HI ckrly 9-9822

Spic & Span Stables Marconi Av. IV nhoe 9-3203

Stage Lines—See Bus Lines

Stainless Steel—See Steel

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Bostitch-Western Inc Ochsner Bldg. . . GI lbrt 3-7461

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SLEEPER STAMP & STATIONERY CO

1015-8th &

2929 J HUdsn 1-1401

State Government Offices

See Alphabetical Directory Under
"Calif State of"

Stationers—Retail

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101D Cantalier N Sacto Hlckry 9-7019

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Sam Cassinelli - Eugene Gualco

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In Sacramento
Since 1856



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JORDAN-MAYO OFFICE EQUIPMENT &

SUPPLIES 1111 J. GI lbrt 2-1911

Martyrs' Stationery 914 J. Gllbrt 3-5907

(See Advertisement This Page)

Oak Park Stationery Co

Office Supplies Etc Gift Wrappings
2845-35th HI lcrst 7-0757

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SHAW-WALKER FILING SUPPLIES
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SEALS & BADGES

1015-8th &
2929 J HUdsn 1-1401

Village Stationery Shop

Fulton & Marconi IV nhoe 9-6077

Stationers' Supplies

Crocker's Stationery Supplies 1201 K. GI lbrt 2-0741

Stationers—Whse & Mfrs

Orman & Wyant 1236 C. Gllbrt 2-1019

Silvius & Schoenbackler 423 J. GI lbrt 2-9087

Statistical Service

Statistical Research Bureau 827½ J. . GI lbrt 3-1811

Steam Cleaning

See also Automobile Washing & Polishing, Etc

Adamson J W & Sons Service Station

4607 Stkn Blvd. Hllcrst 6-7664

Broadway Auto Wash 2418-23d. Hllcrst 7-3093

CAPITAL CAR WASH

STEAM CLEANING

Washing & Polishing
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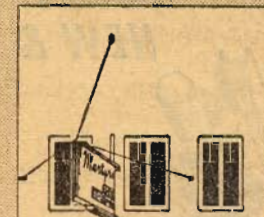
Pick-Up & Delivery
WHOLESALE & RETAIL

1420 I. GI lbrt 2-7066

(Continued Next Page)

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- Engineers' Supplies
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Phone

Gilbert 3-5907



914 J ST · SACRAMENTO

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 Week-End Work by Appointment
 Call for & Deliver

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 River Rd & Mill..... HU dsn 4-5471

PETERS BROS BODY & FENDER SHOP

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SACTO STEAM CLEANING CO

STEAM CLEANING

Autos - Trucks - Machinery
 WASHING & POLISHING
 SIMONIZING - WAXING - GLAZING
 Pick-Up & Delivery Service

16th & Broadway
 2419-16th GI lbrt 3-2917

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SPECIALIZE
 TRUCK STEAM CLEANING

520 N 16th..... GI lbrt 2-6740

Steam Cleaning Equipment

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KELITE PRODUCTS INC 719 K... GI lbrt 3-5897

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 Cunard - French - U. S. Lines
 Alaska S.S. - Delta - Alcoa
 No Charge for Our Service

GI lbrt 3-1769

DAVIS TRAVEL SERVICE

LOBBY SACRAMENTO HOTEL
 10TH & KAY STS. SACRAMENTO

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 Cunard White Star - U. S. Lines
 Honolulu - Europe - Alaska
 South America - Caribbean

No Charge for Our Service
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 Sacramento Hotel..... GI lbrt 3-1769

Davis Travel Service
 Sacramento Hotel..... GI lbrt 3-1769
 (See Advertisement This Page)

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 Front & Capitol Av..... GI lbrt 2-0441

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 ALL KINDS
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 (Continued Next Page)

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ALL SIZES... RECONDITIONED

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Hickory 9-3539

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For Every Need

Alloy Steel - Angles - Bands - Beams
 Channels - Plates - Structural Steel
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TUBING - BARS - BILLETS
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 SHAPES - ROUNDS - SQUARES
 HEXAGONS - OCTAGONS - FLATS
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*One of the Largest and Most Diversified
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 1657 W. GRAND AVENUE - (Toll) Hlgate 4-2030
 OAKLAND

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Lindsay & Monroe Stockton
(Toll) Call "Operator" for.... Stockton 4-8713

HICKINBOTHAM BROS LTD
536 S Aurora Stockton
(Toll) Call "Operator" for.... Stockton 9-9541

JORGENSEN EARLE M CO
1657 W Grand Av Oakland
(Toll) Call "Operator" for.... Highgate 4-2030
(See Advertisement Page 394)

Kyle & Co Ochsner Bldg..... GI lbrt 3-7461

KYLE & CO 348 N Harrison Stockton
(Toll) Call "Operator" for.... Stockton 4-8741
(See Advertisement Page 394)

NATIONAL STEEL & EQUIPMENT CO
2980 Auburn Blvd N Sacto..... HI ckrly 9-3539
(See Advertisement Page 394)

PALM IRON WORKS THE 15th & S... GI lbrt 2-1051

PIONEER STEEL & SUPPLY CO

Steel Bars - Structural
PLATES - COLD ROLLED
BOLTS - WELDING SUPPLIES
WIRE ROPE
STEEL WINDOWS

1215 North B..... HU dsn 4-8265

SLAKEY BROS INC 1400 North C... HUdsn 1-1481

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

TAY HOLBROOK INC 1801-22d... HI lcrst 6-3841

Thomson-Diggs Co 1801-2d... GI lbrt 2-7851

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2551 Auburn Blvd..... HI ckrly 9-2858

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Hot Rolled or Cold Finished Bars, Reinforcing Bars and Accessories, Structural Plates, Floor Plates, Sheets, Stainless, Alloy, High Strength Steels, Tubing, Tools, Supplies and Machinery.



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Steel Buildings

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1331 T..... GI lbrt 2-8991

HUB CITY ERECTION CO 1331 T... HUdsn 4-6776

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BUTLER BOLTED STEEL BUILDINGS
With Tailored Sheeting

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Stran-Steel Framing
General Building Contractor

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STURDY STRUCTURES

FOR

INDUSTRY - BUSINESS - THE FARM
Will Save You Dollars & Construction Time

1915-16th..... GI lbrt 3-6063

NON-SKID FOR MIXING BOWL

A folded damp cloth placed under a mixing bowl keeps it from slipping and speeds mixing.

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STEEL BUILDINGS
ROOF AND WALLS OF:
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Will Save Your Dollars & Construction Time
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Welding - Structural Frames
Hoppers

4701-24th St Rd..... HI lcrst 5-2491

HUB CITY ERECTION CO
Field Fabricating
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Independent Iron Works Inc 8th & Pine Oakland
(Toll) Call "Operator" for.... Templebar 2-0160

JUDSON PACIFIC-MURPHY CORP
4300 E Shore Hwy Emeryville
(Toll) Call "Operator" for.... Olympic 3-1717

KYLE & CO 348 N Harrison Stockton
(Toll) Call "Operator" for.... Stockton 4-8741

MOORE DRY DOCK COMPANY
Ft Of Adeline Oakland
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SACTO PIPE WORKS
16th & North B..... GI lbrt 2-5815

STEELFAB INC Railroad Yards Castroville
(Toll) Call "Operator" for.... Castroville 4661

STOCKTON IRON WORKS
Harrison & Lindsay Stockton
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Steel Forms—See Contractors' Equipment

Steel Products

International Steel Co Representative The
919 1/2 Bear Flag Wy..... HI lcrst 5-2445

National Steel & Equipment Co
2980 Auburn Blvd N Sacto..... HI ckrly 9-3539

Steel Wall Tile

See Tiles—Asphalt, Cork, Metal, Plastic, Rubber,
Tile Board, Etc., Headings

Steel Windows—See Windows—Metal

Stencil Cutting Machines

BUEHRER E C ASSOCIATES INC
527 Folsom S F
(Toll) Call "Operator" for.... Douglas 2-0937

INDUSTRIAL SERVICE CO 2415-17th S F
(Toll) Call "Operator" for.... Underhill 1-2593

Stencils—Duplicating Machine

See Duplicating Machine Supplies

Stencils & Stencil Supplies

A LIEBECK BUSINESS EQUIP CO
3021 Capitol Av..... HI lcrst 6-3877

DAVID TYPEWRITER CO 1305 J... GI lbrt 2-1441

Patrick & Moise-Klinkner Co
560 Market S F
(Toll) Call "Operator" for.... Exbrook 2-2641

CARRY COLOR SAMPLES

When a wall is painted, have the painter paint the color on a small piece of board. Then take this with you when you look at draperies, furniture, rugs, pictures, etc., for that room.

Stenographers—Public

Barnes Letter Shop
Reports—Legal—General—Reasonable
2611 V..... HI lcrst 5-8355

Capital Letter Shop 910-5th..... GI lbrt 2-7915

LETTER SHOP

Emma Doebler - Ruth Laughlin
Mimeographing - Multigraphing - Typing
Room 207
Forum Bldg..... GI lbrt 2-2947

STENO SERVICE 719 K..... GI lbrt 3-6459

Stenotype Reporters—See Reporters

Stereotypers

Scheuermann L & R Electrotype Co
914-6th..... GI lbrt 2-8760

Sterilizing Service

VALLEY MATTRESS CO
4160-14th Av..... HI lcrst 5-3019

Stickers—Advertising—See Labels

Stock Brokers

See Brokers—Stock & Bond

Stock Raising

Sacramento Hereford Log Barn
10th & Richards Blvd..... GI lbrt 2-6347

Storage—Cold

See Cold Storage Warehouses

Storage—Household

See Moving & Storage Service

Storage—Merchandise

See Warehouses Headings

Store Designers

Lillard & Associates 10th & Vine... HUdsn 4-9817

Louie George 707 1/2 J..... HU dsn 4-8932

Store Fixtures

A B C Furniture Exchange 524 L.... GI lbrt 2-8543

BEN ALI CABINET SHOP
3019 Ben Ali Av N Sacto..... HI ckrly 9-8680

BROADWAY CABINET SHOP
1220 Yale..... GI lbrt 2-2381

CAL-SAC CABINT MFG CO
1715-15th..... GI lbrt 3-2885

COLUMBUS SHOW CASES

Floor cases, wall cases, counters,
merchandising units, feature
display and special purpose units
— a complete line of styles and
sizes to fit any store.



"WHERE TO BUY THEM"

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McKesson & Robbins Incorporated—Sacramento
Division 425 North 7th..... GI lbrt 3-6861

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600 W Fremont Stockton
(Toll) Call "Operator" for.... Stockton 3-1643

EDWARDS CASE CO
2963 Del Paso Blvd..... HI ckrly 9-0173

Hinshaw Cabinet & Fixtures Co
111-11th W Sacto..... HUdsn 4-7465

ROYAL SHOW CASE & FIXTURE CO
770 McAllister S F
(Toll) Call "Operator" for.... Jordan 7-0311

SACTO CABINET & FIXTURE CO
1806-27th..... HI lcrst 6-0519

Western Wood Shop
See Our Ad Under Cabinet Makers
1103 E Bassettlaw N Sacto..... HI ckrly 9-8894

The Yellow Pages place your name and telephone number before the buyer at the very moment he wants what you have to sell.

Store Fronts

PACIFIC METAL AWNING CO

For a Beautiful Store Front
INSTALL "FOUR-WAY"
VENTILATED METAL AWNINGS
Permanent & Economical

5050 Perry Av. HI lcrst 6-9545
If no answer call. IV nhoe 9-1181

WAGNER SHEET METAL & SUPPLY CO

Porcelain Enameled Store Fronts

1829-22d HI lcrst 7-5781

Stoves & Ranges

See Ranges & Stoves Headings

Stucco Contractors

Cahill Plastering Co 3425-1st Av. HI lcrst 6-4363

Stucco Mfrs

Sacto Stucco Products Co
24th & American River. GI lbrt 3-6902

Sugar Brokers & Whslers

Brown A A Co Front & N. GI lbrt 2-3731
Lynn Jos B Co 2327-5th. GI lbrt 3-2041

Sugar Refiners

Spreckels Sugar Co
California Fruit Bldg. GI lbrt 3-2021
Spreckels Sugar Co Del Paso Station. HIckry 9-2916
Spreckels Sugar Co 2811-5th. GI lbrt 2-0449

Suit Cases—See Luggage Headings

Sun Lamps

ABBEY RENTS

Ultra-Violet Infra-Red And
Dri-Aire Lamps Rentals-Sales
1827 J HUDsn 4-9151

Surety Bonds—See Bonding Companies

Surgical Instruments

See Physicians' & Surgeons' Equipment & Supplies

Surplus Merchandise

See Salvage & Surplus Merchandise

Surveyors' Instruments

ODGEN IVAN

SURVEYING — ENGINEERING
EQUIPMENT & SUPPLIES

SOLD — REPAIRED
RENTED

INSTRUMENTS ADJUSTED

520-56th HI lcrst 5-4886

Surveyors—Land

Baillif Norman Winding Wy Fair Oaks
(Toll) Call "Operator" for. FairOaks 73-Y-3
BUTLER DRURY 2115 J. HUDsn 4-7656
PRESCOTT HAROLD S 620½ I. GI lbrt 2-2548

REYNOLDS FRANK H & CO

REGISTERED CIVIL ENGINEERS
LICENSED LAND SURVEYORS

Forum Bldg. GI lbrt 2-2217

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

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BEAGLE PRODUCTS CO

GREASWEEP
RICE HULL ASH

223 L. HU dsn 4-0433

CALIF CHEMICAL CO OF NORTH SACTO

Dustoff-Gresoff-Waxsweep
217 W Birch Av N Sacto. HI ckrly 9-2747
Continental Chemical Company

225 Almond Av N Sacto. HIckry 9-3542

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

Johnson-Peterson Supply Co

Harbor Blvd W Sacto. GI lbrt 3-8584

SIERRA CHEMICAL CO

Harbor Blvd W Sacto. GI lbrt 3-8584

Swimming Pool Construction & Service

Dennis Co The 2280 Fair Oaks Blvd. HIckry 9-6189
(See Advertisement This Page)

Inertol Co Inc

Ramuc for Painting Swimming Pools
Exalgae for Control of Algae
27 South Park S F
(Toll) Call "Operator" for. Sutter 1-4475
Local Representative GI lbrt 3-7855
If no answer call. GI lbrt 2-5497

LO PREST A C CO

Complete Swimming Pool Construction /
FINEST IN FILTRATION SYSTEMS

Diving Boards — Ladders — Vacuum Cleaners
Pool Chemicals & Accessories

NEW PLASTIC POOL COVERS

For Economy, Safety & Cleanliness
Write for New Brochure

551 Minna San Francisco. Market 1-1923

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Over 28 years of nation-wide pool construction experience. Private, resort, hotel & club pools - designed & constructed. Monthly or yearly maintenance plans. Free illustrated catalogue.



"FOR INFORMATION CALL"

PADDOCK ENGINEERING CO

Construction & Sales
7th Av & Bayshore Blvd San Mateo
(Toll) Call "Operator" for. Diamond 3-1889
Service & Equipment
333 N Bayshore Blvd Sn Mta
(Toll) Call "Operator" for. Diamond 4-6341

Swimming Pool Equipment

SERA-SOL ALGAE CONTROL—

SIERRA CHEMICAL CO
Harbor Blvd W Sacto. GI lbrt 3-8584

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.



- Gunite Construction
- Repairing & Maintenance
- Chemicals & Algae Control
- Filters

THE DENNIS CO.

Hickory 9-6189

2385 FAIR OAKS BLVD.

Swimming Pools—Public

Land Park Plunge
3630 Riverside Blvd. GI lbrt 3-4718

WILLS POINT PLUNGE & BALLROOM SWIMMING

11 A.M. TO 10 P.M.
Dancing Every Sat. - 9 A.M. to 1 A.M.
Home of Bob Willis
and his Texas Playboys
PICNIC GROUNDS - BARBECUE PITS
At Del Paso Park on
Auburn Blvd. IV nhoe 9-4767

Syrups

WICHT EXTRACT & SYRUP CO

Soda Fountain Syrups
126 K. GI lbrt 3-2927

Tables

HERRON A W CO

Howe Folding Banquet Tables
215-12th GI lbrt 3-2642

Tabulating Machines

REMINGTON RAND PUNCHED-CARD ACCOUNTING MACHINES—

REMINGTON RAND INC
1107 J. HUDsn 1-2511

Tabulating Service

REMINGTON RAND PUNCHED-CARD ACCOUNTING MACHINES—

REMINGTON RAND INC
1107 J. HUDsn 1-2511

Tags

DENNIS & SON TAG & LABEL CO

Complete Line - Every Style & Shape

24-HOUR SERVICE

Merchandise Tags and Pin Tickets in Stock

1820 Broadway. GI lbrt 2-4561

EASTMAN TAG & LABEL CO

2200-16th HUDsn 4-6300
(See Advertisement This Page)

U S Tag & Label Co Inc of Calif

1820 Broadway GI lbrt 2-4561

Tailors—Ladies'

BRUN'S TAILOR SHOP 721-11th. GI lbrt 3-7564
Capitol City Tailors Inc 1124-8th. GI lbrt 2-9528
Handy Shop 1903 Capitol Av. GI lbrt 2-5741
Mueller Mary J 2608 Marconi Av. IV nhoe 9-3889
Roberts Irene 714½-30th. GI lbrt 3-7321
Simpson J B Inc

See Advertisement Under Tailors—Men's

3100-43d HI lcrst 5-4857

Specialty Sewing Salon

2743 Riverside Blvd. GI lbrt 3-4779

Zimmerman F 1124-9th. GI lbrt 2-7440

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MADE IN CALIFORNIA

COMPLETE LINE for Every Business

SHIPPING	FEED—FERTILIZER
FACTORY CHECKING	MEAT & SAUSAGE APPAREL
ALTERATIONS	BAG TOPS
ADVERTISING	POINT OF SALE
AUTOMATIC TAG SPECIALISTS Since 1914	

Phone
HUDson 4-6300

EASTMAN Tag & Label Co.

2200-16TH STREET SACRAMENTO

Tailors—Men's

BALL AL

TAILORING

Ladies and Gents

Repairing - Remodeling - Relining
Fur Coats Remodeled - Pressing
Across from Auditorium

1605 J.....GI lbrt 3-2736

Berger Arthur 1006-10th.....GI lbrt 3-5378

BRAUN'S TAILOR SHOP

CUSTOM TAILORING
Men's & Women's Suits
Top Coats & Sport Clothes

A Large Assortment of Fine Woolsens
and Imported Materials
"EVERY MAN IS ODD
BUT WE CAN FIT HIM"
Alterations Our Specialty

721-11th.....GI lbrt 3-7564

Capitol City Tailors Inc 1124-8th.....GI lbrt 2-9528
(See Advertisement This Page)

Giorgi O & Son 605 J.....GI lbrt 2-4575

GUTT FRED TAILOR SHOP

Suits & Topcoats for Ladies & Men
Exclusively Tailored for You
FEATURING FORSTMAN WOOLENS
Other Foreign & Domestic Materials
From \$60.00 up
Alterations & Tailoring of Any Kind
Over 30 Years Experience

Hollywood Park
2108 Irvin Wy.....HI lcrst 5-3890

KESSLER WALTER A

30 YEARS OF FINE TAILORING TO
SUIT YOUR INDIVIDUAL TASTE

2329 1/2 J.....GI lbrt 2-9350

Tailors—Men's—(Cont'd)

Kilvein A 1900 K.....GI lbrt 2-4258

LIM FONG 1207-21st.....GI lbrt 3-7644
(See Advertisement This Page)

Manus Custom Tailors

Opposite Senator Hotel

1131-12th.....GI lbrt 2-1573

McNeill Ed C 55 Aiken.....HI lcrst 6-9654

Mueller Mary J 2608 Marconi Av.....IV nhoe 9-3889

Safeway Tailors 423 L.....HU dsn 4-9815

SIMPSON J B INC

SIMPSON CLOTHES

Exclusively Tailored To Measure
"They Flatter Because They Fit"

FOR MEN & WOMEN

Suits And Topcoats For
Business, Street,
Sport and Formal Wear
Appointments at Customers Convenience
Phone - Herbert P. Scott

3100-43d.....HI lcrst 5-4857

Spenchan M H 1004-0.....GI lbrt 2-9448

Tabor Elliott S 2300 Morse Av.....IVnhoe 9-2948

Terzakis Bros 432 J.....GI lbrt 3-9907

Zimmerman F 1124-9th.....GI lbrt 2-7440

Tailors' Trimmings & Supplies

Pallviny & Son 1229 H.....HU dsn 4-7751

Tallow

DAVIS HUGH S 5300-14th Av.....HI lcrst 5-5444

JULIAN TALLOW CO

WE BUY BUTCHER SCRAPS
RESTAURANT GREASE - HIDES
Remove Dead Stock Free of Charge
Phone Collect

Plant - Gerber Rd
Rt 1 - Box 1280 Florin, Cal
Orange Av.....HI lcrst 5-9069
If no answer call.....HI lcrst 6-6403

SACTO REDUCTION WORKS

Hides & Dead Stock

2317-3d.....GI lbrt 3-1921

Tamales—Retail

CAPITOL TAMALE CAFE

Between K & L

1116-10th.....GI lbrt 2-7208

JALISCO MEXICAN GROCERY

Tamales - Flour & Corn Tortillas - Chorizo
Mexican Food Our Specialty
Open Till 8 P.M.

318-12th.....HU dsn 4-3175

LA FIESTA TORTILLERIA

1406-5th.....GI lbrt 2-1745

Sarah's Cafe 6437 Folsom Blvd.....HI lcrst 5-9591

Tamales—Whsle & Mfrs

LA FORTUNA TORTILLERIA

313 1/2 L.....GI lbrt 2-5216

La Rosa Tamale & Enchilada Factory

2912 P.....HI lcrst 5-9380

Tanks

Brown T E

Wooden Tanks-Mfrs-New-Used

416 Snta Clara Alameda

(Toll) Call "Operator" for.....Lakehurst 3-0909

COLE WALTER R & CO

Steel-Butane-Propane & Pressure Tanks

1414-3d Oakland

(Toll) Call "Operator" for.....Highgate 4-0831

Franklin Machinery 1715-19th.....GI lbrt 3-0864

Independent Iron Works Inc

8th & Pine Oakland

(Toll) Call "Operator" for...Templebar 2-0160

Modesto Welding & Tank Works

718 S 99 Hwy Modesto

(Toll) Call "Operator" for.....Modesto 3190

Classified Directory advertising puts
the name of your business and products
before ready-to-buy customers.

Tanks—(Cont'd)

PERKINS WELDING WORKS

STEEL STORAGE TANKS

ANY SIZE OR WEIGHT
BLACK OR GALVANIZED
UNDERWRITERS APPROVED

RT. 2, BOX 3836

1/4 Mile East of Subway On Folsom Blvd
Folsom Blvd.....HI lcrst 5-4313

SACTO PIPE WORKS

16th & North B.....GI lbrt 2-5815

SORENSEN'S OF MENDOTA

Established 1925

Manufacturers of

A S M E & A P I STEEL CODE
PRESSURE VESSELS FOR ALL PURPOSES
UNDERWRITERS ABOVE & UNDERGROUND
STORAGE TANKS
SMOKE STACKS & BREECHING

N. St. P. O. Box 13, Mendota, Calif.
(Toll) Call "Operator" for.....Mendota 4511

WINDELER GEORGE CO LTD

Wooden Tanks For Every Purpose

2201 Jerrold S F

(Toll) Call "Operator" for.....Valencia 4-1841

Tanks—Septic—See Septic Tanks

Tanners

CALNAP TANNING CO

BUCKSKIN TANNING

"WE'LL TAN YOUR HIDE"

CALNAP TANNING CO.

Write for Shipping Instructions to

POST OFFICE BOX 82, NAPA, CALIF.

101 S Coombs Napa
(Toll) Call "Operator" for.....Napa 6-3373

Tapes

Industrial Tape Corp Ochsner Bldg.....GI lbrt 3-7461

Tarpaulins

CARNIE FRED E & SON COMPANY

2012 K.....GI lbrt 3-3802

CARNIE-GOODWIN-PENDLETON CO

LARGE STOCK PROMPT SERVICE
TARPAULINS

DESIGNED FOR ALL PURPOSES
TRUCKS - CROP COVERS - BOATS
FOR SALE OR RENT
Free Customer Parking

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

Fairfield Textile Works Highway 40 Fairfield
(Toll) Call "Operator" for.....Suisun 106-R-1

JANAK & SCURFIELD

2980-35th.....HI lcrst 6-3034

NATIONAL STEEL & EQUIPMENT CO

2980 Auburn Blvd N Sacto.....HI ckry 9-3539

SACTO GENERAL SUPPLY CO

3320 Broadway.....HI lcrst 6-3552

SACTO GENERAL SUPPLY CO

814 Grand Av Del Paso Hts.....HI ckry 9-3455

STOCKADE GENERAL STORE

2628 Fulton Av.....IVnhoe 9-3069

Tax Consultants

A B C BOOKKEEPING & TAX SERV

LET US TAKE ON YOUR OVERLOAD

EXPERT OPERATORS

Federal - State - Sales Tax Solved

2013 J.....HU dsn 4-3715

Amodei P A 2316 Alhambra Blvd.....HI lcrst 5-1826

Bassett J H D 2308-16th.....HU dsn 4-9867

If no answer call.....HI lcrst 5-6471

Bothun Hardy L 2124 J.....HU dsn 4-7792

BROWN WM FULFORD

1915 Capitol Av.....GI lbrt 3-3531

Browning & Pfanner

4332 Stockton Blvd.....HI lcrst 6-6343

Buchanan James 2824 S.....HI lcrst 7-9721

Capra & Buchanan 2824 S.....HI lcrst 7-9721

(Continued Next Page)



**SUITS MADE
TO ORDER**

For Ladies
& Gentlemen

Tailoring and
Alterations
Of All Kinds

20 Years Experience

LIM FONG

1207-21st

GI lbrt 3-7644



MADE TO ORDER

TAILORING
LADIES' & MEN'S

Suits & Slacks
Made to Measure

GI lbrt 2-
9528

ARTHUR HAAS (Founder)

40 Years of Service

CAPITOL CITY TAILORS INC.

Berry Hotel Bldg.

1124-8th

BLACK & WHITE TAXI

GILBERT 2-5825



- ★ Radio Dispatched Cabs
- ★ Free Wake-Up Calls



TAXI EXCHANGE GILBERT 3-7928

- ★ NEW EQUIPMENT
- ★ 100% UNION
- ★ FULLY INSURED

Leave Your Phone Number With Us
We Will Call You for Early Trains
and Busses

1124 3rd

SACRAMENTO

SERVICE WITH A SMILE

H & C TAXI • GREYHOUND TAXI

TELEPHONE GILBERT 3-3961



OUT-OF-TOWN TRIPS

All Passengers Insured

All Union Drivers

Office 215 K Street

Stands Conveniently Located at

FUN CENTER ARCADE
619 K St.

GREY DRUG STORE
401 K St.

P. G. & E. BLDG.
11th & K Sts.

FAY'S CLUB
1327 K St.

ROSE'S BUFFET
900-12th St.

DING HOW CAFE
2721 Broadway

COTTON CLUB
600 J St.

OLD TAVERN
2805 Capitol Ave.

CAPITAL CAFE, 400 J St.
TONY NEVIS, 16th & V Sts.

LENHART HOTEL
1121-9th St.

ROBERTS FISH GROTTO
1211 K St.

SMITH'S GROCERY
16th & N Sts.

Tax Consultants—(Cont'd)

- Copeland & Wilkes
Profession Center
210 Calvados Hickry 9-5511
Davis Arthur F 2612 Fulton Av. IV nhoe 9-6061
Eastburn B Dale 2326-16th GI lbrt 2-0862
FEDERAL ACCOUNTING & TAX SERVICE
2009-16th GI lbrt 3-3652
Harrold Orville G Fair Oaks Blvd. IV nhoe 9-4630
Kavouras James T Ochsner Bldg. GI lbrt 2-8005
MAIL ME MONDAY OF SACTO
1504 Broadway HU dsn 1-0229
If no answer call HI lcrst 6-3095
Maxwell John A 2828 Becerra Wy. IV nhoe 9-0100
MURDOCK & ASSOCIATES
Ochsner Bldg Gilbrt 3-8823
Prentice Hall Inc Ochsner Bldg. GI lbrt 2-2804
Prentice-Hall Inc Ochsner Bldg. HU dsn 4-3451
Reardon Edw J 1725 L Gilbrt 2-2002
Saetes & Assoc Ochsner Bldg. HU dsn 4-9282
SAYRE EDGAR A JR
Member Society of California Accountants
2815 J GI lbrt 3-9282
SOO HOO JAMES 2009-16th GI lbrt 3-3652
Straine Harry M & Sons
Cap Natl Bk Bldg. GI lbrt 3-7983
Thompson Acctng Serv 1025-9th. HU dsn 4-9262
Tregellas C Orval 720-24th. HU dsn 4-2818
Wright Delmer L 2620 N Hllcrst 7-9791

Tax Return Service

- Copeland & Wilkes
Profession Center
210 Calvados Hickry 9-5511
Naranjo Leopoldo Jr
819 Grand Av Del Paso Hgts. Hickry 9-0723
Reardon Edw J 1725 L Gilbrt 2-2002

Taxicabs

- AL'S TAXI**
2019 Del Paso Blvd N Sacto. HI ckry 9-3375
(See Advertisement Page 400)
BEALL TAXI CO 723 L GI lbrt 2-3818
BLACK & WHITE TAXI 1124-3d. Gilbrt 2-5825
(See Advertisement This Page)

CALIFORNIA TAXI

CALIFORNIA TAXI

GI lbrt 2-5258

Radio Cabs — 100% Union

Out of Town Rates

1501 E Gilbrt 2-5258

- Checker Cab Co 915-5th GI lbrt 3-4661
City Taxi Cab Co 907-4th GI lbrt 2-6955
CLUB TAXI CO 723 L GI lbrt 3-7941
(See Advertisement Page 399)
Courtesy Cab 1124-3d HU dsn 4-8237
(See Advertisement Page 400)
(Continued Next Page)

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Taxicabs—(Cont'd)

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24-HOUR SERVICE
SERVING DEL PASO HGTS.
RIO LINDA & ELBERTA DISTRICTS

Hickory 9-1236

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Locally Owned & Operated

3745 Rio Linda Blvd
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Green Top Taxi Co 907-4th. GI lbrt 2-3013
(See Advertisement Page 401)

GREYHOUND TAXI

GREYHOUND TAXI
24-HOUR SERVICE

Phone Gilbert 3-3961

215 K. GI lbrt 3-3961

H & C TAXI CO 215 K. GI lbrt 3-3961
(See Advertisement Page 398)

Heights Cab Co 2019 Del Paso Blvd. . HI ckry 9-6231
Luxor Taxi Co 907-4th. GI lbrt 3-2086
(See Advertisement Page 400)

Modern Cab Co 723 L. GI lbrt 3-7993
North Sacramento Cab Co
2019 Del Paso Blvd N Sacto. . . . HI ckry 9-3375
(Continued Next Page)

NAIL POLISH FOR METAL

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

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N A M E
or
ADDRESS
Is Forgotten

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

LOOK IN THE
Classified
TELEPHONE
SECTION

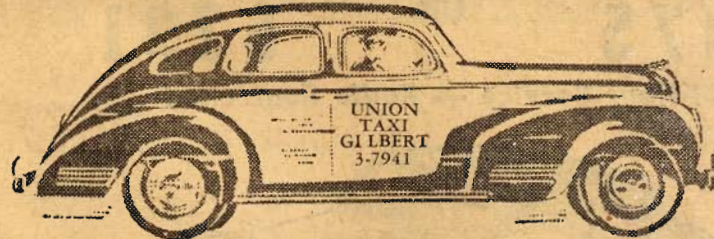
You probably will recognize the name or address when you see it.

No Waiting - Call a

UNION TAXI

Dial **Gilbert 3-7941**

TWO-WAY RADIO



100%
UNION

ALL
PASSENGERS
INSURED

The Only Taxi Serving Pacific Greyhound Lines
Office at Greyhound Depot - 7th & L

ESTABLISHED SINCE 1917 IN SACRAMENTO

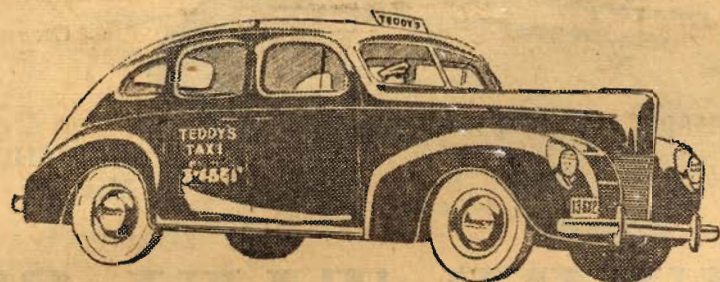
CLUB TAXI

Dial **Gilbert 3-7941**

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CABS
Gilbert 3-4661

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LOW RATES



40 Cabs To Serve You 24 Hours
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Complete Insurance Protection
100% UNION—Courteous Drivers

7-Passenger Limousines for
Weddings and Funerals, Etc.

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