

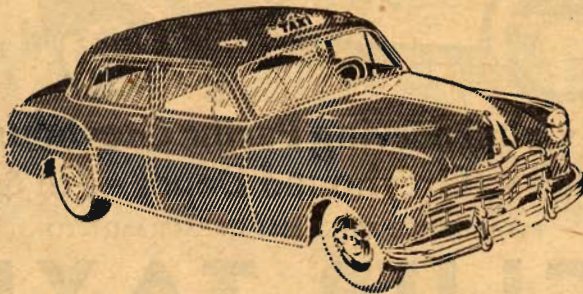
AL'S TAXI

SERVING NORTH AREA

CARMICHAEL TOWN & COUNTRY NORTH SACRAMENTO DEL PASO HEIGHTS HAGGINWOOD

Hickory 9-3375 OR **Hickory 9-6231**

24-Hour Service — Radio Controlled



OUT OF TOWN TRIPS—LOW RATES
Complete Insurance Protection

2019 Del Paso Blvd. - North Sacramento

Taxicabs--(Cont'd)

OAK PARK TAXI

Two-Way Radios
 24-HOUR SERVICE

HI lcrest 7-1760
 HI lcrest 5-3029

3201 Sacto Blvd. HI lcrst 7-1760
 Or call..... HI lcrst 5-3029

Oak Park Taxi 3201 Sacramento Blvd. HI lcrst 7-1760
 (See Advertisement Page 401)

Owl Taxi Co 1501 E. HUdsn 4-8284

PIONEER CAB CO

24-HOUR SERVICE

Call

HI lcrest 7-5024 Or HI lcrest 5-9862

3463-4th Av. HI lcrst 7-5024

RADIO CAB 3201 Sacramento Blvd. HI lcrst 5-3029
 Red Top Cabs 915-5th. GI lbrt 3-4661
 Senator Cab Co 915-5th. GI lbrt 3-4661

SKYLINE TAXI CO

GI lbert 2-1085

723 L. GI lbrt 2-1085

TAXI EXCHANGE 1124-3d. GI lbrt 3-7928

Teddy's Brown Cab Co 915-5th. GI lbrt 3-4661

TEDDY'S TAXI 915-5th. GI lbrt 3-4661

(See Advertisement Page 399)

UNION TAXI CO 723 L. GI lbrt 3-7941

Branch Ofc

2021 Del Paso Blvd N Sacto. HI ckry 9-5369

(Continued Next Page)

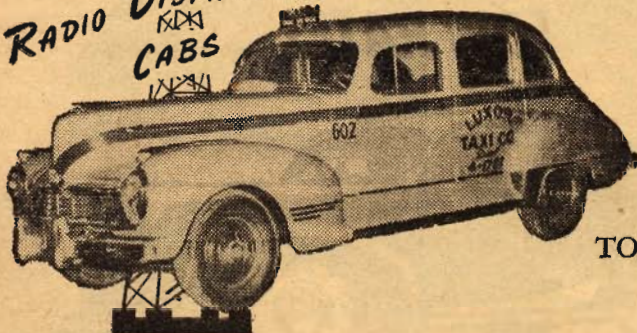


TAXI?

Dial

GILBERT 3-2086

RADIO DISPATCHED
 CABS



Veteran
 Owned

TOMMY SHEA
 Manager

LUXOR TAXI CO.

907-4TH STREET Across from S. P. Depot SACRAMENTO

COURTESY CAB CO.

100% Union
 Fully Insured



Radio Dispatched
 24-Hour Service

SACRAMENTO

HUDSON 4-8237

Taxicabs—(Cont'd)

United Taxi Co 1501 E. HUdsn 4-8284
 Veterans Taxi Co 1501 E. HUdsn 4-8284
 Veteran's Taxi Co 907-4th. GI lbrt 2-5450

VILLAGE CAB CO

STAND AT "Y" MOTEL
 Hwy 40 & 99 East Corner
 Auburn Blvd & Fulton Av. HI ckrly 9-3529

Yamato Transportation Service
 1328-4th HUdsn 4-1441
 Yellow Cab Co 915-5th GI lbrt 3-4661

Taxicabs—Limousine

See Automobile Rental

Taxidermists

Hartzell's Taxidermy Studio
 2619 Broadway HI lcrst 6-2342

HILBERT A H

GAME HEADS SPECIALIST
 A Complete Knowledge of Animal
 Anatomy Acquired Over a Period of
 30 Yrs. of Study & Experience Is
 Expressed in My Efficient Workmanship.
 1020-19th GI lbrt 2-5371

Tea Rooms—See Restaurants

Tea—Whsle

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

Teachers

See Schools; also Specific Types of Instruction

Teachers' Agencies

Educators' Service Agcy 2326-16th. HUdsn 4-3758
 If no answer call GI lbrt 2-2394

Telegraph Companies

Western Union Telegraph Co 1109-9th. GI lbrt 3-7441

Telephone Answering Service

Capitol Answering Service
 3924 Date Del Paso Hgts. HIckry 9-5522
 Morgan Tel Answering Serv 703½ J. HUdsn 1-0191
 (See Advertisement This Page)

**SACTO SOCIETY FOR MEDICAL
 IMPROVEMENT**

See Adv Physicians & Surgeons Exchanges
 1116-26th HUdsn 1-0157

SACTO TEL ANSWERING SERV

HILLCREST and HUNTER EXTENSION LINE SERV.
 General Tel. Answering Serv.
 Sacto Radio Dispatch Ofc. 24-Hr. Serv.
 2518 T. HI lcrst 6-6403

Telephone Answering Service

Ochsner Bldg GI lbrt 3-7461
 (See Advertisement This Page)

Telephone Apparatus

Telephone Equipment Company
 1741 Laurel Ln W Sacto. GI lbrt 2-5440

Telephone Companies

ARCHITECTS & BUILDERS SERVICE

Free advisory service on advance
 planning of telephone facilities in
 new building construction is available
 to architects, owners and builders.
 Costly alterations after completion of
 the building are frequently avoided
 through proper advance planning.
 Call the Telephone Company business office and ask for
 "Architects and Builders Service."



"SERVICE RENDERED BY"

**PACIFIC TELEPHONE & TELEGRAPH
 CO THE 1414 K. GI lbrt 3-0641**

PAC TELEPHONE & TELEGRAPH CO THE
 Business Office 1414 K. GI lbrt 3-0641

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

OAK PARK



Latest Modern Two-Way Radios
 Fast Dependable Service



100% UNION

HI LLCREST 5-3029

ALL PASSENGERS INSURED — 24-HOUR SERVICE

Owned & Operated by FRED & GLENN PFAHL

OFFICE: 7th AVE. & SACRAMENTO BLVD.

**MORGAN
 Telephone Answering Service**



(1) We take after-hour calls for every type of firm. (2) We dispatch your service men for night repair calls, etc. (3) We solve holiday and overtime problems.

• NO CONTRACT. Monthly basis, short notice to start service. Minimum rates.

703½ J HUDSON 1-0191

**GREEN TOP
 TAXI CO.**

Veteran Owned

GI lbrt 2-3013

907 - 4th

**Telephone Answering
 Service**



Over 13 Years in
 Same Location

GI lbrt 3-7461

24-HOUR SWITCHBOARD

WE ANSWER YOUR TELEPHONE
 AS YOUR SECRETARY

Receive & Dispatch Messages
 365 Days of the Year

Call Regarding Three Distinct Services

Telephone Answering Service
 OCHSNER BLDG.

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE

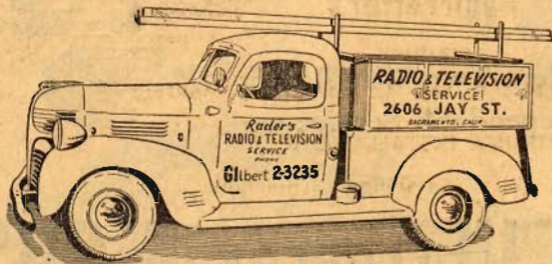
Classified
TELEPHONE SECTION

Rader's RADIO and TELEVISION SERVICE

2606 Jay Street SACRAMENTO'S FIRST AND OLDEST TELEVISION SERVICE GILBERT 2-3235

Licensed Television Installation and Service
By Trained Technicians Using Modern Equipment

RADIO
SERVICE
ON ALL
MAKES



WE GO
ANYWHERE

AUTHORIZED SALES & SERVICE
RCA-Victor - Motorola - Hoffman - Etc.

All Types of Antenna Installations and Service
Insurance Protection During Installation

Wholesale Television Service & Installation
FOR DEALERS

2606 Jay St., Sacramento

GILBERT 2-
3235

Emergency
Phone
HILCREST 6-
8615

SPECIALISTS

Television & Radio

Sales & Service

CAPEHART - PHILCO - ZENITH - GENERAL ELECTRIC
HOFFMAN - RCA - MOTOROLA

FREE CUSTOMER PARKING - REAR OF STORE

TELEVISION ANTENNA SERVICE

ALL WORK
GUARANTEED

GILBERT 2-0641

RECORD
CHANGERS
SERVICED

J. PAUL HANKS AUGUST BENDEL
ROY K. BROWN

RADIO SERVICE & EQUIP. CO.

1424 J STREET

Since 1928

SACRAMENTO

Television Apparatus-Installation & Service

ACME RADIO & TELEVISION
2719 Broadway HI lcrst 7-0096
ALHAMBRA RADIO CENTRE
2010 Alhambra Blvd. HI lcrst 5-4748
BAKER TELEVISION INSTALLATION & SERVICE
COMPLETE SERVICE & INSTALLATION
Also
Apartment House Multi TV Systems
20th & P. GILBERT 3-4325

BREUNER JOHN CO 604 K. GILBERT 3-8061
COAST RADIO COMPANY 900 J. GILBERT 2-0424
COLONIAL ELECTRONICS SERV
4610 Stockton Blvd. HI lcrst 5-3801

(Continued Next Page)

Consult our free Architects and Build-
ers Service about concealed telephone
wiring before you build.

What calls

Did He

MISS?

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

Your calls may be impor-
tant. See that the receiver
is properly replaced.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

HANDY MAN OR SPECIALIST

You're almost certain to find the person
or firm to do the job you want done
when you

LOOK IN THE
Classified
TELEPHONE SECTION

Television Apparatus-Installation & Service-(Cont'd)

GENERAL ELECTRIC TELEVISION TUBES AND PARTS

For all makes, all models. Have your set serviced with General Electric tubes and parts . . . "The finest any set can have."



"WHERE TO GET SERVICE"

COAST RADIO COMPANY 900 J. Hillcrest 2-0424
Valley Television & Service
5010 Freeport Blvd Hillcrest 6-0971

GEORGE'S RADIO SERVICE
920 Del Paso Blvd N Sacto. Hickory 9-0812

HALE'S APPLIANCE STORE
13th & K. Hillcrest 2-7871
Handy Andy Radio 5533 H. Hillcrest 7-1950
(See Advertisement This Page)

MARCHI MUSIC CO 1208 J. Hillcrest 2-9066
Pac Television 4757 J. Hillcrest 6-0388

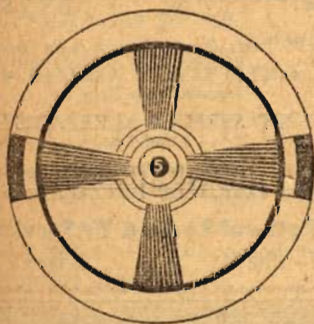
PETZVAL RADIO & TELEVISION SERVICE
1627-19th Hillcrest 2-3925
(See Advertisement Page 404)

RADER'S RADIO & TELEVISION SERVICE
2606 J. Hillcrest 2-3235
(See Advertisement Page 402)
(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.

PACIFIC TELEVISION



☆ SERVICE
☆ INSTALLATION

Service Done in Your Home or Our Shop at Your Convenience

Day or Night

Emergency Sets Supplied

Hillcrest 6-0388

4757 JAY ST.

SACRAMENTO

TELEVISION

SALES & SERVICE

"First in Sacramento with Television Exclusively"



Bendix
Radio and
Television



hallicrafters



Balanced Beam

Television

GUARANTEED REPAIRS ON ALL MAKES & MODELS & ANTENNA INSTALLATIONS

- Fast Service
- Skilled Technicians
- Most Modern Equipment

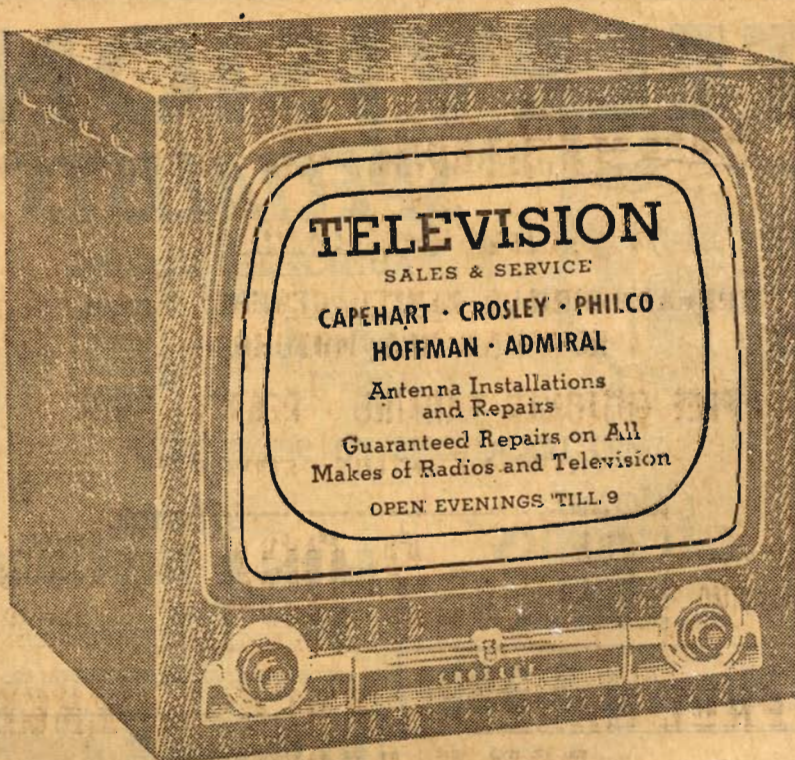
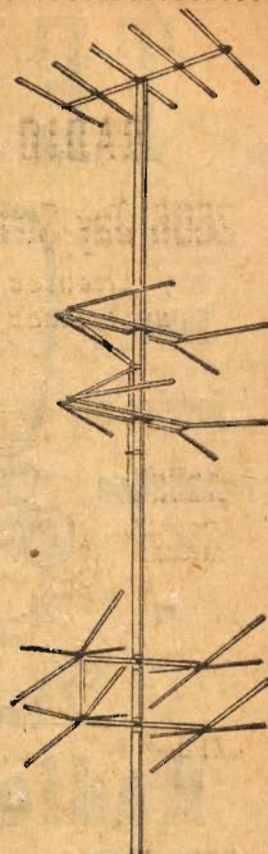
Just Call

HILLCREST 6-0971

VALLEY TELEVISION

5010 FREEPORT BLVD.

SACRAMENTO



TELEVISION

SALES & SERVICE

CAPEHART • CROSLY • PHILCO
HOFFMAN • ADMIRAL

Antenna Installations
and Repairs

Guaranteed Repairs on All
Makes of Radios and Television

OPEN EVENINGS 'TILL 9

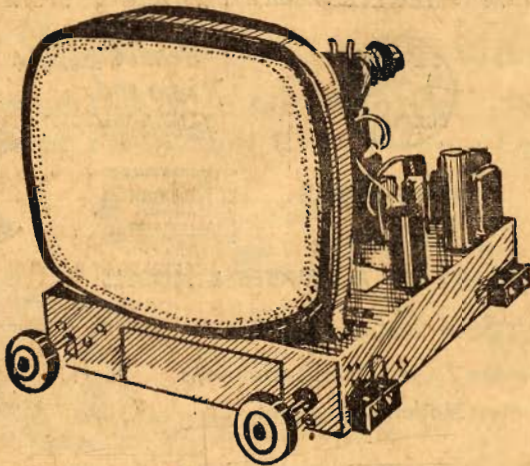
HANDY ANDY

5535 H Street

Hillcrest 7-1950

TELEVISION

Sales
Service
Installation



Authorized Dealer
Zenith
Motorola
Hallicrafters
General Electric

Dial HILLCREST 6-3506

Radio Tel Service Co.

5526 H St.

Open till 9 P.M.

Television Apparatus-Installation & Service-(Cont'd)

RADIO SERVICE CENTER

NORTH SACRAMENTO
TELEVISION

Sales Installations Service

Across from Bank of America
2020 Del Paso Blvd N Sacto... HIckry 9-4401

Radio Serv & Equip Co 1424 J... GI lbrt 2-0641
(See Advertisement Page 402)

RADIO TEL SERVICE CO

EXPERT TELEVISION SERVICING &
GUARANTEED ANTENNA INSTALLATIONS
5526 H... HIlcrst 6-3506

Radio Tel Service Co 5526 H... HI lcrst 6-3506
(See Advertisement This Page)

SACRAMENTO ELECTRIC CO

1931 J... GI lbrt 3-1533
SAGE RADIO SERVICE CO 1 at 15th... HUdsn 4-0869
(See Advertisement This Page)

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

TV FOTO DEN

INSURE THAT TV WITH
FRANCHISED SERVICE
Open Evenings - Television Nightly
2831 Fair Oaks Bl Carmichael. IVnhoe 9-1873

TV Laboratories of America
4750 Franklin Blvd... HIlcrst 6-3580

VALLEY TELEVISION & SERVICE

5010 Freeport Blvd... HI lcrst 6-0971
(See Advertisement Page 403)

SEWING HINT

Ever nick the fabric when removing
buttons? Just slide a comb under the
button and cut the thread with a razor
blade.

TELEVISION SPECIALISTS



AUTHORIZED DEALERS

for



TWO LOCATIONS TO SERVE YOU

Colonial
ELECTRONICS
SERVICE

4610 STOCKTON BLVD.

HI lcrest 5-3801



- INSTALLATIONS
- WHOLESALE
- RETAIL
- REPAIRING
- CITYWIDE COVERAGE

Manor
RADIO & TELEVISION

IN
FRUITRIDGE SHOPPING CENTER

STOCKTON BLVD. AT FRUITRIDGE RD.

HI lcrest 6-4307

SPECIALIZING IN
SALES & DEMONSTRATIONS



For Service Call

PETZWAL

GI lbert 2-
3925

"For 30 Years, Quality Service in Sacramento"

- TELEVISION AERIALS •
Installation & Repairs

TV SERVICE & REPAIRS
All Makes

Personal Service by
DARRELL PETZWAL

Petzwal Radio & TV Service

1627 - 19th St.

GI lbert 2-3925



Eye at 15th St.

HUdson 4-0869

"The House That Service Built"

SAGE RADIO

Television Apparatus-Retail

ADMIRAL TELEVISION-

COAST RADIO CO 900 J.....GI lbrt 2-0424
 EASTERN THE 1114 J.....GI lbrt 2-7641
 QUAY APPLIANCE 1632 Broadway GI lbrt 3-6781

BENDIX TELEVISION AND RADIO

The Picture with the Billion Dollar Background . . . a product of Bendix Aviation Corporation, manufacturers of automotive, railroad, marine, aviation and industrial equipment, including electronic devices for radar and guided missiles.

*Bendix
Television
and Radio*

"WHERE TO BUY IT"

DISTRICT MERCHANDISER

KANE COMPANY 1355 Market S F
 (Toll) Call "Operator" for . . . Klondike 2-2311

DEALER

Valley Television & Service
 5010 Freeport Blvd HI lcrst 6-0971

BREUNER JOHN CO 604 K GI lbrt 3-8061

CAPEHART TELEVISION-

HENLE'S SPEEDY RADIO SERV
 1904-28th HI lcrst 7-4654
 HANDY ANDY RADIO 5533 H . . . HI lcrst 7-1950

CARRICK BART

TELEVISION SALES & SERVICE

All Makes

ADMIRAL HOFFMAN

ZENITH

Dependable Service By
 Factory Trained Experts

19th & P GI lbrt 3-4976

COAST RADIO CO 900 J GI lbrt 2-0424
 Coffin's Pat Radio-Television

2620 Marconi Av IVnhoe 9-6310
 DePaul's Radio Service

3241 Folsom Blvd HI lcrst 7-0034

ED'S

RADIO & TELEVISION

ZENITH

SALES - SERVICE - INSTALLATION

TELEVISION DEMONSTRATION

Open Evenings Till 11 P.M.

EDDIE DAVID - Owner

2709 Riverside Blvd HU dsn 4-3688

F & W REFRIGERATION SERVICE

1423-28th HI lcrst 5-1695

FEY'S HARDWARE & APPLIANCES

555 La Sierra Dr IVnhoe 9-3931

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

Dial

HILLCREST 6-3506

FOR

Radio Tel Service Co.

AUTHORIZED DEALER

MOTOROLA - ZENITH

GENERAL ELECTRIC

HALLICRAFTERS

5526 H St.

Open Till 9 P.M.

**Television Apparatus-Retail-
(Cont'd)**

GENERAL ELECTRIC TELEVISION

Big as life - clear as life pictures. Big screen viewing, 12 channels, automatic sound, G-E Dynapower speakers, simplified tuning, constant focus, hand-rubbed cabinets.



"WHERE TO BUY THEM"

DISTRIBUTOR

GENERAL ELECTRIC SUPPLY CORP
 1131 S GI lbrt 3-9001

DEALERS

BREUNER JOHN CO 604 K GI lbrt 3-8061
 COOK ROSCOE D
 2125 Del Paso Blvd HI lcrst 9-2754

GOODYEAR SERVICE STORE
 1630 L HU dsn 4-9166

Radio Serv & Equip Co 1424 J . . . GI lbrt 2-0641
 RADIO TEL SERVICE CO
 5526 H HI lcrst 6-3506

SACRAMENTO ELECTRIC CO
 1931 J GI lbrt 3-1533

Valley Television & Service
 5010 Freeport Blvd HI lcrst 6-0971

HALE'S APPLIANCE STORE

13th & K GI lbrt 2-7871
 Henle's Speedy Radio Serv 1904-28th. HI lcrst 7-4654
 (See Advertisement This Page)

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once . . . you'll use it often.

**Television Apparatus-Retail-
(Cont'd)**

HOFFMAN TELEVISION

The Eye-Easy Television with Easy-Vision Lens. Eye easy cabinetry too . . . designed & built by Hoffman Craftsmen.



"WHERE TO BUY THEM"

DISTRIBUTOR

KEMP E M CO 1115 R GI lbrt 3-4668

DEALERS

ALHAMBRA RADIO CENTRE
 2010 Alhambra Blvd HI lcrst 5-4748

CARRICK BART 19th & P GI lbrt 3-4976
 COAST RADIO COMPANY 900 J . . . GI lbrt 2-0424

EASTERN THE 1114 J GI lbrt 2-7641
 HANDY ANDY RADIO 5533 H . . . HI lcrst 7-1950

Henle's Speedy Radio Serv
 1904-28th HI lcrst 7-4654

MANOR RADIO & TELEVISION
 5653D Stockton Blvd HI lcrst 6-4307

Radio Serv & Equip Co 1424 J . . . GI lbrt 2-0641
 SAGE RADIO SERVICE CO
 I at 15th HU dsn 4-0869

T V FOTO DEN
 2831 Fair Oaks Blvd Carmichael. IVnhoe 9-1873

JACKSON FURNITURE CO

14th & K GI lbrt 2-7604
 Jacobs W M Radio Co 1112-21st . . . GI lbrt 3-3238

LOVERDE'S HARDWARE
 6800 Fruitridge Rd HI lcrst 5-5753

(Continued Next Page)

When you advertise in the Yellow Pages, you remind ready-to-buy customers to come to your business. Advertise in the Classified Directory . . . it pays.

Henle's **SPEEDY**
RADIO SERVICE
Hillcrest 7-4654

Dealer for . . .
 CAPEHART
 PHILCO
 HOFFMAN
 RADIOS
 TELEVISION

CLIFTON K HENLE
1904-28TH ST.
 AT S. ST.

DAY-N-NIGHT
ALL MAKES REPAIRED.
 In Your Home or
 At Our Shop

TELEVISION ANTENNAS INSTALLED

PHONE FOR EVENING
 T. V. DEMONSTRATIONS

NO HIGH PRICES

Television Apparatus—Retail—
(Cont'd)

**MAGNAVOX TELEVISION RECEIVERS
SALES AND SERVICE**

Magnascope big-picture television systems have built-in filter to eliminate eyestrain, give clearer, sharper pictures. Traditionally fine Magnavox cabinets.



"WHERE TO BUY THEM"

Breuner John Co 604 K..... GI lbrt 3-8061
Coast Radio Co 900 J..... GI lbrt 2-0424
Sherman Clay & Co 1312 K..... GI lbrt 2-6911

MANOR RADIO & TELEVISION

5653D Stockton Blvd..... HI lcrst 6-4307
(See Advertisement Page 404)

MARCHI MUSIC CO

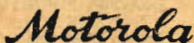
Auth. Television & Radio Dealers
RCA VICTOR — ZENITH
PHILCO

SALES & SERVICE
All Work Guaranteed

1208 J..... GI lbrt 2-9066

MOTOROLA TELEVISION

Motorola
Exclusive
"GOLDEN VIEW"



gives clear, sharp pictures and Golden Voice sound. Easy to operate. Priced amazingly low. Console models with FM and AM Radio Reception and Long Playing Record Player. Also Portable Television Sets.

"WHERE TO BUY THEM"

DEALERS

ACME RADIO & TELEVISION

2719 Broadway..... HI lcrst 7-0096

BABCOCK'S 800 Alhambra Blvd.. HU dsn 1-0081

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

COAST RADIO CO 900 J..... GI lbrt 2-0424

GOODRICH B F CO 1200 I..... GI lbrt 2-3811

HAGGIN-GRANT RADIO & ELECTRIC SERV

3385 Marysville Rd

Del Paso Hgts..... HI cky 9-4982

PAC TELEVISION 4757 J..... HI lcrst 6-0388

RADER'S RADIO & TELEVISION SERVICE

2606 J..... GI lbrt 2-3235

RADIO TEL SERVICE CO

5526 H..... HI lcrst 6-3506

SAGE RADIO SERVICE CO

I at 15th..... HU dsn 4-0869

T V FOTO DEN

2831 Fair Oaks Blvd Carmichael. IVnhoe 9-1873

PAC TELEVISION 4757 J..... HI lcrst 6-0388

(See Advertisement Page 403)

PACKARD-BELL RADIO PHONOCORD & TELEVISION—

COAST RADIO CO 900 J..... GI lbrt 2-0424

PHILCO TELEVISION—

ALHAMBRA RADIO CENTRE

2010 Alhambra Blvd..... HI lcrst 5-4748

CASSELL APPLIANCE CO 1317 K. HUdsn 4-7543

COAST RADIO CO 900 J..... GI lbrt 2-0424

DE PAUL'S RADIO SERVICE

3241 Folsom Blvd..... HI lcrst 7-0034

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

PROAPS BROS Fair Oaks Blvd.. IV nhoe 9-1274

Party Line Pointers:

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

Television Apparatus—Retail—
(Cont'd)

R C A VICTOR MILLION PROOF TELEVISION

WITH PICTURE POWER



"WHERE TO CALL"

DISTRIBUTOR

Meyberg Leo J Co 33 Gough S F
(Toll) Call "Operator" for... Market 1-3400

DEALERS

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

COAST RADIO COMPANY 900 J..... GI lbrt 2-0424

COLONIAL HOME APPLIANCES

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

RADER'S RADIO & TELEVISION SERVICE

2606 J..... GI lbrt 2-3235

T V FOTO DEN

2831 Fair Oaks Blvd Carmichael. IVnhoe 9-1873

Rader's Radio & Television Service

2606 J..... GI lbrt 2-3235

Radio Serv & Equip Co 1424 J..... GI lbrt 2-0641

RADIO TEL SERVICE CO

MOTOROLA — ZENITH — HALLCRAFTERS
GENERAL ELECTRIC
Open Evenings

5526 H..... HI lcrst 6-3506

RADIO TEL SERVICE CO 5526 H..... HI lcrst 6-3506

(See Advertisement Page 405)

SACRAMENTO ELECTRIC CO

1931 J..... GI lbrt 3-1533

SHERMAN CLAY & CO

LEADING MAKES
TELEVISION

and

TV — RADIO — PHONOGRAPH
COMBINATIONS

1312 K..... GI lbrt 2-6911

STROMBERG-CARLSON TELEVISION

More than a half century of experience in telephony and radio—is your assurance that in television too . . .

"There is Nothing Finer than a Stromberg-Carlson."



"WHERE TO BUY IT"

DISTRIBUTOR

EDWARDS FRANK CO

Appliance Division
Distributors For Northern Calif
382-6th S F

(Toll) Call "Operator" for... Market 1-9700

DEALER

Andresen Appliance Co 39th & J. HI lcrst 5-3680

STUCKY'S HARDWARE

Store No 1 4106 Franklin Blvd.... HI lcrst 7-6576
Store No 2 Michigan W Sacto.... GI lbrt 3-5417

SYLVANIA TELEVISION

For television or radio value and dependability — with every important electronic refinement — specify Sylvania — next best to "personal appearances" in your own home.



"WHERE TO BUY IT"

DEALERS

MANOR RADIO & TELEVISION

5653D Stockton Blvd..... HI lcrst 6-4307
Valley Television & Service
5010 Freepart Blvd..... HI lcrst 6-0971

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

Television Apparatus—Retail—
(Cont'd)

TV FOTO DEN

INSURE THAT TV WITH
FRANCHISED SERVICE
Open Evenings — Television Nightly
2831 Fair Oaks Bl Carmichael. IVnhoe 9-1873

Valley Television & Service
5010 Freepart Blvd..... HI lcrst 6-0971

WESTINGHOUSE TELEVISION—

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

ZENITH TELEVISION

QUALITY ENGINEERED
QUALITY BUILT



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Ed's 2709 Riverside Blvd..... HUdsn 4-3688

FEDERAL DEPT STORES 717 K..... GI lbrt 3-4634

FINNESTEAD WASHER SERVICE

1306 J..... GI lbrt 3-5061

HAGGIN-GRANT RADIO & ELECTRIC SERV

3385 Marysville Rd

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Radio Serv & Equip Co 1424 J..... GI lbrt 2-0641

RADIO TEL SERVICE CO 5526 H. HI lcrst 6-3506

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SACRAMENTO ELECTRONIC SUPPLY CO

1219 S..... GI lbrt 2-0719

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Allen's Sport Shop 1221 J..... GI lbrt 3-4216

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

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Termite & Pest Control
 Exterminating - Fumigating
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(See Advertisement This Page)

Valley Termite Co 1024-35th. HUdsn 1-1072

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 Terrazzo Floors - Steps - Patios
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Theatres

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Continuous Daily From Noon
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El Rancho Drive-In Theatre

Davis Hwy GI lbrt 2-3072

Esquire Theatre 1219 K. GI lbrt 2-9001

Fox Capitol Theatre 615 K. GI lbrt 2-1871

FOX SENATOR THEATRE

Continuous Shows Daily From Noon
 912 K. GI lbrt 3-9011

Fox West Coast Theatres 912 K. GI lbrt 3-2064

Theatres-(Cont'd)

Fruitridge Drive-In Theatre
 Fruitridge Rd. HI crst 7-2308

FRUITRIDGE THEATRE

5677 Stkn Blvd HI crst 7-9874

Grand Theatre 1917 Del Paso Blvd. HI ckry 9-3811

Liberty Theatre 617 K. GI lbrt 3-3529

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Burlesque Show Every Day
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Sequoia Theatre 5510 Franklin Blvd. HI crst 5-9538

Sky View Drive In Theatre 47th Av. HI crst 7-0578

Starlite Drive-In 14th N Sacto. HI ckry 9-3108

STATE THEATRE 939 K. GI lbrt 3-2585

STUDIO THEATRE 1227 K. GI lbrt 3-5074

Times Theatre 1214 K. GI lbrt 2-9003

Tower Theatre 16th & Broadway. GI lbrt 3-1981

Village Theatre Marconi & Fulton. HI ckry 9-8729

Westerner Drive-In Theatre

Manzanita Av. IV nhoe 9-1200

(See Advertisement This Page)

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Powder Post Beetle

Exclusively

Satisfaction Guaranteed

Scientific Pest Control

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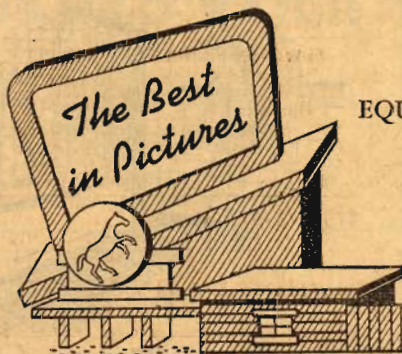
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2310-16TH

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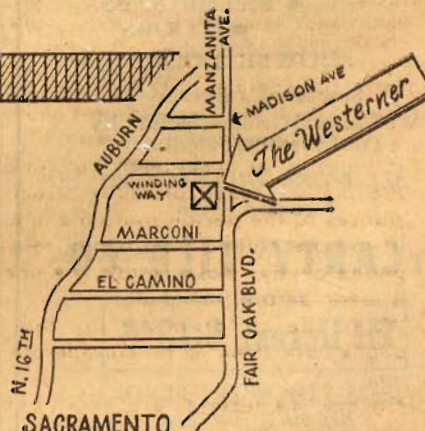
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Established 1932

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NEW WORK

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- FLOORS

SHOWER DOORS

Sink Work a Specialty
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DIAL
HI lcrest 6-1346

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 (See Advertisement Page 409)

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 (See Advertisement Page 409)

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 (See Advertisement Page 409)

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ALL WORK GUARANTEED
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 (See Advertisement This Page)
 (Continued Next Page)

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 26 Years Experience
 Guaranteed Work Free Estimates
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 (See Advertisement Page 408)
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 (See Advertisement This Page)
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 (See Advertisement Page 408)

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Established in Sacto 1932
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 embodying color balance.
 Colorfast, burnproof, verminproof,
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 and keep clean.



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When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

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HI lcrst 6-4789

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Free Estimates
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**HANDY MAN
 OF
 SPECIALIST**

You're almost certain to find the person or firm to do the job you want done when you

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"There is No Substitute"

Guaranteed Work on
**Drain Boards
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NEW &
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We Also Install Formica &
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Look

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Baked, Plastic - Finished Wall & Ceiling Panels for Baths, Kitchens, Showers, Hospitals, Hotels, Markets, etc. Colorful, Modern Designs.

Save Up to 50% - Easily Installed

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(See Advertisement This Page)

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For creating beautiful interiors. Large plastic-finished panels, easy to install and keep clean. Plain colors, horizontal, tile, wood and marble patterns. Sold by all leading lumber and building material dealers.



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Asphalt Tiles Laid in Your Home
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(See Advertisement This Page)
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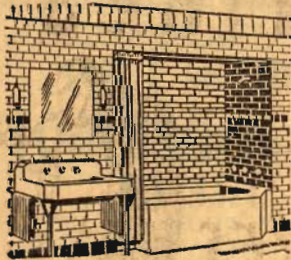
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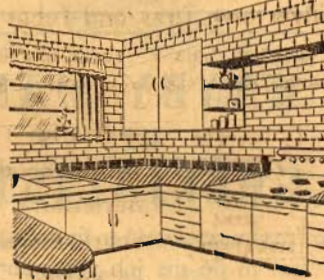
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(See Advertisement This Page)

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(Continued Next Page)

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USED TIRES IN NO. CALIF.

NEW & USED
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"ARCH" The Tire Man

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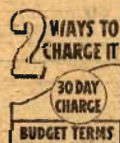
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Recapping

BABCOCK'S

Alhambra Blvd. at H
Hudson 1-0081
SACRAMENTO

AL NIELSEN TIRES

FISK TIRES



Wholesale & Retail

- RECAPPING
- USED TIRES
- ROAD SERVICE

DIAL

Gilbert 2-7689

1615 L

Tires-Dealers-(Cont'd)

FIRESTONE STORES 1531 L..... GI lbrt 3-9041
 Firestone Treading Shop 1817-8th.... GI lbrt 2-3912
 Fisk Tire Co Distrib 1615 L..... GI lbrt 2-7689

FISK TIRES

TIRE SERVICE
 RECAPPING /
 REPAIRS

When It's Time To Re-Tire
 BUY FISK
 *Reg. U.S. Pat. Off.



"WHERE TO BUY IT"

DISTRIBUTOR

Nielsen Al 1615 L..... GI lbrt 2-7689

GENERAL TIRES

More New Car
 Buyers Change
 Over to Generals
 Than to Any Other
 Tire



"WHERE TO BUY THEM"

PARSHALL GENERAL TIRES INC

1620 L..... GI lbrt 2-8936

GOODRICH B F TIRES

THE NEW
 PUNCTURE SEALING
 TUBELESS TIRE



TIRES & TUBES - RECAPPING - TIRE SERVICE

"WHERE TO CALL"

BABCOCK'S 800 Alhambra Blvd. . . . HU dsn 1-0081
GOODRICH B F CO 1200 L. . . . GI lbrt 2-3811
THRIFTY HOME & AUTO SUPPLY
 4770 Franklin Blvd. . . . HI lcrst 7-2098
 Turcotte & Crosby Automotive Service
 809 L HU dsn 4-1633

Goodyear Service Store 1630 L..... HU dsn 4-9166

GOODYEAR TIRES

More people ride on
 Goodyear Tires than on
 any other kind.

Let the Goodyear dealer
 be your Tire Service
 Headquarters.



"WHERE TO BUY THEM"

BLISS SHELL SERV Fulton Av. .IVnhoe 9-4707
GOODYEAR SERVICE STORE

1630 L..... HU dsn 4-9166

HANCOCK TIRE CO

1900 Broadway..... GI lbrt 3-5831

NORTH CITY SERVICE

1731 Del Paso Blvd N Sacto. . HIckry 9-9967

HAMMOND TIRE SERVICE

3460-2d Av. HI lcrst 6-4386
 Hancock Tire Co 1900 Broadway..... GI lbrt 3-5831

HATLEY & MORRILL TIRE CO

COMPLETE TIRE SERVICE
 RECAPPING & REPAIRING
 NEW & USED TIRES
 FOR TRUCK & PASSENGER CARS
 SEIBERLING DISTRIBUTOR

16th & R. HU dsn 4-8289

HOOD TIRES-

MATT'S NORWALK SERV
 4200 Stkn Blvd. HI lcrst 5-9788

JERRY'S SERVICE STATION

Grand Av & Marysville Rd. HI ckry 9-9894

WINDY DAY HINT

In hanging heavy articles, catch 2 thickness of fabric below the line with clothes pins to prevent them from blowing off.

Tires-Dealers-(Cont'd)

KELLY SPRINGFIELD TIRES

KELLYS ARE TOUGH
 PROVED & IMPROVED
 FOR OVER 56 YEARS
 PASSENGER RECAPPING
 TRUCK RECAPPING
 WHEEL BALANCING



"WHERE TO BUY THEM"

WHOLESALE-RETAIL

SUPERIOR TIRE CO

Rice Mill Rd W Sacto. HUdsn 1-0071

LEE OF CONSHOHOCKEN TIRES-

DIVISION OFFICE

SIGNAL OIL CO

Sold By Signal Service Stations
 2301 Blanding Av Alameda
 (Toll) Call "Operator" for Lakehurst 2-7130

DISTRIBUTOR

HANCOCK TIRE CO

1900 Broadway..... GI lbrt 3-5831

MONARCH INDUSTRIAL TIRES-

CODMAN GLEN L COMPANY INC

10521 Pearmain Oakland
 (Toll) Call "Operator" for Sweetwood 8-9100

NIELSEN AL 1615 L..... GI lbrt 2-7689

(See Advertisement Page 411)

O K Rubber Welders 3632 Broadway. . HI lcrst 5-9438

O K RUBBER WELDERS

COMPLETE TIRE SERVICE
 NEW - USED - RECAPPED
 Nation-Wide Guarantee
 109 E El Camino Av N Sacto. . HI ckry 9-5545

PARSHALL GENERAL TIRES INC

JACK HARRIS, Res. HIckory 9-1104
 RAY ANGEL, Res. HIckory 9-5425
 DEL BUCKENDORF, Res. . HI lcrst 7-0910
 LES JOHNSON, Res. IVanhoe 9-4771
 GENE BONHAM, Res. HIckory 9-7543

1620 L GI lbrt 2-8936

PENNSYLVANIA TIRES

AMERICA'S
 MOST MODERN TIRE
 THE SILENT VACUUM CUP
 Up to 40% Longer Wear
 Stops 17% Quicker
 COMPLETE TIRE SERVICE



"WHERE TO BUY IT"

DISTRIBUTOR

SADLER SWEET TIRE CO

911-16th GI lbrt 2-3202

Reed Parshall General Tires Inc 1620 L. GI lbrt 2-8936

RICHMOND TIRES-

LAHER SPRING & TIRE CORP

1217-16th GI lbrt 2-6851

Sadler Sweet Tire Co

Complete Tire Service
 911-16th GI lbrt 2-3202
 Schaap-Brenner Tire Co 1617 J. GI lbrt 2-1811

SEIBERLING TIRES-

HATLEY & MORRILL TIRE CO

16th & R. HUdsn 4-8289

STICE CLIFF TIRE SUPPLY

NEW - USED & RECAPS
 Farm - Tractor - Trailer - Airplane Tires
 Wheels & Axles Complete
 532 Broadway..... GI lbrt 3-6072

Superior Tire Co Rice Mill Rd W Sacto. HUdsn 1-0071

Thrifty Home & Auto Supply
 4770 Franklin Blvd. HI lcrst 7-2098

STOP THOSE SPOTS

To prevent old oil or grease spots on walls from "leading" through onto new wallpaper apply a coat of clear shellac before papering.

Tires-Dealers-(Cont'd)

U S TIRES

QUALITY TIRES
 QUALITY RECAPS
 QUALITY REPAIRS



"WHERE TO CALL"

DISTRIBUTOR

Schaap-Brenner Tire Co 1617 J. . . GI lbrt 2-1811

WARNER TIRE CO

NOLAND C. WARNER, Owner

TIRES - BATTERIES - ACCESSORIES

"24-Hour Tire & Lube Service"
 Expert Automotive Repair
 Chevron Truck Terminal

1 Mile West of Tower Bridge

Davis Hwy. GI lbrt 2-9245
 After 6 P M. GI lbrt 2-9419

Wilkinson Tire Co 3720 Stockton Blvd. HI lcrst 6-3480
 (See Advertisement Page 413)

Woodlake Service Station

1212 Del Paso Blvd N Sacramento. HI ckry 9-2190

Tires-Repairing

Arch The Tire Man 100 N 16th. GI lbrt 3-3583
 Archibald George W 100 N 16th. GI lbrt 3-3583
 (See Advertisement Page 411)

O K Rubber Welders

109 E El Camino Av N Sacto. HIckry 9-5545
 Sadler Sweet Tire Co 911-16th. GI lbrt 3-2317

Tires-Retreading & Recapping

Arch The Tire Man 100 N 16th. GI lbrt 3-3583
 Archibald George W 100 N 16th. GI lbrt 3-3583

BABCOCK'S RETREAD DIV

Sacramento's Finest Recapping

TRUCKS - BUSES & AUTOS

PICK-UP & DELIVERY

Terms & Guaranteed Work

301 N 16th. GI lbrt 2-4070

BABCOCK'S 800 Alhambra Blvd. . . . HU dsn 1-0081
 Capital Tire Co N 20th N Sacramento. HI ckry 9-4251
 Childs Tire Service 1201 Alhambra Bl. HI lcrst 7-5013

DEL PASO RECAP

TIRES RECAPPED

NEW & USED
 MANSFIELD TIRES
 BICYCLE PARTS & REPAIRS
 SPORTING GOODS

3611 Rio Linda Blvd. HI ckry 9-0805

FIRESTONE STORES 1531 L..... GI lbrt 3-9041
GOODRICH B F CO 1200 L. GI lbrt 2-3811
GOODYEAR SERVICE STORE 1630 L. HU dsn 4-9166

HAMMOND TIRE SERVICE

TIRES

RECAPPED - RETREADED
 VULCANIZING & REPAIRING

Complete Stock - New & Used Tires

Auto & Truck Tires

All Work Fully Guaranteed

Pick-Up & Delivery Service

3460-2d Av. HI lcrst 6-4386

(Continued Next Page)

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

**Tires—Retreading & Recapping—
(Cont'd)**

HANCOCK TIRE CO

Heavy Duty Truck Tire
Recapping & Service
All Work Guaranteed
PICK-UP & DELIVERY

1900 Broadway.....GI lbrt 3-5831

HATLEY & MORRILL TIRE CO

16th & R.....HU dsn 4-8289

LAHER SPRING & TIRE CORP

1217-16th.....GI lbrt 2-6851

MINTZ I 520 J.....GI lbrt 2-2702
(See Advertisement This Page)

NIELSEN AL 1615 L.....GI lbrt 2-7689

O K RUBBER WELDERS

COMPLETE TIRE SERVICE
RECAPPED - NEW - USED
Nation-Wide Guarantee

109 E El Camino Av N Sacto..HI ckry 9-5545

O K Rubber Welders

109 E El Camino Av N Sacto.....HI ckry 9-5545
(See Advertisement This Page)

PARSHALL GENERAL TIRES INC

1620 L.....GI lbrt 2-8936

SADLER SWEET TIRE CO 911-16th..GI lbrt 2-3202

Schaap-Brenner Tire Co 1617 J.....GI lbrt 2-1811

STICE CLIFF TIRE SUPPLY

532 Broadway.....GI lbrt 3-6072

SUPERIOR TIRE CO

Rice Mill Rd W Sacto.....HU dsn 1-0071

Wilkinson Tire Co

3720 Stockton Blvd.....HI lcrst 6-3480

Tires—Used & Rebuilt

Arch The Tire Man 100 N 16th.....GI lbrt 3-3583

Archibald George W 100 N 16th.....GI lbrt 3-3583

Brown Tire Co 3625-22d Av.....HU ntr 6-1971

HATLEY & MORRILL TIRE CO

16th & R.....HU dsn 4-8289

STICE CLIFF TIRE SUPPLY

532 Broadway.....GI lbrt 3-6072

Tires—Whsle & Mfrs

Firestone Tire & Rubber Co The

1811-12th.....GI lbrt 2-0445

Goodyear Tire & Rubber Co Inc The

1724-10th.....GI lbrt 3-4687

LAHER SPRING & TIRE CORP

1217-16th.....GI lbrt 2-6851

MANSFIELD TIRES—

BERT McDOWELL CO

10th & North B.....GI lbrt 3-1931

Reuland L P 2378 Hernando Rd.....IVnhoe 9-1906

RICHMOND TIRES—

LAHER SPRING & TIRE CORP

1217-16th.....GI lbrt 2-6851

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

RECAPPING

Written Guarantee

100% COLD
RUBBER

AT NO EXTRA COST

WILKINSON TIRE CO.

HI lcrest 6-3480

3720 STOCKTON BLVD.
at 12th Ave.

O. K. RUBBER WELDERS



TIRES

★ New

★ Used

★ Recapped

SIGN OF THE BEST

NEW ELECTRIC EQUIPMENT

NATION WIDE GUARANTEE ON ALL

RECAPPING

and Tire Repairing for

AUTOS - TRUCKS - TRACTORS

OUR NATION WIDE GUARANTEE

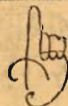
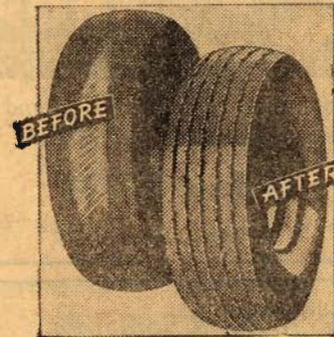
1. To give satisfactory wear under normal driving conditions;
2. Against defective material and workmanship;
3. Against all normal road hazards.

*One-Day Service
Call*

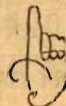
HI ckory 9-5545

109 E EL CAMINO
Corner of East El Camino & Del Paso Blvd.
NORTH SACRAMENTO

**TIRE
RECAPPING
1-DAY SERVICE**



BRING 'EM IN
LIKE THIS



DRIVE HOME
LIKE THIS

Wholesale & Retail - All Work Guaranteed

I. MINTZ

Phone
GI lbert 2-2702

520 JAY STREET SACRAMENTO
Drive in Rear for Service

Title Companies

Calif Pacific Title Insurance Co 801 J...GI lbrt 2-1851

CAPITAL CITY TITLE CO

CAPITAL CITY TITLE
COMPANY

HALE WARN, JR.
Manager

801 J.....GI lbrt 2-1851

Carquinez Title Co

2905 Pasatiempo Ln.....IVnhoe 9-3626

FIDELITY TITLE INSURANCE CO

Ross E. Pierce, Manager

TITLES GUARANTEED

ESCROW SERVICE

COURTEOUS - EFFICIENT

811 J.....HU dsn 4-9371

PIERCE ROSS E 811 J.....HU dsn 4-9371

SACRAMENTO ABSTRACT & TITLE CO

AND

TITLE INSURANCE & GUARANTY CO.

JOHN L. BOITANO - PRESIDENT

MORGAN E. LA RUE
EXECUTIVE VICE-PRESIDENT

M. R. TAGGART - SECRETARY

DIA! GI lbert 3-4871

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

TITLE INS & GUARANTY CO

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

WARN HALE JR 801 J.....GI lbrt 2-1851

Tobacco—Retail

See Cigars & Tobacco—Retail

Tobaccos—Whsle & Mfrs

CASH & SAVE TOBACCO CO

920-6th.....GI lbrt 2-7358

David Candy Co 908-6th.....HU dsn 1-1264

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

Liggett & Myers Tobacco Co

Forum Bldg.....GI lbrt 2-0098

Lorillard P Co Inc 616 I.....HU dsn 4-3035

Miller V W

Capital National Bank Bldg.....GI lbrt 3-3039

Toilets—Chemical—See Chemical Toilets

Tomato Products—See Food Products

Tool Grinding & Sharpening

BULLETTI BROS

PAPER & METAL

Cutting Blades Ground

SAW FILING - KNIVES

SCISSORS - LAWN MOWERS

See Our Adv. Under Saws

826-14th.....GI lbrt 2-7242

NOBILE SAW WORKS

All Types of Tools Ground

ALL WORK GUARANTEED

Saw Sharpening a Speciality

1210-30th.....HI lcrst 5-8715

Tools—Renting

HAVEN SAW & TOOL CO 2031 J...GI lbrt 3-2003

ROLLING PIE-CRUST

When rolling pie-crust, you can keep it from sticking to the rolling pin or breadboard by putting the dough between sheets of oiled paper.

Tools-Retail

See also Machine Tools
DELTA-MILWAUKEE MACHINE TOOLS

Low-cost, high-production tools, widely used in industry for metal-working and woodworking. Drill presses, circular saws, band saws, grinders, abrasive finishing machines, cut-off machines.



"WHERE TO BUY THEM"

MURRAY HARDWARE CO 727 J. GI lbrt 3-1985

HAVEN SAW & TOOL CO
Stanley-Skil Tools Distributors
2031 J. GI lbrt 3-2003

HOME SHOP ELECTRIC TOOLS

Complete Line of Portable Electric Tools. Electric Saws, Drills, Sanders, Trimmer & Accessories for HOME OWNERS — HOBBYISTS — FARMERS
SKIL HOME SHOP TOOLS are manufactured only by Skilsaw Inc.



"WHERE TO BUY THEM"

AUTHORIZED WHOLESALER

HAVEN SAW & TOOL CO 2031 J. GI lbrt 3-2003

MALL CHAIN SAWS—
SIERRA CHAIN SAW CO
3927 Stockton Blvd. HI lcrst 7-0043

MARCUS AUTO SUPPLY CO
S-K Tools With A Lifetime Guarantee
12th & J. GI lbrt 3-7421

McCULLOCH CHAIN SAWS—
LEAVITT POWER TOOL CO
2305 J. GI lbrt 2-3469

SKIL TOOLS

ELECTRIC SKIL Saws, Drills, Sanders, Grinders, Screwdrivers, Shears, Hammers, Radial Saws.
PNEUMATIC SKIL Drills, Saws, Grinders, Screwdrivers, Hammers.



SKIL TOOLS ARE MADE BY SKILSAW, INC.

"WHERE TO BUY THEM"

HAVEN SAW & TOOL CO 2031 J. GI lbrt 3-2003
MURRAY HARDWARE CO 727 J. GI lbrt 3-1985

STANLEY ELECTRIC TOOLS—
HAVEN SAW & TOOL CO 2031 J. GI lbrt 3-2003
MURRAY HARDWARE CO
727 J. GI lbrt 3-1985

SWART'S SAW & TOOL CO
Builders' Tools — Saw Filing — Rentals
Black & Decker Power Tools
Boice Crane Saws & Accessories
2452 Del Paso Blvd N Sacto. Hlckry 9-8891

Tools-Whsle & Mfrs

Chicago Pneumatic Tool Co
4928 Carmen Wy. Hlcrst 6-4435
Dallman Co 6th & Q. GI lbrt 2-3861

GLESNER A J CO INC THE
Sacramento Rep Roy Wigginton 2727 Eye St
975 Bryant San Francisco
(Toll) Call "Operator" for Hemlock 1-6900

HAVEN SAW & TOOL CO 2031 J. GI lbrt 3-2003
MARWEDEL C W
3320 Potter Ln. IV nhoe 9-2134

Snap-On Tools Corp
Davis Hwy W Sacto. HUDsn 4-7735
Western Wood Shop
See Our Ad Under Pattern Makers
1103 E Bassettlaw N Sacto. HI ckry 9-8894

Topsoil

AMERICAN RIVER SAND & GRAVEL
Power Inn Rd. Hlcrst 6-5221
Bowman F W Landis Av Carmichael. IV nhoe 9-5443
HASTIE WILLIAM R Folsom Blvd. HI lcrst 6-2869
McClain Gravel Co 4049-34th. Hlcrst 6-0737

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

Tortillas

LA FIESTA TORTILLERIA

TORTILLAS
WHSE & RETAIL
Fine Mexican Food To Take Out
Tacos — Tamales - Enchiladas - Etc.
FROM 8 TO 8 — CLOSED TUES.
1406-5th GI lbrt 2-1745

La Tepiquena Market 1511-3d. GI lbrt 3-9904
(See Advertisement This Page)

Tourist Courts—See Motor Courts

FLOOR SAVER

To keep the floors from being marred when moving furniture, slip old heavy socks over legs.

WHOLESALE & RETAIL
DELIVERY SERVICE



NEW - CLEAN - MODERN EQUIPMENT
Open Sunday 'Til Noon
Orders Mailed Anywhere
COMPLETE STOCK
Imported & Domestic Mexican Mdse.

Tortillas Made by

LA TEPIQUENA MARKET

Catering to Restaurants & Stores

1511 - 3rd St. GI lbrt 3-9904



Northern California's Finest and Most Complete Stock of Toys

GI lbrt 2-7796

1023 - 12th - Between J & K

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT

Looking for someone close by who sells or has a service you want will be easy when you

LOOK IN THE

Classified
TELEPHONE
SECTION

Tow Boat Service

RIVER LINES THE INC
Front & Capitol Av. GI lbrt 2-0441

Towel Service—See Linen Supply Service

Towing Service—Automobile & Truck
See Automobile Towing

Toys-Retail

BEN FRANKLIN STORE 2958-35th. Hlcrst 7-3665
CANDY CANE TOT SHOP THE
2914-35th. Hlcrst 6-4427

COLLEGE HARDWARE & CYCLERY
2760-21st. HI lcrst 6-2042
Juvenile Shops Ltd 1121 K. HU dsn 4-8837

KID-E-KORRAL
In Town & Country Village Shops
2609 Marconi Av. IVnhoe 9-5353
Kiddies Toy Shop 3110-4th Av. Hlcrst 6-5804

LIONEL ELECTRIC TRAINS—

SALES & SERVICE DEALER

CAMERON'S CYCLERY
Approved Factory Service
609 J. GI lbrt 3-1287

SALES DEALER

TALOFF ELECTRIC CO 620 J. GI lbrt 3-9435

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

TALBOT'S TOYLAND
2633 Marconi Av. IV nhoe 9-6363

THE TOY SHOP 1023-12th. GI lbrt 2-7796
(See Advertisement This Page)

Toys-Whsle

Ora Howard Co 416 J. GI lbrt 2-1352
Orman & Wyant 1236 C. GI lbrt 2-1019
Thomson-Diggs Co 1801-2d. GI lbrt 2-7851

Tractor Parts

Dependaloy Tractor Parts Co
5102 Freeport Blvd. Hlcrst 5-7324

Tractors

Allis-Chalmers Dealer
Moore Equipment Co Inc
903 Del Paso Blvd. HI ckry 9-2775

ALLIS-CHALMERS TRACTORS--

MOORE EQUIPMENT CO INC
903 Del Paso Blvd. Hlckry 9-2775

RHEA TRACTOR & ENGINE CO
7200 Freeport Blvd. HI lcrst 7-6596

Bell & Bell 925-30th. GI lbrt 3-3312
(See Advertisement Page 415)

Bodenhamer A J
Kathleen Dr. IV nhoe 9-1814

CAPITOL TRACTOR & EQUIPMENT CO

WE FINANCE — BUY — SELL

OR RENT

Used Construction Equipment

111 Globe Av N Sacto. Hlckry 9-2717

Case J I Co 1300 U. HUDsn 1-2561

CASE TRACTORS—

GROWERS TRACTOR & IMPLEMENT CO INC
1300 U. HUDsn 1-2561

CHIEF GARDEN TRACTORS

Sturdy, Welded Frame

Reverse and Forward Speeds

2 1/4 & 3 1/2 Horsepower

Balanced Traction

Easy Steering

Single Grip Controls

Compare

Price - Quality - Performance



"WHERE TO BUY THEM"

FACTORY REPRESENTATIVE

GREAT LAKES TRACTOR CO
Lemon Hill Av & Stkn Blvd. Hlcrst 7-6684

DEALER

FARMER'S FEED STORE
1414 Del Paso Blvd. Hlckry 9-2336

Dome Tractor Co 6200 Folsom Blvd. HI lcrst 6-8922

(See Advertisement Page 415)

(Continued Next Page)

Tractors—(Cont'd)

ELECTRIC GARAGE

Diesel & Tractor Batteries
1220 C..... GI lbrt 2-9637

FERGUSON SYSTEM—

GROWERS TRACTOR & IMPLEMENT CO INC
1300 U..... HUdsn 1-2561

FLOOD EQUIPMENT CO

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

GRAVELY GARDEN TRACTORS—

SEAVEY H G 9138 Castro Vly Blvd Castro Vly
(Toll) Call "Operator" for..... Lucerne 1-2135

Great Lakes Tractor Co

Lemon Hill Av & Stkn Blvd..... HI lcrst 7-6684
Growers Tractor & Implement Co Inc
1300 U..... HUdsn 1-2561

McNABB W J & SONS

GARDEN TRACTORS

CHOREMASTER
M-E ROTARY TILLERS
CLINTON GAS ENGINES
POWER LAWN MOWERS
Sharpening & Repairing

2928 L..... HI lcrst 5-3533

MINNEAPOLIS-MOLINE TRACTORS—

VAN DYKE'S MACHINE & WELDING WORKS
3402 Rio Linda Blvd
Del Paso Hgts..... HI ckyr 9-2319

Moore Equipment Co Inc

903 Del Paso Blvd..... HI ckyr 9-2775

NATIONAL TRACTOR CO

401 Broadway..... HU dsn 4-8268
(See Advertisement This Page)

REPUBLIC SALES 2980 Auburn Blvd. HI ckyr 9-2843

RHEA TRACTOR & ENGINE CO
7200 Freeport Blvd..... HI lcrst 7-6536
(See Advertisement This Page)

SACRAMENTO VALLEY TRACTOR CO

1901 Broadway..... GI lbrt 3-1727
(See Advertisement This Page)

TULLY'S FARM SUPPLY

Authorized Dealer for
ROTO-ETTE & BEAVER
Garden Tractors

1932 Broadway..... HI lcrst 5-5984

WEAVER TRACTOR CO

Caterpillar & John Deere Dealers
19th & T..... HUdsn 1-1221

Tractors—Renting

Bowman F W

With Operator Supplied
Landis Av Carmichael..... IVnhoe 9-5443
Courtney Dessamond

Ford Tractor & Opr-Plowing & Grading

Calif Av Carmichael..... IV nhoe 9-2761

Mills Geo W

Heavy Farm Equipment Only
1348-40th..... HI lcrst 6-4345

MOSS HAVEN H

Caterpillar & Ford Equip Operated
2351 Fair Oaks Blvd..... IVnhoe 9-3239

RUDORF'S TRAILER & TRACTOR RENTAL

Tractors for Plowing Discing & Leveling
Equip for Small Lots or Large Acreage
Fair Oaks Blvd..... IVnhoe 9-0246

Tractors—Repairing

BARNEY'S CYLINDER HEAD SERV

Motors Only—See Ad Trucks—Motors Reprng
2817 Q..... HI lcrst 6-4073

Goltz Leslie 2673 Freeport Blvd..... GI lbrt 3-7361

O K RADIATOR SERVICE

2105 Bdwy..... HI lcrst 7-5545

TO FILL CRACKS

Cracks in wooden walls, etc., can be permanently repaired by filling them with a thick paste made of approximately 1 part linseed oil, 2 parts hot glue, 3 parts whiting and 4 parts sawdust.

Tractors—Used

NATIONAL TRACTOR CO

401 Broadway..... HU dsn 4-8268

VALLEY EQUIPMENT CO

USED TRACTORS
Trucks & Implements
Tractor Parts

902 Del Paso Blvd N Sacto... HI ckyr 9-5325

Trade Mark Registering

See Patent Attorneys & Agents

Trade Schools—See Schools

Trading Stamp Companies

California Cash Check Co 604 K..... GI lbrt 3-8061

Sperry & Hutchinson Co
3168 Riverside Blvd..... GI lbrt 2-2292

Thrifty Shoppers Scrip Co
716 O..... HUdsn 4-0800

Traffic Managers

Bishop & Bahler Native Sons Bldg... GI lbrt 2-9029

Traffic Safety Devices

MECHANICAL-COP

A COMPLETE PORTABLE
TRAFFIC SIGNAL
ELECTRICALLY OPERATED
SELF CONTAINED UNIT
NO WIRING—
NO CONDUITS NECESSARY



"WHERE TO BUY IT"

PORTABLE TRAFFIC SIGNALS INC

5675 Freeport Blvd..... HI lcrst 7-6647

Burbou Industries Inc

5671 Freeport Blvd..... HI lcrst 7-6597

Traffic Signals—See Signal Systems

Bell & Bell

Established 1928

ARIENS TILLERS • ROTARY HOES

GARDEN TRACTORS

Sales & Service



Gates Hose

Seeds & Fertilizers

Small Engine Repairs

Phone

925-30TH

GI lbrt 3-3312

ALLIS-CHALMERS

TRACTORS AND FARM MACHINERY

- GENERAL MOTORS
- DIESEL ENGINES
- WADE RAIN SPRINKLER
- BERKELEY CENTRIFUGAL PUMPS
- ALEMITE SYSTEMS
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(See Advertisement This Page)

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LARGE, ROOMY SPACES
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TILE SHOWERS & TUBS
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(See Advertisement This Page)

Four B B B's
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Westgate Auto & Trailer Court
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THE BEST IN USED TRAILERS
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FRANKLIN TRAILER SALES
Davis Hwy. GI lbrt 3-3509
(See Advertisement Page 417)

Franklin Trailer Sales
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IN GOOD CLEAN USED TRAILERS
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(Continued Next Page)

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El Rancho Trailer Village



"A PARTICULAR PARK FOR PARTICULAR PEOPLE"

- ★ PRIVATE BATHS (At Your Trailer's Door)
- ★ BEAUTIFULLY LANDSCAPED (Your Home Will be a Palace)
- ★ TILE SHOWERS & TUBS (Temperature Conditioned Comfort)
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 (See Advertisement This Page)

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Bought - Sold - Exchanged

Loans Made On Your Trailer

3 1/2 Miles East of Perkins
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COMPLETE TRAILER SALES

It's a Pleasure to Do Business With Us

1/2 Mile From Tower Bridge on
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Yolo Car & Trailer Exchange

Davis Hwy. HU dsn 4-7495
 (See Advertisement This Page)

TO PAINT SCREENS

To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.

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1/4 Mile West of Tower Bridge
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DISTRIBUTORS FOR

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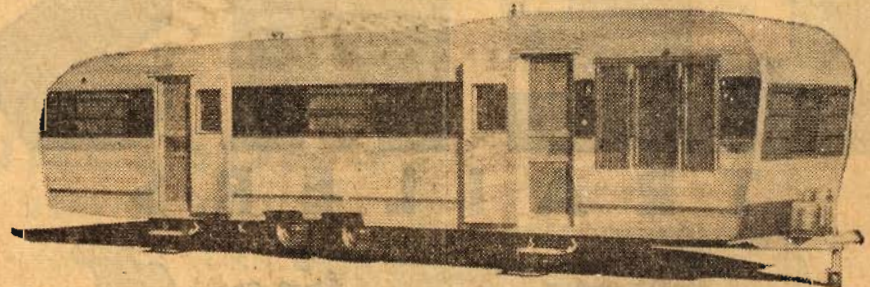
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1/4 Mile Past the Tower Bridge

For Information Dial

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Lowest and Longest Terms Available

Over 200 Trailers to Choose from

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LIGHTWEIGHT ALUMINUM
VAN TYPE TRAILERS
DRY FREIGHT
REFRIGERATED UNITS
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SERVICE FOR ALL MAKES



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SERVICE & REPAIRS ON ALL MAKES

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Complete Air & Vacuum
Brake Service

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Sales and Service for
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We Furnish Safety Hitches

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All Types Local And One Way
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All Trailers Insured

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23d & J. GI lbrt 3-9528
(See Advertisement Page 419)

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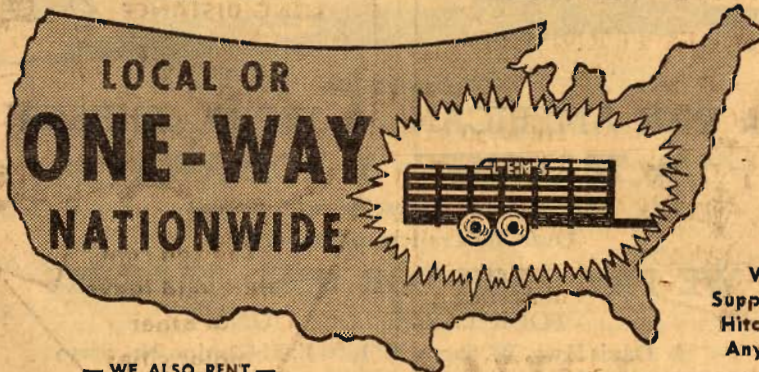
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Supply the
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Any Car

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better service.

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(See Advertisement This Page)

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No 2 Fulton Av. IVnhoe 9-6161
(See Advertisement Page 418)

Rent-A-Trailer System
3001 Capitol Av. HI lcrst 6-9537
(See Advertisement This Page)

RUDORF'S TRAILER & TRACTOR RENTAL
Fair Oaks Blvd. IV nhoe 9-0246
(See Advertisement This Page)

SCHOENER'S MOBIL SERVICE
2401 Broadway HI lcrst 6-1533
(See Advertisement This Page)

Trailers—Repairing

CALIF TRAILER SUPPLY CO
Davis Hwy. HU dsn 4-0675
Commercial Body & Trailer Service

510 N 12th HUdsn 4-5997
FRANKLIN TRAILER SALES
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HITCHES FURNISHED WITH RUBBER PROTECTORS

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4'x9' - 5'x8' - 5'x12'
6'x12'



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Fair Oaks Blvd. at Arden Way

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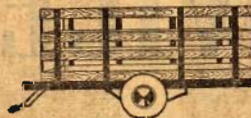
Do Your Own MOVING - HAULING - TRANSPORT

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Open 8 A.M. to 9 P.M. Week Days
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23rd & J Sts
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JACKSON'S SERVICE STATION

• HITCHES FURNISHED



- Open Till 12:30 Every Night
- Night Lubrication

HILLCREST 7-3774

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TRAILER by day, week, or trip

LOCAL or LONG DISTANCE



You can rent here and leave in other major cities

Hillcrest 6-1533

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2401 BROADWAY