



Rainier
OLD TIME
Kræusen
BEER



RAINIER ALE & STOUT
WIELAND'S BEER & ALE
VAN MERRITT BEER
GALLO WINES
BERINGER BROS. WINES

DIAL
GI lbert 3-2894
or
GI lbert 3-4081



CAL-HI
BEVERAGE CO.

"Our Warehouse is 600 Feet South of Tower Bridge" In West Sacramento

P.O. BOX 1523 SACRAMENTO



PABST
BLUE RIBBON
BEER

Eastside Beer

BLUCHER BROS. BEVERAGE CO.
Distributor

112 Broadway HUDson 1-2071



King of Bottled Beer

Budweiser
TRADE MARK REG. U. S. PAT. OFF.

ATLAS DISTRIBUTING CO.
INC.

1430 Front HUDson 4-3369



Burgermeister
A TRULY FINE PALE BEER

A TRULY FINE
PALE BEER

Saccani Distributing Co.
HUDson 1-0213

2600-5th ST. SACRAMENTO



Regal Pale Beer

GI lbert 3-1566

Light &  Mellow

REGAL PALE
DISTRIBUTING CO.

1116 Q ST.

Enjoy

OLYMPIA



"It's the Water"
GI lbert 3-3761
Capital Cigar & Liquor Co.
Distributor
320 J ST.

HAVE A
HEIDELBERG

BRAND
BEER




ATLAS DISTRIBUTING CO., Inc.
1430 Front HUDson 4-3369

Beer & Ale Distrs--(Cont'd)

- MILLER HIGH LIFE BEER--**
STERLING BRANDS 1800-22d... HI lcrst 6-3845
- OLYMPIA BEER--**
CAPITAL CIGAR & LIQUOR CO
320 J... GI lbrt 3-3761
- PABST BLUE RIBBON BEER--**
BLUCHER BROS BEVERAGE CO
112 Bdwy... HUDsn 1-2071
- PAR-MAC DISTRIBUTING**
1708 Thornton Av... GI lbrt 2-3972
Rainier Distr W Sacto... GI lbrt 3-4081
- REGAL PALE DISTRIBUTING CO**
1116 Q... GI lbrt 3-1566
(See Advertisement This Page)
- SACCANI DISTRIBUTING CO**
2600-5th... HU dsn 1-0213
(See Advertisement This Page)
- SCHLITZ BEER DIST** 1527 North C... GI lbrt 2-4913
STERLING BRANDS
Lucky Lager & Miller High Life
1800-22d... HI lcrst 6-3845
(See Advertisement Page 59)
- VALLEY BREW--**
PAR-MAC DISTRIBUTING
1708 Thornton Av... GI lbrt 2-3972

WIELAND'S BEER

THE DIFFERENCE IS
WIELAND'S
HAS THE FLAVOR



"WHERE TO BUY IT"
DISTRIBUTOR
CAL-HI BEVERAGE CO W Sacto. GI lbrt 3-4081

Beer Dispensing & Cooling Equipment

- ACME REFRIGERATION & EQUIPMENT CO**
619 J... GI lbrt 3-0298
- REFRIGERATION ENGINEERING CO**
SPECIALIST
DRAFT BEER COOLING
1908-18th... GI lbrt 3-1345

Beer Parlors

- Ace High Cafe 523 K... GI lbrt 2-9301
Alpine Inn 6040 Freeport Blvd... HI lcrst 5-9567
Alps The
Draft Beer
2930 J... HU dsn 4-4843
Al's Valley Cafe Rio Linda & Elliot... HI ckr 9-9966
Arcade Tavern 831 J... HU dsn 4-9907
Arch Cafe 1015-4th... GI lbrt 2-9417
Arnold's Cafe 1132-9th... GI lbrt 3-9621
B-29 CLUB 1713-29th... HI lcrst 5-9782
Bell Av Corral
1556 Bell Av Del Paso Hgts... HICKry 9-9770
Beltrami Restaurant
500-2d Broderick... GI lbrt 2-9572
Beretta's Place 2214-6th... GI lbrt 3-9749
Betty's Place 1831-3d... GI lbrt 2-0542
Betty's Place 1831-3d... GI lbrt 2-9980
BILL & JOE'S LUNCH 3406 Bdwy... HICrst 5-9871
Bill's Lazy Ranch 461 Del Paso Blvd... HICKry 9-9882
Black Cat Tavern The
801 South Av Del Paso Hgts... HICKry 9-9919
Bleuel's Tavern 1832 Stockton Blvd... HI lcrst 5-9671
Blue Ribbon Cafe 523-12th... GI lbrt 2-9681
Blue Room 604 Q... GI lbrt 2-9990
Boulevard Club 3905 Stockton Blvd... HI lcrst 5-9634
Bryte Lunch 1323 Front... GI lbrt 2-9553
Bright Spot The 424 K... GI lbrt 3-9992
Brighton Cafe Folsom Blvd... HI lcrst 5-9883
Broderick Cafe 324-3d Broderick... GI lbrt 2-9723
Brownie's Place 1010-2d... HUDsn 4-6532
Bryte Spot The Bryte... GI lbrt 3-9770
Buckhorn Cafe Frank's 1217 J... GI lbrt 2-9810
Buffalo Club 1831 S... GI lbrt 2-9392
Callahan & Quintella 201 K... GI lbrt 3-9437
Canteen The 1231 J... GI lbrt 2-9680
Capital Cafe 400 J... GI lbrt 2-9591
Carlo's Cafe 1015-6th... GI lbrt 2-2576

(Continued Next Page)

Beer Parlors—(Cont'd)

- Castle Bar 811-12th.....GI lbrt 2-9991
 Century Club 500 L.....GI lbrt 2-9611
 Charlie & Kay's Auburn Blvd.....HI ckry 9-9913
 Clay's King Of Clubs 2400-28th.....HI lcrst 5-9986
 Cliff House 1016-6th.....GI lbrt 2-9481
 Club Twenty Six Cafe
 2530 Broadway.....HI lcrst 5-9767
COBBLESTONE RESTAURANT
 Auburn Blvd.....HIckry 9-9823
 Corner Cafe 331 L.....GI lbrt 2-9941
 Cub 12 201 N 12th.....GI lbrt 3-9405
DANCELAND CLUB
 Club Room
 2630-5th.....GI lbrt 3-9949
 Deep Channel Cafe 231 J.....GI lbrt 2-9650
DON & ART'S CLUB
 WESTERN DANCING - FREE ADMISSION
 Every Wed. Fri. Sat. Sun. Eve.
 Restaurant Open 6 A.M. to 6 P.M.
 4800 Franklin Blvd.....HI lcrst 5-9935
 Donner Club 1415-16th.....GI lbrt 2-9751
 Drop-In 612½ Capitol Av.....GI lbrt 3-9800
 E & M Service
 Iris Av & Auburn Blvd N Sacto.....HIckry 9-9758
 Eddy's Place 1119-5th.....GI lbrt 2-9984
EIGHTEEN-NINETEEN CLUB
 1819 Del Paso Blvd N Sacramento HI ckry 9-9862
 El Capricho Cafe 309 L.....HU dsn 4-3446
 El Dos De Copas 1115-2d.....GI lbrt 2-9770
 El Fandango Cafe 1116-4th.....GI lbrt 2-9707
 El Pavo Real Cafe 229½ L.....GI lbrt 2-9339
 El Rey Club 525 J.....GI lbrt 2-9321
 El Rinconito 1205-3d.....GI lbrt 2-5983
 Emerald Club 1612 L.....GI lbrt 3-9324
 Engleside Cafe Riverside Blvd.....GI lbrt 3-9930
 Fair Deal 3100 Stockton Blvd.....HI lcrst 5-9633
 Fair View Tavern 2900 Stockton Blvd HI lcrst 5-9837
 Fifth Ave Club
 Entertainment-Shuffle Alley
 3423-5th Av.....HI lcrst 5-9670
Five-O-Five Club
 John Riolo-Proprietor
 505-12th.....GI lbrt 2-9801
 Flynn's Beer Parlor
 3901 Sacramento Blvd.....HI lcrst 5-9954
FORTY-NINER CAFE Folsom Blvd.....HI lcrst 5-0076
 Frank's Buckhorn Cafe 1217 J.....GI lbrt 2-9810
 Frasinetti's Cocktail Lounge
 4217 Stockton Blvd.....HI lcrst 5-9912
FRED'S PLACE
 DANCING
 Friday & Saturday Eves.
 6910 Fruitridge Rd.....HI lcrst 5-9749
 GI Club 1018-3d.....GI lbrt 2-9881
 Garcia's Chili Bowl
 3729 Park Del Paso Hgts.....HI ckry 9-9846
 Gold Nugget Cafe 316 K.....GI lbrt 2-7454
 Golden West Cafe 1014 J.....GI lbrt 3-9901
 Gracie's Place 231 Q.....GI lbrt 3-9535
 Grand Club 813 Grand Av Del Paso Hts HI ckry 9-9924
 Green Lantern Cafe 231 N.....GI lbrt 2-9483
 Haggin Cafe
 One Block North of Charles Ave
 3401 Rio Linda Blvd
 Del Paso Hgts.....HI ckry 9-9949
 Hanks Place
 3625 Rio Linda Blvd Del Paso Hgts HIckry 9-9893
HAPPY TIME CAFE 1017-5th.....GI lbrt 3-9886
 Hinkey Dinkey Cafe
 3818 Stockton Blvd.....HI lcrst 5-9890
 Hiway Club 400 Sacto Av Bryte.....GI lbrt 3-9841
 Horseshoe Cafe 1008-3d.....HU dsn 4-1808
 Irish Tavern 3401-5th Av.....HI lcrst 5-9982
J & T Club
 Joseph M Morelli & Arthur H Rinetti-Prop
 5701 Franklin Blvd.....HI lcrst 5-9963
 Joe's Cafe 206 K.....GI lbrt 2-9754
 Joe's Cafe 923-2d.....GI lbrt 3-9729
 Johnnies Club 317 K.....GI lbrt 2-9885
 Johnny's Cafe 630 Q.....GI lbrt 3-9479
 Joker Box
 3701 Rio Linda Blvd Del Paso Hgts HIckry 9-9769
 Kay's Jefferson Blvd W Sacto.....GI lbrt 3-5019
 Kolo Club Davis Hwy.....GI lbrt 2-9353
 Kolonial Klub 4620 Stockton Blvd.....HI lcrst 5-9817

Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable... and you'll save time by looking up the right number before you call!

Beer Parlors—(Cont'd)

- LAKE HOUSE**
 Shuffleboard & Amusement Games
 DANCING
 Friday & Saturday Eves.
 Past 47th Ave
 Stockton Blvd.....HI lcrst 5-0097
 La Victoria Cafe 1107-4th.....GI lbrt 2-9758
LEEJO TAVERN & BOTTLE SHOP
 Lee Horrell Proprietor
 2565 Fkln Blvd.....HI lcrst 6-2468
 Lions Den 410 K.....GI lbrt 2-9737
 Little Club The 3130 Broadway.....HI lcrst 5-9863
 Louie's Lunch 1114-4th.....GI lbrt 2-9407
 M St Cafe 1900 Capitol Av.....GI lbrt 2-9831
 Mahan's Place 801 E.....GI lbrt 3-9861
 Mark Twain Cafe 1318 I.....GI lbrt 2-9891
MARTY'S JOE WINDSOR BUFFET
 731 J.....GI lbrt 2-9864
MEMORY CLUB 2761 Fruitridge Rd. HI lcrst 6-2084
 Menlo Club 4778 Franklin Blvd.....HI lcrst 5-9735
 Mohr's Tavern
 James O'Bryant & Pete Stefani-Owners
 3726 Stockton Blvd.....HI lcrst 5-9548
 Monte Carlo Cafe 1430 S.....GI lbrt 3-9891
 Nevada Cafe
 Max J Williams
 1023-4th.....GI lbrt 2-9439
 New Atlas Cafe 311 K.....GI lbrt 2-9695
 New Bank Cafe 1300-4th.....GI lbrt 2-9614
 New Modern Cafe 1116-5th.....GI lbrt 2-9934
 Nine-O Five Cafe 905-2d.....GI lbrt 2-9352
 Nine-Twenty Two Club 922-9th.....GI lbrt 2-6482
 Old Homestead 326-15th.....GI lbrt 3-3513
 Old Homestead 326-15th.....GI lbrt 3-9320
OLD IRONSIDES 1901-10th.....GI lbrt 3-9751
OLD PIONEER CORNER CAFE
 231-12th.....GI lbrt 2-9823
 Old Tavern 2805 Capitol Av.....HI lcrst 6-1962
 Our Place Tavern 130 N 9th N Sacto. HI ckry 9-1381
 P & M Club 3025 Ben Ali Av N Sacto. HI ckry 9-9988
PALM CAFE 610½ Capitol Av.....GI lbrt 2-9574
 Pal's 1001 Q.....GI lbrt 3-9912
 Pauline's Truck Stop Folsom Blvd.....HI lcrst 5-9628
 Pelican Club 2231-10th.....GI lbrt 3-9837
 Pete & Nick 525-16th.....GI lbrt 2-9651
 Pete's Place 3744 Rio Linda Blvd.....HI ckry 9-9995
 Pinky's Lunch 904-0.....HU dsn 4-1874
 Pioneer Club & Cafe 1400 E El Camino HI ckry 9-9984
 Porthole The 3020 S.....HI lcrst 5-9720
 Rainey's Cocktail Lounge 607 K.....GI lbrt 3-9465
RENDEZVOUS CLUB 1401 G.....HU dsn 4-2957
RENO CAFE 1110-3d.....GI lbrt 2-9882
 River Club 220 S.....GI lbrt 3-9612
 Roma Club 525 L.....GI lbrt 2-9872
 Rosie's Place 531 F Broderick.....GI lbrt 3-9896
 Rudy's Cafe 427 Broadway.....GI lbrt 3-9341
 Shamrock Cafe 830-2d.....GI lbrt 3-9536
SHANGRILA CLUB
 2925 Franklin Blvd.....HI lcrst 5-9884
 Six Hundred Club 600-2d Broderick.....GI lbrt 3-9423
 Solander's 3031 F.....GI lbrt 2-9981
 Stadium Club 2344 Sutterville Rd.....HI lcrst 5-9709
 Tan-Tan Cafe 1010-10th.....GI lbrt 2-9421
TEDDY'S CAFE
 Gus Kasimatis
 1018-4th.....GI lbrt 3-9581
 Terminal Club 215 N 16th.....GI lbrt 2-9909
 Jimmy's Inn
 205 E El Camino Av N Sacto.....HIckry 9-9892
TOMMY'S CLUB 3909 Stkn Blvd.....HI lcrst 5-9849
TONY'S PLACE 305 N 12th.....GI lbrt 2-9373
TROPICAL CAFE 207 K.....GI lbrt 3-9482
 Twenty-Seven Club
 5210 Franklin Blvd.....HU ntr 6-1916
 Twin Gables Tap Room Davis Hwy.....GI lbrt 3-9506
 U Auto Rest Tavern 4650 Stkn Blvd.....HI lcrst 5-9574
VALLEJO CAFE
 Jim Kisakis & John Kosis-Owners
 228 K.....GI lbrt 3-9795
 Veteran's Club 314 K.....GI lbrt 2-4218
 Viera M J 1914-3d.....GI lbrt 2-9869
 Viking Club 1445-33d.....HI lcrst 5-9721
 Vince's Cafe 231 Sacramento Av Bryte GI lbrt 2-9930
 Wagon Wheel 6500 Folsom Blvd.....HI lcrst 5-9968
WALNUT CAFE 517 K.....GI lbrt 2-9782
 Waterfall Cafe 405 K.....GI lbrt 2-9996
 West End Club Cafe
 Adriana Luigi-Proprietor
 306 K.....GI lbrt 2-9798

An extension telephone will give you added comfort in your home.

Belting—Mechanical

Al Bedard's Parts Supply
 Gates V Belts For Appliances
 1626 North C.....GI lbrt 2-2662

ARVEX BELTING CO
 GATES
 V-BELTS - SHEAVES
 & HOSE - BELTING - ETC.
 724-12th.....HU dsn 4-3784

CAPITAL MACHINE & WELDING WORKS
 DODGE TAPER-LOCK
 SHEAVES & VEE-BELTS
 Easy to Install & Remove
 83 N 17th.....GI lbrt 3-2556

DEGEN BELTING CO
 Leather-V-Belts-Conveyors
 260 Mission S F
 (Toll) Call "Operator" for... Exbrook 2-3820
 Gates Rubber Co Sales Division Inc Industrial
 Products Ochsner Bldg.....GI lbrt 3-7461

GILMORE STEEL & SUPPLY CO INC
 Conveyor-Transmission V-Belts & Sheaves
 1960 Cypress Oakland
 (Toll) Call "Operator" for... Glencourt 1-1680

HINSHAW SUPPLY CO 1901 S.....GI lbrt 3-5941

PIONEER TRANSMISSION & CONVEYOR BELTS—
STOCKTON IRON WORKS
 Harrison & Lindsay Stockton
 (Toll) Call "Operator" for... Stockton 7-7091

Republic Supply Co Of Calif
 Goodyear Rubber Products
 1331 T.....HU dsn 4-2807


RUBBER PRODUCTS CO
 2513 Broadway.....HI lcrst 5-5918

SACRAMENTO RUBBER CO 721 J... GI lbrt 2-3847

VAN VOORHIES-PHINNEY CO
 Transmission and Conveyor Belts
 Belts Made Endless and Stitched
 Split Steel and Motor Pulleys
 V-Belts and Sheaves
 322 J.....GI lbrt 3-5795

WESTERN INDUSTRIAL SUPPLY CO
 Goodyear Rubber Products
 905 G.....GI lbrt 2-7264


Beverages—Non Alcoholic

BELFAST BEVERAGES
 BELFAST
 OLD FASHIONED MUG ROOT BEER
 SPARKLING WATER
 GINGER ALE - UP
 SPARKLING CIDER
 ORANGE - COLA
 & OTHER FLAVORS


"WHERE TO CALL"
BELFAST BOTTLING CO OF SACRAMENTO
 2301-19th.....GI lbrt 2-2457

Belfast Bottling Co of Sacramento
 2301-19th.....GI lbrt 2-2457

BIRELEY'S BOTTLING CO OF SACTO
 1200-65th.....HI lcrst 7-0079

CALSO WATER
 OH! OH!
 YOU NEED CALSO!
 A PLEASANT TASTING
 MINERAL WATER
 NOT A LAXATIVE


"WHERE TO BUY IT"
CAL-HI BEVERAGE CO
 West Sacramento.....GI lbrt 3-4081

CHOCOLATE SOLDIER—
KIST BOTTLING CO OF SACTO
 1517 E.....GI lbrt 3-1092

Beverages—Non Alcoholic—(Cont'd)

COCA COLA BOTTLING CO OF SACTO
2200 Stockton Blvd. HI lcrst 6-6464
Dad's Root Beer Bottling Co
2390 Sutterville Rd. HI lcrst 7-0460

DR PEPPER BOTTLING CO
DR. PEPPER
DELAWARE PUNCH
CIRCLE A FLAVORS
29th & Capitol Av. HI lcrst 5-9306

Grapette Bottling Co
2390 Sutterville Rd. HI lcrst 7-0460

HIRES BOTTLING CO
HIRES ROOT BEER
MISSION ORANGE
CLICQUOT CLUB
RED ROCK COLA
SQUIRT
1801-21st HI lcrst 5-2621

KIST BEVERAGES

ENJOY KIST
Orange - Root Beer
Strawberry - Creme
Grape - Lemon Lime
Punch - Kola
Chocolate Soldier



"WHERE TO BUY IT"

DISTRIBUTOR

KIST BOTTLING CO OF SACTO
1517 E. GI lbrt 3-1092

Kist Bottling Co of Sacto 1517 E. GI lbrt 3-1092

MASON'S ROOT BEER—
PEPSI-COLA BOTTLING CO OF SACTO
1100 Q. GI lbrt 3-2001

NAPA SODA—
PAR-MAC DISTRIBUTING
1708 Thornton Av. GI lbrt 2-3972

NEHI BEVERAGE CO

NEHI
PAR-T-PAK
ROYAL CROWN COLA

201 E Bassetlaw HIckry 9-2396

Nesbitt Bottling Co 703 1/2 J. HUdsn 1-0191
Orange Arcade No 2 1119-7th. GI lbrt 3-0148
Pepsi-Cola Bottling Co of Sacto

1100 Q. GI lbrt 3-2001
Sacramento Beverage Vending Co

3445 Wemberly Dr. IVnhoe 9-3450
SEVEN UP BOTTLING CO 3310 P. HI lcrst 6-7451
SHASTA WATER CO 7th & R. GI lbrt 2-0701
(See Advertisement This Page)

SQUIRT—
HIRES BOTTLING CO 1801-21st. HI lcrst 5-2621

Wait Geo Z Co W Sacramento. HU dsn 4-5542

SHASTA BEVERAGES

"IT HASTA BE SHASTA"
"FOR GOODNESS SAKE"

SHASTA WATER
SHASTA MIXES
SHASTA FLAVORS

THE FAVORITE OF THE
WEST FOR 62 YRS.

IT HASTA BE SHASTA

Bottlers Since 1889

THE SHASTA WATER CO.

1801 7th St. at R

GI lbrt 2-0701



be **YOUNG** again



Phone **HI lcrst 6-2042**

SALES - SERVICE - REPAIRS
BICYCLES - WHEEL GOODS

We Carry a Complete Year Round Stock
SCHWINN - DAYTON
ROADMASTER - COLUMBIA

"An Interesting Place to Shop"
Plenty of Easy Parking

COLLEGE Hardware
and CYCLERY

2760 TWENTY-FIRST STREET



SCHWINN COLUMBIA
BICYCLES



SALES & REPAIRS
Full Line of Parts

Prompt Service - Pick-up & Delivery
WHEEL TOYS



GI lbrt 2-9268

We Service What We Sell

JAY CYCLE SHOP

2812 J

Sacramento

BICYCLES

TOY WHEEL GOODS
SALES - REPAIRS - PAINTING

• SCHWINN • USED BICYCLES
One of the Most Preferred Bicycles
Lawnmower Repairing & Sharpening
Pick-Up & Delivery

Member - National Bicycle Dirs. Assn. Inc.
"We Service What We Sell"

Phone **HI lcrst 5-7721**

THOM'S
SINCE 1927
CYCLERY
A BUSINESS NOT A SIDE LINE

3401 - 2nd AVE.

SACRAMENTO

Bibles—See Book Dealers

Bicycle Motors

WHIZZER BIKE MOTORS—

CAMERON'S CYCLERY 609 J. GI lbrt 3-1287
THOM CYCLERY 3401-2d Av. HI lcrst 5-7721

Bicycles—Repairing

Cameron's Cyclery 609 J. GI lbrt 3-1287
College Hardware & Cyclery
2760-21st. HI lcrst 6-2042

DEL PASO RECAP
3611 Rio Linda Blvd. HIckry 9-0805

FRANK'S SPORT SHOP 5021 D. HI lcrst 6-0556

GRANT UNION CYCLERY & MOWER SHOP

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

Hank's Cyclery & Hobby Shop

4125 Fkln Blvd. HI lcrst 5-0301

HARRISON'S CYCLERY

1011-13th. GI lbrt 2-6575

JAY CYCLE SHOP

Pick Up & Delivery
2812 J. GI lbrt 2-9268

LANGLEY'S REPAIR SHOP

GUARANTEED
USED & REBUILT BICYCLES
BOUGHT & SOLD

All Types of Repairing - Tricycles
Lawn Mowers Sharpened & Repaired

In Alley
1521 O GI lbrt 3-8533

Milt's Cyclery 3913 Stockton Blvd. HI lcrst 6-6211
Thom Cyclery 3401-2d Av. HI lcrst 5-7721
Wheel Shop The 650 Fulton Av. IVnhoe 9-0307

Bicycles—Retail

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

BROADWAY CYCLERY

BICYCLES FOR
THE ENTIRE FAMILY
VELOCIPEDS - TRICYCLES
— REPAIRING —

Tool & Lawn Mower Sharpening
Saw Filing & Keys Made

1712 Broadway. GI lbrt 2-1463

CAMERON'S CYCLERY

Authorized Dealer for
SCHWINN BICYCLES
& Accessories

COMPLETE LINE OF WHEEL GOODS
WHIZZER MOTORS

Easy Payment Plan Sales & Repairs
609 J. GI lbrt 3-1287

College Hardware & Cyclery

2760-21st. HI lcrst 6-2042

(See Advertisement This Page)

(Continued Next Page)

Prospects ready to buy use the Yellow
Pages to find "Where to buy it."

FRANK'S SPORT SHOP
SALES & REPAIRS



"We Service What
We Sell"

Will Pick-Up and Deliver

5021 D St.

Call

HI lcrst 6-0556

If No Answer Call HI lcrst 5-2334

Bicycles—Retail—(Cont'd)

COLUMBIA-BUILT BICYCLES

BICYCLES BY



Since 1877 . . .

America's FIRST Bicycle

"WHERE TO BUY THEM"

DEALERS

- Broadway Cyclery 1712 Bdwy. GI lbrt 2-1463
- Cameron's Cyclery 609 J. GI lbrt 3-1287
- College Hardware & Cyclery
2760-21st HI lcrst 6-2042
- Dritz's Cyclery
2209 Del Paso Blvd. HI ckry 9-4960

DRITZ'S CYCLERY

BICYCLES FOR
THE ENTIRE FAMILY
VELOCIPEDES - TRICYCLES
TOOL & LAWN MOWER SHARPENING
SAW FILING & KEYS MADE
2209 Del Paso Blvd. HI ckry 9-4960

Frank's Sport Shop 5021 D. HI lcrst 6-0556
(See Advertisement Page 62)

GOODRICH B F CO

Schwinn Built-Easy Terms
1200 L. GI lbrt 2-3811

GRANT UNION CYCLERY & MOWER SHOP

Schwinn Bikes-Easy Terms Also Repairing
3610 Marysville Rd
Del Paso Hgts. HI ckry 9-3873

HARRISON'S CYCLERY

SALES - SERVICE
Iver Johnson - Schwinn - Dayton
Columbia
Guns - Ammunition
Scott-Atwater Outboard Motors
1011-13th GI lbrt 2-6575

JAY CYCLE SHOP 2812 J. GI lbrt 2-9268
(See Advertisement Page 62)

MILT'S CYCLERY

SCHWINN-BUILT BICYCLES
Complete Bicycle Repairing
Full Line of Accessories & Parts
3913 Stockton Blvd. HI lcrst 6-6211

SCHWINN BUILT BICYCLES—

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

Thom Cyclery 3401-2d Av. HI lcrst 5-7721
(See Advertisement Page 62)

Wheel Shop The 650 Fulton Av. IV nhoe 9-0307

Billiard Parlors

- Andrew's Pool Hall
104 W Bassettlaw N Sacto. HIckry 9-9852
- Calexico Pool Hall 312 L. GI lbrt 3-9738
- Club Billiards
2426 Del Paso Blvd N Sacramento. . HI ckry 9-7524
- Family Billiards Lwr Msvl Rd. HIckry 9-9783
- Grand Pool Hall 1211-3d. GI lbrt 3-9804
- GREEN FRONT RESTAURANT**
315 Capitol Av. GI lbrt 3-9553
- Jimenez Lucy 1118-3d. GI lbrt 2-9375
- Kay's Pool Hall 1214-4th. GI lbrt 3-9463
- Lucky Pool Hall 1218-4th. GI lbrt 3-9690
- Pandi Pete Pool Hall 325 L. GI lbrt 2-9773
- Pastime Pool Hall 308 L. GI lbrt 2-9428
- PAUL'S POOL HALL** 405 J. GI lbrt 2-4296
- Stag Cafe & Billiard Parlor 1122-4th. . GI lbrt 3-9870

**FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—**

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

Binders

See Loose Leaf Systems & Supplies

Binoculars

JENKEL-DAVIDSON OPTICAL CO

Distributors of
BAUSCH & LOMB
And
ALL WELL KNOWN MAKES
OF BINOCULARS
1021 K GI lbrt 3-4714
2910 Capitol Av. HI lcrst 7-7956

WEBBS PHOTO SUPPLY STORE

1011-8th GI lbrt 2-4495

Biological Products

Stat Serum Service 2907 J. HUdsn 1-0186

Birds

See also Pet Shops

Berkie's Pet Shop 2282 Mission S F
(Toll) Call "Operator" for. Hemlock 1-5467

BOULEVARD PET SHOP

Parrakeets - Parrots - Cockatiels & Canaries
All Birds Boarded - Bulk Seed
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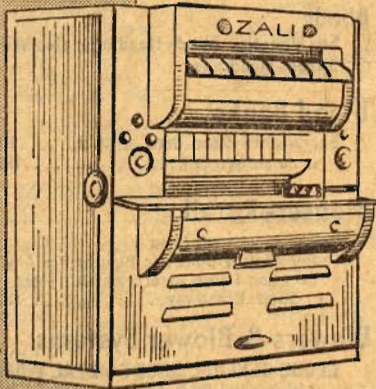
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 BRAKE SERVICE &
 WHEEL ALIGNING

1225 H. HU dsn 1-1468

COX & RAY SERVICE

3617 Broadway. HI lcrst 5-9790

CULLA BROS

COMPLETE BRAKE SERVICE
 Brakes Reined — Adjusted
 Hydraulic — Mechanical
 Drum Turning & Truing
 Wheel Aligning & Balancing

2413 J. GI lbrt 3-6323

(Continued Next Page)

NUTRITION HINT

Never skim top that forms on hot milk or cocoa. They are milk solids and minerals. Beat in with beater to save.

PAULIE LA BRASCA

OFFICIAL BRAKE STATION NO. 1816

**SERVICE ON ALL
TYPES OF BRAKES**



**FREE..
BRAKE INSPECTION**

**1511
9th**

Complete BRAKE Service

*Hydraulic - Repaired & Installed
Factory Specifications*

DRUM TURNING

**GI lbrt 3-
9970**



WEAVER SAFETY LANE TESTING HOUSE



COMPLETE BRAKE SERVICE

GRIZZLY "SAFTI-BOND"
RIVETLESS MATERIAL

TIRE SKIMMING

A NEW & REVOLUTIONARY METHOD
ELIMINATES OUT OF ROUND TIRES
AUTO & INDUSTRIAL BALANCING

WHEEL BALANCING & ALIGNMENT

SACRAMENTO'S SAFETY BRAKE SHOP COMPLETELY EQUIPPED WITH
AUTOMATIC BRAKE ALIGNMENT & HEADLIGHT TESTING EQUIPMENT

ALL OUR WORK UNCONDITIONALLY GUARANTEED

HUdson 4-5895

PRECISION BALANCING SERVICE

WHERE TO GO - 16TH & O

Brake Service--(Cont'd)

DEAN'S TEXACO SERVICE

COMPLETE BRAKE SERVICE
LICENSED BRAKE ADJUSTER
Comax Lining - Lockheed Parts
Wheel Balancing & Front End
Work
Pick-Up & Delivery
801-12th GI lbrt 2-9862

Ebertz Kurt Automotive Serv
Official Brake Station No 3309
3910 Sacramento Blvd. HI lbrst 6-8969
ELLIS JOHN 910-19th. GI lbrt 2-2488

FIRESTONE STORES

Expert
Brake Adjusting & Relining
Wheel Balancing
Official Brake Adjusting Station No. 2
1531 L. GI lbrt 3-9041

FONG WAYNE AUTO REPAIR SERVICE

WAYNE'S
OFFICIAL BRAKE STATION No. 3051
Brake Relining - Drum Turning
Lockheed Brake Parts
"A Complete Brake Service"
Corner 11th
1101 S. GI lbrt 3-5316

FREWAY AUTOMOTIVE SERV

Marconi Av & Howe. HI ckry 9-9412
G-12 SHOP 1210 G. GI lbrt 2-1700
H & B SIGNAL SERVICE Auburn Blvd. HI ckry 9-1830
(See Advertisement Page 69)

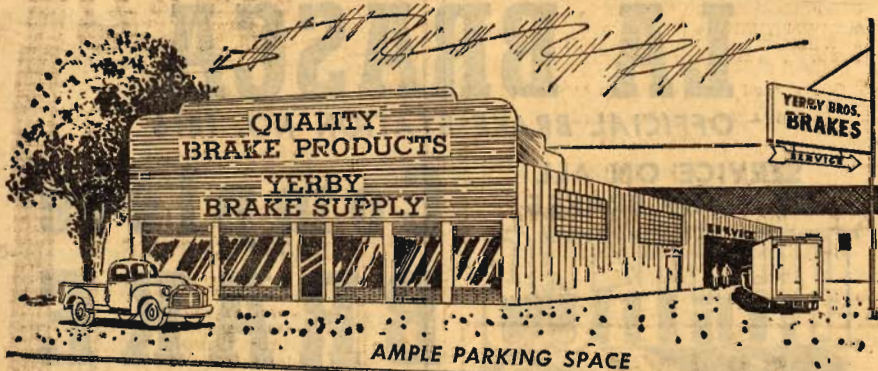
(Continued Next Page)

An extension telephone saves time
and steps--doubles the usefulness of
your present telephone.

YOUR BRAKE SPECIALIST

On Cars - Trucks - Busses

Since 1927



AMPLE PARKING SPACE

BRAKE INSPECTION AT NO COST TO YOU!

We Are Equipped To Do ANY Relining Job Quickly & Efficiently

- EXCHANGE BRAKE SHOES
- DRUM TURNING
- WHEEL BALANCING
- WHEEL ALIGNING
- VACUUM POWER BRAKES
- AIR POWER BRAKES

ONE DAY SERVICE

YERBY BROS.

HUdson 4-3009



Official Brake Station 1771



TESTED
PROVED

1313 C

"NOTCH" PARINO

"RALPH" BERTOLOZZI

Brake & Wheel SPECIALISTS

- Top-Notch Brake Service
- Wheel Alignment
- Complete Lubrication
- Gasoline and Oil

**GI lbrt 3-
1901**

1030 I Street
SACRAMENTO

Residence Hickory 9-0558

California Official Brake Station No. 181

Brake Service—(Cont'd)

HOUSE OF BRAKES

OLIVER McQUAID ROBERT M. KOELZER
COMPLETE BRAKE SERVICE
 Official Brake Station 2587
 Complete Automotive
 Repair
 Wheel Alignment
 BODY & FENDER WORK
 ALL WORK GUARANTEED
 Brake Shoes Exchanged
 1950 Broadway.....HI lcrst 5-3457

Jennings Auto Service 711 N 16th.....GI lbrt 3-9755
 Jerry's Chevron Serv 16th & G.....HUdsn 4-7714
JERUE & CO 1985 Fulton Av.....IV nhoe 9-0446
JONES CHARLES J 2331 Broadway. HI lcrst 5-9610
 La Brasca Paulie Brake Service
 1511-9th.....GI lbrt 3-9970
 (See Advertisement Page 67)

MEYER FRED

Also Motor Tune-Up
 3700 J.....HI lcrst 6-1729

MOTOR CLINIC 1829-17th.....GI lbrt 2-0323

(See Advertisement This Page)

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

PARINO NOTCH 11th & I.....GI lbrt 3-1901

(See Advertisement Page 68)

PARKER WAYNE SHELL SERVICE

Fair Oaks Blvd.....HI lcrst 9-9785

PARELL & FRIES 815 Bdwy.....GI lbrt 3-4695

PENROSE JIM 3301-6th Av.....HI lcrst 6-0784

Precision Balancing Service 1422-16th. HUdsn 4-5895

(See Advertisement Page 68)

Right Brake Shop The 1214-19th.....GI lbrt 2-3256

(See Advertisement This Page)

Sacto Garage 315 L.....GI lbrt 2-7417

SACTO WHEEL SERVICE CO

**BRAKES RELINED &
 ADJUSTED**

Drum Trueing - Wheel Balancing

Wheel Aligning

Sacramento Since 1933

1121-16th.....GI lbrt 2-7694

SPECIALIZED SERVICE CO

320-16th.....GI lbrt 3-4397

START & STOP SERVICE 815-9th.....GI lbrt 3-5655

STEINHAUS AUTO ELECTRIC SERV

BRAKES RELINED & ADJUSTED
 Drum Turning - Wheel Balancing
 Motor Tune-Up

3417-2d Av.....HI lcrst 7-3730

STOCKER AUTO SERVICE

2500 Sutterville Rd.....HI lcrst 5-9348

TAVERN GARAGE 1314-28th.....GI lbrt 3-5343

Thompson Automotive Service 2321 J.....GI lbrt 3-5632

WESTY'S GARAGE 1900 L.....GI lbrt 2-4582

Yerby Brake Supply 1313 C.....HUdsn 1-1461

Yerby Bros 1313 C.....HUdsn 4-3009

(See Advertisement Page 68)

Brakes—Mfrs & Distrs

GUNITE BRAKE DRUMS—

CARTER CHAS W CO 710-12th.....GI lbrt 3-3959

LANGNER & RIFKIN

Bendix B-K Hydraulic Vacuum Power Brakes

1116-15th.....HUdsn 1-1291

Parts House The 9th & O.....HUdsn 4-2466

Yerby Brake Supply 1313 C.....HUdsn 1-1461

Brass

CHASE BRASS & COPPER CO 680-2d S F

(Toll) Call "Operator" for.....Garfield 1-7780

MARWEDEL C W

Sheet-Rod-Tube-Wire

3320 Potter Ln.....IV nhoe 9-2134

YANCEY COMPANY

Thresholds-Sills-Door Equipment

2116 K.....GI lbrt 3-6518

Brass Ingots

See Foundries—Brass, Bronze, Aluminum,
 Magnesium, Etc

The Yellow pages save you time.

FOR RELIABLE
BRAKE SERVICE
 Drive to the
MOTOR CLINIC

1829 - 17th Corner of S St.



COMPLETE BRAKE SERVICE

LATEST MODERN EQUIPMENT

ALL TYPES OF BRAKES

FREE BRAKE INSPECTION

DRUM TURNING

MOTOR TUNE-UP SPECIALISTS

ALL WORK GUARANTEED

Official Brake Station No. 3173

MOTOR CLINIC

1829 - 17th, Cor. S St.

GI lbert 2-0323

STOP

"We Give You an Even Brake"

COMPLETE BRAKE SERVICE

- MECHANICAL, HYDRAULIC & AIR
- DRUM TURNING
- WHEEL ALIGNING & BALANCING
- SHOCK ABSORBER SERVICE

✓ Guaranteed Work ✓ Free Estimates

AUTO & TRUCK REPAIRING

We Give Cash Checks

Hickory 9-1830

H & B "One Stop" SIGNAL SERVICE

HWY. 40 - 99E - AUBURN BLVD.
 NEAR FULTON AVE.

**BRAKE
 REPAIRS**



- ✓ WHEEL ALIGNING
- ✓ BALANCING
- ✓ DRUM TURNING

B & M AUTO SPECIALISTS

Hickory 9-7581

1416 Del Paso Blvd

N. Sacto



**MODERN EQUIPMENT
 EXPERIENCED MECHANICS**

- Shimmy & Tire Wear Corrected
- Front System Rebrushed
- Wheel Aligning
- Vacuum Brake Specialists
- Wheel Balancing

GI lbert 2-3256

Res. HI lcrst 6-3630

The Right Brake Shop

ENGINE OVERHAUL

TUNE-UP

VALVE GRINDING RING JOBS

ELECTRIC WELDING

1214 - 19th Street

"Pete" Cuilla
 "Sam" Toronto



HEY!!
 IF YOU CAN'T STOP
 — DON'T START —
 CALL

**ALHAMBRA
 BRAKE SERVICE**

- Free Inspection
- Pick-Up & Delivery
- WHEEL BALANCING
- BRAKE RELINING
- DRUM TURNING
- SHOE EXCHANGE

Open Daily
 7 A.M. to 10 P.M.

**HI lcrst 6-
 0516**

ALHAMBRA & CAPITOL



Brassieres—Retail

Tower Sportswear Shop
Sho-Form-Spec Sizes For Large Women
1508 Broadway.....HU dsn 4-5803

Brewers

Par-Mac Distributing
1708 Thornton Av.....GI lbrt 2-3972

Brick—Common, Face, Etc

BERCHER B
BRICK - BLOCK - STONE
Residential & Commercial
Fireplace & Veneer a Specialty
3740-42dHlcrst 5-8171

CANNON & CO FACTORY
Clay Ornamental Brick
Clay Face Brick - Clay Fire Brick
Hollow Building Tile - Fire Clay
Roofing Tile - Floor Tile
P.O. Box 802, Sacramento
Office and Factory
No 13th & E El Camino Av
N Sacto.....HI ckrly 9-2794

CAPITAL ROCK CO
See Our Ad Under Contrs Masonry
Folsom Blvd.....HI lcrst 5-4373
Johnson Harry
Brick Contractor
818-26thGI lbrt 3-3659

MASONRY SUPPLY & EQUIP CO
EVERYTHING IN MASONRY
FLAGSTONE
FIREPLACE EQUIPMENT
BARBECUE EQUIPMENT
Complete Masonry Supply
1320 Del Paso Blvd No Sacto. HI ckrly 9-6524

SACTO BRICK CO
MFR. OF COMMON BRICK
Office & Plant
Riverside Blvd.....GI lbrt 2-3021

SACRAMENTO BUILDING BLOCK CO
5621 Franklin Blvd.....Hlcrst 6-5778
Schmidt R G
Brick Contractor
2417-27thHI lcrst 6-4431
If no answer call.....GI lbrt 2-8556
Mobile Telephone
Dial "Operator" And Ask For Mobile Service
Then Ask For WJ6-6344

Brick—Fire

CANNON & CO FACTORY N 13th & E El Camino
Av N Sacramento.....HI ckrly 9-2794

Bridal Outfits

BERNARD'S WOMEN'S APPAREL
814 J.....HU dsn 4-6102
Crest Fashions 1025 K.....HUdsn 4-9914
LEWIS' WOMEN'S APPAREL
906 J.....GI lbrt 3-0219
PARIS SHOP
Formals-Bridesmaids Gowns
913 K.....GI lbrt 2-1581

Broadcasting Stations

See Radio Broadcasting Companies & Stations

Brokers—Food—See Food Brokers

Brokers—Hotel & Apartment House

BLOOMBERG REALTY CO 9th & L...GI lbrt 3-6532

Brokers—Insurance

See Insurance Agents & Brokers

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

Brokers—Stock & Bond

BLYTH & CO INC
Chas W Willi & A E Cook
California State Life Bldg.....GI lbrt 3-6574
CONRAD BRUCE & CO
Financial Bldg.....GI lbrt 2-9076
DAVIES & CO
Members N. Y. Stock Exchange & San Francisco
Stock Exchange - Chicago Board of Trade
INVESTMENTS
919-10thHU dsn 4-9163

DEAN WITTER & CO
Members N Y Stock Exchange
Calif State Life Bldg.....GI lbrt 3-1991

ELWORTHY & CO
H J Bates
2756-10th Av.....Hlcrst 7-5784

FIRST CALIF CO
Bank of America Bldg.....GI lbrt 2-1021
Goodbody & Co 115 Broadway New York City
From telephones served from Sacramento
Exchange only (No Inter-City Charge)
Ask "Operator" for Entrprise 10827

GREEN JAMES B
Calif State Life Bldg.....GI lbrt 3-9085

HOLMES DON C
Regional Manager for
KING MERRITT & CO. INC.
Offices in 28 States
Specializing in
INVESTMENT PROGRAMING WITH
MUTUAL INVESTMENT FUNDS
1225 Bell N Sacto.....Hlckry 9-4435

LUNDBORG IRVING CO
Calif State Life Bldg.....GI lbrt 3-9073
Mason Brothers
Member S F Stock Exchange
Financial Bldg.....GI lbrt 2-5251

Merrill Lynch Pierce Fenner & Beane
301 Montgomery S F
From Sacramento Exchange only (No Inter-City
Charge) Ask "Operator" for Entrprise 10405

MITCHUM TULLY & CO
California State Life Bldg.....GI lbrt 3-1765
SCHWABACHER & CO
Member N Y Stock Exchange
1001 J.....HU dsn 4-9361

WALSTON HOFFMAN & GOODWIN
Member N Y Stock Exchange
1014-8thGI lbrt 3-3768
Wulff Hansen & Co Forum Bldg.....GI lbrt 2-4949

Brokers—Sugar

See Sugar Brokers & Whslers

Brokers—Yacht & Ship—See Yacht Brokers

Bronze

MARWEDEL C W
Sheet-Rod-Tube-Wire
3320 Potter Ln.....IV nhoe 9-2134

WESTERN INDUSTRIAL SUPPLY CO
Johnson Products
905 G.....GI lbrt 2-7264

YANCEY COMPANY
Screen-Weatherstrip-Thresholds
2116 K.....GI lbrt 3-6518

Brushes

Easterday Supply Co Inc 923-20th...GI lbrt 2-7484
Fuller Brush Co 920-9th.....GI lbrt 2-6544
General Brush Co 7 Front S F
(Toll) Call "Operator" for.....Exbrook 2-2004
General Paint Corp 1301 J.....GI lbrt 3-7201
Gerwick Helen
1712 Orange Av Del Paso Hgts.....Hlckry 9-9467

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

STANLEY HOME PRODUCTS CO
Branch Office
3398 Fulton Av.....Hlckry 9-0435

Western Brush Company
Brushes Built To Order & Re-Filled
331 Sequel Av Snta Cruz
(Toll) Call "Operator" for.....Snta Cruz 564

Buckets—Digging & Hoisting

BACON EDWARD R COMPANY
430-17thGI lbrt 2-1008
SCOTT EQUIPMENT CO
N 16th & American River.....Hlckry 9-8551

Builders—See Contractors—Building

Building & Loan Associations

See Savings & Loan Associations

Building Maintenance—See Janitor Service

Building Materials

A & A KEY SHOP 3413 Bdwy.....Hlcrst 5-7513

ALBEST YANCEY COMPANY
Manufacturer & Fabricator of
ALUMINUM - BRASS - WOOD
WINDOW SCREENS & SCREEN DOORS
Thresholds - Door Equip. - Weatherstrip
Sales - Repairing & Rewiring of
Roll-Away, Ry-Lock, Wood & Metal
WINDOW SCREENS
JOHNS-MANVILLE PRODUCTS
Roofing - Insulation - Siding
Acoustical Tile - Asphalt Coatings
2116 K.....GI lbrt 3-6518

ALPINE LUMBER CO
Auburn Blvd N Sacto.....HI ckrly 9-2731

AMERICAN BUILDING MATERIALS CO
Concrete - Lathing & Plastering Material
Insulation & Roofing
Steel Windows
Overhead & Garage Doors
Glass - Mirrors - Shower Doors.
2701 Stkr Blvd.....HI lcrst 6-3858

ARCADE INSULATION & MATERIALS CO
Auburn Blvd N Sacramento.....HI ckrly 9-3809

ARDEN HARDWARE & LUMBER SALES
BUILDING MATERIALS
Lumber - Fences - Hardware - Tools
Plumbing & Electrical Supplies
Kitchen Equipment - Floor Materials
"Redwood Specialists. - Free Consultation"
Corner of 20th
2105 Arden Wy N Sacto.....Hlckry 9-2338

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

BERKE-KLEINKE CO
B-K Sliding Door Frames
3490 Fruitridge Rd.....Hlcrst 6-3039
Blomberg's 5675 Freport Blvd.....HU ntr 6-2803
(See Advertisement Page 72)

BROOKMAN CO OF SACTO INC THE
1520 R.....HU dsn 1-1428
Building Material Dist Inc
Wholesale Only
1925 Stockton Blvd.....HU ntr 6-2896

BUILDING SUPPLY & LUMBER CO
LUMBER - HARDWARE
SHERWIN-WILLIAMS PAINTS
MILLWORK - CEMENT
Free Delivery Service
2396 Sutterville Rd.....HI lcrst 7-5711

BURNETT & SONS 11th & C.....GI lbrt 2-0493
C & S DISTRIBUTORS
Plywood-Doors-Shingles-Whsle
Whitmore Av & 99 Hwy Ceres
(Toll) Call "Operator" for... Modesto 652-R-11

CAL-FIR LUMBER CO INC
BUILDERS' HARDWARE - PAINT
ROOFING & INSULATION
PLYWOOD - ALUMINUM SHEETS
400-17thHU dsn 4-1687

CANNON'S MORTAR CREAM—
CANNON & CO FACTORY N 13th & E El Camino
Av N Sacramento.....HI ckrly 9-2794

(Continued Next Page)

PICNIC TRICK

Coat with laundry soap the outside
and bottom of outdoor cookery utensils.
Makes soot wash off more easily.

Building Materials-(Cont'd)

CAPITAL LUMBER CO

LUMBER - MILLWORK
Hardware - Nails
Dutch Boy Paint
Insulation Board
Cement - Shakes - Posts
Plaster Board

1831-37th HI lcrst 5-2681

Capital Roof Tile Mfg Co

7660-14th Av..... HI lcrst 5-8120

Clare Lumber Co

Yard No 1 320 E El Camino Av
N Sacramento..... HI cky 9-2703
Yard No 2 Carmichael..... IV nhoe 9-3655

COLONIAL BLDG SUPPLY CO

BUILDERS' HARDWARE
PAINTS - ROOFING MATERIALS
MILLWORK - WALLBOARD
LUMBER - CEMENT
PLUMBING & ELECTRICAL SUPPLIES
FENCE MATERIALS

4649 Stockton Blvd..... HI lcrst 5-0717

Converse Industries

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

COWELL HENRY LIME & CEMENT CO

509 I..... GI lbrt 2-2746

DEL PASO GLASS CO

Glass-Steel Sash-Shower Doors
1019 Del Paso Blvd N Sacto..... HI cky 9-4296

DEL PASO LUMBER CO

800 Grand Av Del Paso Hgts..... HI cky 9-3507

(See Advertisement Page 73)

DIAMOND MATCH CO 2826 Q..... HI lcrst 6-4703

(See Advertisement Page 73)

Dolan Building Materials Co

Alhambra & P..... HI lcrst 6-6481

DOLAN'S Alhambra & P..... HI lcrst 6-6481

(See Advertisement Page 73)

ECONOMY LUMBER SUPPLY

4891-24th Street Rd..... HI lcrst 7-6541

FERNANDEZ BUILDING SUPPLY INC

1716-26th HI lcrst 7-6511

FLORIN LUMBER YARD

BUILDERS HARDWARE - ROOFING
PAINT - INSULATION - FREE ESTIMATES
Right by S.P. Depot
Florin..... HI lcrst 7-3907

FRIEND & TERRY LUMBER CO

1920 Front..... GI lbrt 3-9091

(See Advertisement Page 73)

FULLER LUMBER & SUPPLY CO

36th & R..... HI lcrst 5-3095

30th & R..... HI lcrst 6-5231

HARD MATERIALS CO

MORTAR TRADE SUPPLIES

Sand Plaster
Putty Mortar
Cement Stucco

12th & American River..... HU dsn 4-9397

HOKANSON BUILDING BLOCKS

Power Inn Rd..... HI lcrst 5-5625

(See Advertisement This Page)

Home Lumber Co 101 N 12th..... GI lbrt 2-3930

HOMESTEAD LUMBER CO

"Everything In Building"
LUMBER - ROOFING
PLUMBING SUPPLIES
DOORS - WINDOWS - PAINT

30th & Q..... HI lcrst 5-3081

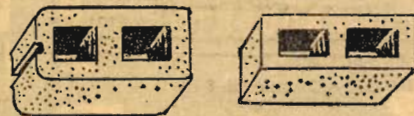
(Continued Next Page)

BUILDING BLOCKS

PRECISION MADE
100% Oregon Pumice
Or Concrete



"NAILABLE"



"NAILABLE"



- TIME PAYMENTS ON IMPROVEMENT
- FREE ESTIMATES
- PASSED BY ALL CODES INCLUDING F.H.A.
- BUILD A PERMANENT GARAGE, FENCE OR PATIO WALL WITH OUR SPECIAL LOW PRICE FENCE BLOCKS

Sacramento Building Block Co.

CALL OR WRITE FOR OUR SPECIAL PACKAGE DEAL THAT INCLUDES
BLOCKS, STEEL SASH, STEEL DOOR FRAMES, LABOR & ETC.

PHONE

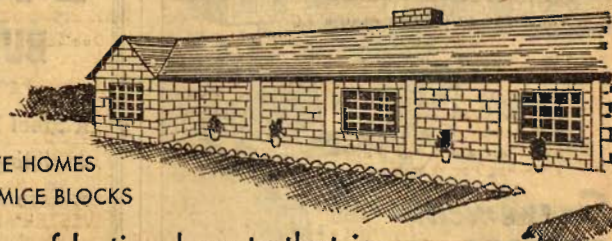
HI lcrest 6-5778

ADDRESS

5621 FRANKLIN BLVD.

Evenings Call HI lcrest 7-2130

BUILD WITH PUMICE BUILDING BLOCKS



ATTRACTIVE HOMES
OF PUMICE BLOCKS

For a home of lasting beauty that is
insulated against heat and cold use...

PUMICE BUILDING BLOCKS

"BUILDINGS OF PUMICE BLOCKS HAVE LOWER INSURANCE RATES"

HOKANSON BUILDING BLOCKS

- ★ FIREPROOF ★ LIGHT WEIGHT
- ★ PERMANENT ★ NAILABLE
- ★ LOWER MAINTENANCE UPKEEP
- STEEL ★ SASH ★ GLASS ★ PAINTS

Hillcrest 5-5625

Evenings Call

Hillcrest 5-6458



A Garden Wall of Pumice Blocks

ON POWER INN ROAD

1 Mile South of Folsom Blvd.

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

FOR ALL BUILDING MATERIALS



L. M. Miller, Mgr.

**SAND - MORTAR - PUTTY
REINFORCEMENT RODS - DRY CONCRETE MIX
ROCK LATHE & HARDWALL**

Prompt Delivery

WE ARE AS NEAR AS YOUR TELEPHONE

Gilbert 2-9089

24TH AND AMERICAN RIVER

SUCCESSORS TO ROBERT POWELL CO.

Building Materials--(Cont'd)

JOHNS-MANVILLE BUILDING MATERIALS

Asbestos Roofing and Siding Shingles;
Asphalt Shingles; Roll Roofing; Rock
Wool Home Insulation; Insulating
Boards; Asbestos Wallboards; Building
Accessories.



"WHERE TO BUY THEM"

DISTRIBUTOR

LUMBER DEALERS MATERIALS CO
1201 Swanston Rd. Hickory 9-2751

KNOX LUMBER CO Front & W. Gilbrt 2-3614

LAKEVIEW LUMBER & SUPPLY CO
NEW & USED
Builders' Supplies - Electrical Supplies
2 1/2 Miles From Tower Bridge on Right
Davis Hy Gilbrt 2-4641

Linn's New & Used
801 South Av Del Paso Hgts. HI cky 9-6493

LUMBER DEALERS MATERIALS CO
Wholesale Only
1201 Swanston Rd. HI cky 9-2751

MAPES LUMBER CO 2430 Rio Linda Blvd
N Sacramento. HI cky 9-1101

MIX-KWIK

MIX-KWIK
CONCRETE-MORTAR
AND PATCH

MIX-KWIK

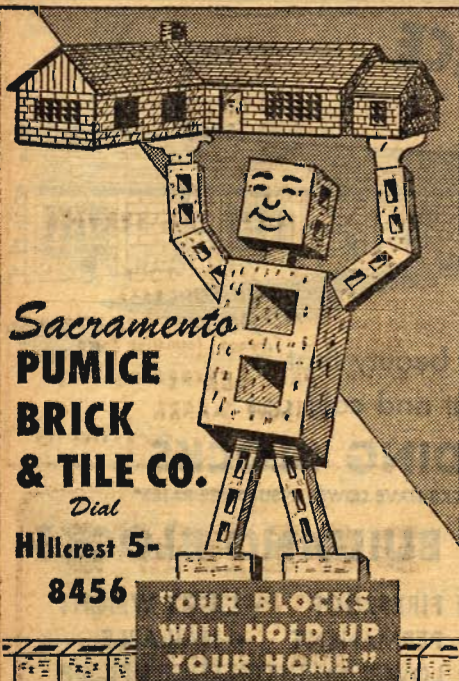
"ALL IN THE BAG
JUST ADD WATER"

"WHERE TO BUY IT"

PACIFIC COAST AGGREGATES INC
16th & A. Gilbrt 3-6586

(Continued Next Page)

An extension telephone is a step-saver
in any home.



**Sacramento
PUMICE
BRICK
& TILE CO.**

Dial
Hillcrest 5-
8456

**"OUR BLOCKS
WILL HOLD UP
YOUR HOME."**

Highly Insulating	Cool in Summer
Low Absorption	Warm and Dry in Winter
Fire Proof	High Compressive and
Termite Proof	Tensile Strength

2731 STOCKTON BLVD.

Free Estimates Given

BASALITE BUILDING BLOCKS

- ★ Steel Sash
- ★ Sliding Glass Doors
- ★ Exterior & Interior Paints
(Over 300 Colors)
- ★ Waterproofing for
Concrete & Masonry
- ★ Concrete Admixtures of All Types
- ★ Concrete Floor Finishes
- ★ Colored Waxes

"Corrulux" Plastic Panels

CALL

HUnter 6-2803

BLOMBERG'S

5675 FREEPORT BLVD.

"Just North of Municipal Airport"

READY-MIXED CONCRETE

CEMENT

Coloring Materials
Expansion Joints
Curing Compounds

CRUSHED ROCK & SCREENINGS

Cementing Road Rock
Concrete Mix
Sand & Gravel

TYCO CUTBACK ASPHALT
AND OIL MIXES

Dial

HILLCREST 5-2651

PERKINS GRAVEL COMPANY

Owned and Operated by
A. TEICHERT & SON, INC.

1846 - 37th St.

Sacramento

Building Materials—(Cont'd)

MOORE'S WINDOW & BLIND SUPPLY
BUILDERS HARDWARE
R.O.W. Windows — Steel Sash
Floor Coverings
1229 W HUDsn 4-5545

PACIFIC COAST AGGREGATES INC
16th & A GI lbrt 3-6586
(See Advertisement This Page)

Pac Perlite Co
1412 E Bassettlaw Av N Sacto. . . . Hickry 9-7559
PERKINS GRAVEL CO 1846-37th. . . HI crst 5-2651
(See Advertisement Page 72)

PERKINS LBR & SUPPLY CO
Between Folsom Blvd & Jackson Rd
Perkins HI crst 5-2307

POWELL J MATERIALS CO
MAIN OFFICE
**SAND — CEMENT — STUCCO
HARDWALL — LIME PUTTY
NETTING — LATH — MORTAR**
J. P. TOOMEY
1802-26th HI crst 7-5779

Robert Powell Products
24th & Amer River. GI lbrt 2-9089
(See Advertisement Page 72)

SACRAMENTO BUILDING BLOCK CO
5621 Franklin Blvd. HI crst 6-5778
(See Advertisement Page 71)

SACTO BUILDING SPECIALTIES
HARDWARE — ASPHALT TILES
PABCO PAINTS — FLOOR CLEANERS
Open 6 Days Per Week
4947 Folsom Blvd. HI crst 7-7558

SACRAMENTO DOOR AND PLYWOOD CO
DOORS & PLYWOOD
ALWAYS BETTER — ALWAYS LESS
BETTER BUY WHERE YOU GET THE BEST
1010 E El Camino Av N Sacto. . HI ckr 9-0314

SACTO PUMICE BRICK & TILE CO
2731 Stockton Blvd. HI crst 5-8456
(See Advertisement Page 72)

SACTO STUCCO PRODUCTS CO
Sand - Plaster - Cement & Stucco
Roofing - Asphalt & Asbestos
Insulation - Stucco Netting
Metal Lath - Texturing Compounds
Asbestos & Brixite Siding
27th & R. HI crst 5-3044

SCOTT LUMBER CO
COMPLETE LINE OF BUILDING MATERIALS
See Our Advertisement Under Lumber—Retail
2809 Rio Linda Blvd N Sacto. HI ckr 9-1454

SIERRA MILL & LUMBER CO
LUMBER
General Millwork
HARDWOOD LUMBER
STRUCTURAL INSULATION & HARDBOARD
SASH and DOORS
PLYWOOD
3d & V. HU dsn 1-0201

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

STEINER LUMBER CO
Retail 4448-2d Av. HI crst 7-9867
Carmichael Branch
See Our Ad Under Lumber-Retail
Fair Oaks Blvd Carmichael. . . IV nhoe 9-3616

SUTTER SUPPLY COMPANY
Quonset All Steel Buildings
Stran - Steel Framing
Alysnite Translucent Sheets
1920 T. HI crst 6-3837

Building Materials—(Cont'd)

SWANSON LUMBER CO
Riverview Rd W Sacramento. GI lbrt 2-0691

TAYLOR'S LUMBER CO
Quality Merchandise for
Modernization - Alterations
and Building Construction
Lumber - Plywood - Hardware
Hardwood Flooring - Insulation
Wall Boards - Electric Fixtures
Frames - Windows - Doors
Devco Paints
Cement - Plumbing Supplies
2930-19th N Sacramento. . . . HI ckr 9-1437

Thomson-Diggs Co 1801-2d. GI lbrt 2-7851
TRIMBLE ROY A SAND & GRAVEL CO
935 Arcade Blvd N Sacto. HI ckr 9-6251
(Continued Next Page)

**BUILDING MATERIALS
& LUMBER**

For HOMES - STORES - BUILDINGS

- ROOFING
- WINDOWS
- INSULATION
- ACME PAINT
- WALLBOARD

LUMBER

RUSTIC - FLOORING - SHELVING
KNOTTY PINE - PLYWOOD

**FRIEND & TERRY
LUMBER CO.**

1920 FRONT ST.

Phone

**GI lbrt 3-
9091**



MILLWORK - SASH & DOORS
HARDWARE
PAINTS
ROOFING
CEMENT - LIME - PLASTER

Try the Diamond Budget Plan

Office - 29th & Que St. HI lcrst 6-4703

1110 East El Camino Ave. Hickory 9-2741



NO NEED TO SHOP
— WE HAVE IT ALL!

**Building
Materials**

DEL PASO DELBERT

- FLOORING
- ROOFING
- PAINTS
- PLUMBING SUPPLIES
- ELECTRICAL GOODS
- HARDWARE

**DEL PASO
LUMBER CO.**

- OUR LOW CASH PRICES ALWAYS PREVAIL
 - ONLY 10% DOWN 36 MONTHS TO PAY
 - FAST COURTEOUS SERVICE
- We Are as Close as Your Phone

CALL

Hickory 9-3507

Open Saturdays 8 A.M. to 1 P.M.

800 GRAND AVE. - DEL PASO HGTS.
SACRAMENTO



**COMPLETE
BUILDING MATERIAL SERVICE**

Producers of

GRAVEL - SAND - ROCK
READY-MIXED CONCRETE

Roofing - Insulation - Plaster - Lath - Metal Windows
Waterproofing - Plywood - Insulating Board

Pacific Coast Aggregates Inc.

GI lbrt 3-6586

16th & A STS.

SACRAMENTO

**DOLAN'S
"EVERYTHING
FOR BUILDING"**

- LUMBER
- BUILDING MATERIALS
- HOME APPLIANCES
- PLUMBING SUPPLIES
- ELECTRICAL SUPPLIES
- HARDWARE

Alhambra Blvd. at P Street

HILLCREST 6-6481

Building Materials—(Cont'd)

UNITED PIPE & MACHINERY CO
 2551 Auburn Blvd. HI ckyr 9-2858
 U S Gypsum Co 2115 J GI lbrt 3-1989

VOLCOLITE PRODUCTS CO
 VOLCOLITE
 BUILDING BLOCKS
 "Permanency of the Pyramids"
 3020 V HI lcrst 6-3835

WAGNER SHEET METAL & SUPPLY CO
 METAL BUILDING PRODUCTS
 Pricemetal Toilet Partitions
 Kinnear Rolling Doors
 Labelled Fire Doors — Hauserman Steel
 Partitions — Porcelain Enameling Work
 Kalamien & Hollow Metal Doors
 1829-22d HI lcrst 7-5781

Western Aluminum Corp 411 N 16th. . . HUdsn 4-9159

ZONOLITE BRAND VERMICULITE—
 CALIFORNIA ZONOLITE CO
 208 Jibboom GI lbrt 2-7611

Building Materials—Used

LINN'S NEW & USED
 801 South Av Del Paso Hgts. HI ckyr 9-6493
 X G I Lumber Co Stkn Rd. HI lcrst 7-0746

Building Specialties

Engineered Metals Inc 1331 T GI lbrt 2-8991
FONTAINE & BEAN SHEET METAL PRODS
 2005 N GI lbrt 2-2748
 Sawyer Willis S 676-55th. HI lcrst 5-8479
 Western Bldg Specialties
 722 Alhambra Blvd. GI lbrt 3-3337
YANCEY COMPANY 2116 K GI lbrt 3-6518

Buildings—See Office Buildings

Bulbs

See Electric Lamp Bulbs & Tubes; Also Seeds & Bulbs—Retail

Bulletin & Directory Boards

Ogle Harry B & Associates 1331 T. GI lbrt 3-8543

Burglar Alarm Systems

AMER DISTRICT TELEGRAPH CO OF S F
 A D T
 INSTALLATION & MAINTENANCE
 2208 L Rear. GI lbrt 3-0164
 If no answer call. GI lbrt 3-7461

Capitol Burglar Alarm Co Ochsner Bldg. GI lbrt 3-1415

CAPITOL BURGLAR ALARMS

BURGLAR ALARMS
 FOR ALL PURPOSES
 Local and Central Station
 ▲ 24-hour automatic watch
 over your premises.



Low monthly rates. We welcome your inquiries.

"FOR SERVICE CALL"

Capitol Burglar Alarm Co
 Ochsner Bldg. GI lbrt 3-1415

GUARDIAN BURGLAR ALARMS

"PROTECT WITH GUARDIAN"
 Bell Type Alarms
 Rented & Maintained

703 1/2 J HUdsn 1-0191

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

Burners—See Gas Burners; Also Oil Burners

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

Bus Lines

AMERICAN BUSLINES

(Burlington Trailways
 now American Buslines)
 COAST TO COAST SERVICE
 Through Express Buses
 See More . . . Save More



"FOR INFORMATION CALL"

Burlington Trailways Bus Depot
 1117 I. GI lbrt 3-2044

American Buslines Inc 1117 I. GI lbrt 3-2044

Burlington Trailways Bus Depot
 1117 I. GI lbrt 3-2044

Continental Pacific Trailways 1117 I. GI lbrt 3-2044

CONTINENTAL TRAILWAYS

"To the next town
 or across America"



"FOR INFORMATION CALL"

CONTINENTAL PACIFIC TRAILWAYS
 1117 I. GI lbrt 3-2044

GIBSON-BURLINGTON BUSLINES

Friendly . . . courteous . . .
 dependable, Northern California's
 own Transportation service from
 Chico to the Bay Area. Tickets to
 all points in the Nation.



"FOR INFORMATION CALL"

Gibson-Burlington Buslines 1117 I. GI lbrt 3-2044

Gibson-Burlington Buslines 1117 I. GI lbrt 3-2044

GREYHOUND LINES

SERVING
 ALL
 AMERICA



Providing a Frequent, Convenient and
 Comfortable Service At Low Fares

"FOR INFORMATION CALL"

Pacific Greyhound Lines
 Ticket Office & Information
 7th & L. GI lbrt 2-4901

Pac Greyhound Lines 7th & L. GI lbrt 2-4901
 Sacto City Lines 28th & N. HI lcrst 6-4772

Business Consultants

LIVINGSTON PERSONNEL SERVICES
 1219-30th HI lcrst 7-1600
 If no answer call. HI lcrst 7-1990
 (See Advertisement This Page)
 Peaks A R 1714 Capitol Av. GI lbrt 3-1833

You'll find it fast in the YELLOW PAGES.

**LIVINGSTON
 PERSONNEL SERVICES**

"Specialists in Sales & Supervisory Training"

Planned, Consistent Training
 for Your Employees Means—

- Increased Sales, Production, Profits
- Reduced Personnel Turnover
- Better Teamwork

WE WILL PREPARE AND PRESENT
 A PLAN AT NO COST TO YOU.

HI lcrst 7-1600

If No Answer Call HI lcrst 7-1990

1219 - 30th St.

Business Forms

See Autographic Registers & Supplies; Also
 Continuous Forms—Manifold; Also Sales Books

Business Opportunity Brokers

ARMSTRONG REALTY
 14th & Broadway GI lbrt 2-3809
BLOMBERG REALTY CO 9th & L. GI lbrt 3-6532
 Residence 1291-8th Av. GI lbrt 3-7338

COEN-SEXTON

Specializing in
 BUSINESS SALES

2749 Franklin Blvd. HI lcrst 7-5789

Cook R W 511 Fulton Av. IV nhoe 9-3128

COOKSON REALTY CO 2025-35th. . . HU ntr 6-2462

Curran O W Realty & Business Broker
 4336-4th Av. HI lcrst 7-0598

HOLT REALTY CO 2328 K. GI lbrt 2-7723

LUCAS & CO 915-8th. GI lbrt 2-5864

Nunneley Realty 912-7th. GI lbrt 3-3793

PHILPOT R N & SON 914-14th. GI lbrt 2-5539

Predovich Walter L 1522 D. GI lbrt 2-4357

RAY ROBERT E & CO 2726 Q. HI lcrst 6-1967

Shasta Realty 1903 Capitol Av. HUdsn 4-3401

STATEWIDE REAL ESTATE
 1209-21st HUdsn 4-8241

Telesco J E 3231 Fulton Av. IV nhoe 9-3637

Wittmier Realty Co 1527-28th. HI lcrst 5-0290

Business Schools—See Schools

Butane—See Gas—Liquefied Petroleum

Butchers—Retail—See Meat—Retail

Butchers' Supplies

AAGAR E SORENSEN
 Slicers-Scales Etc-Globe-Stimpson Agcy
 Auburn Blvd. HI ckyr 9-5149
 (See Advertisement This Page)

BLAIR J N & CO INC

Established 1899
**COMPLETE EQUIPMENT
 FOR THE FOOD MARKET**
 SCALES — CHOPPERS — SLICERS
 Biro Power Meat Saws
 Super-Cold Refrigerator Cases
 217 N 16th. HUdsn 4-9311

HOBART MANUFACTURING CO

DAYTON SCALES
 ELECTRIC MEAT SAWS
 FEDERAL MEAT TENDERIZERS
 CHOPPERS - FOOD SLICERS
 1916-16th GI lbrt 3-2287

Hussmann Refrigeration Inc
 3015 Broadway. HI lcrst 6-6409
 (Continued Next Page)

The Yellow pages save you time.

**GLOBE-STIMPSON
 SLICING MACHINES
 CHOPPERS & SCALES**

NEW & USED - ALL MAKES

- ★ Globe Slicing Machines
- ★ Steak Machines
- ★ Jim Vaughan Meat & Bone Saws
- ★ Repairing on All Makes

EQUIPMENT RENTED — EASY TERMS

Hickory 9-5149

GLOBE-STIMPSON PRODUCTS

11 Miles from Sacramento
 On 99 E & 40 - Called Auburn Blvd.
 RT. 6 BOX 3192 SACRAMENTO, CAL.

Butchers' Supplies—(Cont'd)

KENNEDY CHARLES F E
 TOLEDO SCALES & SLICERS
 MEAT SAWS — MEAT CHOPPERS
 TOLEDO STEAK MACHINES
 1230 H. GI lbrt 3-3091

MACLENNAN CO 3015 Broadway... HI lcrst 6-6409

U S SLICING MACHINE CO
U. S. SLICERS
 Butcher Boy Saws & Choppers
 Standard Scales — Enterprise Choppers
TENDERSTEAK MACHINE
 Sales & Service — New & Used
 Rentals
 2108-16th HU dsn 4-2791

Butchers—Wholesale

See Meat Packers; also Meat—Whse

Butter

CHALLENGE CREAM & BUTTER ASSN
 203 El Camino Av. HI ckry 9-4923
CRYSTAL CREAM & BUTTER CO
 1013 D. GI lbrt 3-3911
GOLDEN STATE CO LTD 214-19th. GI lbrt 2-4961

Button Makers

Ballinger's Button Box
 101 Cantalier N Sacto. HI ckry 9-6106
Enos Dept Store 820 J. GI lbrt 3-7946
Mary's Pleating & Embroidering Works
 1128-9th GI lbrt 3-3842

Buttonhole Making

Ballinger's Button Box
 101 Cantalier N Sacto. HI ckry 9-6106
Enos Dept Store 820 J. GI lbrt 3-7946

Cabinet Makers

Arcade Cabinet Shop Auburn Blvd. HI ckry 9-8365

BARRETT'S CABINET & FIX-IT SHOP
 UNFINISHED FURNITURE
 MADE TO ORDER
 5131 Franklin Blvd. HI lcrst 6-3315

BEN ALI CABINET SHOP
 Specializing in
CUSTOM BUILT CABINETS
 Door & Window Frames
 Panels & Screen Doors - Window Screens
REMODELING & REPAIRING
 David and Gordon Joelson
 3019 Ben Ali Av N Sacto. HI ckry 9-8680
 If no answer call. HI ckry 9-5140

BROADWAY CABINET SHOP
 WE DESIGN & MANUFACTURE
CUSTOM BUILT CABINETS
KITCHEN EQUIPMENT
STORE FIXTURES
 Sketches & Estimates Gladly Furnished
 1220 Yale. GI lbrt 2-2381

CALIFORNIA MANUFACTURING CO INC
FIXTURES - CABINETS
GENERAL MILLWORK
 Stock & Special Millwork
 1716 Alhambra Blvd. HI lcrst 6-3805

Cal-Sac Cabnet Mfg Co 1715-15th GI lbrt 3-2885
 (See Advertisement This Page)

CAPITAL LUMBER CO 1831-37th. HI lcrst 5-2681
 Craft Wood Products
 1331 Seville Wy. HI lcrst 6-4116

Classified Directory advertising brings new prospects into your store, reminds old customers to come back again,

Cabinet Makers—(Cont'd)

DAVIS JACK L S
KITCHEN CABINETS
CUSTOM CABINET WORK
CONTRACTORS WORK
INVITED
 For Individual Homes or Tracts
 517 W Bassetlaw N Sacto. HI ckry 9-0482

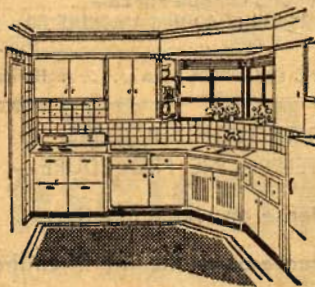
Dewey's Cabinet Shop
 Pecan Av W Sacramento. HU dsn 4-3341
 If no answer call. GI lbrt 3-8481
Dynans Cabinet Shop
 128 N 9th N Sacramento. HI ckry 9-2331

Advertise here—it pays.

CAL-SAC CABINET
Manufacturing Co.

CABINETS AND STORE FIXTURES

Custom Built
PANEL & SCREEN DOORS
WINDOW FRAMES & WINDOWS
KITCHEN CABINETS
PLASTIC SINKS & TABLE TOPS



PHONE
GI lbert 3-2885
 1715 - 15th SACRAMENTO

CABINET WORK



No
 Job Too
 Big
 or Too
 Small

Specializing in
 ★ DOOR & WINDOW FRAMES
 ★ KITCHEN CABINETS

JACKSON'S CABINET SHOP

Hickory 9-4348
 If No Answer Call IVanhoe 9-2180
 116 San Carlos Ave. North Sacto

Cabinet Makers—(Cont'd)

G & E CABINET SHOP
 Route 6, Box 1844 Sacramento
 "ASK FOR THE CABINET SHOP"
 Auburn Blvd HIckry 9-5319

General Woodwork Fair Oaks Blvd. IV nhoe 9-0629
Hart & Flanigan Planing Mill
 3151-21st Av HI lcrst 6-5607

HINSHAW CABINET & FIXTURES CO
 We Specialize in Show Cases
 Bars — Counters — Plastic Tables — Booths
 111-11th W Sacto. HU dsn 4-7465
 If no answer call. GI lbrt 2-4500

JACKSON'S CABINET SHOP
 116 San Carlos Av N Sacto. HIckry 9-4348
 (See Advertisement This Page)

LEE CLARENCE
CUSTOM BUILT CABINETS
STORE FIXTURES
REMODELING
 Free Estimates — Guaranteed Work
 No Job Too Large or Too Small
 2400 Auburn Blvd. HIckry 9-7193

Links Cabinet Shop Carmichael. IV nhoe 9-3316

MILLWORK MART INC
NU-ERA' CABINETS
 (Wood - Production-Bilt)
OLYMPIA CABINETS
 (Aluminum & Steel)
 1730 Alhambra Blvd. HI lcrst 7-0441

Morgan Bros Tokay Av Florin. HI lcrst 6-5012
Prestley Cabinet & Screen Shop
 3000-19th Av. HI lcrst 6-9893

SACTO CABINET & FIXTURE CO
 CUSTOM MADE
KITCHEN CABINETS
BAR & STORE FIXTURES
 1806-27th HI lcrst 6-0519

Sutterville Cabinet Shop
 2240 Sutterville Rd. HI lcrst 7-3797

WESTERN WOOD SHOP
 Custom-Built Cabinets
 Furniture - Fixtures - Showcases
 1103 E Bassetlaw N Sacto. HIckry 9-8894
 If no answer call. HI lcrst 5-8388

Zetz Cabinet Shop 520 S. GI lbrt 2-0577

Cabinets

See Cabinet Makers; Also Cabinets Metal; Also Kitchen Equipment; Also Office Equipment Headings, Etc

Cabinets—Metal

CAPITAL OFFICE EQUIP CO 910 J. GI lbrt 3-4831

Cable

See Electric Equipment Headings; also Electric Supplies Headings; also Wire Headings

Cactus—See Nurseries Headings

Cafeterias—See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Calendars

Johansen 2226 K. HU dsn 4-9107
Novelty Advertising Co 2009-21st. HI lcrst 7-1480

Cameras

See Photographic Equipment & Supplies Headings

Keep the Classified Telephone Directory handy; it can save you time and effort,

Camping Equipment

Army & Outing Store 1222 J. HU dsn 4-2854
CAPITOL TENT & AWNING CO
 3904 Stockton Blvd. HU ntr 6-2801
CARNIE FRED E & SON COMPANY
 2012 K. GI lbrt 3-3802

CARNIE-GOODWIN-PENDLETON CO
TENTS - CANVAS COVERS
 SLEEPING BAGS - AIR MATTRESSES
 HAMMOCKS - COTS
 STOVES - GASOLINE LANTERNS
 Also Campers Equipment Rented
 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
MARCUS AUTO SUPPLY CO
 12th & J. GI lbrt 3-7421
SACTO GENERAL SUPPLY CO
 Army & Navy Goods
 3320 Broadway. HI lcrst 6-3552
SACTO GENERAL SUPPLY CO
 Army & Navy Goods
 814 Grand Av Del Paso Hts. HI ckry 9-3455
 Sacramento Sporting Goods 1312 J. GI lbrt 2-7298
STOCKADE GENERAL STORE
 Army & Navy Goods
 2628 Fulton Av. IVnhoe 9-3069

Candles

Colonial Wax Products Corp Of Calif
 512 Francisco Blvd San Rafael
 (Toll) Call "Operator" for. San Rafael 3220

Candy-See Confectioners Headings

Canners

BERCUT RICHARDS PACKING CO
 7th & Richards Blvd. HUdsn 1-1241
 Calif Packing Corporation
 Plant No 11 17th & C. GI lbrt 2-2901
 Plant No 12 2d & P. GI lbrt 2-3691
 Plant No 15 19th & R. HU dsn 1-0041
 Plant No 17 2401-3d HUdsn 4-9292
 Campbell Soup Company
 43d Av & Franklin Blvd. HI lcrst 6-7892
 Ensher Alexander Barsoom Inc
 Capital National Bank Bldg. GI lbrt 3-6792
 Libby McNeill & Libby
 Alhambra & Stockton Blvds. HI lcrst 6-3831
 Employment & Personnel Office
 Alhambra & Stkn Blvds. HI lcrst 7-0504
 Warehouse North C. HUdsn 4-2378

Canning Equipment & Supplies

CARMICHAEL D & SON
 Knives-Pitting Spoons-Peelers & Corers
 3228-5th Av. HI lcrst 5-4616

Cans-Fibre

CONTINENTAL CAN CO N 7th. GI lbrt 3-1916
FIBREBOARD PRODUCTS INC
 California State Life Bldg. GI lbrt 2-9039

Cans-Metal

AMERICAN CAN CO 33d & C. HUdsn 1-1471
 Continental Can Co N 7th. GI lbrt 3-1916

CONTINENTAL CANS

Manufacturers
 of PLAIN and
 LITHOGRAPHED
 TIN CONTAINERS
 to meet every
 packaging need



.. "WHERE TO CALL"

Continental Can Co N 7th. GI lbrt 3-1916

AT YOUR FINGERTIPS

To keep screws, nails, etc., handy
 and in view, attach the lids of glass jars
 to a rafter or shelf over your workbench.
 Screw jars in place.

Canvas Products

CAPITOL TENT & AWNING CO
 Tomato Sheets-Tarpaulins-Hay Covers-Etc
 3904 Stockton Blvd. HU ntr 6-2801
CARNIE CO TENTMAKERS 515 L. GI lbrt 2-8924
 Carnie Fred E & Son Company 2012 K. GI lbrt 3-3802
 Carnie-Goodwin-Pendleton Co 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
 (See Advertisement This Page)
 Janak & Scurfield 2980-35th. HI lcrst 6-9834
 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

Canvas-Whsle & Mfrs

Carnie-Goodwin-Pendleton Co 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

Car Loading & Unloading

WESTERN FREIGHT HANDLERS INC
 831 E. GI lbrt 2-8047

Carbide

Air Reduction Pac Co A Division of Air Reduction
 Co Inc Front & B. GI lbrt 3-5844

Carbon Dioxide

CALIFORNIA OXYGEN CO
 Local Manufacturer
 1215-18th GI lbrt 2-3093
CARDOX CORPORATION 1118-5th Av Oakland
 (Toll) Call "Operator" for. Templebar 4-5553

Carbon Paper

BURROUGHS CARBON PAPER-
BURROUGHS ADDING MACHINE CO
 1233 Bdwy. GI lbrt 2-9018
 H & M C Co Inc 2926-17th. HU dsn 4-2548

**FOUR THOUGHTFUL ITEMS
 OF TELEPHONE PROCEDURE-**

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

CANVAS PRODUCTS

Phone HI lcrst 6-3034
 or
 HI lcrst 6-9834

AWNINGS
 CANOPIES
 TENTS

WATERPROOF COVERS
 We Manufacture Anything in Canvas

JANAK & SCURFIELD
 2980 - 35th STREET

Carburetors

CAL-GAS EQUIPMENT CORP
 BUTANE ALGAS CARBURETION
 Complete
 Equipment & Installation
 Stockton Blvd & Claremont Av. HI lcrst 7-6555

**CARTER CARBURETOR AUTHORIZED
 SALES & SERVICE**

Specialists in
 Carburetors and
 Automatic Choke
 Equipment



When in Need of Parts, Repairs or Adjustments, Pat-
 ronzize the OFFICIAL CARTER OUTLETS Listed Below.

"WHERE TO BUY IT"

SALES & SERVICE

LAMUS-LUNDLEE CO 1411 I. GI lbrt 3-5721
LANGNER & RIFKIN 1116-15th. HUdsn 1-1291

SALES

DE MARTINI ROY 1230-20th. GI lbrt 3-5244
LEHR AUTO ELECTRIC
 1114-21st GI lbrt 2-8642

START & STOP SERVICE
 815-9th GI lbrt 3-5655

CYCLONE ENSIGN CARBURETION-

BUTANE ENGINEERING CO
 Davis Hwy GI lbrt 2-0716

Lamus-Lundlee Co 1411 I. GI lbrt 3-5721

LANGNER & RIFKIN

THE CARBURETOR CENTER

Sales and Service
STROMBERG - HOLLEY - ZENITH
ROCHESTER - MARVEL - CARTER
SCHLEBLER - TILLOTSON - ENSIGN
 New Carburetors - Parts - Exchanges
 Our Experience is Your Protection
 Between K & L Sts
 1116-15th HUdsn 1-1291

LEHR AUTO ELECTRIC

A SPECIALIZED SHOP
 FOR ALL MAKES OF
 CARBURETORS
 NEW AND EXCHANGES
 1114-21st GI lbrt 2-8642
 Residence HI lcrst 6-9869

Rogers Auto Parts

Open Sat-Sun & Hollidays-Carl Rogers
 Davis Hwy & Jefferson Blvd. GI lbrt 3-5091

WOODLAKE TUNE UP SERV

SALES & SERVICE
STROMBERG - CARTER
 Auto Electrical Parts & Service
MOTOR TUNE-UP
STARTER - GENERATOR
CARL EKSTROM - HAROLD MURPHY
 1224 Del Paso Blvd. HI ckry 9-3838

Card Playing Rooms

Capitol Card Club Native Sons Hall. GI lbrt 2-9607
 Joe's Club & Cigar Store
 Open 24 Hrs-Cash Checks
 503 K. GI lbrt 2-6364
 Sacto Card Club 1004 1/2 J. GI lbrt 3-2404
SPORTSMAN'S CLUB 504 K. GI lbrt 2-9367
STADION CAFE 1024 1/2-6th. GI lbrt 3-9919

Carnival Supplies

WEIDEMAN F & R
 Balloons - Hats - Horns - Noise Makers
 Wheels and Games Rented
 To Lodges and Clubs - Prizes Supplied
 1315 Broadway. GI lbrt 2-2451

Carpenters

Bob's Handyman Serv
 2645-17th N Sacto. HI ckry 9-0487
 Carroll Archie L 3171-33d Av. HI lcrst 6-6529
 Grotheer Gill Carmichael. IV nhoe 9-1627
 Mathwig Albert F Manzanita Av. IVnhoe 9-5585
REYNOLDS FRANK H JR
 2112 Stover Way. HI lcrst 5-2968
 Watson Luther L 2960-32d Av. HI lcrst 6-5989

Carpet Cleaners

See Rug & Carpet Cleaners

Carpet Layers

Biggs John D 3913-44th Av. Hillcrest 7-2986
MARCHANT RUG CO
 Guaranteed Installations-Moth Proofing
 2619 J HUDSON 1-1411

Carpet Repairing

See Rug & Carpet Repairing

Carpets—See Rugs & Carpets Headings

Cartons—See Boxes Headings

Cash Registers

ALLEN R C BUSINESS MACHINES

ADDING MACHINES, BOOKKEEPING MACHINES, CALCULATORS, CASH REGISTERS and TYPEWRITERS. A machine for every business purpose.



"WHERE TO BUY IT"

Noakes Typewriter Co 719 J. GILBERT 3-2448

BURROUGHS CASH REGISTERS—

BURROUGHS ADDING MACHINE CO

1233 Bdwy GILBERT 2-9018

(Continued Next Page)

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.

**DeHAVEN
 CASH REGISTER
 COMPANY**

Sales - Service - Supplies



**REPAIRS
 AND SUPPLIES**

For All Makes of
 Cash Registers &
 Adding Machines

**AUTHORIZED
 OHMER
 CASH REGISTER
 DEALER**

**CASH REGISTERS & ADDING MACHINES
 BOUGHT - SOLD - EXCHANGED - REPAIRED**

Guaranteed Workmanship

27 YEARS REPAIRING EXPERIENCE
 WITH NATIONAL CASH REGISTER CO.



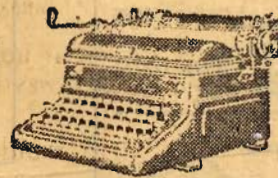
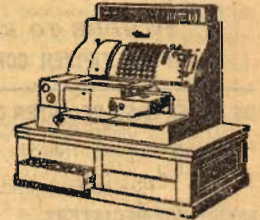
GILBERT 2-2038

1418 - J Street

NICKEL'S CASH REGISTER STORE
Sales — Service — Supplies



**NEW AND USED
 ALL MAKES**



**FREE CALL &
 DELIVERY**

CONVENIENT TERMS

**CASH REGISTERS - ADDING MACHINES - TYPEWRITERS
 SOLD - BOUGHT - RENTED - REPAIRED - EXCHANGED**

31 Years' Experience - Guaranteed Workmanship

Hillcrest 5-5305

H. H. NICKEL

4749 FOLSOM BLVD.

SACRAMENTO

**THE NATIONAL CASH
 REGISTER COMPANY...**

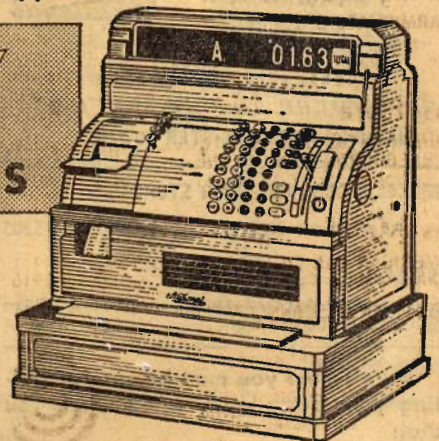
(Only Authorized Office in this City)



• Bought • Sold • Exchanged



**SALES
 SERVICE
 SUPPLIES**



ACCOUNTING MACHINES

1518 L Street

**HUDSON 1-
 2761**

Cash Registers—(Cont'd)

CLARY CASH REGISTERS

All Electric, Fully-Automatic, Striking Appearance. Its Many Exclusive Features Make the Clary a Different Kind of Cash Register . . . Try the Clary Before You Buy.



"WHERE TO BUY THEM"

CLARY MULTIPLIER CORP

626 J GI lbrt 3-4541

DE HAVEN CASH REGISTER CO

National & Ohmer Cash Registers
Repairing—Factory Trained

1418 J GI lbrt 2-2038
(See Advertisement Page 77)

MOORE WIZ REGISTERS—

MOORE BUSINESS FORMS INC PAC
MANIFOLDING BOOK DIV

1400-10th GI lbrt 2-6985

National Cash Register Company The

1518 L HUdsn 1-2761
(See Advertisement Page 77)

NATIONAL CASH REGISTERS

Only Company branch office in this city. Cash Registers sold, bought, rented, repaired and exchanged. Expert repairing by factory-trained servicemen. Genuine, factory-made parts and supplies.



"WHERE TO BUY THEM"

NATIONAL CASH REGISTER CO THE

1518 L HUdsn 1-2761

NICKEL'S CASH REGISTER STORE

Nickel H H
4749 Folsom Blvd. HI lcrst 5-5305
(See Advertisement Page 77)

OHMER CASH REGISTERS—

DE HAVEN CASH REGISTER CO

1418 J GI lbrt 2-2038

Cash Registers—Repairing

DEHAVEN CASH REGISTER CO

Factory Trained
1418 J GI lbrt 2-2038

NATIONAL CASH REGISTER REPAIRS

Only Company branch office repair service in city. Expert repairing by factory-trained servicemen using genuine factory-made parts. Supplies. Cash Registers bought, sold, rented and exchanged.



"WHERE TO GET SERVICE"

NATIONAL CASH REGISTER CO THE

1518 L HUdsn 1-2761

NICKEL'S CASH REGISTER STORE

Nickel H H
4749 Folsom Blvd. HI lcrst 5-5305

Caskets

Sacramento Casket Co 2318-5th. GI lbrt 3-3413
Sutter Casket Co 330-20th. GI lbrt 2-6604

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.

Casters

BUEHRER E C ASSOCIATES INC

527 Folsom S F
(Toll) Call "Operator" for Douglas 2-0937

COLSON CASTERS

Complete warehouse stocks of Colson Casters with all types to meet every requirement. Special sizes and models for hospitals, hotels, warehouses, factories, and institutions.



"WHERE TO BUY THEM"

COLSON EQUIPMENT & SUPPLY CO

20 Beale S F
(Toll) Call "Operator" for . . . Garfield 1-0280

EAMES CO

920 Howard S F
(Toll) Call "Operator" for Sutter 1-4996

INDUSTRIAL SERVICE CO

Complete Stocks
CASTERS & WHEELS
All Sizes and Types
Industrial - Institutional - Furniture
Manufacturers - Trucks - Trailers
Skid Platforms and Special Equipment

2415-17th, San Francisco
(Toll) Call "Operator" for . . Underhill 1-2593

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

Casters—(Cont'd)

MARWEDEL C W

3320 Potter Ln. . . . IV nhoe 9-2134
RUBBER PRODUCTS CO

Casters & Rubber Wheels
2513 Broadway HI lcrst 5-5918
VAN VOORHIES-PHINNEY CO 322 J. GI lbrt 3-5795

Castings—See Foundries Headings

Caterers

Baker Dewey
Concession & Catering To Large Groups
2763-13th HU dsn 1-0092

BEE-BEN CATERERS & DELICATESSEN

2215 Del Paso Blvd N Sacto. HI ckrly 9-2375
(See Advertisement Page 79)

Broadway Garden Restaurant

827 Broadway HUdsn 4-3247
(See Advertisement Page 80)

CANTON CHOP SUEY

1755-34th HI lcrst 6-0651
Chicken Hut The 3621 Broadway. HUtr 6-2366

CHICKEN HUT THE

FRIED CHICKEN DINNERS
TO TAKE OUT

3621 Broadway HUtr 6-2366

CHINESE KITCHEN

2325-19th. GI lbrt 3-9039
(See Advertisement This Page)
(Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

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

CHINESE KITCHEN
Chinese Food To Take Out

Food Delivered to Your Door in Trucks Installed with Latest Heating Units.

Open
4 P.M. till 12 Midnight
3 P.M. till 11 P.M. on Sundays
Closed All Day Monday

DIAL
Gilbert 3-9039
19TH STREET NEAR X

Caterers—(Cont'd)

CHINESE SERVICE KITCHEN

See Our Ad Under Restaurants
2121 Broadway.....HI lcrst 6-3368
Chungking Cafe

Chinese Food To Take Out
4090 Stockton Blvd.....HI lcrst 5-0167

DOLES CATERING SERVICE

2012 H.....HU dsn 4-7674
(See Advertisement This Page)

Dunlap George T 4322-4th Av.....HI lcrst 5-4439

FISHER BEULAH D

COMPLETE CATERING SERVICE

Canapes — Hors D'Oeuvres
Punch — Open Face Sandwiches
Specializing in Wedding Cakes

3138 Ben All Av.....Hickry 9-6101

(Continued Next Page)

Good neighbors are considerate party line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.



Fine
CHINESE FOOD

Quickly and Easily Our Master Chefs Prepare Tempting, Tantalizing Dishes for you to Eat at Home. Come and See the Century Old Secrets of Chinese Cookery Revealed Before Your Very Eyes Through Our "Magic Window". You Will be Delighted!

"Take a Holiday from the Kitchen!"

Call

Ivanhoe 9-6381

Order Your Dinner Ahead, if You Wish.

Open Tuesday Through Saturday from 4 P.M. 'Til 11 P.M. • Sunday 1 P.M. 'Til 10:30 P.M. • Closed Monday, Except Holidays.

LIMITED DELIVERY SERVICE

"TAKE-E-HOME"
CHINESE KITCHEN

ON FULTON AT MARCONI
NEAR TOWN & COUNTRY VILLAGE

Catering



"Be a Guest at Your Own Party"

- ✓ Wedding Receptions
- ✓ Smorgasbord
- ✓ Lodge Suppers or Banquets
- ✓ Church Affairs
- ✓ Office & Plant Functions
- ✓ Kosher Style Festive Occasions

BUFFETS - OPEN FACE SANDWICHES
HORS D'OEUVRES - SALADS

Reasonable Prices - Large or Small Groups

PHONE

Hickory 9-2375

BEE-BEN CATERERS & DELICATESSEN

2215 Del Paso Blvd. North Sacramento

ROBINHOOD
Catering



COMPLETE PORTABLE CATERING SERVICE ANYWHERE - ANY TIME

- BANQUETS
- WEDDING RECEPTIONS
- PARTIES
- BANQUETS - BUFFETS
- RECEPTIONS - PICNICS
- Served Indoors Outdoors
- OPEN FACE HORS D'OEUVRES
- SALADS - HOT COFFEE - PUNCH
- PUNCH BOWLS & CUPS
- RENTAL SERVICE
- Chinaware - Silverware
- Glassware

Owners
DON & JACK MORGAN

DIAL

HI lcrest 7-5743

1314 ALHAMBRA BLVD.

ROBINHOOD

CATERING



WEDDINGS
DINNERS
PARTIES
PICNICS

DOLES

WE SERVE UP TO
5,000 OR MORE

FREE ESTIMATES

"Our Prices Are Not the Cheapest
But Our Food & Service Are the Best"

DIAL

Hudson 4-7674

If No Answer Gilbert 3-7289

2012 H St.

Sacramento