

ERICKSON CONSTRUCTION CO.

GENERAL BUILDING CONTRACTOR

F. E. "Frank" Erickson, President

H. W. "Harry" Erickson, Treasurer

A. A. "Babe" Erickson, Secretary

Lynn Fetch, Vice-President

Frank N. Riddle, Assistant Secretary

TELEPHONE WAbash 2-6721

977 ARDEN WAY

NORTH SACRAMENTO

Who Sells It? ..



Consult The
Classified Business Lists
of This Directory for Your
Quickest, Surest Answer!

RETAILERS CREDIT ASSOCIATION OF SACRAMENTO

(Member Owned)

OFFICIAL SACRAMENTO OFFICE

ASSOCIATED CREDIT BUREAUS OF AMERICA

Operating the "CREDIT BUREAU OF SACRAMENTO COUNTY"

**RENDERING COMPLETE CONSUMER
CREDIT SERVICE FOR RETAIL, FINANCIAL
AND PROFESSIONAL OFFICES**

RCA CREDIT REPORTS

RCA ACCOUNTS RECEIVABLE MANAGEMENT

RCA CONSOLIDATED CREDIT SERVICES

RCA REGULAR CONSUMER COLLECTIONS

RCA RECEIVABLES CASH ADVANCE PLANS

Offices:

J Street at 18th

Service Office
3108 Fulton Ave.

Hickory 4-6811

Since 1912

Wholesalers' Credit Association of Sacramento



DISPLAYING THIS INSIGNIA MEANS YOU ARE
A MEMBER OF AN ASSOCIATION DEDICATED
TO SERVING YOU, THE WHOLESALER

A MEMBER OWNED ASSOCIATION ON THE WHOLESALE AND
MANUFACTURING LEVELS OPERATING WITH THE FOLLOWING OBJECTS:

- TO EXCHANGE INFORMATION AS TO
THE CREDIT, MANNER OF PAYMENT
AND CHARACTER OF MERCHANTS.
- TO CORRECT TRADE ABUSES AND
GUARD AGAINST UNJUST
EXACTIONS.
- TO HELP REMOVE CAUSES THAT LEAD
TO FINANCIAL FAILURE AND
AVOID LEGAL EXPENSES AND
DELAYS WHEREVER POSSIBLE.
- TO ASSIST IN EVERY WAY, HONEST
WELL-MEANING DEBTORS, AND TO
AVOID ALL OTHERS.

OTHER DIVISIONS:

**Wholesalers' Credit Finance Co.
Business Counseling and Management**

Accounts Receivable and Inventory Financing

827 BROADWAY
SACRAMENTO, CALIF.

Gilbert 3-1725

MAIL
P. O. BOX 270

CALIFORNIA'S FAVORITE DAIRY FOODS



DIVISION OF FOREMOST DAIRIES INC.

At Your Store or at Your Door



Call
Gilbert 2-4961
214 19th Street
SACRAMENTO



CARNATION CO.

MILK — CREAM — COTTAGE CHEESE — ICE CREAM

2968 Del Paso Blvd. — North Sacramento

Tel. WAbash 2-4741

*Necessary to the complete and
efficient equipment of every office.*

THE CITY DIRECTORY

SHOP AT SEARS and SAVE



SEARS, ROEBUCK AND CO.

1601 Arden Way, Sacramento

Tel. WAbash 2-6211



WHERE SACRAMENTO SHOPS
WITH CONFIDENCE



825 K at 9th

Gilbert 2-7871

S. E. E. INC.

SACRAMENTO EMPLOYEES ENTERPRISES



YOUR DISCOUNT STORE



4995 Stockton Blvd.

Gladstone 2-5021

TRESSLER'S FEDERATED

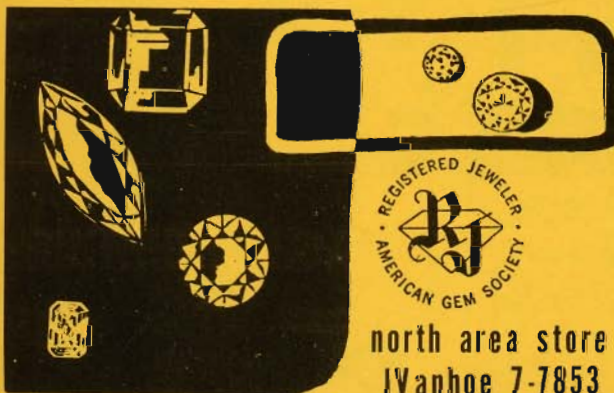
DEPARTMENT STORE

Luggage — Shoes — Men and Women's Clothing

2948 35th ST.

TEL. Gladstone 6-1392

DIAMONDS



choose your diamond with care...

whether it be the Brilliant, the Marquise, the Emerald or the Square cut... set in White gold, Yellow gold or Platinum, you can always buy the finest with confidence from Edw. A. Grebitus & Son, Reg. Jewelers, Amer. Gem Soc.

north area store
IVanHoe 7-7853

sacramento
1108 jay st.
Gilbert 2-9081

Grebitus & SON
JEWELERS ~ SILVERSMITHS

MAIL MART & ASSOCIATES

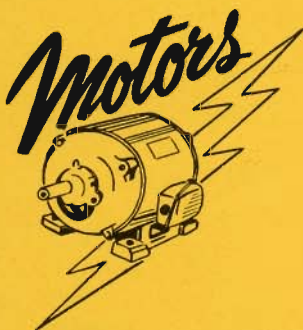
Local Mailing Lists
Mimeography Design
Advertising Illustration

Photocopy — Bound or Flat
Offset Printing

1426 20th ST.

PHONE Hickory 6-6654

ELECTRIC MOTORS



HEFNER'S ELECTRIC MOTOR CO.

Since 1938

REPAIRS

Since 1938

FAST EMERGENCY SERVICE

★ REWINDING

★ REBUILDING

"SAVINGS FROM OUR LOW OVERHEAD ARE PASSED ON TO YOU"

FREE ESTIMATES

SATISFACTION GUARANTEED

CALL US Gladstone 5-7655

1414-29th Between N & O Streets

Sacramento

ELECTRICAL

WARREN'S ELECTRIC CO.

LICENSED ELECTRICAL CONTRACTORS

Commercial
Residential
Industrial
Electrical Fixtures

6390 FREEPORT BLVD.

Across from Municipal Airport

TEL. GArden 8-8692

ELECTRICAL REPAIRS



VASTI ELECTRIC

CALL US FIRST
WITH YOUR
ELECTRICAL TROUBLES



2019 F. STREET

PHONE Gilbert 2-0381

BI-RITE SUPER MARKETS

MAIN MARKET

30th and L. STREETS - TELS. Gladstone 5-4972, 5-6538

BRANCH MARKETS

**59th and BROADWAY
TEL. Gladstone 5-0182**

**MAIN ST., FLORIN
TEL. GArden 8-4497**

**16th and S. STREETS
TEL. Gilberty 3-1647**

**COMPLETE LINE OF GROCERIES • MEATS and POULTRIES • PRODUCE
WINES and LIQUORS**

**“IT’S ALWAYS RIGHT TO
BUY AT BI-RITE”**

PATIO FOOD STORES

Groceries — Meats — Liquors — Wines

5116 FOLSOM BLVD.

TEL. Gladstone 7-1929

FROZEN FOODS

V. F. B. FOOD CLUB **VALLEY FOOD BANK**

**GUARANTEED MEATS and FROZEN FOOD
FOR HOME FREEZERS
Food Lockers For Rent**

USE THE EXCLUSIVE V.F.B. PAYMENT PLAN

4910 FRANKLIN BLVD.

Gladstone 6-6425

ANDREWS & GREILICH

FUNERAL DIRECTORS

Mission - Chapel



Modern Beautifully Furnished Chapel

Lady In Attendance

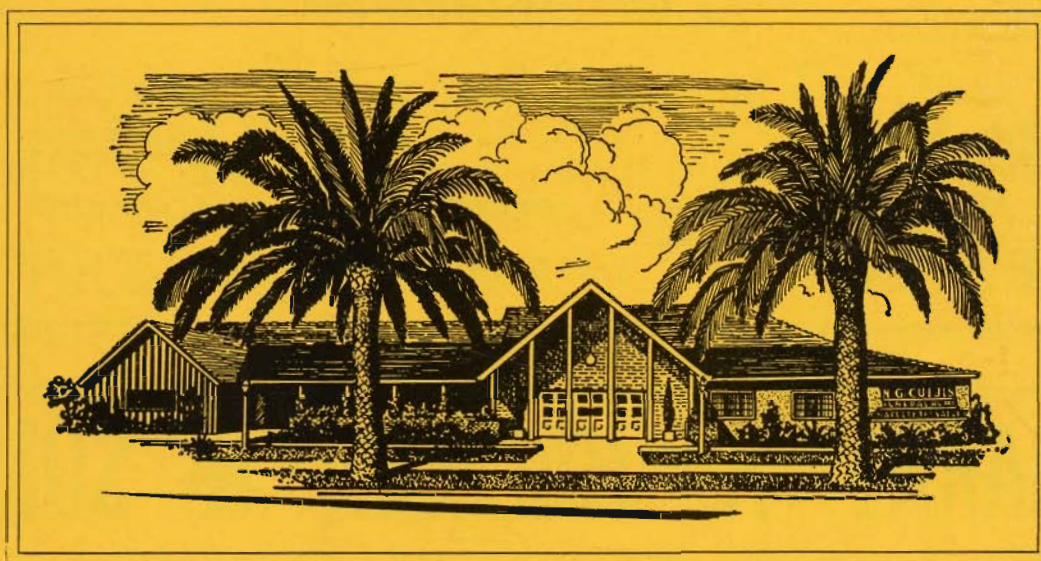
ELSIE L. GREILICH — ALBERT F. GREILICH

Cor. 28th and W Streets

Dial GLadstone 2-4321

Dedicated to those who desire the finest

N. G. Culjis' Chapel of the Valley



Acclaimed one of the nation's most beautiful!

Here, amidst a setting of unmatched loveliness, our competent, understanding and sympathetic staff fulfills your every desire.

** That the best need cost no more has been proven by Mr. N. G. Culjis through his*
OUTSTANDING SERVICE TO NORTHERN CALIFORNIA FOR OVER TWENTY YEARS.

GL 2-6688

2200 28th ST.

CORNER 28th & V STREET

SPACIOUS FREE PARKING AREA

CIPPA & NICOLETTI

A. J. NICOLETTI, Prop.

FUNERAL HOME

RENDERING A DIGNIFIED SERVICE
IN TIME OF NEED

Lady Attendant

1501 28th Street

Phone GLadstone 1-7284

After January 1, 1960 — CORNER 54th and FOLSOM BLVD.

SACRAMENTO

HARRY A. NAUMAN & SON



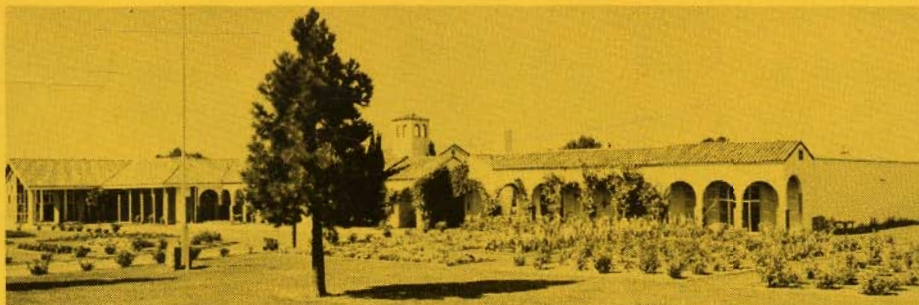
Funeral Directors

2021 28TH ST.

SACRAMENTO

PHONE GLadstone 6-3827

Sacramento Memorial Garden Chapel



SACRAMENTO'S MOST BEAUTIFUL MORTUARY AND CEMETERY

TELEPHONE Garden 1-1171

A Complete Memorial Service at One Place

MORTUARY — CEMETERY — CREMATORIUM — MAUSOLEUM — FLORIST

6100 STOCKTON BLVD.

SACRAMENTO

W. F. Gormley & Sons

Dependable Funeral Directors

Since 1897

SERVICE AT ALL HOURS

2015 CAPITOL AVE.

PHONE Gilbert 3-6513

THE ONLY COMPLETE

Impartial List of Business Concerns

« Without Regard to Size, Importance, Location, »
or Appointments, Is Your

CITY DIRECTORY CLASSIFIED BUSINESS SECTION



Over a century of furnishing America's homes . . .

in California since 1875

W & J

SLOANE

SAN FRANCISCO
LOS ALTOS
SACRAMENTO

5501 FREEPORT BLVD. • Gladstone 7-6543

NEAR FRUITRIDGE ROAD



GARY M. SCOTT

CONTRACT FURNITURE SALES

Completely Supplying Apartments
Hotels and Motels With Furniture
Carpeting, Draperies and Appliances

2163 FULTON AVE.

TEL. IVanhoe 7-7574

FURNITURE — WHOLESALE

FURNITURE • APPLIANCES • CARPETS
DRAPERIES • WINDOW SHADES

HAROLD TUCKER COMPANY

Wholesalers for Apartments - Hotels - Motels - Offices
CONTRACT SALES

2355 - 2nd AVE.

Gladstone 2-4326

EVERY STORE

should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer expects.

The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.

PACIFIC GAS and ELECTRIC COMPANY

Natural Gas—Light and Power

TO

**INDUSTRY — AGRICULTURE — COMMERCE
HOMES**

Division Office—1100 K St., Sacramento
Telephone Gilbert 2-7831

The Pacific Gas and Electric Co. serves natural gas only in City of Sacramento and vicinity, and combined gas and electric service in Folsom, West Sacramento, Broderick, Bryte and vicinity.

PAY STATIONS AND SUB AGENTS Sacramento Area

BRODERICK (Gas and Elec.)
Beale's 5-10-15¢ Store
3rd and D Streets

BRYTE (Gas and Elec.)
Bryte-Way Market
Solano and Lisbon Aves.

CARMICHAEL (Gas Only)
Carmichael Hardware Supply Co.
Fair Oaks Blvd. and Palm Ave.

DEL PASO HEIGHTS (Gas Only)
Grant Union 5 and 10
3742 Rio Linda Blvd.

ELK GROVE* (Gas Only)
Rural Electric Company

FAIR OAKS (Gas Only)
Fair Oaks Hardware and
Variety Store
4201 Fair Oaks Blvd.

FOLSOM* (Gas and Elec.)
Rumsey's
726 Sutter

GALT (Gas Only)
Lincoln Way Variety
227 Lincoln Way

NORTH HIGHLANDS (Gas Only)
Highland Hardware 5636 Watt Ave.

NORTH SACRAMENTO (Gas Only)
Swart Hardware* 1927 Del Paso Blvd.
Sizemore Hardware and Dry Goods 511 W. El Camino Av.
Zephyr Gift Shoppe 3208 Marysville Road

RIO LINDA (Gas Only)
Gross Variety 7th & M

SACRAMENTO (Gas Only)
Smith Bros. Pharmacy 3900 Stockton Blvd.
Berry's Pharmacy 35th & Broadway
Capra Pharmacy 3230 Folsom Blvd.
College Hardware 2760 21st St.
Phil's Pharmacy 5081 Freeport Blvd.
Fruitridge Hardware 5651 Stockton Blvd.
Gift Nook 964 39th St.
Modern Variety 2300 F St.
Petersons' 5 & 10 2996 65th St.
South Sacramento Pharmacy 4720 Franklin Blvd.
Stop-N-Shop 3200 Riverside Blvd.

SACRAMENTO SUBURBAN (Gas Only)
Arden Variety 3511 La Brea Way
Village 5 & 10 2924 Fulton Ave.

WEST SACRAMENTO (Gas and Elec.)

Merkley Ave. Pay Station 1420 Merkley Ave.

* Orders also accepted at these stations

GEORGE'S SIGNAL SERVICE

SPECIALIZING IN AUTOMOTIVE REPAIRS



All Work by Appointment Only



9 and U Streets

Tel. Gilbert 2-1974

GLASS

Since 1912

CAIN GLASS CO.

GLASS — MIRRORS — STORE FRONTS
METAL WINDOWS and DOORS

"Cain is Able"

2416 J Street

Gilbert 8-8225

HEALTH STUDIOS



Formerly - Mr. America
Mr. Universe - Mr. U.S.A.

BILL PEARL'S HEALTH STUDIOS

SILHOUETTE FIGURE
FORM

COMPLETE BODY BUILDING FACILITIES
STEAM BATHS — MASSAGE
PREVENTIVE and CORRECTIVE
EXERCISE
WEIGHT REDUCING and GAINING
HOME GYM EQUIPMENT — SALES

1914 P St.

Gilbert 2-9435

HEARING AIDS

Fort Sutter

HEARING AID CENTER

Featuring

ALL MAKES NATIONALLY ADVERTISED
HEARING AIDS — ACOUSTICON, AUDIOTONE, VICON and OTHERS

Sales, Service and Parts on All Makes
SACRAMENTO'S ONLY EAR MOLD LABORATORY

2724 Capitol Ave.

Tel. Hickory 7-9065

HEARING AIDS

**WES KELLY'S
HOUSE OF HEARING INC.**

Highest Quality Hearing at Sensible Prices

1105 L

Tel. Hickory 6-5228

HOSPITALS — CONVALESCENT**“P” STREET CONVALESCENT HOSPITAL**

WHERE THE PATIENTS' COMFORT COMES FIRST

THEN, CHEERFUL, CONGENIAL NURSING WITH GOOD FOOD

We Believe "It's Nice To Be Important, But More Important To Be Nice"

CATHERINE MANLIG, Owner

2727 "P" STREET

Gladstone 2-2293

HOTELS**SENATOR HOTEL**

SACRAMENTO'S LEADING HOTEL

Just Across from the State Capitol

Restaurant — Coffee Shop — Cocktail Lounge

12th at L St.

Tel. Gilbert 2-5081

CAUTION

Pay no money in advance to itinerant Directory Canvassers. We are led to mention this from the fact that certain parties have been fraudulently using our publications as specimens, and by that means collecting money in advance. Before signing an order, see that it has the name of the publisher of this City Directory printed thereon. We ask no payment until the work is delivered, and our solicitors have strict orders not to take advance payment for either advertising or subscriptions.

MURRAY

Industrial Supply Co.

WHOLESALE DISTRIBUTORS FOR FOLLOWING:

- ALLEN MFG. CO.
- THE JACOBS MFG. CO.
- DUMORE CO.
- NATIONAL TWIST DRILL CO.
- NORTON CO.
- L. S. STARRETT CO.
- PLOMB TOOL CO.
- TOLEDO
- WINTER BROS.



801 T. STREET

PHONE Gilbert 3-1985

A \$2,500,000,000 SACRAMENTO INSTITUTION . . . WITH WESTERN WAYS!

Since its founding in 1910, Cal-Western Life has been a Sacramento institution . . . dedicated to serving Western insurance buyers with all principal forms of life insurance . . . including Ordinary Life, Annuities, Hospitalization, Accident & Health, and Group Life and Disability coverages.

Today, Cal-Western Life stands among the top 5% of all life companies in the U. S. and Canada . . . with more than \$2 ½ — billion of life insurance in force protecting more than 200,000 Western families.

Your premium dollars do double duty when you “insure with Cal-Western Life.” They provide the finest protection money can buy and they help build a greater Sacramento.

CALL ON YOUR CAL-WESTERNER WITH CONFIDENCE . . . YOUR
FUTURE IS HIS CAREER!

California Western States Life Insurance Company

HOME OFFICE . . . SACRAMENTO

SACRAMENTO AGENCY
2020 L Street
Tel. Gilbert 2-3661

SUBURBAN AGENCY
3335 Balmoral Drive
Tel. IVanhoe 3-3215

REAL ESTATE INSURANCE SURETY BONDS

JONES, BRAND & HULLIN
725 J STREET

**REAL-ESTATE
AND
INSURANCE**

SERVING
SACRAMENTO'S
REAL ESTATE &
INSURANCE
NEEDS
FOR OVER
40 YEARS

- CHRIS R. JONES
- WILBUR F. BRAND
- PHIL R. HULLIN

*One of The Largest Real Estate and Insurance
Organizations in Sacramento to Serve You*

WITH TWO OFFICES TO SERVE YOU

MAIN OFFICE

725 J Street

Dial Gilbert 1-2741

SIERRA OAKS OFFICE

3090 Fair Oaks Blvd.

Dial IVanhoe 3-2774