

Ice Business—(Cont'd)

Retail Ice

Capital Ice Co 30th & S.....Main-9316
(See Advertisement This Page)
Commercy Ice & Cold Storage 9th & C. Main-1000
(See Advertisement Preceding Page)

Wholesale Ice

Crystal Ice & Cold Storage Co 16th & B. Main-5391
(See Advertisement This Page)

Is it a nationally-advertised product that you have read about in the magazines, or some local service? Look for it in your Buyer's Guide.

These useful yellow pages of telephone information will save you hours of time, blocks of walking.

Ice Cream Business

CAPITAL DAIRY CO 19th & S.....Capital-2300
Crystal Cream & Butter Co 1013 D.....Capital-7800
Dairy Service Inc W. State.....Capital-1107
Frozen Food Service Co 1700-31st.....Capital-2600
Golden State Co Ltd 234-10th.....Main-9000
Haven Dairy Ice Cream Co 1724 Y.....Capital-2360
Hulse Milk & Ice Cream Co Ltd
1700-21st.....Capital-2600
Market Spot Dairy 20th & Y.....Capital-6246
Nonpariel Ice Cream Plr 2840-35th.....Main-5453
PEERLESS ICE CREAM CO 1115 G.....Main-244
Shasta Ice Cream Co 2814 Y.....Main-4720
Shasta Ice Cream Co No 2
Alhambra.....Capital-1816
Sunshine Dairy 918 K.....Capital-430

You reach the cream of the market through the Buyer's Guide—Company Officers, Operating Officials, Purchasing Agents, and that great army of householders, as well as transient trade.

Ice Cream Business—(Cont'd)

Retail, Ice Cream

SHASTA ICE CREAM CO
ICE CREAM
Delivered
Branch Store—
Alhambra Market
2814 Y.....Main-4730

Implement Business

Capital Farm Implement Co 210 J. Main-1064
Case Tractor & Implement Agency
1218 I.....Main-2213
McCornick-Dearing Dealer 1815 M.....Capital-7128
Midland Tractor Co 1701-2nd.....Main-4100
NEWPORT IMPLEMENT CO 1616 J. Main-376
OLIVER PLOW AGCY 1818 J.....Main-376
Orchard Supply Co 1918 I.....Main-2213
Quinn L S 1615 M.....Capital-7120

Indemnity Insurance Co

of North America
(Look on "I" pages under
"Insurance Business")

Insecticides Business

Sacto Chemical Co 911-8th.....Main-4036

Insulating Material Business

Rice Products Co Porum Bldg.....Main-5983
Wahl Insulation Co 1003 H.....Main-2247

Building Insulating Material

Diamond Match Co 2826 O.....Main-274
DOLAN BLDG MATL CO INC
114 S. P.....Main-8294
FRIEND & TERRY LUMBER CO
Front & S.....Main-7200

SACRAMENTO ROOFING AND INSULATION SERVICE

JOHNS MANVILLE
HOME INSULATION
COOL IN SUMMER
WARM IN WINTER
All Types of Homes and Buildings,
Fireproof, Vermin-Proof, Inexpensive
Budget Plan—Free Estimates
12th & No B.....Main-1300

Insurance Business

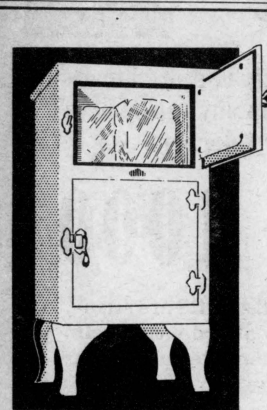
Accia Mutual Life Ins Co Porum Bldg. Capital-719
Ania Insurance Co Calif St Life Bldg. Capital-281
ALLIANCE INSURANCE COMPANY OF
PHILADELPHIA

Practically all forms of insurance, including Fire, Marine, Automobile, Burglary, Tornado, Earthquake, Parcel-post, Transportation, Sprinkler-leakage, Windstorm, Builders' Risks, etc.

"WHERE TO BUY IT"
Nathan & Michel Co 708 J.....Main-98

Amer National Ins Co Porum Bldg.....Main-679
Arta Cook & Drew 813 J.....Main-16
Atlas Assurance Co Ltd
Calif St Life Bldg.....Main-1360
Bacon J P 6th & S.....Main-3173
Boyd Oliver & Co Calif St Life Bldg.....Main-3568
Brooklyn Ohio Porum Bldg.....Main-1270
Bronson John O 1010-4th.....Main-9600
Brown & Worley Cap Natl Bk Bldg.....Main-372
CALIF-WESTERN STATES LIFE INS CO
10th & J.....Main-7000
Branch Off Insurance Bldg.....Main-1043
Capital Fire Ins Co Cap Natl Bk Bldg.....Main-457
Capital Realty Co 1001a-8th.....Capital-56
Central Valley Agency Porum Bldg.....Main-711
Christer A A Calif St Life Bldg.....Main-1360
Cutter Curtis H 908-7th.....Main-711
DOWNEY THOS W Calif St Life Bldg.....Capital-70
Driver Wm S Calif St Life Bldg.....Main-4082
Elliot & Heston 1010-8th.....Main-230
Equitable Life Assurance Soc of U S
1124-9th.....Main-321
Farm Mutual Auto Ins Agcy 1215 J.....Capital-1215
FARMERS AUTO INTER-INSURANCE
EXCHANGE 2024 J.....Main-1536

(Continued Next Page)



Main 5391

FOR

- Plenty of ICE
 - No rapid drying out of foods
 - Purified air surrounding foods
 - Trouble-free refrigeration
 - Safe Cold
- Only ICE in a Good ICE Refrigerator meets all of these requirements.

CRYSTAL

Ice & Cold Storage Company

PLANT and OFFICE: Corner 16th & R Streets

Phone Main 9316

Capital Ice Co.

Manufacturers of CLEAR ICE

RETAIL — DELIVERIES

Plant—30th and S Sts.

Depot—3520 6th Ave.

PLANT OPEN ALL NIGHT

16-1

"Let's See—Who Carries It?"

Whether it is a nationally-advertised product, or a simple local service, look for it in the "Buyer's Guide".

Those useful pages of telephone information will save you time and energy.

Insurance Business—(Cont'd)

Farmers Mutual Fire Ins Co of Sacto Co
Mitas Bldg.....Main-2640
Federal Life Ins Co Porum Bldg.....Main-1870
Fenner W J 8th & S.....Main-2378
Ferguson D F Co Calif St Life Bldg.....Main-6574
Fibry Russell M Cap Natl Bk Bldg.....Main-6710
FLEMING & WALLER 908 J.....Main-1550
Fredricks Alice M Cap Natl Bk Bldg.....Main-3164
Great Amer Ins Co of N Y
Cap Natl Bk Bldg.....Main-2427
Hamilton National Life Ins Co 1003 H. Main-2247
Hardway Mutual Casualty Bldg.
1120-30th.....Capital-6282
Hartford Acl & Ind Co Porum Bldg.....Main-6200
Hartford Fire Ins Co Porum Bldg.....Main-6200
Henderson J W Jr 10th H.....Main-2427
HERFORD L W 8th Bldg.....Main-378
HICKMAN-OLEMAN CO INC 812 J. Main-8400
Hill Co Porum Bldg.....Main-5180
Hopley Minnie L Porum Bldg.....Capital-549
Hullin Phil R 812 J.....Main-8400

IDENTITY INSURANCE COMPANY OF NORTH AMERICA
Fidelity and Surety Bonds, Burglary, Plate Glass, Accidents and Health, Automobile and other forms of Liability, Workmen's Compensation Insurance.



"WHERE TO BUY IT"
Hickman-Coleman Co Inc 812 J.....Main-8400

Individual Underwriting Corp F & M Bk Bldg.....Main-518
INSURANCE COMPANY OF NORTH AMERICA
Founded 1792



Writing practically all forms of insurance including: fire, marine, automobile, tourist-baggage, parcel-post, transportation, sprinkler-leakage, wind-storm, builder's risks, etc.

"WHERE TO BUY IT"
Hickman-Coleman Co Inc 812 J.....Main-8400

Insurance Foundation Ltd
Bk of Amer Bldg.....Main-1555

Jenkins Geo R 1003 H.....Main-2247
Jenkins Leo R Inc Porum Bldg.....Main-1270
Johnson-Twin Calif St Life Bldg.....Capital-2265
Katzmeind W J Calif St Life Bldg.....Capital-3169
Katzmeind C L & Co 818 J.....Main-388
Lawson F E 1819 K.....Main-206
LEONARD BEN CO 815 J.....Main-175
Lewis Leland M Co 1801 J.....Capital-991
Lincoln National Life Ins Co
Cap Natl Bk Bldg.....Main-1875

Liverpool & London & Globe Ins Co
Cap Natl Bk Bldg.....Main-467
Loughore & Burger 2114 K.....Main-999
Macfarlane W S Mitas Bldg.....Main-6346-W
Maryland Casualty Co Cap Natl Bk Bldg. Main-3164
Massachusetts Mutual Life Ins Co
Porum Bldg.....Main-5180
Massachusetts Protective Co's
Cap Natl Bk Bldg.....Main-6710

McCLATCHY REALTY CO 809 J.....Main-7456
McCom E H & Son 1019 J.....Capital-962
Metropolitan Life Ins Co Nienhaus Bldg.....Main-3325
Miller Carl E Cap Natl Bk Bldg.....Main-662
Minnesota Mutual Life Ins Co Porum Bldg. Main-1007
Morrissey Co 811 J.....Main-1
Mutual Benefit Health & Acid Assn
Mitas Bldg.....Main-7274

Mutual Life Ins Co of N Y Porum Bldg.....Main-751
Nathan & Michel Co 708 J.....Main-98
National Auto Tact Bureau
Cap Natl Bk Bldg.....Main-1265

Insurance Business—(Cont'd)

Neville & Tracy Cap Natl Bk Bldg.....Main-290
New York Life Ins Co Bk of Amer Bldg.....Main-6260
Nickell L W 911-8th.....Main-4036
Nielsen Ray J Co Bk of Amer Bldg.....Main-1557
North American Life Ins Agcy
Insurance Foundation Ltd
Bk of Amer Bldg.....Main-1555
Northern Life Ins Co Porum Bldg.....Main-3579
Northwestern Mutual Fire Assn
1100 & N.....Main-3700
Northwestern Mutual Life Ins Co
October Bldg.....Main-3711
Occidental Life Ins Co Bk of Amer Bldg.....Capital-6883
Pac Mut Life Ins Co Porum Bldg.....Main-3085
Pawnee Ed E 228 J.....Main-3295
Paul Revere Life Ins Co Can Natl Bk Bldg. Main-6710
PECK F & INS AGCY 908-7th.....Main-387
Penn Mutual Life Ins Co Nienhaus Bldg. Capital-932
Phiget R N 914-14th.....Main-3630-J
Pickett & Rothholz F & M Bldg.....Main-515
Pueron R W 929 J.....Main-606
Prudence Mutual Life Ins Assn
1412-16th.....Main-1452
Prudential Ins Co of Amer Nienhaus Bldg. Main-3642
Reliance Life Ins Co Porum Bldg.....Capital-223
Rensselaer Ray Nienhaus Bldg.....Main-4070
Royal Insurance Co Cap Natl Bk Bldg.....Main-467
Sacto Ball Bonding Co 800 I.....Capital-600
Sacto Realty Co 194 J.....Main-3225
Schofield Manager A Porum Bldg.....Main-464
Snyder Herbert B 8th Bldg.....Main-1497
State Common Ins Fund Porum Bldg. Capital-2800
Sullivan John E Cap Natl Bk Bldg.....Main-2318
Sun Life Assurance Co of Canada
Porum Bldg.....Main-4312

Swift & Crawford F & M Bldg.....Capital-1925
Trey W E Porum Bldg.....Main-1368
Travelers Ins Co Calif St Life Bldg.....Capital-70
United Aid Life Ins Assn October Bldg. Capital-6516
United Aid Society October Bldg.....Capital-6516
WATROUS GEO F Calif St Life Bldg. Capital-70
Western Common'l Ins Co
1414-16th.....Capital-813

West Coast Life Ins Co
Cap Natl Bk Bldg.....Main-2569

Western National Life Ins Agcy
Insurance Foundation Ltd
Bk of Amer Bldg.....Main-1555
Woollett John W Cap Natl Bk Bldg.....Main-1875

Accident Insurance

PECK F S INSURANCE AGCY
908-7th.....Main-387

Automobile Insurance

Farm Mutual Auto Ins Agency
1215 J.....Capital-1215
FARMERS AUTO INTER-INSURANCE
EXCHANGE 2024 J.....Main-1536
Individual Underwriting Corp F & M Bk Bldg. Main-518
Katzmeind C L & Co 818 J.....Main-388

Pacific Automobile Insurance Co
F & M Bank Bldg.....Main-518
Wright & Kimbrough 817 J.....Main-832
(See Advertisement This Page)

Casualty Insurance

Maryland Casualty Co Cap Natl Bk Bldg. Main-3164

Fire Insurance

Farmers Mutual Fire Ins Co of Sacto Co
Mitas Bldg.....Main-2640
Northwestern Mutual Fire Assn
1100 & N.....Main-3700
Pickett & Rothholz F & M Bldg.....Main-515

Insurance Business—(Cont'd)

Life Insurance

CALIF-WESTERN STATES LIFE INS CO
1100 & J.....Main-7000
OCCIDENTAL LIFE INSURANCE CO
Bank of Amer Bldg.....Capital-6883
PECK F S INSURANCE AGCY
908-7th.....Main-387
WEST COAST LIFE INS CO
Cap Natl Bk Bldg.....Main-2569

Surety Bonds

Johnson-Irwin Calif St Life Bldg.....Capital-2266
Maryland Casualty Co Cap Natl Bk Bldg. Main-3164

Title Insurance

See Title Business

Insurance Company of North America

(Look on "I" pages under
"Insurance Business")

Interpreters

Hans M 3255 M.....Main-277
Iwasaki Frank E 809 M.....Main-5947
Taguchi E T 1228-6th.....Main-2761

Investment Business

Calif National Co Porum Bldg.....Main-5410
Farm Investment Co Porum Bldg.....Main-1294
Investors Syndicate Calif St Life Bldg. Capital-281
Stone & Youngling F & M Bldg.....Main-1322

Iron Business

Alling Iron Works 2415-5th.....Main-7700
Calif Iron & Metal Co 1831 G.....Main-5984
Calif Iron Wks 15th & S.....Capital-1720
Sacto Eng & Mach Wks 6th & S.....Main-7672

Iron Works

SACTO ENGINEERING & MACHINE WORKS
Engineers and Machinists
Contract and Job Work in Iron and Steel. Large and Small Boring Mill, Lathe, Planer, Milling Machine, Shaper and Drill Press Work of every description. Gear and Sprocket Cutting. Quotations Furnished.
6th & X.....Main-7672

Ornamental Iron

Elms Fixture Studio 1018-13th.....Main-1831
PALM IRON WKS 10th & S.....Capital-1720

Ironing Machines

Electric Appliances Inc 1212 K.....Main-9118
Irontite Ironer Agency 1014-12th.....Main-4673
SIMPLEX IRONERS
Kimball-Upper Co 800 K.....Main-4660

Irrigation Equipment Business

CAMP W E CO 1919-28th.....Capital-73
Church Dexter Co Polam Bldg.....Main-91-F-2
Huns Bros 12th St Bldg.....Capital-1430

Japanese Goods Business

Inaka Co 1227-4th.....Main-3131

Jewelry Business

Bordka Joe B Calif St Life Bldg.....Main-7886-W
Carson & Reiser 6015 K.....Main-6348
Dinsing R 915 K.....Main-8703
Dunn & Deason 804 K.....Capital-1795
Full Jewelry Co 1305-4th.....Main-4269
Gentiles-Lee Jewelry Co 716 S.....Main-9280
Goldstein Harry 313 K.....Main-6290-J
GREIBTUS EDW A 1004 K.....Main-457
Heath Harry H 1010-9th.....Main-2662

(Continued Next Page)

Nothing can show more clearly the selling power of the Buyer's Guide than the proven experience of the firms that use it.

We Write
INSURANCE
Against All Risks

Automobile
Burglary
Cargo
Compensation
Earthquake
Explosion

Fire
Liability
Plate Glass
Property Damage
Surety Bonds
Windstorm

Wright & Kimbrough
817 "J" St. Realtors Main 832
1-9

INSURANCE

C. KATZENSTEIN & CO
INSURANCE OFFICE
1010 B STREET
PHONE MAIN 388

Fire, Automobile, Compensation
Burglary, Liability, Surety Bonds
1-10