

NEON

ELECTRIC SIGNS

... and decorative effects

LUMENARC

High Intensity Tubing

DAYLIGHT ILLUMINATION

Show Windows
Factory Lighting

ILLUMINATED STORE FRONTS

Architectural Lighting

Designs and Estimates Without Obligation...

SOLD OR LEASED

Small Monthly Payments

PHONE

CAPITAL 383

ELECTRICAL PRODUCTS CORPORATION

907 8th STREET

CARITHERS SIGN CO.

Signs & SHO CARDS

1221 Jst. / Main 304

DOSCH SIGN CO.

formerly
DIEPENBROCK SIGNS
CASWELL CO. EST. 1855

907 12th St.
MAIN 463

Sheet Metal Business

Ahl Frank Z Sheet Metal Wks Inc
1615-21st. Main-3900
B & B Sheet Metal Wks 1116-9th. Capital-1239
Burgess B R 1928 Del Paso. Main-5468-W
Cahill J 1321 K. Main-964
Carver & Wendenburg 807 Front. Main-7890
Crouch Sheet Metal Wks 1725 I. Capital-5701
Dunphy Walter M 3138 Polom Blvd. Capital-4218
Gibson W 2903 K. Main-8297
Golden West Heating Co 3021 Y. Main-2086
McLaughlin Sheet Metal Wks 1914 I. Main-6098
Mendenhall J H 100 No 16th. Capital-270
Miller Sheet Metal Wks 707-12th. Capital-2049
Muro Bros 1218 St. Rd. Capital-1450
Park Sheet Metal Wks 2582 Sacto Br. Capital-62
Revere Sheet Metal Wks 1219-30th. Main-7319-W
Senior Sheet Metal Wks 1316-6th. Capital-1293
SINCLAIR & BESSEY 2422 J. Main-755
Sorocco Sheet Metal Wks 2837-36th. Capital-1422
Subway Sheet Metal Wks 1208 St. Rd. Capital-1490
Wagner's Sheet Metal Wks 2900 M. Main-4252

Contractors, Sheet Metal

WAGNER'S SHEET METAL WORKS
Manufacturers of
Chinook Gas Furnaces
Dairy Work, Skylights, Ventilating,
Tanks, Blow Pipe and Millwork.
GENERAL JOBBING
2900 M Main-4252

Shipping Business

El Dorado Motor Transp Co 401 S. Main-5050
Florida Berry Co Int Flurin. Main-1123
Larkin Transportation Co Front & P. Main-1259
RIVER LINES Front & M. Capital-7600
Sacto-Corning Freight Line Ltd 601 S. Main-1972
Nights & Sundays call. Capital-1934
UNION AUTO FREIGHT DEPOT INC
401 S. Main-504
United Motor Transport Lines Inc
1817-2nd. Capital-2221
United Motor Transport Lines Inc
1321-2nd. Main-3375
Valley Express Co 1321-2nd. Main-3375
Westgate Shipping Co
Office 6th & S. Main-2600
Packing Shed W Sacto. Main-1977

Shirt Business

Charley's Shoppes 425 J. Main-8115

Shoe Business

Bradcock A M 908 J. Main-2072
Buster Brown Shoe Store 808 K. Main-893
Emp Jettick Shoe Shoppe 919 K. Main-2075
Fashion Bottery 702 K. Capital-6014
Florsheim Shoe Store Co 800 K. Main-7182

FRIENDLY SHOE

The "FRIENDLY" Shoe holds its stylish appearance because quality is built in. More value, style and luxury. Some styles AAAA to EEEEE, S to 15.

"WHERE TO BUY IT"

Bradcock A M 908 J. Main-2072

Electric Sign Service Co.
Manufacturers of

NEON SIGNS

FACTORY AND OFFICE
817-12th St. Main 756

S-65 Night Call Capital 4418

Shoe Business—(Cont'd)

Gallen Kam's 727 K. Main-7925
Haas Booterie 897 K. Capital-2029
Harada Shoe Co 1231-3rd. Capital-584-W
Kambara M 1313-4th. Main-8178
Larson's Inc 1018 K. Main-113
Mayfield & Det 403 E. Main-287
Miles H Shoe Co 815 K. Main-2672
Niyehi S 1200-8th. Main-3602
Shoe Craft 521 K. Main-244
Walker Shoe Store 1110 K. Main-967
Winstein Labin & Co 12th & K. Main-8200

Shoe Repairing Business

A E F SHOE SHOP 1114-10th. Main-9439
Ame Shoe Shop 1013-10th. Main-5169-W
Bennie's Shoe Renewing Shop 1517-21st. Main-9648
Boston Shoe Rep Shop 2140 Sacto Br. Main-3056
Caura Shoe Restorer 2789 1/2 W. Capital-2334
Coffin Shoe Repair Shop 1012-8th. Main-2520
Goodyear Shoe Repair Shop 1410 S. Main-9725
Hansen H A 1005-20th. Main-10487
Taylor Shoe Shop 1005-8th. Main-1201
WILLIAMS' SHOE REPAIRING SHOP
1002 J. Capital-6995
Worlds Best Shoe Shop 1304 J. Main-10192

Delivery Service Shops

BENNIE'S SHOE REPAIRING SHOP
Free Call and Delivery Service
We Feature Quality Material and Latest Factory Methods
SHINING, CLEANING and DYING SHOES
Prompt Service - Reasonable Prices
1517-21st Main-9648

CAPRA SHOE REPAIRERS J. W. Baker
E. J. Capra
FREE Call & Delivery Service
We feature QUALITY material and Workmanship
Prompt Service - Reasonable Prices
ALL WORK GUARANTEED
2728 1/2 M Capital-2334

Shoe Shining Business

Bar Shoe Shining Parlor 928 K. Main-10271
Pentec Shoe Shine Parlor 1030-10th. Main-2854
Williams' Shoe Renewing Shop
1002 J. Capital-6995

Show Card Business

Eidler Harold G 1201 J. Main-304
Vander's Las Sho Card Shop
1015 1/2-10th. Capital-1150

Display Show Cards

JON'S SHO-CARD SERVICE
SHOW CARDS
SIGNS - CARTOONING
POSTERS
JON EVANS
930 L Capital-782

Show Case Business

Edwards Display Case Co Del Paso Blvd. Main-3173

Sign Business

Capital Sign Co 725 I. Main-9873
Carithers Signs Co 1221 J. Main-304
DAVIES A H SIGN PAINTING DEPT.
2021 J. Main-7546
Dough Sign Co 907-12th. Main-665
Electric Sign Service Co 817-12th. Main-796
Electrical Products Corp 907-8th. Capital-383
Frieden & Heines C17 Calif. Capital-388
Globe Outdoor Advertising Co
2290 Del Paso Blvd. Main-9634
Globe Sign Co 530 I. Main-2960
Hamilton Bob 3433-52nd. Capital-8249-W
Herald Bernard 910-12th. Main-5779
Jon's Sho-Card Service 929 L. Capital-782
Kleinmorge F B 13th & J. Capital-2114
New Q R S Corp L16 1010 J. Main-654
TRAVIS H A 1011 1/2-9th. Main-39
(Continued Next Page)

Taxicab Service Business

Ashli Taxi 235 M. Main-5555
Black & White Taxi 1003-10th. Main-221
Chester Cab Co 913 K. Main-7
City Taxi Cab Co 1023-6th. Main-75
CITY TAXI CAB CO 1023-6th. Main-87
Club & Union Taxi Co 7th & L. Main-197
H & C Taxi 215 K. Main-252
H & C Taxi 215 K. Main-65
Hudson Taxi 1027-4th. Capital-77
JOHNSON'S BLACK & WHITE TAXI
1003-10th. Main-221
McNeil Taxi Serv 12th & L. Main-89
BED TOP CABS 12th & L. Main-89
Senior Taxi Serv 12th & L. Main-89
Today's Brown Cab Co 514 L. Main-850
Today's Taxi 514 L. Main-850
Yellow Cab Co 913 K. Main-7

Limousine Taxicabs

Club & Union Taxi Co 7th & L. Main-197
(See Advertisement Following Page)
H & C Taxi 215 K. Main-252
(See Advertisement Following Page)
(Continued Next Page)

Increase....

Your Circle of Buyers

Your message in the Buyer's Guide brings prospective customers within talking as well as walking distance.

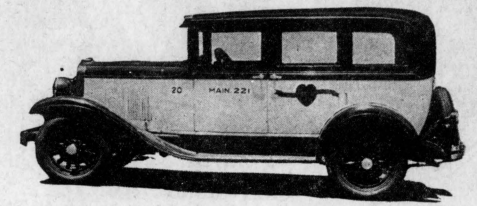
It helps you to reach outside of your immediate neighborhood for more business.

The directory is found beside the telephone in nearly every home, office and shop in this city. It is consulted thousands of times every business day.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

THE BEST RESULTS are attained in a telephone conversation by talking slowly and distinctly with lips close to but not touching the mouthpiece.

Black and White TAXI



Main 221

DAY AND NIGHT SERVICE

WE MEET ALL TRAINS and BOATS

We Are Insured

Pierce-Arrow Limousines for Funerals and Weddings

RIDE IN COMFORT

Our fleet consists of Chryslers, Plymouths and the Better Type of Cars. Ride in ease and comfort.

5 Ride for the Price of One to Same Address

Telephone Main 221
Main Stand 1003 10th St.