



Keep in Touch with Customers
between your Salesmen's visits
by
"Long Distance"

By telephoning customers between salesmen's visits, your firm may pick up many small orders that otherwise might be lost to the next competing salesman to drop in.

Our representative will be glad to call on you and explain some successful Long Distance Selling Plans. Just call our Business Office.

1206 K Street Sacramento
Telephone MAIN 993

THE
**NATIONAL
CASH REGISTER
CO.**

New & Used Registers
Only One Store in Sacramento
— NO BRANCHES —

ALL
SIZES
AND
MODELS



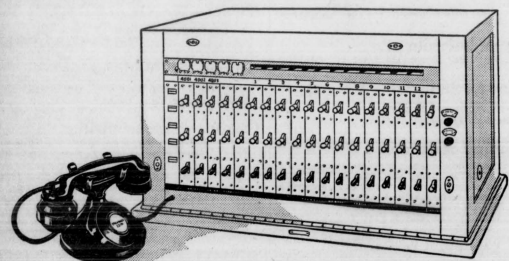
Cash Register
SUPPLIES
Restaurant Checks
and Sales Books

Sales - Service - Repairs

All Repairs by Authorized Factory Trained Mechanics, Using Genuine NATIONAL CASH REGISTER Parts Reasonable Prices.

- CASH REGISTERS
- CREDIT FILE SYSTEMS
- BOOKKEEPING MACHINES
- ANALYSIS MACHINES

Easy Monthly Payments



A Simple Telephone Switchboard for Small Businesses

This small member of the switchboard family centralizes and distributes all your telephone calls. . . It also provides intercommunicating service.

For information about this or any telephone equipment . . . call our Business Office.

Cash Registers.

BURROUGHS ADDING MACHINE CO

CASH REGISTER DIVISION
CASH REGISTERS
for Every Line of Business
Colors to Harmonize
LOW PRICES .. EASY TERMS
915-8thMain-5514

Dekorn Co 1818 JCapital-1699
Fortuna C S Co 1007 JMain-368
National Cash Register Co 1208 KMain-993
(See Advertisement This Page)

NICKEL'S OFFICE & STORE EQUIP

ALL MAKES
CASH REGISTERS
ADDING MACHINES
TYPEWRITERS
REPAIRING - SALES
1122-8thCapital-2156

Olmer Cash Register Co 1007 JMain-360

Cash Registers-Repairing

Fortuna C S Co 1007 JMain-360
McCASKEY CASH REGISTER
AUTHORIZED REPAIRS
Rogge Conley & Hale 1111 JMain-1319

Caskets.

Capital City Casket Co 808 EMain-1273
Sacramento Casket Co 6th & XMain-529

Catering.

Burford's The 1724 NMain-1965
Goody Goody Sandwich Co
Have You Tried Them?
2721 NMain-9634
Morning Glory Sandwich Co 1924 OMain-9191

Cement.

AMERICAN FUEL & MATERIALS CO
212 3th Blvd.Capital-80
CALAVERAS CEMENT CO 720 IMain-445
Clark E L 3817 MillerMain-7649
DOWELL, HENRY LIME & CEMENT
60 509 IMain-1182
Diamond Match Co 3938 QMain-274
FIEDLER CARL B 2631-30thCapital-1291
FRIEND & TERRY LOR CO Front & S. Main-7200
PAC PORTLAND CEMENT CO 720 IMain-445
Sacramento Building Material Co
11 St Rd.Main-1185
SASTO ROCK & SAND CO
16th & ACapital-1900
Santa Cruz Portland Cement Co Parcel Bg. Main-537
Standard Portland Cement Corp Forum Bldg. Main-637

Cement Contractors

—See Contractors—Concrete

Cemeteries.

EAST LAWN
PERPETUAL CARE
CEMETERY
MAUSOLEUM
CREMATORY and COLUMBARIUM
43rd & PolsonCapital-1660

MASONIC LAWN CEMETERY
Perpetual Care—Non Sectarian
2700 Riverside Blvd.Main-6932
Odd Fellows Lawn Cemetery
2720 Riverside Blvd.Capital-4761

SASTO MEMORIAL CEMETERY
CEMETERY
MAUSOLEUM
CREMATORIUM
NON-SECTARIAN
WITH PERPETUAL CARE
Chapel, Organ and Organist
Without Charge
Stockton Blvd & El Paraiso Av.Capital-211

St Joseph's Cemetery 2616-21stMain-1852
St Mary's Cemetery
Tracitus Av & CurlyCapital-4888

Cemeteries—Non Sectarian

EAST LAWN
EAST LAWN
CEMETERY
INDOOR BURIAL
CREMATION
43rd & Polson Blvd.Capital-1660

ODD FELLOWS LAWN CEMETERY
ODD FELLOWS LAWN
A Cemetery With
Perpetual Care.
Graves and Lots Sold to the Public
2720 Riverside Blvd.Capital-4761

Cesspool Service.

FRY D
CESSPOOL CLEANING
AND
REPAIRING
CESSPOOL WELLS DUG
4909-12th AvMain-9422

Lewis Thos 1916-10thMain-2684-4
Slaughter Wm 2612 XMain-3399

Check Protection

Todd Sales Co 1305 JCapital-2151
(See Advertisement This Page)

Check Protectors.

Hammond Geo N Typewriter Co 623 J. Main-3085
Todd Sales Co 1305 JCapital-2151

TODD SALES CO.

Sales Service

"Complete Bank Account Protection"

Greenback Checks Check Signers
Commercial Stationery
Check Protectors Bank Supplies
All Makes Serviced and Repaired
1305 Jay St. Capital 2151
SACRAMENTO

Nothing
guards your home
as faithfully as the
TELEPHONE

Checkwriters

MORROW CHECK WRITING MACHINES—
Morro Calculating Machine Co Inc
1802 MMain-755

Chemicals.

Call Spray Chemical Corp 1808-92nd. Capital-4573
Huckwell Chemical Co 1021 Front.Main-1085
No Doc Anverson Inc Milton Bldg.Main-2950

Chemicals—Wholesale.

Fire & Pest Control Laboratories
1119-24thCapital-5117

Chemists.

Techor Laboratories 620 IMain-4215

Chvrolet Cars Trucks & Service

—Look on "A" pages under
"Automobile Dealers"

Children's Garments.

Juvenile Shops Ltd 1112 KMain-2171

Chimes—Door

Taloff Lighting Fixture Co 1108 JMain-8460

Chimney Sweeping.

CAPITAL STOVE REPAIR WORKS
LOWRY
Expert Chimney Sweep
No Dirt or Mess—Gutters Cleaned
Personal and Prompt
Service
1802-21thMain-7328

Chimney Sweeping—Home

Fry D 4909-12th AvMain-9422
(See Advertisement This Page)

CHIMNEY SWEEPING

New System
VACUUM PROCESS
NO Dirt NO Soot
Chimney Tops

FOR QUICK SERVICE
PHONE
FRY

**MAIN
9422**

4909
12th
Avenue

For Your Convenience...

Directories for other cities are available in the Business Offices and at attended public telephone stations.

Chinaware.

Brown China Painting Studio 1801 T. Main-1173-J

Chinese Goods.

House Of Foo 924 KMain-7228-W

Chiropodists.

GOLDHAMER J
Established 1923
Chiropodist -- Podiatrist
Light-Weight Supports From Casts for Individual Requirements
Rooms 235-6-7-8, 719 1/2 K
ResidenceCapital-9646
October BldgMain-1600

GOODSON H H DR
10th Calif. State Life Bldg.
10th and J Streets - Sacramento
**CHIROPODIST
AND
FOOT SPECIALIST**
California State Life Bldg.Main-582

GOTTFRIED SAMUEL DR
SURGICAL CHIROPODIST
FOOT SPECIALIST
SCIENTIFIC FOOT TREATMENTS
Evenings by Appointment
1005-5thCapital-539
ResidenceMain-6526-J

Hogan Harold M
Foot Specialist
Medico-Dental Bldg.Capital-1772
Knott Fred J Dr Cal St Life Bldg.Main-1407
LOWER A EMERSON JR DR
Forum Bldg.Main-5415

O'BRIEN E T DR
CHIROPODIST
Corner 8th & K
Nicolaus BldgMain-8673

OLIVER ALFRED A DR
1107-9th St.—Over the Owl Drug Store
FOOT SPECIALIST
and SURGEON
CHIROPODIST
Room 213
Forum Bldg.Capital-1241
If no answer callCapital-146

Sierman Bert L Physician Bldg.Main-1084

Chiropodists—General Practice
Lower A Emerson Jr Dr Forum Bldg.Main-5415
(See Advertisement This Page)

FOOT SPECIALIST

- SURGICAL CHIROPODIST
- FOOT ORTHOPAEDICS

Physio and Manipulative Therapy
COMPLETE FOOT HEALTH SERVICE

Telephone
MAIN 5415 Residence
Capital 3054-M

Dr. A. Emerson Lower, Jr.
Successor to Dr. Lower
Same Location for 18 Years
THIRD FLOOR FORUM BUILDING
Suite 303, 9th and K Sts.