

DR. SEYMOUR LEWIS
OPTOMETRIST
3-8322

GOOD VISION for Victory



20 WEEKS TO PAY

- 1 NO HIGH PRICES
- 2 VISUAL COMFORT
- 3 NO GLASSES UNLESS NEEDED
- 4 THOROUGH SCIENTIFIC EXAMINATION

HOURS DAILY
 8:45 to 5:45
 Sat. 8:45 to 1 P.M.
 Wed. Evening
 7:30 to 9 P.M.

1009 1/2 9TH ST. OFFICES UPSTAIRS

E.L. Laisne OPTOMETRIST
Progressive Eye Comfort Glasses

Prewar Quality
 The enormous supply of prewar high quality lens blanks and spectacle mountings assures you prewar accurate high quality eye-comfort glasses.

Prewar Prices
 Progressive factory has developed a staff of efficient optical mechanics that have maintained a prewar-without-delay service.

Prewar Service
 Modernized war streamlined methods have been devised and adopted to maintain low cost productions.

E.L. Laisne OPTOMETRIST
Progressive Eye Comfort Glasses

Upstairs 10th & K St.

Optometrists.
BEARD & HULSE
 GEO. F. BEARD - RICHARD FOWLER
 Successors
 All That's New
 In Optometric Science
 Backed By 35 Years
 Of Dependable Service
 1025-10th 3-6471

Biegel H G
 Succeeded by J E Hitchcock
 1003-8th 2-2728
BUSH L G & COCHRAN L G 1019-9th 2-6056
CHICHESTER E W 1024 1/2-10th 2-9079
CHICHESTER MARION F 1024 1/2-10th 2-9079
CHINN-BERETTA
 See W E Leonard OD
 1022-10th 2-1494
COCHRAN G & BUSH L G 1019-9th 2-6056
DAVIS HERMAN & SONS 1014 K 3-4864
DESCHLER E L 1013-9th 2-8356
Dickinson G H 1605 J 2-1661
 Gates Harold Optometrist 800 K 2-8211
 Gay Arthur J 816 K 3-9791

GLEIE EDWARD W
 THE ONLY GLEIE NOW PRACTICING
 OPTOMETRY IN SACRAMENTO
 FOR OVER TWENTY-TWO YEARS
 Eyesight Specialist
 Forum Bldg. 2-4232
 If no answer call 3-6577

Hitchcock J E 1003-8th 2-2728
 (See Advertisement This Page)
 Holzberg D 717 K 2-6590
LAINSE E L 1024 1/2-10th 2-9079
 (See Advertisement This Page)
LEE RICHARD F 810 K 2-6696
LEONARD W B OD
 Complete records of
 Chinn-Beretta Optical Co
 1022-10th 2-1494

EYES
 I am equipped, both by methods and instruments, to give you the most complete visual analysis known to modern optometry, assuring relief in even the most stubborn cases of eye-strain. Office closed Saturday, 1 P. M.



JOHN TURNER
 129 K St. 3852

J. E. HITCHCOCK
OPTOMETRIST

Formerly With
 Chinn-Beretta Co.

Successor to
 H. G. Biegel

1003 Eighth Street
 Phone 2-2728 20 Years Experience

Lewis Seymour 1009 1/2-9th 3-8322
 (See Advertisement This Page)
 McClelland Miles J 1011-11th 2-7310
MEYER WM A SR 903 K 3-3445
 Penny J M 730 K 2-1825
 Small's Optometrist 1004-10th 2-1778
 Stamper & Simon 810 K 2-8919
 Strupages Harold 800 K 2-8211
 Turner John 729 K 3-8532
 (See Advertisement This Page)
WALLIS R G 1024 1/2-10th 2-9079
ZIMMERMAN WM
 NOW LOCATED AT,
 Room 625
 FORUM BLDG.
 (Above Owl Drug - 9th & K)
 DIAL 4-0454
 Forum Bldg 4-0454

Orthopedic Appliances.
 Benjamin & Rackerby 1213 L 3-9024
 Spencer Corset Co Agency 709-42d 6-5757

Osteopathic Physicians & Surgeons and Osteopathic Physicians.
 Buchman Roy F Dr Calif State Life Bldg 3-3076
 Coffee Glenn F Dr 3452-3rd Av 6-6297
 If no answer call 3-7465
 Curran S E Dr 1730 H 3-3343
 If no answer call 3-7465
 Daniels L R Dr Forum Bldg 2-2589
 Daniels Roger C Dr Forum Bldg 2-2589
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 Fenner C E Dr 2930 I 3-5355
 Ford Maude A Dr 605-22nd 3-6241
 Gray Myrtle Dramer Dr 1025-9th 2-5542
 Haworth James Wilfred Dr Forum Bldg 2-0259
 Day & Night Call 2-0259
 Woodland Office Porter Bldg
 (Toll) call "operator" for Woodland-950-W
 Hilgeland Frances K Dr 2830 L 3-1200
 If no answer call 3-7465
 Jackson Leta B Dr Forum Bldg 2-0032
 Slater W D Dr Forum Bldg 2-2894
 Wells C Stillman Dr 1717 H 3-0189
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Otarian Hearing Aids
 Look on "H" pages under "Hearing Aids"

Outboard Motors
 Wilber Francis Wheel & Brake Repair Shop
 1327 J. 2-9959

Oxygen Manufacturing
 Air Reduction Sales Co 501 I 3-1374
 Lind Air Products Company The 1315-2nd 3-6278

Oxygen Service—Emergency
 Superior Ambulance Service 1418-30th 6-6434

Packing Food Products.
 Almond Growers Exch Calif 18th & C 2-0771
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 Earl Fruit Co Mills 5-9095
 Hill Slaughter House Brodykild 2-1969
 Rose Orchard Bryte 3-0265
 Swift & Co 806-6th 3-3751

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1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

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Blaske Edward S 3412-6th Av 6-6793

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 PAPER HANGING
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 2216 L 3-5004

Cox E H 2709 K 3-1435

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 Better Quality At Less Cost
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 1928 Capitol Av 2-4338

Ehrman Walter G 1330 Arcade Blvd N Sacto. 9-0118
 Galichotte W J 1300-8th Av 3-6093
 Griswold Norman H 1540-38th 6-4955
 (See Advertisement This Page)
 Kelsey Carl L 1703-7th Av 3-0721
 Kincaid E A 623 J 3-0204
 King Chester E 3316-3rd Av 6-2705
 Labhard A G 1105-9th 2-2396
 Lasser R & Son 3400-23d Av 5-0300
 LE GATE A F 2816-30th 6-5944

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 PAINTING
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 Work Guaranteed
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Nordstrom & Kuhn 4910-36th 5-4837
 Pope A G 2346 Sutterville Rd 6-5897
 Raymond W H 2710 Donner Wy 5-5732
 Sebak Henry 1849-49th 5-3956

SIMMONDS AL W SPRAY PAINTING CO
 CHAS. MYER, Mgr.
 Sand-Blasting Road Striping
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 11th & J 2-1001

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 ALL TYPES OF PAINTING
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 OR TOO SMALL
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- Spray Painting
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- Basements
- Fences

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 1540-38th ST.

PAINTING NORMAN H. GRISWOLD DECORATING

RAY WILKINS PAINT STORE

- SEAL-IDE One Coat - Oil Base Washable
- VITRIC That smooth, glasslike finish
- TREASURE TONES The keynote to charming homes
- WALLPAPER
- PAINTERS' SUPPLIES

Phone Us For A Competent Painter
PREMIER PAINTS
 1225 J St. Dial 3-1342
 Free Parking in rear



When you look in your Directory instead of asking "Information," you release equipment that may handle calls of the gravest urgency. Ask "Information," please, only when you do not find the name and number in the Directory.

PAI—PAI 77

Boysen Paint Co 1306 J 2-2835
BOYSEN PAINTS
 80% PURE PAINTS
 VARNISHES
 ENAMELS



"WHERE TO BUY IT"
 WHOLESALE & RETAIL
 Boysen Paint Co 1306 J 2-2835

Dolan Building Materials Co 31st & P 6-6481
 du Pont Paint Service Store 1723 L 3-9089
DU PONT PRE-TESTED PAINTS
 Paints, Varnishes and Enamels for every purpose. "Self-Cleaning" House Paint. Brush DU'CO—the easiest-to-use enamel. DULUX Super White Enamel and Marine Finishes.



"WHERE TO BUY IT"
 RETAIL STORE & WAREHOUSE
DU PONT PAINT SERVICE STORE
 1723 L 3-9089
 "FULL-LINE DEALERS"
 Atkinson-Bell Co 803-57th 6-6534
 Emigh Hardware Co 1300 J 3-7413
HOMESTEAD LUMBER CO 30th & Q 5-3081
 Zetterlund's 2730 Capitol Av 2-8437

DUTCH BOY PAINTS. VARNISHES & ENAMELS
 Dutch Boy White-Lead and
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 NATIONAL LEAD COMPANY
 "WHERE TO BUY THEM"

DUTCH BOY PAINT STORE
 National Lead Company
 1218 K 3-7493
CAPITAL LUMBER CO 1831-37th 5-2681
 Diamond Match Co 2826 Q 6-4703
 Simms Hardware Co 2801 J 2-9615

FRIEDMAN M PAINT CO INC 1212 J 3-3717
FULLER PAINTS
 Paints, Enamels, Varnishes, Lacquers. Beautify your Home with FULLER easy to use Products.



"WHERE TO BUY IT"
 Beale's Geo Hardware Store 231 D Brod. 2-9895
 Friend & Terry Lumber Co 1920 Front 3-9091
 Fuller W P & Co 1013-12th 2-1061
 Lyon Darwin Howe Co 2901-35th 6-4751
 Sacto Wallpaper & Paint Co 2324-16th 3-7614

FULLER W P & CO 1013-12th 2-1061
 General Paint Corp 1301 J 3-7201
KUNST BROS 1309 J 2-4681
 Lester's 13th & K 2-7621

LUMINAL WALL PAINTS—
CAPITAL LUMBER CO 1831-37th 5-2681
 Mayo Paint Co 2318 J 3-9436
 (Continued Next Page)

When you take down your telephone to dial, a few seconds are sometimes required for the equipment at the central office to get ready to serve you. When it is in position, you hear a notifying hum, a "dial tone," corresponding to an operator's "Number, please?" If you will wait for this dial tone, it will speed your call!

Dollars for Victory—Buy War Savings Bonds.