

Don't say Fire Extinguishers...  
say **GENERAL QUICK AID FIRE GUARDS** APPROVED

UNDERWRITERS



MANUFACTURERS  
Time Tested Since 1903

**LARGE STOCK FOR IMMEDIATE DELIVERY**

MAIL ORDERS GIVEN PROMPT ATTENTION

Toll call "operator" for **UNDERHILL 1-4754**

THE **GENERAL PACIFIC CORP.**  
127-10TH STREET, SAN FRANCISCO 3, CALIFORNIA

GENERAL OFFICES AND FACTORY  
1501 E. WASHINGTON BLVD. • LOS ANGELES 21, CALIF.

**CAPITAL FIRE EQUIPMENT CO.**

Pyrene Distributor  
R. E. WELCH, Mgr.  
Established Since 1929



Phone **2-0723**

If no answer call 3-7210

1014-28th St.  
For Immediate Recharging Service Don't Delay

Extinguishers  
Fire Hose  
Nozzles

CO, Recharging Station

**FYR-FYTER DISTRIBUTOR**

MODERN FIRE EXTINGUISHERS AND CHEMICAL ENGINES

Sales and Service

ALL TYPES

PHONE Day or Nite **6-5141**



INSTANT MODEL

Official Recharge Station for CO<sub>2</sub> Units

**DALLAS C. KELLER**  
3301-9TH AVE.

**Fire Extinguishers**

**CAPITAL FIRE EQUIPMENT CO** 1014-28th. 2-0723  
If no answer call 3-7210 (See Advertisement This Page)

**FYR-FYTER EXTINGUISHERS**  
KELLER DALLAS C 3301-9th Av. 6-5141

**GENERAL PACIFIC CORP THE** 327-10th S F (Toll) Call "Operator" for Underhill 1-4754 (See Advertisement This Page)

Keller Dallas C 3301-9th Av. 6-5141 (See Advertisement This Page)

**KIDDE FIRE PROTECTION**

Carbon Dioxide (CO<sub>2</sub>) portables and built-in systems - water and chemical type extinguishers. A complete fire protection engineering service for aviation, industrial, marine and home use.



"WHERE TO CALL"  
KELLER DALLAS C 3301-9th Av. 6-5141  
Red Comet Incorporated 3943-26th Av. 7-5651  
SACTO FIRE EXTINGUISHER CO 2521 Broadway 6-1331 (See Advertisement This Page)

**Fire Protection Equipment**

**CAPITAL FIRE EQUIPMENT CO** 1014-28th. 2-0723  
If no answer call 3-7210

**CURTIS L N & SONS** 5816 College Av Oakland (Toll) Call "Operator" for Humboldt 5-5111

Martin & Goodloe Equipment Co  
Fairbanks Morse Fire Pumps 1300 C. 2-0006  
Western Fire Equipment Co  
Industrial-Marine & Forest Fire 49 Main S F (Toll) Call "Operator" for Sutter 1-0618

**Firearms**  
See Gunsmiths; also Sporting Goods Headings

**Fireproofing—See Flameproofing**

**Firewood—See Wood**

**First Aid Supplies**

**FARREMKOPF SALES CO**  
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**SACRAMENTO FIRE EXTINGUISHER CO.**

STANDARD EXTINGUISHERS AND FIRE EQUIPMENT

Complete Maintenance Service



DIAL **6-1331**

2521 Broadway, Sacramento

**SACRAMENTO FIRE EXTINGUISHER CO.**

STANDARD EXTINGUISHERS AND FIRE EQUIPMENT

Complete Maintenance Service



DIAL **6-1331**

2521 Broadway, Sacramento

**Fish-Retail**

**A B C CASH GROCERY** 400 G. 2-7046  
**PUMALASU FISH MKT** 1209-4th. 2-3926  
**LEONG FISH MARKET** 912-3d. 2-0563 (See Advertisement This Page)

Marine Garden 1229 J. 3-9370  
New Capital Fish Co 1117-3d. 2-2279 (See Advertisement This Page)

**PAC FISH MKT 518 I.** 3-7981 (See Advertisement This Page)

**SACRAMENTO FISH MARKET**

FRESH FISH DAILY  
OYSTERS - CRABS - SHRIMPS  
ALL SEA FOOD IN SEASON  
Fishing Bait & Tackle

1219-3d 3-9979

**SENATOR BAIT & FISH MKT** 3314-4th. 3-5042  
Tofanelli Sea Food Co 13th & J. 2-9414

**Fish-Wholesale**

**INLAND FISH CO**

OCEAN FRESH - SEA FOODS  
WHOLESALE ONLY  
Fresh Fish in Season  
Crabs - Oysters - Smoked Fish  
Open Holidays - Delivery Service  
WE SHIP NATIONWIDE  
130 N 9th N Sacto. 9-7174

**MEREDITH FISH CO**

WHOLESALE ONLY  
ALL KINDS OF FRESH FISH IN SEASON  
SALT - SMOKED & SHELL FISH  
"If It Swims We Have It"

2640-5th 2-3891

New Capital Fish Co 1117-3d. 2-2279  
**PACIFIC FISH MKT 518 I.** 3-7981

**WILSON KEMMER**

WHOLESALE ONLY  
Fish of all kinds  
Fresh & Frozen  
Eggs & Frozen Foods

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**BROADWAY BAIT & TACKLE SHOP**  
1609 Broadway. 3-0862  
New Capital Fish Co 1117-3d. 2-2279

**O K BAIT STORE**

FISHING BAIT  
FRESH SARDINES DAILY  
All kinds of  
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**SACRAMENTO FISH MARKET** 1219-3d. 3-9979  
Senator Bait & Fish Mkt 1314-4th. 3-5042  
**SOUTH SACTO SPORTS SHOP** 4106 Franklin Blvd. 6-0757

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

**FISH**



**PACIFIC FISH MARKET**  
All Kinds of Fresh Fish in Season

**SHELL FISH Wholesale & Retail**

**Call 3-7981**  
FREE DELIVERY  
Open Sundays & Holidays

**CAPITAL POULTRY CO.**  
516-518-520 EYE ST.  
We Sell Fishing Tackle

**DIAL 2-2279**



**FISH Wholesale - Retail**  
and Sea Food Fresh Daily

**BAIT - TACKLE**

Joe N. Konesky Z. Bud Meredith  
**NEW CAPITAL FISH CO**  
1117 THIRD ST.

**LEONG FISH MARKET**

Over 25 Yrs. in Sacramento  
Formerly Tong Sung Co.

ALL KINDS FRESH FISH & SHELL FISH



FRESH DAILY

Dial **2-0563**  
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Between 1 & J

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See also Sporting Goods

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**ANCHOR DRUG CO** 308 N. 3-2397

**BROADWAY BAIT & TACKLE SHOP**

BAIT & FISHING TACKLE OF ALL KINDS  
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Sacramento Sporting Goods 1312 J. 2-7298  
Sam's Sport Shop 618 1/2 J. 2-5243  
**SOUTH SACTO SPORTS SHOP** 4106 Franklin Blvd. 6-0757  
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**Fishing Tackle-Wholesale & Mfrs**

**TAKEUCHI BROTHERS**  
White Jobbers-Fishing Tackle & Supplies  
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**Five Cents To One Dollar Stores**

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Lindy's Variety Store 3271 Folsom Blvd. 5-0221  
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WELDING - MACHINE WORK  
SEPTIC TANKS AND DRAINS  
INSTALLED AND CLEANED  
PUMP REPAIRING  
WASHING MACHINE REPAIRS

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**SERVICES UNLIMITED**

ANIMALS RESCUED - BABY SITTERS  
BASEMENTS CLEANED - BATHROOMS WASHED  
BUILDINGS WRECKED - CEMENT PATCHING  
CHIMNEYS CLEANED - DECORATING  
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TRASH HAULED - TREES TRIMMED  
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"YES WE CAN DO IT"

4801 Yosemite Av. 5-6462

**WHEELER WILLIAM H** 428-21st. 3-5514

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See Specific Kinds, i.e., Display Equipment & Materials; Lighting Fixtures; Store Fixtures; Etc

**Flags & Banners**

**CAPITOL DECORATING CO** 2709 K. 2-1656  
Enes Dept. Store 820 J. 3-7946  
**GENERAL MANUFACTURING CO** 4264 Mission S F (Toll) Call "Operator" for Delaware 3-3946

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Admiralty Mfg Co Inc Octagon Bldg. 3-7461  
**CONSOLIDATED HOME SERVICE**  
Flameproof Fabrics & Supplies 3114 Broadway. 5-1490  
**PARAMOUNT PEST CONTROL SERV** 1002-24th. 2-2658  
**RUSSELL AL** 1224 I. 2-8991  
**SUTTER SUPPLY COMPANY** 3rd St Vermiculite Compound 1920. 6-3837

**Flavoring Extracts**

Hallfax Bros Co 1019 Front. 2-8681  
Walt Geo Z Co W Sacramento. 4-5542  
**WICHT EXTRACT&SYRUP CO** 126K. 3-2927