

Established 1921
**CARITHERS
SIGN CO.**

Complete Lettering Service.
TRUCK & GOLD LEAF LETTERING
A SPECIALTY.

DIAL...3-7058
923 6th STREET.

**ABLE
Signs**
Expert
LETTERING SERVICE
SCREEN PROCESSING
GOLD LEAF LETTERING
Dial 2-8513
813 1/2 J - Above Artz & Cook

SIGNS
Complete Lettering Service
Trucks - Walls - Bulletins
Gold Leaf
Show Cards - Displays - Cut Outs
Screen Processing
CAPITOL SIGN CO.
Phone 2-2585
13TH & J - upstairs Pub. Mkt. Bldg.

Emergency!
An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Est. 1920
SIGNS
SCENIC & PICTORIAL DISPLAYS
STORE FRONT DISPLAYS
WOODEN CUT OUT LETTERS
SHOW CARDS
TRUCK LETTERING OF ALL KINDS
Phone 5-5561
SAM F. FLINT
2709 X ST. SACTO

R. H. (Bob) ROBLIN
SIGNS
Dial
4-6854
EXPERT
LETTERING SERVICE
2110 Eye St. Sacramento

FRONTIERS
beyond

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Sign Painters—(Cont'd)

ACME SIGN CO.
COMMERCIAL SIGNS
SCREEN PROCESSING
TRUCK & GOLD LEAF LETTERING
REAL ESTATE SIGNS
OUTDOOR ADVERTISING
724-12th2-1393
(See Advertisement This Page)

CAPITOL SIGN CO 13th & J 2-2585
Carithers Sign Co 923-6th 3-7058
(See Advertisement This Page)
DOSCH CO THE 200 V. 3-6581
(See Advertisement Preceding Page)

EICHLER SIGN CO.

SIGNS & SHOW CARDS
Truck Lettering - Gold
and Silver Leaf Window Signs
HAROLD G. EICHLER
525 1/2 J 2-4485

FRIEDEN SAM S.
SPECIALIZING IN
TRUCK & OFFICE DOOR
LETTERING
and Highest Quality
GOLD & SILVER LEAF
WINDOW SIGNS
3735-4th Av. 5-3689

Grant Photo & Sign Co
900 Grant Av Del Paso Hts. 9-1900
KEHM SIGNS CORPORATION Ochsenr Bldg. 3-7461
Landerman 56th G 2715 N 12th N Sacto. 5-3043
LEONARD SIGN SERVICE
17 Alameda W Sacramento. 4-3292
(See Advertisement Preceding Page)

LINCK'S SIGN-ART

COMPLETE SIGN
& ART SERVICE
Trucks - Walls - Bulletins
Show Cards - Displays
Process Signs - Real Estate
VETERAN OWNED & OPERATED
Bet H & J
912-56th 6-5550

Peruch Samuel J Carmichael 9-5951
POGUE L
Bulletins-Walls-Truck Lettering
Fruitridge Rd. 5-7074
ROBLIN R H 2110 I 4-6854
(See Advertisement This Page)

SUPERIOR SIGNS

COMPLETE QUALITY
SIGN SERVICE
A. W. "Art" ELLIS - C. H. "Heck" HOECKER
1317-20th 4-1875

SUTTER SIGN CO Davis Hwy. 4-3211
(See Advertisement Preceding Page)
Winter Heine & Son 2309 E. 3-1660

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Signs

A-1 SIGNS
SIGNS OF ALL KINDS
We Made Signs Before We Could Talk
"BUZZ ME" 3-7831
CHAS. H. (REX) CASEY
Room 410
Ochsenr Bldg. 3-7831

ABLE SIGN CO 813 1/2 J 2-8513
ACME SIGN CO 724-12th 2-1393
(See Advertisement Following Page)
BORDEN DECALCOMANIA CO 207-11th S F
(Toll) Call "Operator" for Hemlock 1-1587
Brushner Jack
Distrs Mitten's Display Letters
6269 Broadway 5-9192
C S Signs 4209 Ventura 6-5127
Capitol Sign Co 13th&J 2-2585
Carithers Sign Co 923-6th 3-7058
Doch Co The 200 V. 3-6581
Electric Sign Service Co
Neon Signs
1315-17th 3-7961
(See Advertisement This Page)

ELECTRICAL PRODUCTS CORP
1942 Broadway 5-8986
(See Advertisement This Page)
FLINT SAM F 2709 X 5-5561
(See Advertisement Opposite Page)

Frieden Sam S.
Truck & Office Door Lettering
3735-4th Av. 5-3689
Hackley Fred C 2910 Bell N Sacto. 9-0489
Hamilton Bob 3425-52d 5-8759
KEHM SIGNS CORPORATION Ochsenr Bldg. 3-7461
LEONARD SIGN SERVICE
17 Alameda W Sacramento. 4-3292
LINCK'S SIGN-ART
See Adv Under Sign Painters
912-56th 6-5550
PACIFIC NEON CO 719-12th 2-3553
(See Advertisement Following Page)
Roblin R H 2110 I 4-6854
(Continued Next Page)

When the name
of a
**BUSINESS
HOUSE**
has been forgotten

... or when you are new
to the city, or when you
simply want to find a
telephone number the
quickest way...

Look in the
YELLOW PAGES

ZEON
NEON SIGNS & LIGHTING
Complete service in the 11 Western states
Design : Manufacturing : Erection
Cold cathode with tubing
Lease : Sales : Rentals
Maintenance service
One sign or 1000 **Phone 5-8986**
**ELECTRICAL
PRODUCTS**
Corporation
1942 Broadway • Sacramento
SERVING THE WEST SINCE 1912

NEON SIGNS
INTERIOR LIGHTING
**SALES - SERVICE
RENTALS**
1315 - 17th Street
SACRAMENTO
DIAL
3-7961
Jack Ledbetter
J. E. Ledbetter
Electric Sign Service Co.