

# Pacific NEON COMPANY



Stan Standring

**DIAL**  
**2-3553**  
**719 - 12th ST.**  
**SACRAMENTO**



Geo. Richards

**SIGNS SOLD - RENTED - SERVICED**  
**COLD CATHODE LIGHTING**

for your every sign need call...

# Acme Signs

**REAL ESTATE**  
SIGN CARDS  
LETTERS  
WINDOW LETTERING  
BACARBOARDS  
BOOTH DISPLAYS  
CUT OUT LETTERS  
WALLS - WINDOWS  
PROCESS

**OUTDOOR ADVERTISING**

**GOLD LEAF AND TRUCK LETTERING A Specialty**

**DIAL 2-1393**

**724 - 12<sup>TH</sup> ST.**

**Signs--(Cont'd)**

Sacto Neon Product Co  
Neon Signs ..... 2-3425  
1708 Capitol  
(See Advertisement This Page)

**SCOTTO MUSIC CO**  
ILLUMINATED ADVERTISING  
SIGNS & DISPLAYS  
DISTINCTIVE ART MIRRORS  
1000 E El Camino Av N Sacto ..... 9-1179

**STANDARD PAINTING SERVICE** 1726 F. .... 4-0522  
(See Advertisement This Page)  
**SUTTER SIGN CO** Davis Hwy ..... 4-3211  
Winter Heinie & Son 2309 E. .... 3-1660

**Signs--Maintenance Service**  
Electric Sign Service Co 1315-17th ..... 3-7961  
**ELECTRICAL PRODUCTS CORP**  
1947 Broadway ..... 5-8986  
**KEHM SIGNS CORPORATION** Ochsner Bldg. .... 3-7461  
Pacific Neon Co 719-12th ..... 2-3553  
Sacto Neon Product Co 1708 Capitol Av. .... 2-3425

**FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE--**  
1. Please answer promptly.  
2. Please be on the line when the party you want answers.  
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.  
4. Please replace the receiver gently when through talking.

## SACRAMENTO NEON PRODUCT CO.

**SIGNS - LIGHTING MAINTENANCE**

1708 Capitol Ave.  
Phone 2-3425

## SIGNS

*Distinctively Painted*  
Gold Leaf  
Walls - Windows  
Silk Screen Processing  
**Standard Sign Service**  
R. M. VAN DE VEER  
4-0522 - 1726-F

**Silk Screen Processing**

**DOSCH CO THE 200 W.** ..... 3-6581  
**MOYER & WENTZ**  
SILK SCREEN PROCESSING  
INDUSTRIAL  
ADVERTISING  
PROMOTIONAL  
DECALS  
923 1/2-6th ..... 4-6738  
If no answer call ..... 6-2837

**STANDARD PAINTING SERVICE** 1726 F. .... 4-0522  
Superior Signs  
Quantity Signs On Wood-Metal Or Paper ..... 4-1875  
1317-20th ..... 4-1875  
**SUTTER SIGN CO** Davis Hwy ..... 4-3211

**Silverware--Retail**  
**BREUNER JOHN CO** 604 K. .... 3-8061  
Fine Arts Sterling Silver  
3715 N 21st Del Paso Hts. .... 9-2873  
**GREBITUS JEWELERS** 1108 J. .... 9-0981

**Sinks--See Plumbers' Supplies Headings**

**Skates--See Sporting Goods Headings**

**Skating Rinks**  
**Iceland Skating Rink**  
1430 Del Paso Blvd N Sacramento. 9-3121  
If no answer call ..... 9-1240  
**Rollerway Skating Rink**  
Hrs 2-5 & 7-10:30-Parties From 10:30  
1801-9th ..... 3-2645  
(See Advertisement This Page)  
**Senator Roller Drome Office**  
Rink Located 1031 Del Paso Blvd-Office  
1821-10th Av. .... 3-7279  
(See Advertisement This Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

**SENATOR ROLLER DROME**  
1031 Del Paso Blvd. 3-7279

Children's Sessions Sat. 9:30 to 12 A.M.  
SHOE SKATE - SALES - RENTALS & SERVICE  
Professional Instructions

**OPEN NIGHTLY THE YEAR ROUND**  
CLOSED MONDAYS  
Private or Special Parties by Appointment

**ROLLERWAY SKATING RINK**  
115 1/2 Miles from Sacramento on Auburn Blvd.  
Dial 3-2645 9th & R

We Have **CHICAGO SHOE SKATES**

**For Sale Now**  
"WHAT THE PROFESSIONALS USE"  
Skating - 2 PM-5 PM & 7 PM-10:30 PM  
Also Private Parties - 10:30 PM-12:30 AM

**Skiing Equipment--Retail**

See also Sporting Goods Headings  
**ALLEN'S SPORT SHOP** 1221 J. .... 3-4216  
**SOUTH SACTO SPORTS SHOP**  
4106 Franklin Blvd. .... 6-0757  
Sports Store 818 J. .... 2-8915

**Skin Treatments**

Goldberg Leopold  
By Appointment Only  
Bank of America Bldg Stockton  
(Toll) Call "Operator" for ..... Stockton 8-8270

**Slaughter Houses--See Meat--Wholesale**

**Sleepers--See Contractors' Equipment**

**Sleeping Bags--See Camping Equipment**

**Slicing Machines**

American Slicing Machine 2814 C. .... 3-3673  
Globe & Stimpson Products Sales Agency  
Auburn Blvd. .... 9-9292  
(See Advertisement This Page)  
**HOBBART MANUFACTURING CO** 1916-16th. 3-2287  
**KENNEDY CHARLES F E** 1229 I. .... 3-5091

**U S SLICING MACHINE CO**  
Ralph Kerr, Distributor  
SALES & SERVICE  
**WELLS QUIKUT MEAT SAWS**  
ENTERPRISE CHOPPERS  
& MILLS  
STANDARD COMPUTING  
SCALES  
STEAK TENDERIZERS  
1420 J. .... 2-6826

**Slip Covers**

**JONES J JEWELL**  
CUSTOM MADE SLIP COVERS  
For Your Individual Furniture  
Fitted & Styled in Your Home  
Phone for Estimates  
1021 Front. .... 2-0544  
Moulds John Interiors 2292 Fulton Av. .... 9-3463

**Soap Dispensers**

Easterday Supply Co Inc 923-20th. .... 2-7484

Put the Classified Telephone Directory on your selling staff. Your listing and advertising in the Yellow Pages brings your firm name right into prospects' homes and offices.

**SLICING MACHINES**

*Authorized Sales & Service*  
**GLOBE GRAVITY FEED SLICERS**  
Jim Vaughn Meat & Bone Saws  
Leland Saws Machines  
Stimpson Scales & Meat Choppers  
ALL MAKES OF USED MACHINES  
N. E. SORENSON  
**Dial 9-9292**  
**GLOBE & STIMPSON PRODUCTS**  
Sales Agency  
Rt. 6, Box 3192 Sacramento  
11 1/2 Miles from Sacramento on Auburn Blvd.

See also Sporting Goods Headings

**Soaps--Retail**

**SUPER SOAP**  
OAK PARK AUTO SUPPLY 2953-35th. .... 6-8301

**Soaps--Wholesale & Mfrs**

**CALIFORNIA CHEMICAL COMPANY**  
217 W Birch Av N Sacto ..... 9-2747  
Easterday Supply Co Inc 923-20th. .... 2-7484  
Oak Park Auto Supply  
Super Soap-Stalube-Mechanics Soaps  
2953-35th ..... 6-8301  
**PARAGON SUPPLY CO** 622 I. .... 3-7370

**Social Service Organizations**

American Red Cross Sacto Chapter 1300 G. .... 2-5851  
Boy Scouts of America 1004-7th. .... 2-0421  
Children's Receiving Home Of Sacto 2822 X. .... 7-1068

**GOODWILL INDUSTRIES**

The Goodwill Way is a Practical and Efficient Way to Help Others  
**YOUR CONTRIBUTION**  
Of Clothing - Furniture - Electrical Items  
Books - Magazines, Etc. Make Possible  
**PAID EMPLOYMENT**  
For Many Aged & Handicapped People  
HARRY J. RICHARDS, Exec. Sec'y.  
1119-6th ..... 3-5917

Jewish Community Council 514-8th. .... 4-5765  
Jewish Welfare Fund 514-8th. .... 4-7488  
Lutheran Welfare Council 1900 K. .... 2-8789  
Protestant Welfare Bureau 501 J. .... 2-2886  
Sacramento Children's Home  
2750 Sutterville Rd. .... 6-6457  
Sacto Society For Hard Of Hearing 505 J. .... 3-3571  
Sacto Tuberculosis & Health Assn 1004-7th. .... 2-7747  
St. Patrick's Home 36th & Franklin Blvd. .... 3-8237  
Salvation Army 508 L. .... 3-1264  
Salvation Army Corps & Relief Dept  
1120-5th ..... 2-0345  
Mens Social Service Center 508 L. .... 3-1264  
Stanford Home 800 N. .... 2-4959  
**VOLUNTEERS OF AMERICA HEADQUARTERS**  
1116-6th ..... 2-4908  
Young Women's Christian Assn 17th&L. .... 2-2911

**Soda Fountain Equipment**

Eimo's 1515-18th. .... 2-8316  
**RALPH'S DISTRNG CO**  
BASTIAN BLESSING EQUIPMENT  
PETESEN FOUNTAINS  
EVERFROST FOUNTAINS  
CARBONATORS  
HAMILTON BEACH EQUIPMENT  
COUNTERS - STOOLS - BACK BARS  
2217 Broadway. .... 6-9831

**WEBER ROLL-A-DOOR SODA FOUNTAINS**

Soda Fountains  
Bobtails  
Steam Tables  
Cold Tables  
Luncheonette Equipment  
Counter, Stools  
Booths, Etc.  
**"WHERE TO BUY THEM"**  
**DIRECT FACTORY BRANCH**  
**WEBER SHOWCASE & FIXTURE CO INC**  
2260 Palou Av S F  
(Toll) Call "Operator" for ..... Valencia 4-6686  
**WILKIE H PAUL** 815 W. .... 2-0804

**Soda Fountain Repairing**

**ACME FOUNTAIN SERVICE**  
WE REPAIR  
FOUNTAINS  
CARBONATORS  
AND MIXERS  
Ochsner Bldg. .... 3-7461  
Leo's Fountain Service 1017 V. .... 4-4592  
You'll find it fast in the YELLOW PAGES.