

Shoes—Retail—(Cont'd)

**ENNA JETTICK SHOES FOR WOMEN—**  
BRADDOCK A M 908 J. . . . . GI lbrt 3-8663

Fashion Bootery 702 K. . . . . GI lbrt 3-0137

**FEDERATED STORE**  
1903 Del Paso Blvd N Sacramento. HI ckr 9-2257

**FLORSHEIM SHOE SHOP** 609 1/2 K. . . . . GI lbrt 2-0301

**FLORSHEIM SHOES FOR MEN & WOMEN—**  
GREEN & HEYDEN 923 K. . . . . GI lbrt 3-3462

**FRANK'S SHOE STORE**  
Red Goose & Mrs Day's Ideal Baby Shoes  
Family Footwear-Wide Shoes Our Specialty  
1219-4th. . . . . HU dsn 4-3848

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

NATIONALLY FAMOUS

**JUMPING JACKS**  
SOFT SHOES FOR HARD WEAR

The Learn-to-Walk Shoe for Little Tots

**Pro-tek-tiv**  
SCIENTIFIC SHOES

The Shoe with the Hidden Wedges

**TOT to TEEN**  
FOOTWEAR

2322 - 16TH ST - near Broadway  
HUDSON 4-6472

JOHNSTONE'S BOOTERY

518 K STREET

PHONE  
GI lbrt 2-7457

Quality Boots & Shoes for the Entire Family  
Cowboy & Work Boots

FAMOUS BRANDS - JUSTIN  
KIRKENDALL - ORIGINAL CHIPPEWA  
JOLENE'S FOR WOMEN - RED GOOSE  
FOR CHILDREN - SHOES FOR DRESS  
WORK OR PLAY  
FOR MEN - WOMEN & CHILDREN

HANAN SHOES

Famous for 100 Years

FREEMAN SHOES

Featuring Cradle Heels

VISIT OUR DEN FOR MEN

SEYMOUR-BEEMAN SHOES

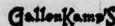
Frank H. Seymour - F. J. "Jack" Beeman  
FORMERLY MILLER'S SHOE SALON

1110 J St. Gilbert 2-7708

Shoes—Retail—(Cont'd)

GALLENKAMP SHOES

SHOES FOR  
MEN, WOMEN &  
CHILDREN  
SAFETY SHOES



"More Miles to a Gallen-Kamp"

"WHERE TO BUY THEM"

Gallenkamp Stores Co 500 K. . . . . GI lbrt 2-3751  
Gallenkamp Stores Co 727 K. . . . . GI lbrt 2-8407

Gallenkamp Stores Co 500 K. . . . . GI lbrt 2-3751  
Gallenkamp Stores Co 727 K. . . . . GI lbrt 2-8407

GLENN'S SHOE STORES

The Family Shoe Store  
2016 1/2 Del Paso Blvd N Sacto. . . . . HI ckr 9-4495  
Gold Mercantile Co 507 K. . . . . HU dsn 4-2471  
GREEN & HEYDEN 923 K. . . . . GI lbrt 3-3462

GROUND GRIPPER SHOES—

WILSON'S SHOE STORE  
1021-9th. . . . . GI lbrt 3-1621

HEESEMAN INC

Nunn-Bush Shoes  
1022 K. . . . . GI lbrt 2-2913

I X L MENS STORE

Massagic Shoes By Weyenberg  
804 J. . . . . GI lbrt 3-4380

JARMAN SHOES FOR MEN—

BRADDOCK A M 908 J. . . . . GI lbrt 3-8663

Johnstone's Bootery 518 K. . . . . GI lbrt 2-7457  
(See Advertisement This Page)

Johnstone's Bootery  
1516 Del Paso Blvd N Sacramento. HI ckr 9-2116

KID-E-KORRAL

X-Ray Fitted  
"JUMPING JACK" SHOES  
"LITTLE YANKEE" SHOES  
Open Evenings  
We Give Cash Stamps  
In Town & Country Village  
2409 Marconi Av. . . . . HI ckr 9-3967

LEED'S SHOE STORE 922 K. . . . . GI lbrt 3-9938  
Locke M W Dr Shoe Shop 1008-11th. GI lbrt 2-3041  
(See Advertisement Page 345)

Maurice's Shoes 609 K. . . . . GI lbrt 3-6981

McKAY ARTHUR

I. MILLER SHOES  
Arthur McKay  
1030 K. . . . . GI lbrt 3-4503

Miller's Shoe Salon  
See Seymour-Beeman Shoes  
1110 J. . . . . GI lbrt 2-7708

NATURALIZER SHOES—  
GREEN & HEYDEN 923 K. . . . . GI lbrt 3-3462

NUNN-BUSH SHOES FOR MEN

See what you get when a maker  
carefully strives to build the  
world's finest shoes for men.

**Nunn-Bush**  
Authentic fashioned  
Oxford.

"WHERE TO BUY THEM"

COHEN MANUEL 229 K. . . . . GI lbrt 3-9449

COUNTRYMAN THE  
Marconi Av & Fair Oaks Blvd. . . . . HI ckr 9-0086

HEESEMAN INC 1022 K. . . . . GI lbrt 2-2913

Town & Country Village Nunn-Bush Shop  
Fulton & Marconi Av. . . . . HI ckr 9-7251

Please make sure your telephone  
receiver is on the hook when it is not in use.  
Anything that causes the receiver to be out  
of place interrupts your service—perhaps  
causes you to lose calls that are important.

Shoes—Retail—(Cont'd)

POLL-PARROT SHOES FOR BOYS-GIRLS

"PRE-TESTED  
IN ACTUAL WEAR"  
They're pre-tested to assure  
firm, but gentle, fit and sup-  
port. . . . . Selected leathers  
that flex, wear and protect  
young, active feet.



"WHERE TO BUY THEM"

DEALER  
Skeels Walkover Shoe Store  
1110 K. . . . . GI lbrt 3-6221

PRICE'S SHOE STORE  
Shoes for Men  
809 K. . . . . GI lbrt 3-9703

RED GOOSE SHOES—

GLENN'S SHOE STORES  
2016 1/2 Del Paso Blvd N Sacto. HI ckr 9-4495  
JOHNSTONE'S BOOTERY 518 K. . . . . GI lbrt 2-7457

ROBLEE SHOES FOR MEN—

GREEN & HEYDEN 923 K. . . . . GI lbrt 3-3462

Sam's Bootery 1402-4th. . . . . GI lbrt 3-0164

SEYMOUR-BEEMAN SHOES 1110 J. . . . . GI lbrt 2-7708  
(See Advertisement This Page)

Shoe Craft  
Bob Craft Prop  
525 K. . . . . GI lbrt 2-6465

TOBIAS HEALTH SHOES

Featuring  
Queen Quality Shoes  
Draw Arch Rest Shoes  
Dr. Reed Cushion Sole Shoes for Men  
Poll Parrot Shoes for Children  
1008-9th. . . . . GI lbrt 3-4761

Tot-To-Teen Foot Wear 2322-16th. . . . . HU dsn 4-6472  
(See Advertisement This Page)

TWEEDIE SHOES—  
GREEN & HEYDEN 923 K. . . . . GI lbrt 3-3462

VILLAGE NUNN-BUSH SHOP

R. J. "Mac" McBride  
"GENTLEMEN'S FINE SHOES"  
Shop by Telephone  
NUNN-BUSH - WEYENBERG  
Justin Josphine - Pedwin  
Boots & Work Shoes  
TOWN & COUNTRY VILLAGE  
Mail Orders Promptly Filled  
Fulton & Marconi Av. . . . . HI ckr 9-7251

Walkover Skeels Shoe Str 1110 K. . . . . GI lbrt 3-6221  
Warehouse Shoe Store 2849-39th. . . . . HI lbrt 7-4904

WEATHER BIRD SHOES FOR CHILDREN

ARE WEATHERIZED  
Weather Bird or Petal Diamond Brand  
Shoes are carefully made over proper lasts  
for growing feet. Their hidden valves  
soothe long wear and lasting fit.

"WHERE TO BUY THEM"

Weinstock-Lubin & Co 12th & K. . . . . GI lbrt 3-6881

WEINSTOCK-LUBIN & CO  
12th & K. . . . . GI lbrt 3-6881

Wilhelm Bootery  
3705 Marysville Rd Del Paso Hts. . . . . HI ckr 9-8812

Wilson's Shoe Store  
Cantleiver & Ground Gripper Shoes  
1021-9th. . . . . GI lbrt 3-1621

WRIGHT ARCH PRESERVER SHOES—  
DEVLIN SHOE DEN 1007-11th. . . . . GI lbrt 3-8638

Shook—Mfrs

AMERICAN BOX CORPORATION  
1506 Broadway. . . . . GI lbrt 3-4471

CAPITAL BOX FACTORY 26 & Q. . . . . GI lbrt 3-2413

Sacto Box & Lumber Co 65th & R. . . . . HI lbrt 6-3891

Setzer Forest Products Inc 2570-3d. . . . . GI lbrt 2-8941

STATE BOX CO W Sacramento. . . . . GI lbrt 3-2538

Western Box Distributors 65th & R. . . . . HI lbrt 6-3891

Shovels—Power

Marion Power Shovel Co 571 Howard S F  
(Toll) Call "Operator" for. . . . . Exbrook 2-7493

QUICK-WAY TRUCK SHOVELS—  
POWER SHOVEL & TRUCK CO  
500 N 12th. . . . . HU dsn 4-1443

SCOTT EQUIPMENT CO  
N 16th & American River. . . . . HI ckr 9-2193

Show Card Writing

ABLE SIGN CO 813 1/2 J. . . . . GI lbrt 2-8513

CAPITOL SIGN CO

COMPLETE LETTERING SERVICE  
Trucks - Walls - Bulletins  
Gold Leaf  
Show Cards - Displays - Cut Outs  
Screen Processing  
13th & J. . . . . GI lbrt 2-2585

Eichler Sign Co 525 1/2 J. . . . . GI lbrt 2-4485  
Hackley Fred G 2910 Bell N Sacto. . . . . HI ckr 9-0489

Shower Doors & Compartments

ADAMS H O TILE CO 2322 J. . . . . HI lbrt 6-4789

CALIF SHOWER DOOR CO

SHOWER DOORS  
TUB ENCLOSURES  
Our dealers will be glad to show you our  
numerous samples of Plain or "Sandstone"  
Panels. We measure and install  
630-4th San Francisco  
(Toll) Call "Operator" for. . . . . Yukon 6-1504

Del Paso Glass Co  
1526 Del Paso Blvd. . . . . HI ckr 9-4296

FISCHER H P TILE & MARBLE CO  
Installed by Factory Trained Men  
2215 J. . . . . GI lbrt 2-3781

FULLER W P & CO 1013-12th. . . . . GI lbrt 2-1061

McCarthy Morris L Tile Co  
3423 Stockton Blvd. . . . . HI lbrt 6-1346

SACRAMENTO BATHROOM ACCESSORIES  
2922 J. . . . . GI lbrt 3-4420

Western Bldg Specialties  
726 Alhambra Blvd. . . . . GI lbrt 3-3337  
(See Advertisement This Page)

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.

Shower Doors

TUB ENCLOSURES  
Satisfaction Guaranteed  
Built & Installed by Our  
Experienced Workmen  
COMPARE OUR PRICES

GI lbrt 3-3337

726 Alhambra Blvd.

WESTERN BUILDING SPECIALTIES

Sick Room Equipment & Supplies

See Hospital Equipment & Supplies

Sidewalk Doors & Lights

PALM IRON WORKS 15th & S. . . . . GI lbrt 2-1051

Siding

AMERICAN BUILDERS & ROOFERS

Stockton Blvd. . . . . HI lbrt 5-7480

BICKFORD ARCHIE & Auburn Blvd. . . . . HI ckr 9-9812

CLAWSON L H CO Rice Mill Rd. . . . . GI lbrt 2-6901

Curtis Fred B  
Side Wall Shingles  
2817 W. . . . . HI lbrt 6-1390

Lumber Dealers Materials Co  
Asbestos Siding & Roofing  
Wholesale Only  
1201 Swanton. . . . . HI ckr 9-2751

PACIFIC ASBESTOS COMPANY  
2521 Stockton Blvd. . . . . HI lbrt 5-2607

SACRAMENTO ROOFING & INSULATION CO  
418-37th. . . . . GI lbrt 2-4371

Walsh Roofing Co 1729-15th. . . . . GI lbrt 2-3993

Sightseeing Tours

SEDAN TAXI 2842-35th. . . . . HI lbrt 5-3084

Sign Hangers

CALIFORNIA NEON DISPLAYS

Neon Signs-Lighting-Maintenance  
1010 Del Paso Blvd. . . . . HI ckr 9-8567

A store may not immediately come to  
the mind of a prospect when special  
services are desired, such as are offered  
by a Beauty Salon, Radio or Watch Re-  
pairing Department. Many establish-  
ments, realizing this, advertise under sev-  
eral classifications in the Classified Di-  
rectory. Thus they direct more business  
their way.

(Continued Next Page)

Sign Painters

A B C Sign Shop  
208 W Basettlaw Av N Sacto. . . . . HI ckr 9-4465

ABLE SIGN CO 813 1/2 J. . . . . GI lbrt 2-8513  
(See Advertisement Page 346)

ACME SIGN CO

COMMERCIAL SIGNS  
SCREEN PROCESSING  
TRUCK & GOLD LEAF LETTERING  
REAL ESTATE SIGNS  
OUTDOOR ADVERTISING  
520-12th. . . . . GI lbrt 2-1393

CALIFORNIA NEON DISPLAYS

Neon Signs-Lighting-Maintenance  
1010 Del Paso Blvd. . . . . HI ckr 9-8567

CAPITOL SIGN CO

COMPLETE LETTERING SERVICE  
Trucks - Walls - Bulletins  
Gold Leaf  
Show Cards - Displays - Cut Outs  
Screen Processing  
13th & J. . . . . GI lbrt 2-2585

Carithers Sign Co 923-6th. . . . . GI lbrt 3-7058  
(See Advertisement Page 348)

DOSCH CO THE 240 V. . . . . GI lbrt 3-6581  
(See Advertisement This Page)

EICHLER SIGN CO

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

THE DOSCH COMPANY

Since 1929

Signs

One-Stop  
TRUCK & TRAILER  
PAINTING AND  
LETTERING SERVICE  
Steam Cleaning  
Sand Blasting

OUTDOOR ADVERTISING  
COMMERCIAL SIGNS  
TRUCK LETTERING  
REAL ESTATE SIGNS  
GOLD-LEAF LETTERING  
SCREEN PROCESS

DIAL  
GI LBERT 3-  
6581

"SCOTCH-LITE" SIGNS

200 - V - STREET  
P. O. Box 1084  
Sacramento