

Pacific NEON COMPANY



Stan Standing

DIAL
GI lbert 2-3553

**719 - 12th ST.
SACRAMENTO**



Geo. Richards

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



SHOE SKATE - SALES - RENTALS & SERVICE
Professional Instructions

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

SENATOR ROLLER DROME
1081 Del Paso Blvd GI lbert 3-7279



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

ROLLERWAY SKATING RINK
GI lbert 3-2645 9th & R

SHOP IN THE YELLOW PAGES

Whenever you want
information about an
article, a service or a
certain business

LOOK IN THE

Classified TELEPHONE SECTION

Signs—(Cont'd)

LEONARD SIGNS
See Our Ad Under Sign Painters
17 Alameda W Sacramento..... HU dsn 4-3292

LINCK'S SIGN-ART
See Adv Under Sign Painters
912-56th..... HI lcrst 6-5550

PACIFIC NEON CO 719-12th..... GI lbrt 2-3553
(See Advertisement This Page)

Roblin R H 2110 I..... HU dsn 4-6854

Terrell's Plastics
Plastic Signs & Letters Cut To Order
3562-4th Av..... HI lcrst 7-2733

Vandre Les 825 1/2 J..... GI lbrt 2-2815

Winter Heine & Son 2309 E..... GI lbrt 3-1660

ZEON SIGNS & LIGHTING—
ELECTRICAL PRODUCTS CORP
1942 Broadway..... HI lcrst 6-4778

Signs—Maintenance Service

CALIFORNIA NEON DISPLAYS
Neon Signs-Lighting-Maintenance
1010 Del Paso Blvd..... HI lcrst 9-8567

Electric Sign Service Co 1315-17th..... GI lbrt 3-7961

ELECTRICAL PRODUCTS CORP
1942 Broadway..... HI lcrst 6-4778

Pacific Neon Co 719-12th..... GI lbrt 2-3553

Sacto Neon Prod Co..... HI lcrst 3-1660

1708 Capitol Av..... GI lbrt 2-3425

Silk Screen Processing

Bryant & Witkowski 1120 P..... HU dsn 4-5694

DOSCH CO THE 200 V..... GI lbrt 3-6581

MOYER & WENTZ
SILK SCREEN PROCESSING
INDUSTRIAL
ADVERTISING
PROMOTIONAL
DECALS
923 1/2-6th..... HU dsn 4-6738

Superior Signs
Quantity Signs On Wood-Metal Or Paper
1317-20th..... HU dsn 4-1875

Silverware—Retail

BARKER VERA
Westmorland Sterling Silver
2735-5th Av..... HI lcrst 6-0812

BREUNER JOHN CO 608 K..... GI lbrt 3-8061

GREGIUS JEWELERS 1108 J..... GI lbrt 2-9081

Hood Howell B
1920 Eldridge Av N Sacramento..... HI lcrst 9-9429

WESTMORLAND STERLING SILVER
Vera Barker-Distributor
2735-5th Av..... HI lcrst 6-0812

Sinks—See Plumbers' Supplies Headings

Skates—See Sporting Goods Headings

Skating Rinks

Iceland Skating Rink
1430 Del Paso Blvd N Sacramento. HI lcrst 9-3121
HI lcrst 9-1240

Rollerway Skating Rink
Hrs 2-5 & 7-10:30 Parties From 10:30
1801-9th..... GI lbrt 3-2645
(See Advertisement This Page)

Senator Roller Drome
1031 Del Paso Blvd N Sacramento. HI lcrst 9-9838

Senator Roller Drome
Rink Located 1031 Del Paso Blvd-Office
1821-10th Av..... GI lbrt 3-7279
(See Advertisement This Page)

Skiiing Equipment—Retail

See also Sporting Goods Headings

ALLEN'S SPORT SHOP 1221 J..... GI lbrt 3-4216

HARDMAN'S SPORTING GOODS
1025 Alhambra Blvd..... GI lbrt 3-3614

Sports Store 818 J..... GI lbrt 2-8915

Skiiin Treatments

Goldberg Leopold
By Appointment Only
Bank of America Bldg Stockton
(Toll) Call "Operator" for..... Stockton 8-8770

Slaughter Houses—See Meat—Wholesale

Sleepers—See Contractors' Equipment

Slipping Bags—See Camping Equipment

Slicing Machines

Globe & Stimpson Products Sales Agency
- Auburn Blvd..... HI lcrst 9-9292

(See Advertisement This Page)

HOBART MANUFACTURING CO GI lbrt 3-2287

KENNEDY CHARLES F E 1229 I..... GI lbrt 3-3091

Slip Covers

JONES J JEWELL
CUSTOM MADE SLIP COVERS
For Your Individual Furniture
Fitted & Styled in Your Home
Phone for Estimates
1021 Front..... GI lbrt 2-0544

Lo Bue J Upholstery Shop 2815 J..... GI lbrt 2-7764

Modern Studios 2918 J..... GI lbrt 3-3845

Mouids John Interiors & Fabrics
2922 Fulton Av..... HI lcrst 9-3463

WATKINS MELL 2118 P..... GI lbrt 3-9220

Soaps—Retail

ANDRESEN APPLIANCE CO
All-Chat-Calgion-Electra Sol
39th & J..... HI lcrst 5-3680

CLARK & COMPANY
Automatic Washing Machine Detergents
3873 J..... HI lcrst 5-6828

SUPER SOAP—
OAK PARK AUTO SUPPLY
2953-35th..... HI lcrst 6-8301

Soaps—Wholesale & Mfrs

CALIFORNIA CHEMICAL COMPANY
217 W Birch Av N Sacramento..... HI lcrst 9-2747

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

Oak Park Auto Supply
Super Soap-Soaps-Mechanics Soaps
2953-35th..... HI lcrst 6-8301

PARAGON SUPPLY CO 622 I..... GI lbrt 3-7370
(See Advertisement This Page)

Social Service Organizations

American Red Cross Sacto Chapter
1300 G..... GI lbrt 2-5851

Blind Field Serv Center 1218 I..... GI lbrt 2-4280

Boy Scouts of America. 1004-7th..... GI lbrt 2-0421

Catholic Ladies Relief Society
Native Sons Bldg..... GI lbrt 3-5778

Native Sons Bldg..... GI lbrt 3-5778

Children's Receiving Home Of Sacto
2822 X..... HI lcrst 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 BY YOU

For Many Aged & Handicapped People
HARRY J. RICHARDS, Exec. Sec'y.
1119-6th..... GI lbrt 3-8917

Jewish Community Council
Calif Fruit Bldg..... HU dsn 4-8765

Jewish Welfare Fund
Calif Fruit Bldg..... HU dsn 4-7488

Lutheran Welfare Council 1126-18th..... GI lbrt 2-8789

Protestant Welfare Bureau 505 J..... GI lbrt 3-7633

Sacramento Children's Home
2750 Sutterville Rd..... HI lcrst 6-6457

Sacto County Society For Grappled Children
816 1/2-16th..... HU dsn 4-7571

Sacramento Hearing Society 505 J..... GI lbrt 3-3571

Sacto Tuberculosis & Health Assn
1004-7th..... GI lbrt 2-7477

Work on a nation-wide dialing system
Is part of our current construction program.

Social Service Organizations— (Cont'd)

St Patricks Home
38th Av & Franklin Blvd..... HI lcrst 5-8237

Salvation Army
Corps & Relief Dept 1120-5th..... GI lbrt 2-0345

Mena Social Service Center 508 L..... GI lbrt 3-9087

Truck Dept 808 L..... GI lbrt 3-9087

Stanford Home 800 N..... GI lbrt 2-4959

VOLUNTEERS OF AMERICA
1116-6th..... GI lbrt 2-4908

Young Women's Christian Assn
1122-17th..... GI lbrt 2-2911

Soda Fountain Equipment

Elmo's 1815-18th..... GI lbrt 2-8316

LEE R HOTEL SUPPLY CO 508 J..... HU dsn 4-6641

RALPH'S DISTING CO
BASTIAN BLESSING-EQUIPMENT
PETERSEN FOUNTAINS
EVERFROST FOUNTAINS
CARBONATORS
HAMILTON BEACH EQUIPMENT
COUNTERS - STOOLS - BACK BARS
2217 Broadway..... HI lcrst 6-9831

Soda Fountain Repairing

ACME FOUNTAIN SERVICE
WE REPAIR
FOUNTAINS
CARBONATORS
AND MIXERS
Ochsner Bldg..... GI lbrt 3-7461

There are 6,156 telephone companies
serving the United States.

SLICING MACHINES

Authorized Sales & Service
Globe Slicing Machines - Scales
Meat Choppers - Meat Saws
Jim Vaughn Meat & Bone Saws
Leland Steak Machines
REPAIRING ON ALL MAKES
Used Machines - Machines Rented
EASY TERMS

Dial Hiktory 9-9292

GLOBE & STIMPSON PRODUCTS
1 1/2 Miles from Sacramento
On 99E & 40—Called Auburn Blvd,
Rt. 6, Box 3192 Sacramento, Calif.

'SOAP PRODUCTS

- PROCTOR & GAMBLE
- BORAXO & LURON
- PARAGON SUPREME
- LIQUID HAND SOAP

PINE SCRUB SOAP FOR
Institutions - Bars - Hotels & Restaurants

GI lbert 3-7370

PARAGON SUPPLY CO.
622 EYE SACRAMENTO
Open Saturdays Until 2 P.M.

Soda Fountain Supplies—Wholesale

Acme Fountain Service Ochsner Bldg..... GI lbrt 3-7461

Elmo's 1815-18th..... GI lbrt 2-8316

Eng-Shall Co 2630 Bell..... HI lcrst 9-7488

KIST BOTTLING CO OF SACTO
C O 2 Gas For Carbonation
1517 E..... GI lbrt 3-1092

LEO'S FOUNTAIN SERVICE
We Specialize in
C-O-2 GAS
24-Hour Service 7 Days a Week
We Consect the Tents at the
Same Time as Delivered

1017 V..... HU dsn 4-4592
If no answer call..... GI lbrt 3-9451

Lindy's Trading Post 515 J..... GI lbrt 3-4291

McKESON & ROBBINS INCORPORATED
SACRAMENTO DIVISION
919 Front..... HI lcrst 3-6861

RALPH'S DISTING CO HI lcrst 6-9831

SACTO GLASS & CROCKERY CO HI lcrst 2-0611

814 L..... GI lbrt 3-2927

WIGHT EXTRACT & SYRUP CO HI lcrst 3-2927

Soft Drinks

See Beverages—Non Alcoholic

Sound Deadening Materials

See Acoustical Materials

Sound Systems & Equipment

BOGEN SOUND SYSTEMS
BOGEN—for fifteen years, the
standard in public address, paging
and music distribution equipment.
Mobile, Portable and Fixed equip-
ment. Electronic Intercommunica-
tion systems for every need.

Bogen

"WHERE TO BUY THEM"
DISTRIBUTORS
SACTO ELECTRIC SUPPLY CO
1219 S..... GI lbrt 2-0719

COAST RADIO COMPANY 900 J..... GI lbrt 2-0424

DAVEY C O CO
R C A Sound Products
2228 Portola Wy..... HI lcrst 7-2813

FAVA RADIO SERVICE
See Our Ad Under Sound Systems-Renting
316-6th Broderick..... GI lbrt 2-8374

KEMP E M CO 1115 R..... GI lbrt 3-4668

SACTO ELECTRIC SUPPLY CO
1219 S..... GI lbrt 2-0719

SEMONI A J 2181 Weller Wy..... GI lbrt 3-6438

Taylor & Ryan Sound Systems
Ochsner Bldg..... GI lbrt 3-7461

WALSH & DAY

"Our Business Is Sound"
Western Electric Sound Systems
Sales & Service
Rentals For All Occasions
1221-19th..... GI lbrt 2-6473

Sound Systems & Equipment— Renting

Colonial Electronics Serv
4610 Stockton Blvd..... HI lcrst 6-3801

FAVA RADIO SERVICE
SOUND TRUCKS RENTED
"For All Occasions"
RODEOS, PICNICS, OUTINGS, ETC.
AUDITORIUMS & BALLROOM SOUND SYSTEMS
SALES - SERVICE - RENTAL

4 Bl W Sacto River—Cross 1 St Bridge
316-6th Broderick..... GI lbrt 2-8374

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You'll find it fast in the YELLOW PAGES!