

Fertilizers—Retail—(Cont'd)

Grow-More Fertilizer Co
1245 Rivera Dr Del Paso Hts. HI ckr 9-3870
Harry's Feed Store
1620 Del Paso Blvd. HI ckr 9-1480
KELLEY'S FEED & FUEL
2131 Av. & Franklin Blvd. HI lcrst 5-9679
LAGOMARSINO F & SONS
Call Gus Garibaldi
Alhambra Blvd. & L. HI lcrst 5-3046
O'Neil Steve
Distributors X L Manures & Calpeat
2440 Fulton Ave. HI ckr 9-2839
ROBINSON R O JR
Distr For The New Liquid Fertilizer
Sol-U-Plant Nutrients
3212 Broadway. HI lcrst 5-6936
SMITH F & CO INC 922-12th. GI lbrt 2-2981

Fertilizers—Whse & Mfrs

Allied Pacific Corp
2601 Grove Av Sacramento. HI ckr 9-3925
BEST FERTILIZERS CO THE
John Taylor-District Sales Mgr
Warehouse 2630-5th
3362-21st. HI lcrst 7-1029
Castle A L Inc
Insecticides-Seeds & Fertilizers
248 View Mtn View
(Toll) Call "Operator" for. Yorkshire 7-5511
CRANE FERTILIZER CO
Manufacturers of
MAKS-CRO
LIQUID FERTILIZERS
Easy To Use & Economical
Next to Shell Oil Company
River Rd W Sacto. GI lbrt 3-6606
If no answer dial. HI ckr 9-3925
GERMAIN'S INC 1520 R. GI lbrt 3-6350
PACIFIC GUANO CO 1731-18th. GI lbrt 2-9276

SHELL AGRICULTURAL AMMONIA

Shell NH₃ (Agricultural Ammonia),
the Fertilizer Riches In Nitrogen—
85% Guarantee. Improve Yield,
Quality of Irrigated Crops. Save
Time, Money, Worry. Call Your
Nitrogen Expert.



"WHERE TO GET SERVICE"

ORCHARD SUPPLY CO
1731-17th. GI lbrt 3-2509
Smith F & Co Inc 221 N 16th. GI lbrt 3-7892

Field Glasses—See Optical Goods

Filing Equipment & Supplies

BUSINESS EQUIP CO LEBECK'S
3021 Capitol Av. HI lbrt 6-3877
CAPITAL OFFICE EQUIP CO 910 J. GI lbrt 3-4831
CROCKER H S CO INC 1201 K. GI lbrt 2-0741
DIEBOLD FILING EQUIPMENT—
DIEBOLD INC 724 Ellis S F
(Toll) Call "Operator" for. Graystone 4-5131
EHMANN STATIONERY CO 911-8th GI lbrt 3-5737
G F STEEL FILING EQUIPMENT—
HERRON A W CO. 215-12th. GI lbrt 3-2642
KLING DISTRIBUTING CO
Rep: C L Barkley & Co
Manufacturers Of Filing Supplies
2100 L. GI lbrt 2-5591
REMINGTON RAND

Kardex Visible Record Control Sys-
tems — Variadex Vertical Filing
Systems and Supplies — Expert
technical advice on how proper fil-
ing methods can increase office
efficiency.



"WHERE TO BUY IT"

Remington Rand Inc 1107 J. GI lbrt 3-5975

Telephone service is one of the unify-
ing forces of the nation.

**Filing Equipment & Supplies—
(Cont'd)**

RUCKER-FULLER CO 1113-8th. GI lbrt 3-6202
YAWMAN & ERBE FILING EQUIPMENT
MODERN
"V AND E" EMPIRE
FILING CABINETS
Call Gus Garibaldi
Alhambra Blvd. & L. HI lcrst 5-3046
Indexing Systems
Filing Supplies
Stock and Special Items.
"WHERE TO BUY IT"
MARTYRS STATIONERY 914 J. GI lbrt 3-3809



Filters

FAR-AIR FILTERS—
CAMPBELL & GEORGE CO 379 Brannan S F
(Toll) Call "Operator" for. Douglas 2-5073

FIBERGLAS DUST-STOP AIR FILTERS

For clean air at low cost, replace
dirty filters with new, clean DUST-
STOP—in forced-warm-air fur-
naces, air-conditioning units and sys-
tems... a FIBERGLAS® product.
*U. S. Pat. 2,810,000



"WHERE TO BUY IT"

DEALERS

HORRELL & SON HEATING & APPLIANCES
2950-1st Av. HI lbrt 6-6437
Luppen & Hawley Inc 3126 J. HI lcrst 6-6471
ROTARY SIERRA CO
1625 North C. GI lbrt 2-8971
Sacramento Slave Shop
3204 Broadway. HI lcrst 6-6075

WHOLESALE ONLY

CRANE CO 1227 Front. GI lbrt 3-7971
PACIFIC COAST AGGREGATES INC
16th & N. GI lbrt 3-6586
SLAKEY BROS INC
1400 North C. GI lbrt 3-1906
WESTERN FIBERGLAS SUPPLY CO
Forum Bldg. HU dsn 4-2781

Good neighbors are considerate
party-line users. Remember these party-
line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

**Busiest Book in the
World**

The familiar telephone direc-
tory is America's No. 1 refer-
ence book. It is the busiest
book in the world because it
is helpful to practically every-
one.

Filters—(Cont'd)

OIL FILTER SERVICE CO
"ENGINE-LIFE"
OIL FILTER REPLACEMENT ELEMENTS
For All Makes of Filter Cases
& All Types of Equipment
NO ADAPTORS REQUIRED
Kleen-Kreime Waterless Hand Cleaner
1910 P. GI lbrt 2-2961
If no answer call. GI lbrt 2-5469

OILPURE REFINERS—
GALLINEAU G H CO 668 Polk St Francisco
(Toll) Call "Operator" for. Ordway 3-3021

RESEARCH AIR FILTERS

Time to change to the Self-Seal Re-
search Air Filter. Fits perfectly—No
chance of by-passed unfiltered air in
your forced warm air furnace and air
conditioning unit.



"WHERE TO BUY IT"

DEALER

BROADWAY HARDWARE COMPANY
1708 Broadway. GI lbrt 2-3482

ROL-PAK OIL & FUEL FILTERS—

DISTRIBUTOR
RUTHERFORD A P 713-9th. HU dsn 4-2707

SADLER BROS TIRE CO

Distributors of
WICKS & WINSLOW OIL &
FUEL FILTERS
We Carry Filters for All Industrial
& Farm Equipment
Complete Automotive Equipment
911-16th. GI lbrt 2-3202

Financing

See also Loans
Builder F & Mortgage Co
Real Estate Mortgage Loans
1005-8th. GI lbrt 3-5924
CIT CORPORATION 927-10th. GI lbrt 2-0751
Commercial Credit Corp 1821 K. GI lbrt 3-7979
CONSUMERS CREDIT CO
1017-12th. HI lbrt 2-5887
Cubberley W Jr 2965-35th. HI lbrt 2-2796
DOMESTIC FINANCE CO 1111-8th. GI lbrt 2-0451
DYWAN FINANCE CO 1311 K. GI lbrt 2-9007
EVERMAN GLENN O & ASSOCIATES
Institutional Financing
906-21st. GI lbrt 2-3035
General Motors Acceptance Corp
Financial Bldg. GI lbrt 3-4841
HOUSEHOLD FINANCE CORPORATION
Forum Bldg. GI lbrt 2-3684
Lauppe F E 1329 K. GI lbrt 3-7431
Mercantile Acceptance Company
923-10th. GI lbrt 3-2578
Mercantile Acceptance Corp of Calif
923-10th. GI lbrt 3-2578
Moreland Finance Co 511 N 16th. HU dsn 4-5967
MORTHELL FINANCE CO 1229 K. GI lbrt 3-7901
Pacific Finance Corp 197-10th. GI lbrt 3-9081
PEOPLES FINANCE CORPORATION
1015-9th. GI lbrt 3-3765
PERSONAL FINANCE CO OF SACTO
Forum Bldg. GI lbrt 3-5731
PRUDENTIAL INSURANCE CO OF AMERICA
Mortgage-Loan & Real Estate Investments
713 J. GI lbrt 3-7404
Security Acceptance Co 1308 K. GI lbrt 2-4997
Universal CIT Credit Corporation
927-10th. GI lbrt 2-0751

More and more, business men are find-
ing 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.

Fire Alarm Systems

AUTO CALL CO 1110 Howard S F
(Toll) Call "Operator" for. Underhill 1-2050

Fire Escapes

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

Fire Extinguishers

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

FYR-FYTER EXTINGUISHERS—
KELLER DALLAS C
3301-9th Av. HI lcrst 6-5141

General Pacific Corp The 127-10th S F
(Toll) Call "Operator" for. Underhill 1-4754
(See Advertisement This Page)
Keller Dallas C 3301-9th Av. HI lcrst 6-5141
(See Advertisement This Page)

KIDDE FIRE PROTECTION

Carbon Dioxide (CO₂) portables and
built-in systems - water and chemical
type extinguishers. A complete fire pro-
tection engineering service for aviation,
industrial, marine and home hazards.



"WHERE TO CALL"

KELLER DALLAS C 3301-9th Av. HI lcrst 6-5141

SACTO FIRE EXTINGUISHER CO
2521 Broadway. HI lcrst 6-1331
(See Advertisement This Page)

Fire Protection Equipment

CAPITAL FIRE EQUIPMENT CO
1014-28th. GI lbrt 2-0723
If no answer call. GI lbrt 3-7210
CURTIS L N & SONS 5810 College Av Oakland
(Toll) Call "Operator" for. Humboldt 3-5111
Western Fire Equipment Co
Industrial-Municipal & Forest Fire Equip
69 Main S F
(Toll) Call "Operator" for. Sutter 1-0618

Fire Protection Service

North Sacto Fire Equip Co 1314 Del Paso Blvd
N Sacramento. HI ckr 9-3805

Firearms

See Gunsmiths; also Sporting Goods Headings

Fireproofing—See Flameproofing

Firewood—See Wood

First Aid Supplies

FARRENKOPF SALES CO
Dependability & Service
2986-35th. HI lcrst 5-4541
INDUSTRIAL AID SUPPLIES
First Aid Supplies & Kits
Kits-Goggles-Respirators-Lens
2797-16th S F
(Toll) Call "Operator" for. Klondike 2-3125

**TO BE HEARD
clearly**

... please speak directly
into the Telephone with
your lips just clearing the
mouthpiece.

FYR-FYTER
DISTRIBUTOR

MODERN
FIRE
EXTINGUISHERS
AND
CHEMICAL
ENGINES

Sales
and
Service

ALL TYPES

PHONE
Day or Nite
HI lcrst 6-
5141

INSTANT MODEL

Official Recharge Station
for CO₂ Units

DALLAS C. KELLER
3301-9TH AVE.

**CAPITAL
FIRE
EQUIPMENT CO.**

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

Phone
**GI lbrt 2-
0723**
If No Answer Call
GI lbrt 3-7210
1014-28th St.
For Immediate
Recharging Service
Don't Delay
Extinguishers
Fire Hose
Nozzles
CO₂ Recharging Station

**FIRE EXTINGUISHER
MANUFACTURERS**
TIME-TESTED SINCE 1908

LARGE STOCK
FOR IMMEDIATE DELIVERY
MAIL ORDERS GIVEN
PROMPT ATTENTION

Toll call "operator" for
Underhill 1-4754
137 - 10th STREET
SAN FRANCISCO 3, CALIF.

UNDERWRITERS
APPROVED

THE GENERAL PACIFIC CORP.
General Offices and Factory
1801 EAST WASHINGTON BLVD., LOS ANGELES 21

**SACRAMENTO
FIRE EXTINGUISHER
CO.**

STANDARD EXTINGUISHERS
AND
FIRE EQUIPMENT
Complete
Maintenance Service
DIAL
HI lcrst 6 1331

2521 Broadway, Sacramento

To Find an
AUTHORIZED
SALES AND SERVICE DEALER

When you want the "genuine" in a
nationally-advertised product or service

LOOK IN THE YELLOW PAGES
They Tell "Where to Buy It"

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT

Looking for someone close by
who sells or has a service you
want will be easy when you

LOOK IN THE
**Classified
TELEPHONE
SECTION**