

Accountants—Public—(Cont'd)

Schuler Felix 608-36th..... HI lcrst 5-5781
 Sosna Geo T
 Member Society Of American Accountants
 1714 Capitol Av..... GI lbrt 3-1833
 Scott Frances 1014-8th..... GI lbrt 3-4521
 Shogmaker Law & Associates
 2519 Freport Blvd..... GI lbrt 2-0779
 Smyth Samuel John 246-41st..... HI lcrs 5-0701
 Spitzer S G 3339 Cosmos Av..... IV nsh 9-1251
 Stearns H I Mitau Bldg..... HU dsn 4-3901
 Straine Harry M Jr
 Capital National Bank Bldg..... GI lbrt 3-7983
 Straine Harry M Sr
 Capital National Bank Bldg..... GI lbrt 3-7983
 Straine Harry M & Sons
 Capital National Bank Bldg..... GI lbrt 3-7983
 Strothers Gilbert A Park Av..... HI lcrs 9-6391
 Tregillis & Walton 720-24th..... HU dsn 4-2818
 Webb H R
 H R (Ham) Webb
 Member Society Of American Accountants
 2222-28th..... HI lcrst 5-5980
 Wilkes & Copeland
 620 W El Camino Av N Sacto..... HI ckr 9-5511
 Wilkes Wm A
 620 W El Camino Av N Sacto..... HI ckr 9-5511
 Williams Gerald A 814 J..... GI lbrt 3-3811
 Wilson & Associates 2917 J..... GI lbrt 3-5757
 Wolf Geo 910-21st..... HU dsn 4-3121

Accounting Firms

See Loose Leaf Systems & Supplies

Accounting Machines

See Bookkeeping & Accounting Machines

Accounting Schools—See Schools

Acetylene

Air Reduction Pacific Co Front & B..... GI lbrt 3-5844
AIRCO ACETYLENE—
 BERT LOVELL & SON 1017-25th GI lbrt 2-1276
 Moore's Welding Supply Co
 2316-30th..... HI lcrst 5-8214

Acetylene Welding—See Welding

Acids—See Chemicals—Whse & Mfrs

Acoustical Engineers

See Engineers—Acoustical

Acoustical Materials

CLAWSON L H CO Rice Mill Rd..... GI lbrt 2-6901
 Cramer Co 1417-51st..... HI lcrst 7-5596
 If no answer call..... GI lbrt 2-8991
JOHNS-MANVILLE ACOUSTICAL MATERIAL—
 YANCEY COMPANY 2116 K..... GI lbrt 3-6518
PINNEY F K INC Ochsner Bldg..... HU dsn 4-5646

Work on a nationwide dialing system is part of our current construction program.

Acoustical Materials
ARMSTRONG'S
 California

NOISE
 REDUCTION
 AND
 ACOUSTICAL
 CORRECTION

DIAL
 HI lcrst 7-
 3505

ACOUSTICAL CONTRACTORS
 & ENGINEERS
L. D. Reeder Co.
 Of Sacramento
 3026 Y ST., SACRAMENTO

Acoustical Materials—(Cont'd)

REEDER L D CO OF SACTO 3026 Y. HI lcrst 7-3505
 (See Advertisement This Page)
 Sacramento Roofing & Insulation Co
 418-17th..... GI lbrt 2-6371
SIMPSON ACOUSTICAL PRODUCTS
 ACOUSTICAL ENGINEERING,
 CONTRACT INSTALLATIONS
 BY AUTHORIZED SIMPSON
 ACOUSTICAL CONTRACTORS
 FREE ESTIMATES



"WHERE TO CALL"

CRAMER CO 1417-51st..... HI lcrst 7-5596

WESTERN ASBESTOS CO

ACOUSTI-CELOTEX
 SOUND CONDITIONING
 Complete Service
 From Design to Completed Installation
 1224 I..... GI lbrt 2-8991

ZONLITE ACOUSTICAL PRODUCTS—
 PACIFIC COAST AGGREGATES INC
 10th & A..... GI lbrt 3-6586

Acoustical Treatment

CLAWSON L H CO Rice Mill Rd..... GI lbrt 2-6901
 Reeder L D Co Of Sacto 3026 Y..... HI lcrst 7-3505
 WESTERN ASBESTOS CO 1224 I..... GI lbrt 2-8991
 Yancey Company 2116 K..... GI lbrt 3-6518

Adding & Calculating Machines

A LEBECK BUSINESS EQUIP CO
 NEW & USED - PORTABLE & ELECTRIC
 Also Duplicating & Dictating Machines
 Drive In - Free Parking - Save Time
 3021 Capitol Av..... HI lcrst 6-3877

ALLEN R C BUSINESS MACHINES

ADDING MACHINES, BOOKKEEP-
 ING MACHINES, CALCULATORS
 AND CASH REGISTERS for every
 business purpose.



"WHERE TO BUY IT"

NOAKES ED E TYPEWRITER CO
 719 J..... GI lbrt 3-2448

ALLEN-WALES ADDING MACHINES—
 CAPITAL OFFICE EQUIP CO
 910 J..... GI lbrt 3-4831

American Typewriter Exchange
 1014-7th..... GI lbrt 2-7301

BURROUGHS

Sole distributor of New
 Burroughs
 ADDING, ACCOUNTING,
 BILLING, CALCULATING,
 CASH REGISTERING
 MACHINES,
 CHAIRS - SUPPLIES
 FACTORY GUARANTEED SERVICE



"FOR INFORMATION CALL"

Burroughs Adding Machine Co
 1210-8th..... GI lbrt 2-9018

Capital Mimeograph Co Inc 910 J..... GI lbrt 2-7211

CAPITAL OFFICE EQUIP CO
 ALLEN WALE'S
 ADDING MACHINE AGENCY
 Burroughs-Rebuilt Adding, Bookkeeping
 and Calculating Machines
 Service by Factory Trained Mechanics
 910 J..... GI lbrt 3-4831

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Adding & Calculating Machines—(Cont'd)

CAPITAL STATISTICAL & TYPEWRITER CO
 SAM CASSINELLI - EUGENE GALICO
 R. C. ALLEN ADDING MACHINES
 REMINGTON RAND ADDING MACHINES
 Sell - Rent - Repair
 We Repair All Makes
 922-14th..... GI lbrt 2-0809

CLARY ADDING MACHINES

The Clary Speed-o-lectric Adds, Sub-
 tracts, Multiplies, Divides, Its Many
 Exclusive Features Make the Clary a
 Different Kind of Adding Machine...
 Try the Clary Before You Buy.



"WHERE TO BUY THEM"

CLARY MULTIPLIER CORP
 626 J..... GI lbrt 3-4541

Clary Multiplier Corp 626 J..... GI lbrt 3-4541

COMPTONETER

Only authorized agent for the
 high-speed Comptoneter Add-
 ing - Calculating Machine,
 made only by FELT & TAR-
 RANT MFG. CO. - Sales,
 Schools, Service, Rentals, Free Employment Service,
 Permanent and Temporary Operators.



"FOR INFORMATION CALL"

COMPTONETER DIV FELT & TARRANT
 MFG CO 719 K..... GI lbrt 3-7814

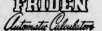
Comptoneter Div Felt & Tarrant Mfg Co
 719 K..... GI lbrt 3-7814

DAVID TYPEWRITER CO
 Repaired-Sold-Rented All Makes
 1305 J..... GI lbrt 2-1441

DEHAVEN CASH REGISTER CO
 1418 J..... GI lbrt 2-2038

FRIDEN AUTOMATIC CALCULATORS

FULLY AUTOMATIC
 CALCULATING MACHINES
 "IMMEDIATE DELIVERY"



"WHERE TO BUY THEM"

FRIDEN CALCULATING MACHINE CO INC
 1721 I..... GI lbrt 3-3873

Friden Calculating Machine Co Inc
 1721 I..... GI lbrt 3-3873

Marchant Calculating Machine Co
 1126-21st..... GI lbrt 3-1054

MARCHANT CALCULATORS

"America's First Calculator"
 Simply Beautiful
 and Beautifully Simple
 Continuously Improved
 Satisfactorily Serviced for 39 Years



"FOR INFORMATION CALL"

MARCHANT CALCULATING MACHINE CO
 B F Burkhardt Branch Mgr
 1126-21st..... GI lbrt 3-1054

MONROE FIGURING & ACCOUNTING EQUIPMENT

CALCULATING - LISTING
 BOOKKEEPING
 MACHINES
 Check Writers and Signers
 Sales and Service



"WHERE TO CALL"

MONROE CALCULATING MACHINE
 COMPANY INC 1232 F..... GI lbrt 2-5772

(Continued Next Page)
 You'll find it fast in the YELLOW PAGES.

Adding & Calculating Machines—(Cont'd)

NICKEL'S CASH REGISTER STORE
 ALL MAKES NEW & USED
 Bought - Sold - Exchanged & Repaired
 H. H. Nickel
 4749 Folsom Blvd..... HI lcrst 5-5305

NOAKES ED E TYPEWRITER CO
OLIVETTI CALCULATOR
 Fully Automatic Printing Calculator
 With All Results Printed on Tape
 FREE DEMONSTRATION
 R. C. ALLEN CASH REGISTERS
 & ADDING MACHINES
 719 J..... GI lbrt 3-2448

REMINGTON RAND ADDING MACHINES & PRINTING CALCULATORS
 ADDING MACHINES
 Manual and Electric
 PRINTING CALCULATOR
 "with PROOF on the TAPE"
 Dalton Machine Service
 For fast, accurate figure facts,
 call our sales specialists.



"WHERE TO BUY THEM"

REMINGTON RAND INC 1107 J..... GI lbrt 3-5975

Richards A T 1721 I..... GI lbrt 3-3873

SUNDRSTAD ADDING MACHINES—
 UNDERWOOD CORP 1611 J..... GI lbrt 3-3916

UNDERWOOD CORP 1611 J..... GI lbrt 3-3916

VICTOR ADDING MACHINES

DEPENDABLE SINCE 1918
 A complete line of portable and heavy
 duty machines to add, subtract, multi-
 ply, divide, credit balance.
 Hand Operated
 and Electric Models
SALES—SERVICE—RENTALS



"WHERE TO BUY THEM"

HAMMOND GEO N TYPEWRITER CO
 623 J..... HU dsn 4-0678

Adding & Calculating Machines—Repairing

CAPITAL OFFICE EQUIP CO 910 J..... GI lbrt 3-4831
NICKEL'S CASH REGISTER STORE
 Nickel H H
 4749 Folsom Blvd..... HI lcrst 5-5305
 Noakes Ed E Typewriter Co 719 J..... GI lbrt 3-2448
 Varnum Typewriter & Adding Machine Co
 906-O..... GI lbrt 3-8529

Addressing
 See Letter & Addressing Service; also
 Multi-Copy Service

Addressing Machines

A LEBECK BUSINESS EQUIP CO
 NEW & REBUILT MACHINES
 ADDRESSING SERVICE
 Drive-in - Free Parking - Save Time
 3021 Capitol Av..... HI lcrst 6-3877

ADDRESSOGRAPH MACHINES

Only authorized distrib-
 utor of machines
 (new and factory re-
 built). Methods and
 systems service. Sup-
 plies, accessories,
 embossing and me-
 chanical service.



"FOR SERVICE CALL"
ADDRESSOGRAPH SALES AGENCY
 1221 S..... GI lbrt 3-1971

Addressograph Sales Agency 1221 S..... GI lbrt 3-1971
 Elliott Addressing Machine Co 1106 T..... GI lbrt 3-7602

Your directory offers you a Personal Telephone List in the front of the book. By keeping a list of numbers frequently called, you can save much time and effort.

Addressing Machines—(Cont'd)

ELLIOTT ADDRESSING MACHINES—DISTRIBUTOR
ELLIOTT ADDRESSING MACH CO
 330 Battery St.
 (Toll) Call "Operator" for..... Sutter 1-6456
DEALER
A LEBECK BUSINESS EQUIP CO
 3021 Capitol Av..... HI lcrst 6-3877

Adjusters

ANDERSON & MAYER 1014 1/2 J..... GI lbrt 3-3968
 Anderson & Mayer Gen Ins Adj
 1014 1/2 J..... GI lbrt 3-3968
 Brown Brothers Adjusters 919-11th..... HU dsn 4-1976
 Brunt George Calif State Life Bldg..... GI lbrt 2-1028
COLE RUDY W Forum Bldg..... GI lbrt 2-3328
 Dunnington Frank P Jr 703 1/2 J..... GI lbrt 3-9033
FIRE COMPANIES ADJUSTMENT BUREAU INC
 See General Adjustment Bureau Inc
 Farmers & Mechanics Bldg..... GI lbrt 2-5881
GENERAL ADJUSTMENT BUREAU INC
 Farmers & Mechanics Bldg..... GI lbrt 2-5881
 If no answer call..... IV nsh 9-4343
LYLE & DUNNINGTON
 703 1/2 J..... GI lbrt 3-9033
 Lytle Ford B 2508 J..... HU dsn 4-0453
 Maxwell Jack Forum Bldg..... GI lbrt 3-4057
 Mitchell Vert L
 Staff Adjuster-Olympic Insurance Co
 917-10th..... HU dsn 4-5491
SINGLAR HAROLD R Forum Bldg..... HU dsn 4-2696
 Vinyl Adjustment Bureau 3015 J..... GI lbrt 3-3281
 Walker L A Co 1018 1/2 J..... GI lbrt 3-6233
 Mobile Telephone Dial Operator And Ask
 For Mobile Service Then Ask For ZM 7-3436
 Western Adjusting Bureau Forum Bldg. GI lbrt 3-4878

Adobe Blocks & Shapes

Fait Harrison Building Materials
 1950 Howe Av N Sacramento..... HI ckr 9-3924
MEINZER LESTER R
 Builders Of Modern Adobe Homes
 Sierra Madre Dr..... IV nsh 9-3813

Advertising Agencies

BRASHEAR JACK ADVERTISING
 Odd Fellows Bldg..... GI lbrt 2-6679
CHAPIN & DAMM ADVERTISING AGENCY
 Staffed to Serve Local, Regional, or
 National Advertisers Using Newspaper,
 Radio, Magazine, Trade Journal, or
 Outdoor Advertising
 Nationally Recognized
 Booklets - Direct Mail - Packaging
 713-9th..... GI lbrt 2-5723

CLARK & ELKUS 912 J..... GI lbrt 3-8418

FORD ADVERTISING AGENCY
 Marshall Ford - Bill Cummings & Staff
 NATIONALLY RECOGNIZED
 Complete Advertising Service
 Newspapers - Magazines - Trade Journals
 Radio - Outdoor - Direct-by-Mail
 Product Development - Market Research
 Affiliated Offices in Principal Cities
 918-11th..... GI lbrt 2-3645

GOYNE E T Forum Bldg..... GI lbrt 2-1242
GRISWOLD ADVERTISING Forum Bg GI lbrt 2-4578
 Hodgkinson Norman 1910-28th..... HI lcrst 7-2378
LENOIR W S Mitau Bldg..... GI lbrt 2-6277

SCOTT PERKINS & STAFF

NATIONALLY RECOGNIZED
 Radio - Radio and Television Production
 Trade Journal - Newspaper - Magazine
 Direct Mail - Outdoor Advertising
 Research and Market Surveys
 Merchandising
 "ADVERTISING THAT
 MOVES MERCHANDISE"
 Financial Bldg..... GI lbrt 2-4342

Williams Adv Agency Calif Fruit Bldg. GI lbrt 3-6548

Advertising Calendars—See Calendars

Advertising—Direct Mail

A LEBECK BUSINESS EQUIP CO
 ADDRESSING SERVICE
 Also Mimeographing & Multigraphing
 For Sale - New & Rebuilt Equipment
 3021 Capitol Av..... HI lcrst 6-3877

Capital Letter Shop 910-5th..... GI lbrt 2-7915
 Cole Bert C Advertising 1120 H..... GI lbrt 2-1331
 If no answer call..... GI lbrt 3-7461
LETTER SHOP Forum Bldg..... GI lbrt 2-2947
SUPERIOR LIST & LETTER CO
 1115 F..... GI lbrt 2-4304

Advertising Designers
 See Display Designers & Builders; also
 Lithographers

Advertising Matches—See Matches

Advertising—Outdoor

FOSTER & KLEISER CO 1330 U..... GI lbrt 2-3896
KING OUTDOOR ADVERTISING CO
 200 V..... GI lbrt 3-8670

Advertising—Radio

See Radio Broadcasting Companies & Stations

Advertising Service

Automobile Regis Serv 1120 1/2 P..... GI lbrt 2-3454
 Brashear Jack Advertising
 Odd Fellows Bldg..... GI lbrt 2-6679
CHAPIN & DAMM ADVERTISING AGENCY
 713-9th..... GI lbrt 2-5723
CLARK & ELKUS 912 J..... GI lbrt 3-8418
FORD ADVERTISING AGENCY
 918-11th..... GI lbrt 2-3645
FOSTER & KLEISER CO 1330 U..... GI lbrt 2-3896
GRISWOLD ADVERTISING Forum Bg GI lbrt 2-4578
 Mason Lists & Advertising Co
 1120 1/2 P..... GI lbrt 2-3454
 Pope Studios 2028 H..... GI lbrt 2-5628
SCOTT PERKINS & STAFF
 Financial Bldg..... GI lbrt 2-4342
 Slaats Bureau of Advertising 915-8th. HU dsn 4-2514

STECHER-TRAUNG FULL COLOR ADVERTISING MATERIAL
STECHER-TRAUNG LITHOGRAPH CORP
 616 I..... GI lbrt 3-2750

TRADE MARK MERCHANDISE SERVICE

It tells buyers where to find
 your local dealer. With it,
 you control and safeguard
 the distribution of adver-
 tising. Trade marked mer-
 chandise and service.



"WHERE TO BUY IT"
PAC TELEPHONE & TELEGRAPH CO
 1414 K..... GI lbrt 3-0641

Advertising Signs—See Signs

Advertising—Slide, Theatrical
 See Advertising Service

Advertising Specialties

Brown & Bigelow 1440 Perkins Wy..... GI lbrt 2-1295
COLE BERT C ADVERTISING 1120 H..... GI lbrt 2-1331
 If no answer call..... GI lbrt 3-7461
DRULEY MABEL J
 OVER 3000 ITEMS
 Calendars - Premiums - Gifts
 1219 E..... GI lbrt 3-7679
 If no answer call..... GI lbrt 3-7461
 Novelty Advertising Co 2009-21st..... HI lcrst 7-1480

Advertising—Transit

Phelps Geo A 1627-8th..... GI lbrt 2-1528

Advertising—Traveling Sign Board

Williams Joseph C Fair Oaks Blvd..... IV nsh 9-0506