

Beverages—Non Alcoholic—(Cont'd)

COCA COLA BOTTLING CO OF SACO
2200 Stockton Blvd. HI lcrst 6-6464
Dad's Root Beer Bottling Co
2390 Sutterville Rd. HI lcrst 7-0460

DR PEPPER BOTTLING CO
DR PEPPER
DELAWARE PUNCH
CIRCLE 4 FLAVORS
29th & Capitol Av. HI lcrst 5-9306

Grapette Bottling Co
2390 Sutterville Rd. HI lcrst 7-0460

HIRES BOTTLING CO
HIRES ROOT BEER
MISSION ORANGE
CLICQUOT CLUB
RED ROCK COLA
SQUIRT
1801-21st HI lcrst 5-2621

KIST BEVERAGES

ENJOY KIST
Orange - Root Beer
Strawberry - Creme
Grape - Lemon Lime
Punch - Kola
Chocolate Soldier



"WHERE TO BUY IT"

DISTRIBUTOR
KIST BOTTLING CO OF SACO
1517 E GI lbrt 3-1092

Kist Bottling Co of Sacto 1517 E. GI lbrt 3-1092

MASON'S ROOT BEER—
PEPSI-COLA BOTTLING CO OF SACO
1100 Q GI lbrt 3-2001

NAPA SODA—
PAR-MAC DISTRIBUTING
1708 Thornton Av. GI lbrt 2-3972

NEHI BEVERAGE CO

NEHI
PAR-T-PAK
ROYAL CROWN COLA

201 E. Bassettlaw. Hickry 9-2396

Nesbitt Bottling Co 703 1/2 J. HU dsn 1-0191
Orange Arcade No 2 1119-7th. GI lbrt 3-0148
Pepsi-Cola Bottling Co of Sacto
1100 Q. GI lbrt 3-2001
Sacramento Beverage Vending Co
3445 Wemberly Dr. IVnhoe 9-3450
SEVEN UP BOTTLING CO 3310 P. Hlcrst 6-7451
SHASTA WATER CO 7th & R. GI lbrt 2-0701
(See Advertisement This Page)

SQUIRT—
HIRES BOTTLING CO 1801-21st. HI lcrst 5-2621
Walt Geo Z Co W Sacramento. HU dsn 4-5542

SHASTA BEVERAGES

"IT HASTA BE SHASTA"
"FOR GOODNESS SAKE"

SHASTA WATER
SHASTA MIXES
SHASTA FLAVORS

THE FAVORITE OF THE
WEST FOR 62 YRS.

IT HASTA BE SHASTA

Bottlers Since 1889

THE SHASTA WATER CO.
1801 7th St. at R. GI lbrt 2-0701



be YOUNG again



Phone HI lcrst 6-2042

SALES - SERVICE - REPAIRS
BICYCLES - WHEEL GOODS
We Carry a Complete Year Round Stock
SCHWINN - DAYTON
ROADMASTER - COLUMBIA
"An Interesting Place to Shop"
Plenty of Easy Parking

**COLLEGE Hardware
and CYCLERY**
2760 TWENTY-FIRST STREET



**SCHWINN COLUMBIA
BICYCLES**



SALES & REPAIRS
Full Line of Parts

Prompt Service - Pick-up & Delivery

WHEEL TOYS

GI lbrt 2-9268

We Service What We Sell

JAY CYCLE SHOP

2812 J Sacramento

BICYCLES

TOY WHEEL GOODS
SALES - REPAIRS - PAINTING

SCHWINN • USED BICYCLES
One of the Most Preferred Bicycles
Lawmower Repairing & Sharpening
Pick-Up & Delivery

Member - National Bicycle Dir., Assn. Inc.
"We Service What We Sell"

Phone HI lcrst 5-7721

**THOM'S
CYCLERY**
A BUSINESS NOT A SIDE LINE

3401 - 2nd AVE. SACRAMENTO

Bibles—See Book Dealers

Bicycle Motors

WHIZZER BIKE MOTORS—
CAMERON'S CYCLERY 609 J. GI lbrt 3-1287
THOM CYCLERY 3401-2d Av. HI lcrst 5-7721

Bicycles—Repairing

Camerton's Cyclery 609 J. GI lbrt 3-1287
College Hardware & Cyclery
2760-21st HI lcrst 6-2042

DEL PASO RECAP
3611 8th Linda Blvd. Hickry 9-0805

FRANK'S SPORT SHOP 5021 D. HI lcrst 6-0556

GRANT UNION CYCLERY & MOWER SHOP
3610 Marysville Rd Del Paso Hgts. HI cky 9-3873

Hank's Cyclery & Hobby Shop
4125 Fxln Blvd. HI lcrst 5-0301

HARRISON'S CYCLERY
1011-13th GI lbrt 2-6575

JAY CYCLE SHOP
Pick Up & Delivery
2812 J GI lbrt 2-9268

LANGLEY'S REPAIR SHOP
GUARANTEED
USED & REBUILT BICYCLES
BOUGHT & SOLD

All Types of Repairing - Tricycles
Lawn Mowers Sharpened & Repaired

In Alley
1521 Q GI lbrt 3-8533

Milt's Cyclery 3913 Stockton Blvd. HI lcrst 6-6211
Thom Cyclery 3401-2d Av. HI lcrst 5-7721
Wheel Shop The 650 Fulton Av. IVnhoe 9-4307

Bicycles—Retail

BABCOCK'S 800 Alhambra Blvd. HU dsn 1-0081

BROADWAY CYCLERY
BICYCLES FOR
THE ENTIRE FAMILY
VELOCIPEDES - TRICYCLES
— REPAIRING —
Tool & Lawn Mower Sharpening
Saw Filing & Key Molds
1712 Broadway. GI lbrt 2-1463

CAMERON'S CYCLERY
Authorized Dealer for
SCHWINN BICYCLES
& Accessories
COMPLETE LINE OF WHEEL GOODS
WHIZZER MOTORS
Easy Payment Plan Sales & Repairs
609 J GI lbrt 3-1287

College Hardware & Cyclery
2760-21st HI lcrst 6-2042
(See Advertisement This Page)
(Continued Next Page)

Prospects ready to buy use the Yellow
Pages to find "Where to buy it."

FRANK'S SPORT SHOP
SALES & REPAIRS

Schwinn-Built
Bicycles

AUTHORIZED
DEALER

"We Service What
We Sell"
Will Pick-Up and Deliver
5021 D St.
Call
HI lcrst 6-0556

If No Answer Call HI lcrst 5-2334



Bicycles-Retail—(Cont'd)

COLUMBIA-BUILT BICYCLES

BICYCLES BY
Since 1877 ...
America's FIRST Bicycle



"WHERE TO BUY THEM"

DEALERS

Broadway Cyclery 1712 Bdy. GI lbrt 2-1463
Camerton's Cyclery 609 J. GI lbrt 3-1287
College Hardware & Cyclery
2760-21st HI lcrst 6-2042

Drit's Cyclery
2209 Del Paso Blvd. HI cky 9-4960

DRITZ'S CYCLERY
BICYCLES FOR
THE ENTIRE FAMILY
VELOCIPEDES - TRICYCLES
TOOL & LAWN MOWER SHARPENING
SAW FILING & KEYS MADE
2209 Del Paso Blvd. HI cky 9-4960

Frank's Sport Shop 5021 D. HI lcrst 6-0556
(See Advertisement Page 62)

GOODRICH B F CO
Schwinn Built-Easy Terms
1200 GI lbrt 2-3811

GRANT UNION CYCLERY & MOWER SHOP
Schwinn Bikes-Easy Terms Also Repairing
3610 Marysville Rd
Del Paso Hgts. HI cky 9-3873

HARRISON'S CYCLERY
SALES - SERVICE
Iver Johnson - Schwinn - Dayton
Columbia
Guns - Ammunition
Scott-Atwater Outboard Motors
1011-13th GI lbrt 2-6575

JAY CYCLE SHOP 2812 J. GI lbrt 2-9268
(See Advertisement Page 62)

MILT'S CYCLERY
SCHWINN-BUILT BICYCLES
Complete Bicycle Repairing
Full Line of Accessories & Parts
3913 Stockton Blvd. HI lcrst 6-6211

SCHWINN BUILT BICYCLES—
GOODRICH B F CO 1200 I. GI lbrt 2-3811

Thom Cyclery 3401-2d Av. HI lcrst 5-7721
(See Advertisement Page 62)

Wheel Shop The 650 Fulton Av. IV nhoe 9-0307

Billiard Parlors

Andrew's Pool Hall
104 W Bassettlaw N Sacto. Hickry 9-9852

Calistico Pool Hall 312 L. GI lbrt 3-9738
Club Billiards
2426 Del Paso Blvd N Sacramento. HI cky 9-7524

Family Billiards Luv Blvd Rd. Hickry 9-9783
Grand Pool Hall 1211-3d. GI lbrt 3-9804

GREEN FRONT RESTAURANT
315 Capitol Av. GI lbrt 3-9553

Jimenez Lucy 1118-3d. GI lbrt 2-9375

Kay's Pool Hall 1214-4th. GI lbrt 3-9463

Lucky Pool Hall 1218-4th. GI lbrt 3-9690

Pand' Pete Pool Hall 325 L. GI lbrt 2-9773

Pastime Pool Hall 308 L. GI lbrt 2-9428

PAUL'S POOL HALL 405 J. GI lbrt 2-4296

Stag Cafe & Billiard Parlor 1122-4th. GI lbrt 3-9870

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.

Binders
See Loose Leaf Systems & Supplies

Binoculars

JENKEL-DAVIDSON OPTICAL CO
Distributors of
BAUSCH & LOMB
ALL WELL KNOWN MAKES
OF BINOCULARS
1021 K HI lbrt 3-4714
2910 Capitol Av. Hlcrst 7-7956

WEBBS PHOTO SUPPLY STORE
1011-8th GI lbrt 2-4495

Biological Products

Stat Serum Service 2907 J. HU dsn 1-0186

Birds

See also Pet Shops
Berkie's Pet Shop 2282 Mission S F
(Toll) Call "Operator" for Hemlock 1-5467

BOULEVARD PET SHOP
Parakeets - Parrots - Cockatiels & Canaries
All Birds Boarded - Bulk Seed
Open Daily 9 a.m. to 8 p.m. - Sundays & Holidays
3720 1/2 Stockton Blvd. Hlcrst 7-0965

Lorace Aviaries 4240 Soledad Av. HI lcrst 6-5171

Poial's Bird Farm
See Our Ad Under Pet Shops
2150 Howe Av. Hickry 9-0370

Yee Aquarium & Pet Shop 2525 J. GI lbrt 2-3215

Biscuit Companies—See Crackers

Blacksmiths

Bottaro Body Bldrs & Blacksmith
211 O GI lbrt 2-0834

HANLEY'S BLACKSMITH & SPRING SHOP
1215 G GI lbrt 2-3306

Mack B R Welding Works
Stockton Blvd. HI lcrst 5-0028

**STREET ADDRESS
TELEPHONE DIRECTORY**

Has Many Uses In Business

- This book contains the names of
both business and Residence Sub-
scribers Listed by Street and Number

Review a copy and see
how it can be used in
Your Business

For Particulars Call

**THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY**
DIRECTORY DEPARTMENT

GILBERT 3-0641

Blanket Cleaners
See Curtain & Blanket Cleaners

Blankets

**GENERAL ELECTRIC AUTOMATIC
BLANKETS**

Automatic sleeping comfort, pioneered
by General Electric years ago. Keeps
you cozy all night under one light
covering! Adjusts automatically to
temperature changes.



"WHERE TO CALL"

SALES DEALER
BREUNER JOHN CO 604 K. GI lbrt 3-8061

DISTRIBUTOR
GENERAL ELECTRIC SUPPLY CORP
1131 S. GI lbrt 3-9001

Bleaching Compounds

Koro Products 2325-5th. GI lbrt 2-6224

Blinds

See Venetian Blinds Headings; also Window
Shades Headings

Blood Banks

Sacramento Blood Bank 3230 J. HU dsn 1-2926
If no answer call. HU dsn 1-0157

Blouses—Retail

Tower Sportswear Shop
Imported & Domestic Blouses For Any
Occasion-Large Assortment-All Sizes
1508 Broadway. HU dsn 4-5803

Blowers & Blower Systems

GLOBE GENERAL SHEET METAL WORKS
240 Almond Av N Sacto. Hickry 9-7034