

Floor Laying & Refinishing—(Cont'd)

KENTILE
 "Modern floors; beautiful colors, unlimited designs. Inexpensive, rugged, easy to maintain—for home, store, office, industry... Other products: KENCORK for floors and walls, RUBBER TILE."
"WHERE TO BUY IT"
 Bowers Waldo E 3310 K GI lbrt 3-4701
 Colwell's Resilient Floor Coverings
 1989 Fulton Av. I Vnhoe 9-3736
 Floor Covering Mart 2409-21st .. Hlcrst 7-5777
PEARSON CARL H 450-46th Hlcrst 5-1533

For better service, speak directly and clearly into the telephone mouthpiece.

Floor Laying & Refinishing—(Cont'd)

POPOFF HARDWOOD FLOOR CO
 2306 Parkwood Dr. I Vnhoe 9-4044
 Roy's Floor Service 2118 S Hlcrst 5-5969
 Sacto Hardwood Floor Co 2415 I GI lbrt 3-7653
SIMAS HARDWOOD FLOOR CO
 LAYING - SANDING - FINISHING
 Old Floors to Look Like New
 Power Inn Rd. Hlcrst 7-5023

TIGNOR L L 3406-23rd Av. Hlcrst 6-3628
 (See Advertisement This Page)
TUCKER FLOOR CO
 370 Messina Dr. Hlcrst 5-2355
 (See Advertisement This Page)

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

Floor Machines

CLARKE SANDING MACHINE CO
 Sales & Service - Service on All Makes
 "A. M. BOB" ROBERTS - Mgr.
 798 Golden Gate Av San Francisco
 (Toll) Call "Operator" for Klondike 2-2613

Extended Supply Co Inc 923-20th, ... GI lbrt 2-7484
PONSSELL FLOOR MACHINE CO
 LAYING - SANDING - FINISHING
 Sales-Repairs-Supplies
 1234 Folsom St
 (Toll) Call "Operator" for Market 1-7910

REGINA FLOOR POLISHER
 With Easy-Handling
 TWIN BRUSH FEATURE
 For Home & Comm'l Uses
 Wax - Buffs - Scrub - Buffs - Every Type of Floor
 Sales - Service - Parts
 Demonstration - No Obligation



"WHERE TO BUY THEM"
 WHOLESALE-RETAIL
 Regina Agency 1308 J GI lbrt 2-7514

Floor Machines—Renting

AMERICAN PAINT CO
 Sanders-Edgers-Polishers-Day or Wk
 1309 Broadway GI lbrt 2-8335

ASSOCIATED FLOOR COMPANY
 FLOOR SANDERS
 POLISHERS & EDGERS
 Delivery Service
 &
 Instruction
 2118 S. Hlcrst 6-4675

CARMICHAEL PAINT SUPPLIES
 Floor Sanders & Edgers
 Hand Sanders - Floor Polishers
 Floor Refinishing Materials
 DUTCH-BOY PAINTS
 In Carmichael
 Fair Oaks Blvd. IV nhoe 9-1632

DUTCH BOY PAINT STORE 1393 J, GI lbrt 3-7493
FULLER W P & CO 1011-12th HUDsn 4-4764
GENERAL PAINT CORP 1301 J, GI lbrt 3-7201
 Hollywood Hardware
 5151 Freeport Blvd. Hlcrst 5-6488

LEM'S HARDWARE & PAINTS
 FLOOR SANDERS - FLOOR POLISHERS
 Open All Day Saturdays
 Sundays 9 A.M. to 1 P.M.
 2419-28th Hlcrst 6-6674

Lyon Darwin Hdwe Co 2901-35th, ... Hlcrst 6-4751
 Pittsburgh Plate Glass Co 1131 J GI lbrt 2-3673

REMINGTON'S ELECTRIC SERVICE
 RENTAL FLOOR POLISHERS
 SANDERS & EDGERS
 2320-21st, Hlcrst 6-2055

SHERWIN-WILLIAMS PAINT CO
 1024 J GI lbrt 3-9056
SWART'S SAW & TOOL CO
 2452 Del Paso Blvd N Sacto. Hlcrst 9-8891
TRIMBLE'S 631 Fulton Av I Vnhoe 9-4369

Party Line Painters:
 1. Space your calls instead of making a whole series.
 2. If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.
 3. If you are calling from a dial telephone always make certain the line is clear before you dial.
 4. When the children use the telephone, ask them to be considerate, too.
 5. Replace the receiver properly when you finish your call.

Floor Materials

ART TILE & TERRAZZO CO
 Formerly Valley Terrazzo & Marble Co.
 Terrazzo Floors - Steps - Patios
 Tile Kitchens - Baths & Floors
 4115-57th Hlcrst 6-1786

BORCHARD M
 LARGE SELECTION OF OAK
 FLOORING AVAILABLE
 2415 I GI lbrt 3-7653

BROOKMAN CO OF SACRAMENTO INC THE
 1520 R HUDsn 1-1428

DUNCAN FLOOR CO OF SACRAMENTO INC
 NEW FLOORS INSTALLED
 We Are Completely Equipped to
 Renew Your Old Worn Floor
 700-57th Hlcrst 5-0768

Forsberg Bros 3200-10th Av. Hlcrst 5-7630
 (See Advertisement Page 151)
 Forsberg Bros 1730-25th GI lbrt 3-0037

MATICO TILE FLOORING
 Luxurious, durable, economical,
 easy-to-clean
 MATICO ASPHALT TILE
 Is ideal for every room.
 Available in 27 decorator colors,
 including pastel "Petal Tones".
 Ask for free estimates.



"WHERE TO CALL"
 DISTRIBUTOR
FULLER W P & CO 1015 R GI lbrt 2-1061
 DEALERS
 Colwell's Resilient Floor Coverings
 1989 Fulton Av. I Vnhoe 9-3736
 Rivett H W Co 2300 Broadway .. Hlcrst 5-2637
VILLAGE PAINT & ART SHOP
 Fulton & Marconi I Vnhoe 9-4886

Use the latest directory. Get the right number... right away.

HARDWOOD FLOORING

DISTRIBUTORS OF HARDWOOD FLOORING
 & FLOORING SUPPLIES

T & G STRIPS PLANKS

ALL GRADES - ALL SIZES
 WE DELIVER

Phone
HUDsn 4-6892
 Or
HUDsn 4-8991

RICHMOND FLOOR CO. INC.

210-13th ST. SACRAMENTO

Floor Materials—(Cont'd)

REEDER L D CO OF SACTO
 LINOLEUM
 HARDWOOD
 TILE - ASPHALT
 RUBBER
 CORK

3026 V. Hlcrst 7-3505

Richmond Floor Co Inc 210-13th HUDsn 4-6892
 (See Advertisement This Page)

TUCKER FLOOR CO
 OLD FLOORS
 SANDED - REFINISHED - WAXED
 Floor Workmanship That Makes
 A Housewife Proud
 We Specialize in Bruce
 Parquet Floors on Wood or Concrete
 370 Messina Dr. Hlcrst 5-2355

Floor Polish & Wax

BLOMBERG'S
 Colored Waxes for Concrete Surfaces
 5675 Fresscott Blvd. HUDsn 6-2803
 Calif Chemical Co Of North Sacto Hlcrst 9-2747
 217 W Birch Av N Sacto
 Lem's Hardware & Paints 2419-28th. Hlcrst 6-6674

Floor Treatment Compounds

SONNENBORN L SONS PRODUCTS—
 FRANKENHEIMER SUPPLY CO
 1331 T HUDsn 4-4465

SHEAR SENSE
 With colored nail polish, mark inches and fractions on outside of scissors blade—and you can measure as you cut.

Floors—Terrazzo—See Terrazzo

Floors—Tile—See Tile Headings

Florists—Retail

ARDEN FLORIST
 OWNED & OPERATED
 BY LEONARD'S FLOWER FARM
 COMPLETE FLORIST SERVICE
 WEDDING - CORSAGES
 FLORAL ARRANGEMENTS
 FUNERAL DESIGNS & SPRAYS
 Flowers Telegraphed Anywhere
 To Give You the Best
 We Grow Many of Our Own Flowers
 Free Delivery - Call Us Anytime
 Before 9 AM
 After 6 PM call IV nhoe 9-2626
 Arden Florist 588 La Sierra Dr I Vnhoe 9-4191
 (See Advertisement Page 157)

BALKOW NURSERY
 Florist-Pottery
 2993 Marysville Rd. Hlcrst 9-9491

BALSHOR FLORIST
 DISTINCTIVE DESIGNS
 FOR ALL OCCASIONS
 Combined With
 Personalized Service
 Funerals - Weddings
 Corsages - Cyt Flowers
 City-Wide Free Delivery
 Albert Balshor
 Cor 8th & O Sts GI lbrt 2-8432
 730 O GI lbrt 3-3812
 Night & Sunday GI lbrt 3-3812

BELINGE JOSEPH H FLORIST
 2521 J GI lbrt 2-5607
BELL FLORIST 10th & Broadway GI lbrt 3-7911
 (See Advertisement Page 154)
 (Continued Next Page)

FLOORING



NEW FLOORS INSTALLED

OLD FLOORS
 Sanded - Refinished - Like New
 Oak - Maple - Pine

FLOOR WORKMANSHIP THAT MAKES
 A HOUSEWIFE PROUD

No Job Too Small Or Too Large



Bruce Products Used Exclusively
 Licensed Contractor Fully Insured
 Free Estimates Work Guaranteed
 Day or Night
HI lcrst 5-2355
 If No Answer Call GI lbrt 3-8589

370 MESSINA DR.

TUCKER FLOOR CO.

We Specialize in Bruce Parquet Floors
 On Wood or Concrete

HARDWOOD FLOORS

A Complete Service
 • NEW FLOORS
 • REFINISHING
 We Specialize in Refinishing Old Floors
 Phone
HI lcrst 6-3628

L. L. TIGNOR
 3406-23rd Ave.

SACRAMENTO HARDWOOD FLOOR CO.

Since 1910
 The Home of
 REDWOOD BLOCK
 Let Us Solve Your Floor Problem
 Old or New

GI lbrt 3-7653

Covered by Public Liability Ins.
 M. BORCHARD - Owner
 2415 I STREET

Flowers
 with the
MASTERS TOUCH
 FOR ALL OCCASIONS
 BOUQUETS - CORSAGES
 SPRAYS - WEDDINGS
 FUNERAL DESIGNS
 FREE DELIVERY
Masters Moderne Florist
HI lcrst 7-9884
 28 at Yee Sis.
 Night Phone HI lcrst 5-2779
HUDsn 1-1217
 1128 - 10th St.
 Night Phone I Vnhoe 9-3421