

**Liquor Stores—(Cont'd)**

**BOULEVARD BOTTLE SHOP**  
LIQUORS - WINES - BEER  
MIXERS - SOFT DRINKS  
OPEN SUNDAYS & HOLIDAYS  
3301 Folsom Blvd. .... HI lcrst 5-9992

**BROADWAY LIQUOR STORE**  
BOURBON - SCOTCH - RYE  
BLENDS - WINES - BEER  
MIXERS  
CORDIALS & BRANDY  
CIGARS, TOBACCO & CIGARETTES  
Liquors Delivered By The Case  
Anywhere In The City  
1700 Broadway ..... GI lbrt 3-8521

**C & B LIQUOR STORE**  
FREE DELIVERY SERVICE  
Complete Stock of  
LIQUOR - WINES  
BRANDIES - CORDIALS  
BEER & COLD MIXERS  
Lee Horrell Proprietor  
2565 Franklin Blvd.  
21st at Broadway  
2431-21st ..... HI lcrst 5-2646

**CAPITOL BOTTLE SHOP**  
Geo T. Flahive-Owner  
3252 J ..... HUdsn 1-2411  
Dave's Liquor Store 2813 J ..... GI lbrt 2-0877  
Del Paso Heights Grocery & Meat Market  
Hours 9 AM to 10 PM  
Park & Grand Av Del Paso Heights, HIckry 9-0400  
DELL'S DRUGS 5621 H ..... HI lcrst 6-5772  
DELL'S VARIETY & LIQUOR STORE  
Free Delivery  
2801 P ..... HI lcrst 5-8657

**DICK & EDDIE'S**  
**LIQUORS**  
PROMPT DELIVERIES  
Cosmetics - Gifts - Sundries  
**COCKTAIL LOUNGE**  
**RESTAURANT**  
2030 P ..... HUdsn 4-4785

Dome Liquor Store 331 Capitol Av. .... HU dsn 4-4622  
EAGLE'S LIQUOR SHOP 2963-35th, HI lcrst 5-9611

**ED'S**  
EDDIE DAVID - Mgr.  
FINE LIQUORS - WINES - BEER  
Free Delivery  
Fishing Tackle - Guns - Ammunition  
Licenses  
Open Evenings Till 11 P.M.  
2709 Riverside Blvd. .... HU dsn 4-3688

**EMPORIUM LIQUOR STORE**  
Open Everyday 8 AM Until 2 AM  
1125-28th ..... GI lbrt 2-7516

**FAIR FOOD MKT**  
Fair Oaks Blvd Carmichael. .... IV nhoe 9-3524  
Fairmont Liquor Store 930 L ..... GI lbrt 2-9631

**FARBER BROS LIQUOR**  
Liquors - Beer - Beer - Cherries & Olives  
Wholesale - Retail  
WE DELIVER  
420 J ..... GI lbrt 2-3022

**FONG LIQUOR STORE**  
2 LOCATIONS TO SERVE YOU  
426 K ..... GI lbrt 3-0109  
Store No 2 1126 J ..... HUdsn 4-3931

Fong Liquor Store No 3 1126 J ..... HU dsn 4-3931  
Four Oaks Bottle Shop  
2142 Grand Av ..... HIckry 9-0442  
FRANK'S LIQUOR STORE 1402 J ..... GI lbrt 2-3040  
Friendly Corner The 200 K ..... GI lbrt 3-6250  
Funtland Liquor Store 326 K ..... GI lbrt 2-0864  
GEORGE'S LIQUORS 1111 North B. .... GI lbrt 2-9319  
Grady's Bottle Shop 1995 Fulton Av. .... IVnhoe 9-2113  
Hollywood Bottle Shop  
5011. Freeport Blvd. .... HI lcrst 5-7740

**Liquor Stores—(Cont'd)**

Hooper's Drive In Liquor Store  
2393-74th ..... GI lbrt 3-7866

**IGNATZ CUT RATE STORE**  
Open Every Night Till 2 AM Incl Holidays  
400 K ..... GI lbrt 3-7235

**IMPERIAL LIQUOR STORE**  
Wines - Liquors - Cordials - Beer  
OPEN SUNDAYS & HOLIDAYS  
George Trucco - Proprietor  
1107-21st ..... GI lbrt 2-9890

Independent Wine & Cigar Store  
10259-24 ..... GI lbrt 3-2465

**JADE LIQUOR STORE**  
1118-7th ..... GI lbrt 2-2677

**KENTUCKY BOTTLE SHOP**  
"Everything for the Party"  
CLYDE LEONARD, Prop.  
Corner 11th & T Sts.  
1100 T ..... GI lbrt 2-2745

**LEEJO TAVERN & BOTTLE SHOP**  
Lee Horrell Proprietor  
2565 Franklin Blvd.  
LEON'S BOTTLE SHOP  
5620 Franklin Blvd. .... HI lcrst 7-1841

**LIQUOR MART**  
FREE DELIVERY  
A Bottle or a Case  
Glasses & Home Bars Rentd  
Iced Beer by the Case  
Party Catering  
See Our Ad Under Caterers  
1728 Broadway ..... HU dsn 4-6588

**M & L LIQUOR STORE**  
LEO F. FEUSI & T.A. McDONALD  
Complete Stock  
Liquors - Wines - Beer - Mixers  
Always Easy Parking  
Open 9 A.M. Until Midnight Weekdays  
9 A.M. Until 2 A.M. Friday & Saturday  
5634 51st Blvd. .... HI lcrst 7-5601

**M & M LIQUOR STORE**  
FINE LIQUORS - WINES  
WHISKIES  
Beer - Mixes - Soft Drinks - Cigarettes  
Open Until 2 A.M.  
PLENTY OF PARKING SPACE  
2924 Stockton Blvd. .... HI lcrst 6-7638

Martin's Liquor Store  
2328 Del Paso Blvd N Sacramento, HI ckr 9-6271  
HENRY MARY THE 4768 J ..... HI lcrst 6-8415  
Mura Liquor Co 1407-4th ..... GI lbrt 2-9761

**OLD IRONSIDES BOTTLE SHOP**  
FINE LIQUORS  
WINES & WHISKIES  
FREE DELIVERY SERVICE  
Bill & Lou Bordinso  
1002 S ..... GI lbrt 2-8832  
If no answer call ..... GI lbrt 3-9751

**P J & W LIQR STR**  
FINE LIQUORS - WINES  
WHISKIES  
CORDIALS & BRANDIES  
BEER - MIXERS - SOFT DRINKS  
Near 4th Av  
2904-35th ..... HI lcrst 6-1361

Park & Shop Mkt  
Open Sundays & Holidays-Free Parking  
34th & Folsom Blvd. .... HI lcrst 5-5713

**Liquor Stores—(Cont'd)**

**RAY'S BOTTLE SHOP**  
LEO ADERSCH - Prop.  
HAGGWOOD DISTRICT  
FREE DELIVERY  
Hours 9-11 - Fri. & Sat. Till 12  
Complete Line of  
Whiskey - Wine - Beer  
Near Arcade Blvd  
3215 Marysville Rd N Sacto. .... HIckry 9-6322

**RILEY & MOORE LIQUOR STORE**  
Jack Moore - Charlie Riley  
BIGGEST LITTLE  
LIQUOR STORE IN CALIF  
Quality - Service & Price  
Easy Parking  
WE DELIVER  
Betw O & P Sts  
1511-16th ..... GI lbrt 2-2652

**RODNEY'S CIGAR & LIQUOR STORE**  
1100 J ..... GI lbrt 3-6745

**ROSES LIQUOR STORE**  
OPEN TILL 2 A.M.  
6th & Capital  
1228-6th ..... GI lbrt 2-9414

Sacto Liquor Store 1101 J ..... HUdsn 1-1672  
South Sacramento Liquor Store  
4760 Franklin Blvd ..... HI lcrst 6-0892  
Sunland Liquor Store  
2138 Del Paso Blvd N Sacto. .... HIckry 9-9833

**TALLAC BOTTLE SHOP**  
FINE LIQUORS  
WINES - WHISKIES  
CORDIALS - BRANDIES  
BEER - MIXERS - SOFT DRINKS  
ICE CUBES  
14th Av & 60th ..... HI lcrst 7-3670

Taylor's Woodlake Bottle Shop  
1218 Del Paso Blvd N Sacto. .... HIckry 9-8896  
Always Easy Parking  
Tip Top Bottle Shop 420 J ..... GI lbrt 2-3022  
Tony's Liquor Store 308 N 12th ..... GI lbrt 2-9373

**TOWER DRUG & RECORD SHOP**  
Free Delivery-Open Till Midnight  
1518 Broadway ..... GI lbrt 2-4916

**UNITED CIGAR & LIQUOR STORE**  
Open 6 AM Till 2 AM Including Holidays  
601 K ..... GI lbrt 3-7762  
Village Bottle Shop 2916 Fulton. .... IV nhoe 9-5375

**WALKER'S LIQUOR & CIGAR STORE**  
WALKERS  
3718 J St. .... HI lcrst 5-1950

WE DELIVER  
We Specialize In  
IMPORTED & DOMESTIC  
LIQUORS & WINES  
Hors d'Oeuvres & Bar Accessories  
We Have Everything for Your Party  
Complete Catering Service  
3718 J ..... HI lcrst 5-1950

**WE KEE LIQUOR STORE** 1015 5d. .... GI lbrt 3-2772  
Y Motel Liquor Store  
Auburn Blvd & Fulton Av. .... HI ckr 9-3529  
Yick Cheng & Co 310 J ..... GI lbrt 3-4092

**ZARZANA'S QUALITY LIQUOR STORE**  
2333 Alhambra Blvd. .... HU ntr 6-0906

**Liquor Treatment—See Sanitariums**

**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.

**Liquor-Whsle**

**ARGONAUT LIQUOR CO INC**  
DISTRIBUTORS OF  
NATIONAL - FRANKFOT - FLEISCHMANN  
517 J ..... GI lbrt 2-2933

**BEACON DISTRIBUTING CO**  
Seagram's - Park & Tilford  
Kentucky Tavern - Yellowstone  
Harwoods - Old Thompson  
Smirnoff - Bacardi Rum  
Hoig & Hoig - Vat 69 - White Horse  
Wente Bros. Wines - Concannon Wines  
Paul Masson Wines & Champagnes  
Christian Bros. Brandy  
1401 North C ..... GI lbrt 3-2506

Blucher Bros Beverage Co  
112 Broadway ..... HUdsn 1-2071

**CAPITAL CIGAR & LIQUOR CO**  
EXCLUSIVE DISTRIBUTORS FOR:  
Meady Bros., Five Brothers  
Kentucky Straight Bourbon Whiskies  
Julius Wile Imports - Benedictine DOM,  
Peter Dawson Scotch, Garnier Cordials  
Virginia Dare & Gerrard's Wines  
Honeywood Berry Wines  
G & W Line - Mill Farm - 5 O'Clock Gin  
Wm. Penn - G & W 7 Star - G & W Canadian  
Olympia Beer  
320 J ..... GI lbrt 3-3761

Glaser Bros 2419-13th ..... GI lbrt 2-0711  
KEATING JAMES P CO 1609 E. .... GI lbrt 2-1093

**MEKESON & ROBBINS INCORPORATED-SACRAMENTO DIVISION**  
801 Richards Blvd ..... HUdsn 4-9117

**MIDSTATE LIQUORS INC**  
I. W. Harper - Ancient Age  
Old Slag - Kentucky Brand  
Schuler - Carby - Park & Tilford  
Cream of Kentucky - Vat 69  
Dawors - MacNaughton - Bacardi  
Dubouche Cordials - Senevier Vodka  
Cresto Blanca - Roma Wines  
404-20th ..... GI lbrt 3-1704

**RAINBOW LIQUOR CO INC**  
Exclusive Distributors For  
OLD FITZGERALD - CABIN STILL  
JOHNNIE WALKER SCOTCH  
JIM BEAM - BELLWOS & COMPANY  
CALVERT RESERVE - LORD CALVERT &  
CARSTAIRS - INGLENOOK WINES  
400 R ..... HU dsn 4-8277

**Lithographers**

Carlisle A & Co 817 J ..... GI lbrt 3-4801  
Crocketer H S Co Inc  
Crocker Union  
1201 K ..... GI lbrt 2-0741  
Pacific Lithoprint Co 280 S ..... GI lbrt 2-6872  
SACTO LITHOGRAPH CO 200 S ..... GI lbrt 2-1934  
SanWal Printing Co 617 J ..... HU dsn 4-9369  
SCHMIDT LITHOGRAPH CO  
1401 J ..... HU dsn 4-2709  
Stecher Traung Lithograph Corp 618 I. GI lbrt 3-2750

**Livestock**

Careron-Arcadian Farms Oak Av. .... IVnhoe 9-1459  
Downing L E 5841 Dewey. .... HI lcrst 6-8955  
Kuhn Alfred Forum Bldg. .... GI lbrt 3-6764  
If no answer  
(Toll) Call "Operator" for ..... Courtland 3391  
LEACHMAN DRG & BILL COPPALAGE  
Webb Elk Grove  
(Toll) Call "Operator" for ..... ElkGrove 151  
McCormick W W  
2681 Grove Av N Sacramento. .... HI ckr 9-2283  
McFadden Gordon 1241 Fitch Wy. .... IVnhoe 9-0863  
Mills Livestock Co  
Florin Rd & Fkn Blvd. .... HI lcrst 5-7633  
Sartain A R Bob 3281-11th Av. .... HI lcrst 6-6307

You'll find it fast in the YELLOW PAGES.

**Livestock—(Cont'd)**

Swanson C & Son  
Bank of America Bldg. .... GI lbrt 2-6421  
Tudoko Pete  
We Buy & Sell Cattle-Hogs & Sheep  
Broderick ..... HUdsn 1-1071  
Home Phone ..... HI lcrst 5-3571  
Willow Ranch Freeport Blvd. .... HI lcrst 7-5222

**Livestock Hauling**  
MOORE RALPH  
SACRAMENTO  
LIVESTOCK TRANSPORTATION  
Route 8, Box 1565 Sacramento  
(Toll) Call "Operator" for ..... Courtland 3473

VALLEY LIVESTOCK TRANSPORT SERVICE  
Adams Dixon  
(Toll) Call "Operator" for ..... Dixon 8-2351

**Loans**

See also Financing  
**AMERICAN TRUST COMPANY**  
AUTOMOBILE LOANS  
PERSONAL LOANS  
F.H.A. LOANS  
REAL ESTATE LOANS  
Sacramento Main Office  
1011-10th ..... HU dsn 4-6941  
Alhambra Broadway Office  
3031 Broadway ..... HU dsn 4-6941  
North Sacramento Office  
1501 Del Paso Blvd. .... HI ckr 9-3525

For best results with your telephone please make sure of the number (if in doubt, consult the Telephone Directory); then speak with lips close to the mouthpiece, using your natural tone of voice.

**For A Personal Loan YOUR Way—and Fast!**  
**Phone GI lbrt 3-5731**  
or come to  
**Personal FINANCE CO.**  
1107 - 9th Street - Room 227 - Forum Building

You get **CASH plus** at Personal  
**IF you want the best loan buy possible, please consider these Plusses:—**

- ★ **Prompt Service** . . . because the YES MANger, alone, makes the decision on your loan. And it's "yes" to 4 out of 5
- ★ **Consideration** . . . The loan is made your way—you select payment plan. No co-signers needed. Get loans on salary, car or furniture. Outsiders not notified.
- ★ **Nationwide Credit** . . . Establish credit at one Personal office. It is good when approved at any Personal office coast to coast.

Loans \$25 to \$1500 or More  
Phone or come in TODAY. Ask for the YES MANger.

The Company that LIKES to say **YES!**  
**Personal FINANCE CO.**

**Loans—(Cont'd)**

**ANGLO BANK LOANS**  
LOANS FOR ALL PURPOSES  
Personal - FHA  
Automobile - FHA  
Real Estate - Property Improvement  
Business - Life Insurance Policy  
"WHERE TO CALL"  
ANGLO CALIFORNIA NATIONAL BANK  
Capital Ofc 7th & J ..... HUdsn 1-1441  
Fruitridge Ofc ..... HI lcrst 7-9961  
5693 Stockton Blvd. .... HI lcrst 7-5721  
Oak Park Ofc 35th & 4th Av. .... HI lcrst 7-5721

**BANK OF AMERICA TIMEPLAN LOANS**  
Friendly-Convenient-Low Cost  
PERSONAL AND AUTO LOANS  
You Can Borrow on  
Your Car Whether Paid For Or Not  
"WHERE TO CALL"  
BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION  
Or The Branch Nearest You  
See Alphabetical Section  
For List of Branch Offices  
8th & J ..... GI lbrt 3-6841

**BLOMBERG REALTY CO**  
REAL ESTATE LOANS  
9th & L ..... GI lbrt 3-6532  
(Continued Next Page)

The Yellow pages save you time.