

**Adding & Calculating Machines—(Cont'd)**

**MARCHANT CALCULATORS**  
The World's Fastest—  
The World's Finest Calculator



—Accuracy—  
—Speed—  
—Dependability—  
—Long Life—

"FOR INFORMATION CALL"

**MARCHANT CALCULATORS INC**  
8 F. Burkhardt Agency Bldg.  
1126-21st. Gl lbrt 2-4923

Marchant Calculators Inc 1126-21st. Gl lbrt 2-4923

**MONROE FIGURING & ACCOUNTING EQUIPMENT**

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



"WHERE TO BUY THEM"  
**MONROE CALCULATING MACHINES COMPANY INC** 1127 F. Gl lbrt 2-5772

**NATIONAL ADDING MACHINES**

Scientifically designed  
to do more work, in less  
time, with less effort.



SALES • SERVICE • SUPPLIES

"WHERE TO BUY THEM"

BRANCH SALES & SERVICE

**NATIONAL CASH REGISTER CO THE**  
1518 L. HUdsn 1-2761

DEALER

**CAPITAL OFFICE EQUIP CO**  
910 J. Gl lbrt 3-4831

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

Noakes Typewriter Co 719 J. Gl lbrt 3-2448

**REMINGTON RAND ADDING MACHINES & PRINTING CALCULATORS**

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



"WHERE TO BUY THEM"

**REMINGTON RAND INC** 1107 J. HUdsn 1-2511

**UNDERWOOD SUNDRAND ADDING AND FIGURING MACHINES**

10-Key Portable, Electric and  
Hand Operated Simple Register and  
Duplex Models, Automatic Printing  
Calculators, Portable Posting Ma-  
chines, Adding Tabulator Machines.



Sales, Service and Supplies

"WHERE TO BUY THEM"

**Underwood Corp** 1611 J. Gl lbrt 3-3916

**UNDERWOOD SUNDRAND ADDING MACHINES—**  
**UNDERWOOD CORP** 1611 J. Gl lbrt 3-3916

Victor Adding Machine Co  
1714 Capitol Av. HUdsn 1-3156  
(See Advertisement Page 3)

**VICTOR ADDING MACHINES—**  
**VICTOR ADDING MACHINE CO**  
1714 Capitol Av. HUdsn 1-3156

Catalog your products and services in these Yellow Pages. It costs little to be completely represented here.

**Adding & Calculating Machines—**  
**Repairing**

Adding Machine Center 623 J. HUdsn 4-0678  
**CAPITAL OFFICE EQUIP CO** 910 J. Gl lbrt 3-4831  
**NICKEL'S CASH REGISTER STORE**  
4749 Folsom Blvd. HI lbrt 5-5305  
Noakes Typewriter Co 719 J. Gl lbrt 3-2448  
Varum Typewriter & Adding Machine Co  
906-O. Gl lbrt 3-8529

**Addressing**  
See Letters & Addressing Service; Also Multi-Copy  
Service; Also Stenographers-Public

**Addressing Machines**

**A LEBECK BUSINESS EQUIP CO**  
ELLIOTT ADDRESSING MACHINES  
ADDRESSING and MIMEOGRAPH SERVICE  
Also Duplicating Equipment  
3021 Capitol Av. HI lbrt 6-3877

**ADDRESSOGRAPH MACHINES**

Only authorized distributor of machines (new and factory re-built). Methods and systems service. Supplies, accessories, embossing and mechanical service.



"FOR SERVICE CALL"

**ADDRESSOGRAPH SALES AGENCY**  
1221 S. HUdsn 4-8932

Addressograph & Multigraph Sales Agencies  
1221 S. HUdsn 4-8932  
Addressograph Sales Agency 1221 S. Gl lbrt 3-1971

**ELLIOTT ADDRESSING MACHINES—**  
DISTRIBUTOR  
ELLIOTT ADDRESSING MACHINE CO  
330 Battery S F. SUltr 1-6456

DEALER

**A LEBECK BUSINESS EQUIP CO**  
3021 Capitol Av. HI lbrt 6-3877

**Adjusters**

**ANDERSON & MAYER** 2621 J. Gl lbrt 3-3968  
Brown Brothers Adjusters 919-11th. Gl lbrt 3-4605  
If no answer call. IVnohe 9-3404  
Bruni George 926 J. Gl lbrt 2-1028  
Calvert Fire Ins Co Ochsenr Bldg. HUdsn 4-6278  
COLE RUDY W Forum Bldg. Gl lbrt 2-3328  
Dunnington Frank P Jr 703 1/2 J. Gl lbrt 3-9033  
**FIRE COMPANIES ADJUSTMENT BUREAU INC**  
See General Adjustment Bureau Inc  
906-15th. HUdsn 1-0261

**GENERAL ADJUSTMENT BUREAU INC**  
906-15th. HUdsn 1-0261  
If no answer call. IV nohe 9-4343

**MAXWELL JACK** 2115 J. Gl lbrt 2-2963  
**MITCHELL WILLIAM W** 310 Main. Chic 545  
Ramos & Swan 1417-16th. Gl lbrt 2-6967

**SINCLAIR ROLAND F** Forum Bldg. HUdsn 4-2696  
**THOMPSON C C & CO**  
Insurance Adjusting All Lines HUdsn 1-2588  
624 F. Gl lbrt 2-1028

**Tierney Wm K** 926 J. Gl lbrt 3-9033  
**UNITED ADJUSTERS** 703 1/2 J. Gl lbrt 3-9033

**UNITED SERVICES AUTO ASSN**  
703 1/2 J. Gl lbrt 3-9033  
Valley Adjustment Bureau 3015 J. Gl lbrt 3-3281  
Walker L A Co Forum Bldg. HUdsn 1-0374  
Western Adjusting Bureau Forum Bldg. HUdsn 1-3193  
White Wm M 860 Coronado Blvd. IV nohe 9-1543

**Adobe Blocks & Shapes**

Faith Harrison Building Materials  
1950 Howe Av N Sacramento. WAbash 5-3924  
**HEINZLER LESTER W**  
Builders Of Modern Adobe Homes  
4331 Sierra Madre Dr. IVnohe 9-3813

**NEED A LITTLE LEMON JUICE?**

Instead of cutting end, roll lemon on hard surface to soften, then pierce twice with an ice pick near one end.

**Advertising Agencies**

**BOGESS CLIFFORD O**  
A Complete Professional Advertising Service for Local, Regional, or National Advertising.  
KING OUTDOOR ADVERTISING CO.  
6415 Eastern Av. HI lbrt 7-9083  
Sacto Theatrical Lighting 2813 P. HI lbrt 6-3463  
(See Advertisement This Page)

**BRASHEAR JACK ADVERTISING**  
Odd Fellows Bldg. Gl lbrt 2-6679  
Business Services of Sacramento 620 L. Gl lbrt 3-5781

**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. HUdsn 4-8537

**CLARK & ELKUS**  
ADVERTISING THAT PRODUCES! COMPLETE SERVICE  
Newspapers, Radio, Magazines, Outdoor, Direct Mail, Brochures, Publicity, Campaigns, Public Relations  
616 L. Gl lbrt 3-8418

**FORD ADVERTISING AGENCY**  
918-11th. Gl lbrt 2-3645  
Gouldau 707 1/2 J. HUdsn 4-8932  
**GRYNE E T** Financial Bldg. Gl lbrt 2-1242

**GRISWOLD ADVERTISING**  
Newspapers-Radio-Buscards-Billboards  
Forum Bldg. Gl lbrt 2-4578

**LANDAU LOUIS**  
Merchandising-Sales Promotion Counsel  
2519 Freepost Blvd. HUdsn 4-5818  
**LENOIR W S** Mitau Bldg. Gl lbrt 2-6277  
Tammen-Reiter Advertising 2115 J. Gl lbrt 2-8926

**WILLIAMS ADVERTISING AGENCY**  
ADVERTISING PROMOTION SALES CAMPAIGNS  
1024 Alhambra Blvd. HUdsn 1-3158

**WILLIAMS RAY A SR**  
Advertising - Public Relations  
Campaigns - Promotions  
Printing  
26 Years Experience  
520 California. Gl lbrt 2-8535

**Advertising Calendars—See Calendars**

**Advertising—Direct Mail**

**A BUSINESS EXTENSION BUREAU**  
2909 J. HUdsn 4-6748  
**BUSINESS SERVICES EQUIP CO**  
3021 Capitol Av. HI lbrt 6-3877  
**BUSINESS SERVICES OF SACRAMENTO**  
620 L. Gl lbrt 3-5781  
Capital Letter Shop 430 J. Gl lbrt 2-7915

**DENEEN'S LETTER SHOP**  
We Have Mailing List for Sacto, Co. Other Counties Available.  
2208 L. Gl lbrt 2-3468

**LETTER SHOP THE** Forum Bldg. Gl lbrt 2-2947

**Advertising Designers**  
See Display Designers & Builders; also Lithographers

**Advertising Matches—See Matches**

**Advertising—Motion Picture**

Alexander Film Co 1601 La Sierra Dr. IVnohe 9-6743  
**ALEXANDER FILM CO**  
2901-25th. HI lbrt 6-6016

Need a number? First, check the Directory or your personal number list before calling "Information."

**Advertising—Outdoor**

Emerson & Burroughs 2748 Curtis Wy. HI lbrt 5-0224  
**FOSTER & KLEISER CO** 1330 U. Gl lbrt 2-3896  
**KING OUTDOOR ADVERTISING CO.**  
6415 Eastern Av. HI lbrt 7-9083  
Sacto Theatrical Lighting 2813 P. HI lbrt 6-3463  
(See Advertisement This Page)

**Advertising—Radio**  
See Radio Broadcasting Companies & Stations

**Advertising Service**

Automobile Regis Sew 1120 1/2 P. Gl lbrt 2-3454  
Booster Magazine 621 California. HUdsn 4-3361  
Brashear Jack Advertising Gl lbrt 2-6679  
Odd Fellows Bldg. Gl lbrt 3-5781  
**CHAPIN-DAMM ADVERTISING AGENCY**  
713-9th. HUdsn 4-8537  
**CLARK & ELKUS** 616 L. Gl lbrt 3-8418  
Commerce Digest Magazine Gl lbrt 3-9212  
621 California. HUdsn 4-2514

**DIAMOND ADVERTISING BOOK MATCHES**  
PUT YOUR AD IN YOUR PROSPECT'S POCKET OR PURSE... AT HOME, AT WORK, AT PLAY OR AWAY  
Advertising campaigns customed to fit your requirements. 100% direct mail readership programs.  
"ADVERTISING GEARED FOR INDUSTRY"  
"FOR INFORMATION CALL"



Diamond Match Co  
Don L Tennant-Advertising Counselor  
1600 McClaren Dr Carmichael IVnohe 9-2313

**FOSTER & KLEISER CO** 1330 U. Gl lbrt 2-3896  
**GRISWOLD ADVERTISING**  
Newspapers-Radio-Buscards-Billboards  
Forum Bldg. Gl lbrt 2-4578  
Jolley Advertising Service 727 H. Gl lbrt 2-8381  
Mason Lists & Advertising Co  
1120 1/2 P. Gl lbrt 2-3454  
North Sacto Journal WAbash 5-2777  
1808 Del Paso Bl. HUdsn 1-0191  
Stecheer Advertising 703 1/2 J. Gl lbrt 3-9033

**STECHER-TRAUNG FULL COLOR ADVERTISING MATERIAL**  
STECHER TRAUNG LITHOGRAPH CORP  
719 K. Gl 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 advertised, trade marked merchandise and service.



"WHERE TO BUY IT"

**PAC TELEPHONE & TELEGRAPH CO THE**  
1414 K. Gl lbrt 3-0641

**Advertising Signs—See Signs**

**Advertising—Slide, Theatrical**  
See Advertising Service

**Advertising Specialties**

Adprint Corporation  
836 Montgomery S F. EKxt 2-1450  
Brown & Bigelow 1448 Perkins Wy. Gl lbrt 2-1295  
Novelty Advertising Co 2009-21st. HI lbrt 7-1480  
Vernon Co The 1607 El Nido Wy. IVnohe 9-8273  
Western Printing Sales Co 621 Calif. Gl lbrt 2-2202

**Advertising—Transit**

Phelps Geo A 715-10th. HUdsn 4-0325

**Advertising—Window Display**

See Display Designers & Builders; Also Window Displays-Installation & Service  
Wise buyers know that the Yellow Pages are the quickest way to get up-to-date purchasing information.

**SACRAMENTO THEATRICAL LIGHTING**  
Searchlight and Floodlight Rentals  
SPECIAL EVENTS GRAND OPENINGS  
**Hillcrest 6-3463**  
2813 - P St. Sacramento

Distributor for  
• **WESTINGHOUSE AIR COMPRESSORS**  
• Westinghouse Air Controls  
• Jobsbers for  
• Chicago Pneumatic Air Equipment  
• Binks Paint Spraying Equipment  
**SALES - SERVICE RENTALS**  
See Our Ads Under Service Station Equip  
931 Broadway. HUdsn 4-2385  
**SACTO WHEEL SERVICE** 1121-16th. HUdsn 4-9109  
(See Advertisement This Page)

**SCHRAMM AIR COMPRESSORS**  
Portable  
Stationary  
AIR COMPRESSORS  
and  
PNEUMATIC TOOLS  
For Sale or Rent  
"WHERE TO BUY THEM"  
**GROWERS TRACTOR & IMPLEMENT CO INC** 5925 Stockton Blvd. HI lbrt 7-9888

**SCOTT EQUIPMENT CO**  
N 16th & American River. WAbash 5-8551  
**U S PIPE & MACHINERY CO**  
2330 Auburn Blvd. IVnohe 9-7603  
**WORTHINGTON INDUSTRIAL COMPRESSORS—**  
WESTERN INDUSTRIAL SUPPLY CO  
905 G. Gl lbrt 2-7264

**SACRAMENTO WHEEL SERVICE**  
HUdsn 4-9109  
or Gl lbrt 2-7694  
1121 - 16th St. Sacramento

**SACRAMENTO WHEEL SERVICE**  
HUdsn 4-9109  
or Gl lbrt 2-7694  
1121 - 16th St. Sacramento

**Incidentally**  
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.  
**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

**Agricultural Chemicals**

American Cyanamid Co  
2500 Tyrolean Wy. IVnohe 9-2157  
**GENERAL CHEMICAL DIVISION OF ALLIED CHEMICAL & DYE CORP**  
2249 Burney Wy. WAbash 5-7312  
Pacoast Chemical Co  
5017 Manzanita Av. IVnohe 7-2426  
**STANDARD AGRICULTURAL CHEMICALS**  
Forum Bldg. Gl lbrt 3-4356

**Agricultural Implements**  
See Farm Equipment

**Air Compressors**

**BACON EDWARD R COMPANY**  
430-17th. Gl lbrt 2-1008  
**CHICAGO PNEUMATIC TOOL CO**  
4928 Carmen Wy. HI lbrt 6-4435  
**EQUIPMENT MAINTENANCE CO**  
2301 J. HUdsn 4-0717  
Franklin Machinery 1715-19th. Gl lbrt 3-8989  
**HINSHAW SUPPLY CO** 1901 S. Gl lbrt 3-5941

**INGERSOLL-RAND AIR COMPRESSORS—**  
**MOORE EQUIPMENT CO INC**  
Sales-Service-Rentals-Air Tools  
903 Del Paso Blvd. WAbash 5-8525  
Ingersoll-Rand Co 2109 Shields Wy. HI lbrt 5-6328  
**KYLE & COMPANY** Richards Bl. Gl lbrt 2-7638  
**QUINCY COMPRESSORS—**  
**FRANKLIN MACHINERY**  
Sales & Service-Repairs On All Makes  
1715-19th. Gl lbrt 3-8989

**SACTO SERVICE STATION EQUIP CO**  
See Our Ads Under Service Station Equip  
931 Broadway. HUdsn 4-2385  
**SACTO WHEEL SERVICE** 1121-16th. HUdsn 4-9109  
(See Advertisement This Page)

**SCHRAMM AIR COMPRESSORS**  
Portable  
Stationary  
AIR COMPRESSORS  
and  
PNEUMATIC TOOLS  
For Sale or Rent  
"WHERE TO BUY THEM"  
**GROWERS TRACTOR & IMPLEMENT CO INC** 5925 Stockton Blvd. HI lbrt 7-9888

**SCOTT EQUIPMENT CO**  
N 16th & American River. WAbash 5-8551  
**U S PIPE & MACHINERY CO**  
2330 Auburn Blvd. IVnohe 9-7603  
**WORTHINGTON INDUSTRIAL COMPRESSORS—**  
WESTERN INDUSTRIAL SUPPLY CO  
905 G. Gl lbrt 2-7264

**Air Compressors—Renting**

**KYLE & COMPANY** Richards Bl. Gl lbrt 2-7638  
**SCHRAMM COMPRESSORS—**  
**GROWERS TRACTOR & IMPLEMENT CO INC**  
5925 Stockton Blvd. HI lbrt 7-9888

**SCOTT EQUIPMENT CO**  
N 16th & American River. WAbash 5-8551

**Air Compressors—Repairing**

**PHILPOTT GEORGE M CO** 1725-33d. HI lbrt 5-9079

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.