



"Made Better by LEDBETTER"

**Ledbetter
NEON**

SALES • RENTALS • REPAIRS

DAY & NIGHT **Gilbert 3-7961**

NEON NITE PATROL SERVICE

1229 EYE STREET

**Pacific NEON
COMPANY**



Stan Standring

719 - 12th ST.
SACRAMENTO

GILBERT 2-3553
or
GILBERT 2-3633



Geo. Richards

**NEON DISPLAYS
SALES • RENTALS • SERVICE**

SHADELITE BUILDING FRONT MARQUEES

Signs—(Cont'd)

Acme Sign Co 520-12th.....GI lbrt 2-1393
BRADOVICH-KROLL SIGNS 1229 I.....HUdsn 4-2863
Capital Sign Co 13th & J.....GI lbrt 2-2585
COASTAL NEON CO

1318 1/2 Del Paso Blvd N Sacto.....WAbash 5-3961
(See Advertisement Page 393)

Del Paso Signs
3817 Taylor Del Paso Hgts.....WAbash 5-7166
Dosch Co The 200 V.....GI lbrt 3-6581

ELECTRIC SIGN SERV CO 1229 I.....GI lbrt 3-7961
Night Phone.....HI lcrst 6-8044
(See Advertisement This Page)

ELECTRICAL PRODUCTS CORP
2101-28th.....Hilcrst 6-4778
(See Advertisement Page 391)

FLINT SAM F 2709 X.....HI lcrst 5-5561
(See Advertisement Page 390)

Frieden Sam S
Truck & Office Door Lettering
3735-4th Av.....HI lcrst 5-3689

Hackley Fred C
1954 Auburn Bl N Sacto.....WAbash 5-0489
Hamilton Bob 3425-52d.....HI lcrst 5-6759

INGRAM DISPLAY
GENERAL LETTERING
SILK SCREEN PROCESS
CUT OUT LETTERS
6317 Eastern Av.....HI lcrst 5-0876

Ledbetter J B 2204 Markham Wy.....Hilcrst 7-9151
Ledbetter Sign Co 1229 I.....GI lbrt 3-7961

LINCK'S SIGN-ART
COMPLETE SIGN-ART SERVICE
Truck Lettering a Specialty
Immediate Service—Free Estimates
912-56th.....Hilcrst 6-5550

LLOYD'S NEON SERVICE 7th & G.....Lincoln 340-W
(See Advertisement This Page)

PACIFIC NEON CO 719-12th.....GI lbrt 2-3553
(See Advertisement This Page)

Sacramento Neon Products 1229 I.....GI lbrt 3-7961

SALES POINT SIGN CO
SILK SCREEN PROCESSING
EXCLUSIVELY
Posters—Window Signs
Car & Counter Cards
Bumper Strips—Lapel Ribbons
Large or Small Quantities
3312 Hunter Ln Carmichl.....IVnhoe 9-6262

SIGN-VERTISING—
HACKLEY FRED C
1954 Auburn Bl N Sacto.....WAbash 5-0489

WACHTER PLASTIC CO
PLASTIC SIGNS & LETTERS
LAMINATED SIGNS
727 1/2 J.....GI lbrt 3-6046
(Continued Next Page)

Ads in the Classified Telephone Directory bring more customers to your business. People turn to the Yellow Pages when they are ready to buy... read about your products and services.

Lloyd's 7TH & G LINCOLN
MODERN neon SIGNS
LINCOLN 340-W
IF NO ANSWER CALL
WAbash 5-4258
SACRAMENTO
SALES & SERVICE "Tailored- to fit your need"

Signs—(Cont'd)

Wilmunder Electric Neon 1705-29th.....HU ntr 6-4891
Winter Heinie & Son
2550 Carlsbad Dr.....IVnhoe 9-8914

Signs—Maintenance Service

Coastal Neon Co
1318 1/2 Del Paso Bl N Sacto.....WAbash 5-3961

ELECTRIC SIGN SERV CO 1229 I.....GI lbrt 3-7961
Night Phone.....HI lcrst 6-8044

ELECTRICAL PRODUCTS CORP
2101-28th.....Hilcrst 6-4778

LEDBETTER SIGN CO 1229 I.....GI lbrt 3-7961

Pacific Neon Co 719-12th.....GI lbrt 2-3553

Sacramento Neon Products 1229 I.....GI lbrt 3-7961

WILMUNDER ELECTRIC NEON
NEON SIGNS
MAINTAINED and REPAIRED
1705-29th.....HU ntr 6-4891

Signs—Supplies & Equipment

MITTEN'S DISPLAY LETTERS—
AUTHORIZED DEALER
DOSCH CO THE 200 V.....GI lbrt 3-6581

SCOTCHLITE BRAND REFLECTIVE SHEETING—
AUTHORIZED DEALER
DOSCH CO THE 200 V.....GI lbrt 3-6581

Silk Screen Processing
A-1 Signs 810 1/2 J.....HUdsn 4-4537

BLACK T ALBERT
Lillard & Associates
Silk Screen Processing
In the Kasik Bros. White Co. Offices
10th & Vine.....HUdsn 4-9817

Clarke L R Lemon Hill Av.....HU ntr 6-0162

Advertise here—it pays.

Silk Screen Processing—(Cont'd)

DOSCH CO THE 200 V.....GI lbrt 3-6581
Moss Merchandising Display Serv
2448-16th.....HUdsn 4-2668

MOYER SCREEN PROCESS
Screen Processing—Decals—Display
910-6th.....HU dsn 4-6738

SALES POINT SIGN CO
3312 Hunter Ln Carmichael.....IVnhoe 9-6262

Superior Signs
Quantity Signs On Wood-Metal Or Paper
1317-20th.....HU dsn 4-1875

Silk Screen Processing Supplies
Erod's Artist Materials 1022-14th.....GI lbrt 2-3266

An extension telephone is a step-saver in any home.

R.S.R.O.A.
SENATOR ROLLER DROME
PROFESSIONAL INSTRUCTIONS
OPEN NIGHTLY EXCEPT MONDAYS
7:30 to 10:30 P.M.
SATURDAY & SUNDAY AFTERNOONS
2:00 to 6:30 P.M.
Private or Special Parties by Appointment
SENATOR Roller DROME
1031 Del Paso Blvd. HI lcrst 5-3424

Silverware—Retail
BREUNER JOHN CO 604 K.....GI lbrt 3-8061

DOHRMANN'S CHINA & SILVER
1326 K.....GI lbrt 2-1881

Eastering Co The
1520 Delaware Av W Sacto.....GI lbrt 2-4808

GREBTUS JEWELERS 1108 J.....GI lbrt 2-9081

Sinks—See Plumbers' Supplies Headings

Skating Rinks
ICELAND SKATING RINK
1430 Del Paso Blvd N Sacramento WAbash 5-3121
If no answer call.....WAbash 5-1240

RAINBOW GARDENS ROLLER RINK
SKATING NIGHTLY EXCEPT MONDAY
Mat. Sat. & Sun. & Private Parties Mon.
Between Bell & Fulton on
Auburn Blvd.....IVnhoe 9-9855

SENIOR ROLLER DROME
1031 Del Paso Blvd N Sacto.....WAbash 5-9838
Office 1000-47th.....Hilcrst 5-3424
(See Advertisement This Page)

Skating Equipment—Retail
See also Sporting Goods Headings
ALLEN'S SPORT SHOP 1221 J.....GI lbrt 3-4216

SPALDING SPORTS STORE
SKI Equipment Sold & Rented
818 J.....GI lbrt 2-8913

Skin Treatments
Keith John R 1015-22d.....HUdsn 4-4762

Slaughter Houses—See Meat-Wholesale

Sleepers—See Contractors' Equipment

Sleeping Bags—See Camping Equipment

Slicing Machines
AMERICAN SLICING MACHINE CO Stockton 2-7430
3002 E Anderson
(Continued Next Page)

**Coastal
NEON
NEON SIGNS
SOLD - RENTED
SERVICED**

OVER 20 YEARS EXPERIENCE
TO SERVE YOU

Phone
WAbash 5-3961

EARL G. WARREN
Residence IVnhoe 9-1101

SIGN PAINTING - TRUCK LETTERING

1318 1/2 DEL PASO BOULEVARD • NORTH SACRAMENTO

GLOBE

America's Finest Slicer

THE ORIGINAL AND MOST IMITATED SLICER

Free Demonstration
MEAT CHOPPERS - SCALES
JIM VAUGHAN MEAT & BONE SAWS
STEAK MACHINES

Repairing on All Makes
LARGEST STOCK OF USED MACHINES IN THE WEST
All Makes - Easy Terms

Call
IVanhoe 7-2314
5741 AUBURN BLVD.
11 1/2 Miles From Sacramento
on Hwy. 40