

Paint Dealers-Retail-(Cont'd)

DUTCH BOY PAINT STORE 1323 J. Glbrt 3-7493
DUTCH BOY PAINTS

PAINTS, VARNISHES & ENAMELS
 Blended to keep your home bright
 Manufactured by NATIONAL LEAD COMPANY



"WHERE TO BUY THEM"

RETAIL STORE

DUTCH BOY PAINT STORE
 1323 J. Glbrt 3-7493

DEALERS

- Boatright Paint Co 724-7th HUdn 4-6340
- Brown's Hardware Auburn Bl. VInho 7-2493
- CALIFORNIA HARDWARE CO**
 4224 Stockton Blvd Hlcrst 5-0331
- CALIF TRAILER SUPPLY CO**
 4719 W Capitol Av W Sacto. HUdn 4-0675
- CAPITAL LUMBER CO**
 1831-37th HI crst 5-2681
- Carmichael Paint Supplies
 2920 Fair Oaks Blvd Carmichael VInho 9-1632
- DIAMOND MATCH CO** 2826 Q. Hlcrst 6-4703
- DIXON HARDWARE** 4475 D. Hlcrst 6-6002
- EMIGH HARDWARE CO**
 3450 El Camino Av. VInho 9-7611
- EMIGH HARDWARE CO** 1300 J. Glbrt 3-7413
- ENZLER'S HARDWARE**
 1913 Marconi Av. WAbash 5-3947
- FARMER'S HARDWARE** 3736 Marquillo Rd
 Del Paso Hgts. WAbash 5-0760
- G & L HARDWARE**
 5320 Fruitridge Rd. Hlcrst 6-1669
- Hollywood Hardware
 5151 Freeport Bl. Hlcrst 5-6488
- LEM'S HARDWARE & PAINTS**
 2419-28th. HI crst 6-6674
- NEW HOME BUILDING & SUPPLY**
 5310 Franklin Bl. Hlcrst 5-8837
- NORTH HIGHLANDS HARDWARE**
 5636 Watt Av N Highlands. VInho 7-0554
- REIF FRED** 3523 Rio Linda Bl
 Del Paso Hgts. WAbash 5-0178
- SIMMS HARDWARE** 2801 J. WAbash 5-1906
- TALLAC VILLAGE PAINT STORE**
 60th & 14th Av. HUIntr 6-7013

DUTCH PAINTS—

- SACTO GENERAL SUPPLY CO**
 3320 Broadway Hlcrst 6-3552
- SACTO GENERAL SUPPLY CO**
 814 Grand Av Del Paso Hgts. WAbash 5-3455
- STOCKADE GENERAL STORE**
 2628 Fulton Av. VInho 9-3069

- Emigh Hardware Co
 3450 El Camino Av. VInho 9-7611
 (See Advertisement Page 290)
- FRIEDMAN M PAINT CO INC** 1212 J. Gl brt 3-3717
- FRIEND & TERRY LUMBER CO**
 1920 Front. Gl brt 3-9091

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

REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

LOOK IN THE

Classified TELEPHONE SECTION

Paint Dealers-Retail-(Cont'd)

FULLER PAINTS

See Your FULLER PAINT DEALER
 "A GOOD place to go"



"WHERE TO BUY IT"

ARDEN LUMBER CO Auburn Bl. WAbash 5-7055
BEALE GEORGE HARDWARE STORE
 309 D Broderick. HU dsn 4-2882

DEALERS

- We Give Cash Checks
- 5604 McKinley Bl. Hlcrst 6-5812
- Cal-Fir Lumber Co Inc 400-17th. HUdn 4-1687
- CAPITAL HARDWARE CO** 310 J. Gl brt 2-1204
- DEL PASO HGTS HARDWARE STORE**
 Park & Grand Av Del Paso Hgts. WAbash 5-8512
- Fuller W P & Co 1725-20th. Glbrt 2-1061
- KEATON'S HARDWARE**
 6441 Folsom Blvd. Hlcrst 5-0712
- Lindy's Dept Store
 3257 Fruitridge Blvd. Hlcrst 5-0221
- Loverde's Hardware
 6800 Fruitridge Rd. Hlcrst 5-5753
- LYON DARWIN HDWE CO**
 290-35th. HI crst 6-4751
- McCRUM HARDWARE**
 Evenings 7:11-9 PM Sundays 7:11-3 PM
 5008 Freeport Bl. Gl brt 6-4168
- MILLWORK MART INC**
 1730 Alhambra Blvd. Hlcrst 7-0441
- Moody's Hardware 4920 Auburn Bl VInho 7-0928
- NEWBERT HARDWARE & IMPLEMENT CO**
 1700 J. Gl brt 2-3681
- NIES HARDWARE CO** 3623 H. Hlcrst 5-0794
- Pabro Hardware & Supply Co
 2314-5th. HU dsn 4-3221
- RIVERSIDE HARDWARE**
 2737 Riverside Blvd. Gl brt 2-0634
- SACTO WALLPAPER & PAINT CO**
 2324-16th. Glbrt 3-7614
- SWARTZ'S HARDWARE** 1927 Del Paso Blvd
 N Sacramento. WAbash 5-0784
- TALLAC VILLAGE HARDWARE**
 417 Tallac Village Sq. HUIntr 6-9900
- Trimble's 631 Fulton Av. VInho 9-4369
- Village Paint & Art Shop
 2651 El Paso Ln. VInho 9-4886
- X G J Lumber Co Stockton Rd. HI crst 7-0746

FULLER W P & CO
 Office Store & Warehouse 1725-10th Glbrt 2-1061
 Service Store 1011-12th. HUdn 4-4764

G & M PAINTS

PAINTS
 VARNISHES
 LACQUERS



"BRAND OF QUALITY"

"WHERE TO BUY IT"

DEALERS

- Stone's
 Fulton Av & Marconi Av. VInho 9-2753
 Store No 2 2919-35th. Hlcrst 6-1796

GELVATEX COATINGS—
TRICKEY M N PAINT CO 1716 L. HUdn 4-9376

Good neighbors are considerate party line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

Paint Dealers-Retail-(Cont'd)

GENERAL PAINTS

Finishes for every interior and exterior use
 MODERN COLORS
 EASY TO APPLY
 LONG LASTING
 All painters' supplies



"WHERE TO BUY IT"

FACTORY BRANCH
GENERAL PAINT CORP 1301 J. Gl brt 3-7201

DEALERS

- Broadway Hardware Co
 1708 Broadway. Glbrt 2-3482
- C & H LUMBER CO**
 Open Sat & Sun
 5180 Franklin Bl. HUIntr 6-8179
- CLARE LUMBER CO**
 320 E El Camino Av N Sacto. WAbash 5-2703
- Economy Lumber Supply
 4891-24th St Rd. Hlcrst 7-6541
- SACRAMENTO HARDWARE CO**
 4705 Franklin Blvd. HI crst 5-5565

GLIDDEN PAINTS—

See "Spred-Glidden Paints" under this classification

GOOD NEIGHBOR PAINT CO

PERYO PAINTS DISTR.
 Holland Dutch Stucco
 1233 J. Gl brt 2-6222

KENTONE PRODUCTS—

AMERICAN PAINT CO
 1309 Broadway. Glbrt 2-8335

LEM'S HARDWARE & PAINTS
 2419-28th. Hlcrst 6-6674

L & H MODERN PAINTS

MODERN PAINTS FOR MODERN DESIGN



SOLD THROUGH IDENTIFIED DEALERS ONLY

"WHERE TO BUY THEM"

FACTORY & OFFICE

L & H Paint Products
 150 Mississippi San Francisco HEmlck 1-4766

LANE CALDER 5520 H. HI crst 6-8536
 (See Advertisement Page 290)

LEM'S HARDWARE & PAINTS
 2419-28th. Hlcrst 6-6674
 (See Advertisement Page 290)

Lindy's Dept Store
 We Give Cash Checks
 3257 Folsom Bl. Hlcrst 5-0221

LIQUID RAW-HIDE PRODUCTS—

AMERICAN PAINT CO
 1309 Broadway. Glbrt 2-8335

M-P Paint Co 2104 P. Gl brt 3-2331

MASON & DUBEY PAINT STORES
 Store No 1 1225 J. HUdn 4-9348
- Store No 2 2049 Fulton Av N Sacto. VInho 9-1398

MASTER-MIXED PAINTS—

SEARS ROEBUCK & CO 12th & K. HUdn 4-6961

MAYO PAINT CO 2318 J. Gl brt 3-9436

McDONALD PAINT & HARDWARE CO
 1188 E El Camino Av N Sacto. WAbash 5-4219
 (Continued Next Page)

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of 'tackling the job and the "language of the business" are the same north or south, east or west. This nation-wide unity of method and spirit means a telephone service of the utmost dependability.

Paint Dealers-Retail-(Cont'd)

MORWEAR PAINTS

Morwear 100% Pure Paints, Varnishes, Enamels, Lacquers are manufactured by Morwear Paint Co. Look Better - Wear Longer - Cost Less.



"WHERE TO BUY IT"

DISTRIBUTOR
FRIEDMAN M PAINT CO INC
 1212 J. Gl brt 3-3717

DEALER

- New Home Building & Supply
 5310 Franklin Blvd. HI crst 5-8837

MURPHY COLOR-Scheme PAINTS

SETFAST CANVAS PAINT
 Unlimited Choice of Colors in Exterior & Interior Paints. Full Line of Varnishes, Enamels, & Lacquers.



"WHERE TO BUY IT"

Throne A E 1014-18th. Gl brt 2-0666

NASON PAINTS

PAINTS FOR EVERY HOUSEHOLD AND AUTOMOTIVE PURPOSE
 Automotive Finishes, Paints, Lacquers and Wallpaper



"WHERE TO BUY THEM"

ENZLER'S HARDWARE
 1913 Marconi Av. WAbash 5-3947
- SHORROCK'S HDWE CO** 918 J. Gl brt 3-3711

SHORROCK'S HDWE CO 918 J. Gl brt 3-3711

NU-Enamel Paint & Wallpaper Store
 1014-18th. HI crst 2-0666
- NU-Hue Color Bar** 5520 H. HI crst 6-8536

OLD COLONY PAINTS

"Save the Surface and You Save All!"



"WHERE TO BUY THEM"

ELROD'S 1016-14th. Glbrt 2-3266
THORINGTON'S 1022-14th. HUdn 1-1671

PABCO PAINTS

Featuring "California Originals" in The New Western Colors!
 Interior, Exterior, Marine, Industrial Paint, "Hydrostat," Prot. Coatings, "Stainless Sheen" Rubber-base Interior Paint.
 For Other Pabco Products See Pabco Lineoleum & Pabco Roofing Dealers.



"WHERE TO BUY THEM"

DEALERS
PAINT SPOT THE
 7200 Fruitridge Rd. Hlcrst 5-1142
- RED'S PLUMBING SUPPLY CO**
 4520 Fkn Bl. Hlcrst 7-2438
- SACTO BUILDING SPECIALTIES**
 4800 Folsom Blvd. Hlcrst 7-7558

Pabco Products Inc Dealer
 7200 Fruitridge Rd. Hlcrst 5-1142
- Paint Spot The** 7200 Fruitridge Rd. Hlcrst 5-1142

PICNIC TRICK

Coat with laundry soap the outside and bottom of outdoor cookery utensils. Makes soot wash off more easily.

Paint Dealers-Retail-(Cont'd)

PITTSBURGH PAINTS

Sun-Proof House Paint
 Whitehide Rubberized
 Satin Finish
 Fluoride Floor Enamel
 Waterproof Enamel and Varnish
 Brushes and Clean-up Aids



"WHERE TO BUY THEM"

RETAIL & WHOLESALE
PITTSBURGH PLATE GLASS CO
 1131 J. Gl brt 2-3673

DEALERS

- D & W HDWE & BLDG SUPPLY CO**
 2900 Franklin Blvd. Hlcrst 5-0948
- Hokanson Building Blocks
 Power Inn Rd. HI crst 5-5625
- WALKER HARDWARE** 4747 J. Hlcrst 6-1567
- WEGNER PAINT CO**
 5204 Del Paso Bl N Sacto. WAbash 5-5191

POPOFF HARDWOOD FLOOR CO
 3430 Fulton Av. VInho 9-0444
 (See Advertisement Page 291)

REIF FRED 3523 Rio Linda Bl
 Del Paso Hgts. WAbash 5-0178

ROSS HARDWARE 2428 Moyal Dr. VInho 7-4813

ROY'S PAINT SERVICE

Authorized Dealer for
GLIDDEN SPRED SATIN
 DU PONT PAINTS
 COLOR MATCHING
 FINE SELECTION WALLPAPER
 PAINTER'S SUPPLIES
 Liquid Rewhite Wood Finishes
 6217 Fair Oaks Blvd Carmichael. VInho 9-5654

SACTO WALLPAPER & PAINT CO
 2324-16th. Gl brt 3-7614

SHERWIN-WILLIAMS PAINTS

Paints for all purposes including
 S W P House Paint,
 SUPER KEM-TONE De Luxe
 Washable Wall Paint,
 KEM-GLO Miracle Lustre Enamel.



"WHERE TO BUY IT"

BRANCHES
SHERWIN-WILLIAMS PAINT CO
 1024 J. Gl brt 3-9056

SHERWIN-WILLIAMS PAINT CO
 Wholesale Automotive Branch
 1816-21st. Hlcrst 7-5749

DEALERS

- B Ives Hardware**
 2609 El Paso Ln. VInho 9-4825
- Bargain Lane Twelfth St Variety
 517-12th. Glbrt 2-8661
- Boulevard Store
 3308 Sacramento Blvd. HI crst 5-6629
- Broadway Hardware Co
 1708 Broadway. Gl brt 2-3482
- Building Supply & Lumber Co
 2296 Sutterville Rd. Hlcrst 7-5711

ED SMITH SUPER SERV STN
 Sundays 8 AM-2 PM & Evenings
 234 E F. HUdn 4-0305

SACTO BUILDING SPECIALTIES
 4800 Folsom Bl. Hlcrst 7-7558
- SHELBY HARDWARE CO** 514 L. Gl brt 3-2371

Sherwin-Williams Paint Co 1816-21st. Hlcrst 7-5749

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.

Paint Dealers-Retail-(Cont'd)

SILLERS PAINTS

MANUFACTURERS of Architectural and Painter's Finishes. See dealers before for advice on color harmony and painting problems.



"WHERE TO BUY THEM"

DISTRIBUTOR
MASON & DUBEY PAINT STORES
 1225 J. HU dsn 4-9348

AUTHORIZED DEALER

- Mason & Dubey Paint Stores
 2049 Fulton Av N Sacto. IV nhoe 9-1398

SPRED-GLIDDEN PAINTS

SPRED SATIN—100% Latex Base Paint and SPRED GLOSS—100% Latex Enamel in matching colors! Jaspatic Enamel, Floreanamel, Endurance House Paints and a complete line of quality finishes for every need.



"WHERE TO BUY IT"

DISTRIBUTOR

MASON & DUBEY PAINT STORES
 1225 J. HUdn 4-9348

DEALERS

- Art Ellis Paint Store 1317-20th. HUdn 4-1875
- Boulevard Store
 3308 Sacramento Bl. Hlcrst 5-6629
- EMIGH HARDWARE CO**
 3450 El Camino Av. VInho 9-7611
- Lang's Hardware & Home Appliances
 4136 Howard. FairOaks 250
- Mason & Dubey Paint Stores
 2049 Fulton Av N Sacto. IV nhoe 9-1398
- McCrum Hardware
 5008 Freeport Bl. HUIntr 6-4168

ROY'S PAINT SERVICE

6217 Fair Oaks Bl Carmichael. VInho 9-5654
SHORROCK'S HDWE CO 918 J. Gl brt 3-3711
 Stucky's Hardware
 Store No 1 4106 Franklin Bl. Hlcrst 7-6576

Store No 2
 11th & Jefferson Bl W Sacto Glbrt 3-5417

Tallac Village Paint Store
 60th & 14th Av. HUIntr 6-7013

Walker Hardware 4747 J. Hlcrst 6-1567

WALTON SUPPLY CO INC
 2205 Del Paso Bl N Sacto. WAbash 5-8516

STACCATO PAINTS

Oil Base "Rubberized" paints for Interior or Exterior. One coat seals and covers, Wallpaper, Texture, Brick, Stucco, etc. "There is No Substitute for Oil Paint."



"WHERE TO BUY THEM"

DEALER

MAYO PAINT CO 2318 J. Glbrt