

**"It's for Fun"**



One of America's **2** Great Beers!

**Regal Pale Distributing Co.**  
 1116 Que St. HU 1-3025



**Falstaff**  
 Premium Quality Beer

WINES —  
 ★ GALLO  
 ★ BERINGER BROS.



DIAL  
**GI 3-7458**

**CAL-HI BEVERAGE CO.**  
 Warehouse 1908 D Sacto

**Budweiser** THE FOSTER COMPANY  
 King of Beers

**Rainier** ALE  
 MICHELO ANHEUSER-BUSCH

1414 E ST. SACRAMENTO



Enjoy **OLYMPIA BEER**

THE BEER THAT MADE MILWAUKEE FAMOUS

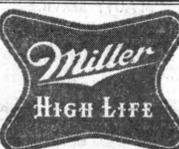
PHONE GI 2-4913

Exclusive Distributors for  
**PETRI WINES**  
 ITALIAN SWISS COLONY WINE

**BELL DISTRIBUTING CO.**  
 1527 NORTH C STREET SACRAMENTO



**Bürgermeister**  
 A TRUPLY FINE PALE BEER  
 Saccani Distributing Co.  
 HU 1-0213  
 2600 5th St. SACRAMENTO



**Miller HIGH LIFE**  
 THE CHAMPAGNE OF BOTTLE BEER  
 Distributed by **STERLING BRANDS**  
**GI 6-3845**  
 5001-24th St. Road

DISTRIBUTORS OF  
**BLATZ GOEBEL & HEIDELBERG**

**GI 2-2820**

**IMPERIAL BEVERAGES INC.**  
 Ricemill Rd. W. Sacto

**BUSIEST BOOK IN THE WORLD**

The familiar telephone directory is America's No. 1 reference book. It is the busiest book in the world because it is helpful to practically everyone.

**Beer & Ale Distrs. (Cont'd)**

**IMPERIAL BEVERAGES INC.** Ricemill Rd(WS) GI 2-2820  
 (See Advertisement Page 56)  
 Lucky Lager Distr Co 5001-24th St Rd-GI 6-3845

**PABST BLUE RIBBON BEER**

BREWERS OF FINE BEER SINCE 1844

**"WHERE TO BUY IT"**

**PABST BREWING CO** 320 Colfax(NS)-WA 2-2195  
 Pabst Brewing Co 320 Colfax(NS)-WA 2-2195

**PAR-MAC DISTRIBUTING**  
 DRAFT BEER  
 1708 Thornton Av-----GI 2-3972

**REGAL PALE DISTRIBUTING CO** 1116 Q. HU 1-3025  
 (See Advertisement Page 56)

**SACCANI DISTRIBUTING CO** 2600 5th-HU 1-0213  
 (See Advertisement Page 56)

**SCHLITZ BEER DISTR** 1527 North C-GI 2-4913

**STERLING BRANDS**  
 Lucky Lager & Miller High Life 5001-24th St. Rd-----GI 6-3845  
 (See Advertisements This Page & Page 56)

**SKIP A STEP**  
 When painting steps, do every other one, let dry. Paint remaining steps. The dry steps may then be walked on.



**Hamm's BEER**

The Beer Refreshing as the land of the blue waters

NOW BREWED IN SAN FRANCISCO  
**GI 2-0714**  
 Theo. Hamm Brewing Co.  
 2630-5th St., Sacramento

**IT'S LUCKY** when you live in California

**GI 6-3845**  
**GI 6-3847**

DISTRIBUTOR  
**STERLING BRANDS**  
 GEORGE F. GOTTMANN  
 Managing Owner  
 5001-24th ST. RD.

**Beer Dispensing & Cooling Equipment**

**REFRIGERATION ENGINEERING CO** SPECIALIST  
 DRAFT-BEER COOLING  
 1908-18th-----GI 3-1345

**Beer Parlors**

Ace High Cafe 525-----HU 4-4950  
 Alkali Cafe 1000 E-----GI 3-9589  
 Alps The Draft Beer 2930 J-----HU 4-4843  
 Al's Valley Cafe 3703 Franklin Bl-----GL 7-1361  
 Arcade Tavern 831 J-----HU 4-9907  
 B-29 CLUB 1713-29th-----GL 2-9592

**BAMBOO CLUB** 3905 Stockton Blvd-----GI 2-9737  
 Betsy's Place 1831-3d-----GI 2-9900  
 Big Wheel The 2791 Fruitridge Rd-GL 2-9214  
 Blue Ribbon Cafe 523-12th-----GI 2-7016  
 Bottom of The Mark 1318-----GI 2-9891

**BRONCO CLUB** Warner C Cooney-Proprietor 207 N 12th-----HU 1-3614  
 Browne's Place 1010-2d-----HU 4-6532  
 Brynne Spot The Cafe Libson Av Blythe-GI 3-9770  
 Buckhorn Cafe Frank's 1217 J-GI 2-9810  
**BUFFALO CLUB** 1831 S-GI 2-9992  
 C N Club 326-15th-----GI 2-9880  
 Canteen The 1231 J-GI 2-9680  
 Capital Beer Cafe 5608 Franklin Bl-GI 2-9684  
 Capital Cafe 400 J-GI 2-9591  
 Carlo's Cafe 1015-6th-----GI 2-2576  
 Casey's Corner 1601 O-----GI 3-1519  
 Century Club 500 L-----GI 2-9611  
 Clay's King of Clubs 2400-28th-----GI 2-9880  
 Cliff House 1016-6th-----GI 2-9481  
 Corner Cafe 331 L-----GI 2-9941  
 Country Style Cafe Fruitridge Rd-GL 2-9514  
**CUCKOO CLUB** 2426 Del Paso Bl(NS)-WA 5-9701  
 Cuckoo Club 2426 Del Paso Bl(NS)-WA 5-9701  
 Davani Farms 6400 Coloma Rd-EM 3-3405

**DRIFTWOOD** Lou & Don Morris-Owners 3308 C-----GI 2-4356  
 Drop-In Capitol Av-----GI 3-9800  
 Eddy's Place 1119-5th-----GI 2-9984  
 El Capitlan Club 413-3d(B)-GI 2-9411  
 El Rey Club 525-----GI 2-9950  
 Emerald Club 1812 L-----GI 3-9324  
 Fair Deal 3100-Stockton Blvd-GL 2-9385  
 Fair View Taverns 2900 Stockton Blvd-GL 2-9664

**Family Billiards** 3225 Low Marysville Rd-WA 5-9838  
**FIFTH AVE CLUB** 3423-5th Av-GL 2-9407  
 Five-O-Five Club John Riolo-Proprietor 505-12th-----GI 2-9801  
 Flynn's Beer Parlor 3901 Sacramento Blvd-GL 2-9835  
 Frank's Buckhorn Cafe 1217 J-----GI 2-9810  
 Friendly Corner 100 Banner-----GI 2-9383  
 G I Club 1018-3d-----GI 2-9881  
**GARCIA'S CHILI BOWL** 3737 Park(DPH)-WA 5-9846  
 Gene's Corners 3331 F-----GI 3-9546  
**GOOSE CLUB** Our Place 411 Pizza 3737 Park(DPH)-GI 3-9793  
 Gracie's Place 231 Q-----GI 3-9535  
 Grand Club 813 Grand Av(DPH)-WA 5-9924

**Green Lantern Cafe** Cecil Sing-Owner 231 N-----GI 2-9483  
**Haggis Cafe** One Block North of Charles Ave 3401 Rio Linda Blvd(DPH)-WA 5-9949  
**HAPPY TIME PETE'S** 1017-5th-GI 3-9886  
**HORSESHOE CAFE** 1008-3d-GI 3-9959  
**Hy Way Club** 400 Sacramento Av Blythe-GI 3-9975  
 Irish Tavern 3401-5th Av-----GL 2-9884

**J & T CLUB** Joseph Morelli Prop 5703 Franklin Bl-----GL 7-1361  
**JESS' CORRAL** Melvin Sanford-Owner Florin Rd-----GA 8-9777  
 Jess's Place 927-2d-----GI 2-9910  
 Joe's Florin Club Florin Rd-----GA 8-9733  
 Joe's Place 329-12th-----GI 2-9779  
 Johnnies Club 317 K-----GI 2-9805  
 Johnny's Cafe 630 Q-----GI 3-9479

**Joker Box The** 3701 Rio Linda Blvd(DPH)-WA 5-9758  
 Kay's Jefferson Blvd(WS)-GI 3-5019  
 Kolo Club 1721 W Capitol Av(WS)-HU 3-3666  
 Kolonial Klub 4620 Stockton Blvd-GL 2-9639  
 Last Resort 1327 K-----GI 2-9524

**LEEJO TAVERN & BOTTLE SHOP** Lee Horrell Proprietor 2565 Fkin Blvd-----GL 2-4668  
 Lions Den 410 K-----GI 2-9737  
 Little Club The 3130 Broadway-GL 2-9690  
 Lou & Don's Lou & Don Morris Owners 1519 W Capitol Av(WS)-GI 3-9385  
 Luigi's 3800 Stockton Bl-----GL 6-0641  
 M St Cafe 1900 Capitol Av-----HU 4-0001  
 Marconi Club 530 L-----GI 3-9343  
 Market Club 2630-5th-----GI 3-9949  
**MENLO CLUB** 4778 Franklin Bl-GI 2-9534  
 Monte Carlo Cafe 1430 S-----GI 2-9195  
 Monte Carlo Cafe 1430 S-----GI 3-9891  
 Nevada Cafe 1023-4th-----GI 2-9439  
 New Atlas Cafe 311 K-----GI 2-9604  
 New Modern Cafe 1116-5th-----GI 2-9934  
 Nine-O-Five Cafe 905-2d-----GI 2-9352  
 Nine-Twenty Two Club 922-9th-----GI 2-6482  
**OLD IRONSIDES** 901-10th-----GI 3-9751  
**OLD PIONEER CORNER CAFE** 231-12th-GI 2-9823  
 Old Tavern 2805 Capitol Av-----GL 6-1962  
 Our Place Taverns 130 N Boxwood(NS)-WA 5-9787  
 Office 130 N Boxwood(NS)-WA 5-1381  
 P & M Club 3025 Ben Ali Av(NS)-WA 2-0985  
 Palf's 1001 Q-----GI 3-9912  
 Pelican Club 2231-10th-----GI 3-9857  
 Pete & Nick 525-16th-----GI 2-9661  
 Pete's Club 4804 Franklin Bl-GL 2-9149  
 Pete's Place 3744 Rio Linda Blvd-WA 5-9995  
 Pinky's Lunch 904 O-----GI 3-9797  
 Pinner's Corral 6010-1/2 Capitol Av-----GI 2-9539

**PIONEER CLUB & CAFE** Dancing Nightly 4420 Auburn Bl(NS)-WA 2-2025  
 Polly's Shack 4650 Stockton Bl-GI 2-9142  
 Portola Cafe 304 K-----GI 3-9430  
 Question Mark Cafe 3504 W Capitol Av(WS)-HU 1-2801  
 Rainey's Cocktail Lounge 607 K-----GI 3-9465  
 Ray's 76 Cafe 5111 Sion Bl-----GI 2-9536  
 Rendezvous Club 922-14th-----HU 1-0045  
 Reno Cafe 1116-4th-----GI 2-9882  
 River Club 220 S-----GI 3-9612  
 Riverside Club 5115 Riverside Bl-GI 3-9350  
 Rocket The 1556 Auburn Bl(NS)-WA 5-7519  
 Roma Club 525 L-----GI 2-9872  
 Rosie's Place 531 F(B)-GI 3-9896  
 Rudy's Cafe 427 Broadway-----GI 3-9341  
 Ruth's Club 231 J-----GI 2-9650  
 S V CLUB 5305 Franklin Bl-----GI 7-4202  
 Shamrock Cafe 830-2d-----GI 3-9476  
 Six Hundred Club 600-2d(B)-GI 3-9423  
 Solander's 3031 F-----GI 2-9961  
 Stable The 4411 Fregmont Bl-----GI 2-9028  
**SWISS CLUB** 3406 Broadway-GL 2-9600  
 Tan-Tan Cafe 1010-10th-----GI 2-9421  
**TEDDY'S CAFE** Gus Kasmali-James Curtis 1018-4th-----GI 3-9581

**Beer Parlors (Cont'd)**

Terminal Club 215 N 16th-----GI 2-9909  
 The Mug Cafe 1333-2d-----GI 2-9780  
 Thirty-Niner Cafe 1108-2d-----HU 4-6150  
**TONY'S PLACE** 305 N 12th-----GI 2-9373  
**TWENTY-SIX CLUB** 5210 Franklin Bl-GI 2-9628  
 Two-O-One Club 201 K-----GI 3-8428  
 Valencia White Spot 222 K-----GI 3-9827

**VALLEJO CAFE** Jim Kiskakis & John Kosti-Owners 228 K-----GI 3-9795  
 Viera M J 1914-3d-----GI 2-9869  
 Viera M J 1914-3d-----HU 4-4649  
**VIKING CLUB** 1445-33d-----GL 2-9414  
 Vines Cafe 231 Sacramento Av Blythe-GI 2-9930  
**WALNUT CAFE** 517 K-----GI 2-9782  
 Walsh's Place 1001-2d-----GI 2-9467  
 Waterfall Cafe 405 K-----GI 2-9996  
 Welcome Inn Jerry Greff Owner 2480 W Capitol Av(WS)-HU 3-9687  
 West End Club Cafe Frank Luigi & Tony Romiti-Props 306 K-----GI 2-9798

**Belting-Mechanical**

**AUDUBON WIRE CLOTH CORP** 979 Bryant S F Urdhrl 3-5010

**CAPITAL MACHINE & WELDING WORKS**  
 DODGE TAPER-LOCK SHEAVES & VEE-BELTS  
 Easy to Install & Remove  
 83 N 17th-----GI 3-2556

**DEGEN BELTING CO** Leather V Belts-Conveyors 260 Mission S F-----ExBkr 2-3820  
**CUNTER & ZIMMERMAN** Lindsay & Monroe Stockton-Howard 4-5718  
**ROBBER PRODUCTS CO** 251 Broadway-GL 2-9812  
**SACRAMENTO RUBBER CO** 721 J-GI 2-3847  
**VAN VOORHISE-PHINNEY CO** 322 J-GI 3-5795

**WESTERN INDUSTRIAL SUPPLY CO**

**LARGE STOCKS V-BELTS**  
 905 G-----GI 2-7264

**Belting-Mechanical, Mtrs**

Gates Rubber Co Sales Division Inc The 4301 Hills Av-GL 7-0282

**Party Line Pointers:**

1. Space your calls instead of making a whole series.
2. If you are in 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.

**Beer-Beating 57**

**Beer Parlors (Cont'd)**

Green Lantern Cafe Cecil Sing-Owner 231 N-----GI 2-9483  
**Haggis Cafe** One Block North of Charles Ave 3401 Rio Linda Blvd(DPH)-WA 5-9949  
**HAPPY TIME PETE'S** 1017-5th-GI 3-9886  
**HORSESHOE CAFE** 1008-3d-GI 3-9959  
**Hy Way Club** 400 Sacramento Av Blythe-GI 3-9975  
 Irish Tavern 3401-5th Av-----GL 2-9884

**J & T CLUB** Joseph Morelli Prop 5703 Franklin Bl-----GL 7-1361  
**JESS' CORRAL** Melvin Sanford-Owner Florin Rd-----GA 8-9777  
 Jess's Place 927-2d-----GI 2-9910  
 Joe's Florin Club Florin Rd-----GA 8-9733  
 Joe's Place 329-12th-----GI 2-9779  
 Johnnies Club 317 K-----GI 2-9805  
 Johnny's Cafe 630 Q-----GI 3-9479

**Joker Box The** 3701 Rio Linda Blvd(DPH)-WA 5-9758  
 Kay's Jefferson Blvd(WS)-GI 3-5019  
 Kolo Club 1721 W Capitol Av(WS)-HU 3-3666  
 Kolonial Klub 4620 Stockton Blvd-GL 2-9639  
 Last Resort 1327 K-----GI 2-9524

**LEEJO TAVERN & BOTTLE SHOP** Lee Horrell Proprietor 2565 Fkin Blvd-----GL 2-4668  
 Lions Den 410 K-----GI 2-9737  
 Little Club The 3130 Broadway-GL 2-9690  
 Lou & Don's Lou & Don Morris Owners 1519 W Capitol Av(WS)-GI 3-9385  
 Luigi's 3800 Stockton Bl-----GL 6-0641  
 M St Cafe 1900 Capitol Av-----HU 4-0001  
 Marconi Club 530 L-----GI 3-9343  
 Market Club 2630-5th-----GI 3-9949  
**MENLO CLUB** 4778 Franklin Bl-GI 2-9534  
 Monte Carlo Cafe 1430 S-----GI 2-9195  
 Monte Carlo Cafe 1430 S-----GI 3-9891  
 Nevada Cafe 1023-4th-----GI 2-9439  
 New Atlas Cafe 311 K-----GI 2-9604  
 New Modern Cafe 1116-5th-----GI 2-9934  
 Nine-O-Five Cafe 905-2d-----GI 2-9352  
 Nine-Twenty Two Club 922-9th-----GI 2-6482  
**OLD IRONSIDES** 901-10th-----GI 3-9751  
**OLD PIONEER CORNER CAFE** 231-12th-GI 2-9823  
 Old Tavern 2805 Capitol Av-----GL 6-1962  
 Our Place Taverns 130 N Boxwood(NS)-WA 5-9787  
 Office 130 N Boxwood(NS)-WA 5-1381  
 P & M Club 3025 Ben Ali Av(NS)-WA 2-0985  
 Palf's 1001 Q-----GI 3-9912  
 Pelican Club 2231-10th-----GI 3-9857  
 Pete & Nick 525-16th-----GI 2-9661  
 Pete's Club 4804 Franklin Bl-GL 2-9149  
 Pete's Place 3744 Rio Linda Blvd-WA 5-9995  
 Pinky's Lunch 904 O-----GI 3-9797  
 Pinner's Corral 6010-1/2 Capitol Av-----GI 2-9539

**PIONEER CLUB & CAFE** Dancing Nightly 4420 Auburn Bl(NS)-WA 2-2025  
 Polly's Shack 4650 Stockton Bl-GI 2-9142  
 Portola Cafe 304 K-----GI 3-9430  
 Question Mark Cafe 3504 W Capitol Av(WS)-HU 1-2801  
 Rainey's Cocktail Lounge 607 K-----GI 3-9465  
 Ray's 76 Cafe 5111 Sion Bl-----GI 2-9536  
 Rendezvous Club 922-14th-----HU 1-0045  
 Reno Cafe 1116-4th-----GI 2-9882  
 River Club 220 S-----GI 3-9612  
 Riverside Club 5115 Riverside Bl-GI 3-9350  
 Rocket The 1556 Auburn Bl(NS)-WA 5-7519  
 Roma Club 525 L-----GI 2-9872  
 Rosie's Place 531 F(B)-GI 3-9896  
 Rudy's Cafe 427 Broadway-----GI 3-9341  
 Ruth's Club 231 J-----GI 2-9650  
 S V CLUB 5305 Franklin Bl-----GI 7-4202  
 Shamrock Cafe 830-2d-----GI 3-9476  
 Six Hundred Club 600-2d(B)-GI 3-9423  
 Solander's 3031 F-----GI 2-9961  
 Stable The 4411 Fregmont Bl-----GI 2-9028  
**SWISS CLUB** 3406 Broadway-GL 2-9600  
 Tan-Tan Cafe 1010-10th-----GI 2-9421  
**TEDDY'S CAFE** Gus Kasmali-James Curtis 1018-4th-----GI 3-9581

**Belting-Mechanical**

**AUDUBON WIRE CLOTH CORP** 979 Bryant S F Urdhrl 3-5010

**CAPITAL MACHINE & WELDING WORKS**  
 DODGE TAPER-LOCK SHEAVES & VEE-BELTS  
 Easy to Install & Remove  
 83 N 17th-----GI 3-2556

**DEGEN BELTING CO** Leather V Belts-Conveyors 260 Mission S F-----ExBkr 2-3820  
**CUNTER & ZIMMERMAN** Lindsay & Monroe Stockton-Howard 4-5718  
**ROBBER PRODUCTS CO** 251 Broadway-GL 2-9812  
**SACRAMENTO RUBBER CO** 721 J-GI 2-3847  
**VAN VOORHISE-PHINNEY CO** 322 J-GI 3-5795

**WESTERN INDUSTRIAL SUPPLY CO**

**LARGE STOCKS V-BELTS**  
 905 G-----GI 2-7264

**Belting-Mechanical, Mtrs**

Gates Rubber Co Sales Division Inc The 4301 Hills Av-GL 7-0282

**Party Line Pointers:**

1. Space your calls instead of making a whole series.
2. If you are in 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.