

Code in listing indicates Sacramento (No Code) Carmichael (C) North Highlands (NH) North Sacramento (NS) West Sacramento (WS) Communities as follows: Broderick (B) Del Paso Heights (DPH)

Fresh Fish

WHOLESALE - RETAIL and Sea Food Fresh Daily BAIT - TACKLE

Issue Fishing and Hunting License

PHONE **GI 2-2279**

CAPITAL FISH CO.

SERVING SACRAMENTO SINCE 1910

1117 - 3rd Between L & K Sts.

FISH



FRESH DAILY OYSTERS - CRABS SHRIMP

All Sea Food in Season Fishing Bait & Tackle

GI 3-9979

SACRAMENTO FISH MARKET

1219 3rd Bet. Capitol & L Sts.

Dolph's SEA FOOD MARKET

Sacramento's Finest Selection in Sea Foods

LIVE CRABS COOKED DAILY

Open Mon. Through Sat.

CALL **IV 7-3565**

Located in **CLARK'S MARKET** FAIR OAKS & FULTON AVE.

Fish-Retail-(Cont'd)

Marine Gardens 1229 J-----GI 3-9970
PACIFIC FISH MKT 518 I-----GI 3-7981
 (See Advertisement Page 137)
SACRAMENTO FISH MARKET
 1219-3d-GI 3-9979
 (See Advertisement This Page)
SENIOR FISH MARKET
 1314-4th-GI 3-5042
TOFANELLI SEA FOOD CO
 13th & J-GI 2-0414

Fish-Wholesale

MEREDITH FISH COMPANY

WHOLESALE ONLY
 ALL KINDS OF FRESH FISH IN SEASON
 SALT - SMOKED & SHELL FISH
 "If It Swims, We Have It!"

2620-5th-----GI 2-3891

PACIFIC FISH MKT 518 I-----GI 3-7981

TOFANELLI SEA FOOD CO

WHOLESALE & RETAIL
 Catering to Hotels & Restaurants
 Everything in Sea Food
 Fresh - Frozen - Smoked

Public Market
 13th & J-----GI 2-0414

WILSON'S GENERAL FOOD LINES
 4529 Parker Av-GL 6-4749

Fishing Bait

Alhambra Bait & Tackle Shop
 3116 Broadway-GL 5-6664

ALHAMBRA SPORT SHOP
 3715 Stockton Bl-GL 5-1392

BROADWAY BAIT & TACKLE SHOP
 FRESH BAIT DAILY
 ROD & REEL REPAIR
 TACKLE TO RENT
 GUNS & AMMUNITION
 EYEWINDS - OUTBOARD MOTORS
 Call Us for Fishing Information
 Open Early Till Late

1609 Broadway-----HU 4-6338

CAPITAL FISH CO

FRESH BAIT DAILY
 Prawns - Sardines - Worms
 FISHING TACKLE OF ALL KINDS
 Fishing & Hunting Licenses

Issued Here
 On 3d Between L & Kay
 1117-3d-----GI 2-2279

JIMMY'S SPORT SHOP

FRESH BAIT FISHING TACKLE
 Rod & Reel Repairs
 Ammunition & Sporting Goods
 Licenses
 Open Sundays & Holidays
 We Open Early - Go Home Late
 FREE FISHING INFORMATION
 CUSTOMER PARKING IN REAR
 (In Oak Park)
 2919-35th-----GL 1-7838

A thoughtful party-line user answers her telephone bell promptly... places her own calls accurately so that they need not be placed again... teaches children the little telephone courtesies.

Fishing Bait-(Cont'd)

JOHNSTON'S STORE
 4613 Franklin Blvd-GL 5-3586

NORTH SACRAMENTO ROD & GUN

FRESH BAIT
 Minnows - Sardines - Prawns
 Sea Worms - Etc.
 FISHING TACKLE
 GUNS & AMMUNITION
 MARINE SUPPLIES
 BOATS FOR ALL OCCASIONS
 See Ad for Boats

1017 Del Paso Blvd(NS)---WA 5-1214

NORTH SACRAMENTO SPORT & BAIT SHOP
 1029 Del Paso Blvd(NS)---WA 5-2303

O K BAIT STORE

FRESH BAIT DAILY FISHING TACKLE
 OPEN 5 A.M.

327 Capitol Av-----GI 3-6766

PACIFIC FISH MKT 518 I-----GI 3-7981

SACRAMENTO FISH MARKET
 1219-3d-GI 3-9979

South Sacto Sports Shop
 4106 Franklin Blvd-GL 6-0757

SPORTSMEN'S HAVEN

FRESH BAIT - RED WORMS FISHING TACKLE
 HUNTING & FISHING LICENSES

4930 Auburn Bl-----IV 7-8459

Fishing Tackle-Repairing
 Jimmy's Sport Shop 2919-35th ---GL 1-7838

Fishing Tackle-Retail

See also Sporting Goods-Retail

ALLEN'S SPORT SHOP 1221 J---GI 3-4216

AL'S SPORTING GOODS
 3725 Marysville Rd(DPH)-WA 5-0440

BROADWAY BAIT & TACKLE SHOP
 1609 Broadway-HU 4-6338

Home Hardware & Sporting Goods
 4261 Auburn Bl-IV 9-5660

NORTH SACRAMENTO ROD & GUN
 1017 Del Paso Blvd(NS)-WA 5-1214

NORTH SACRAMENTO SPORT & BAIT SHOP
 1029 Del Paso Blvd(NS)-WA 5-2303

O K Bait Store 327 Capitol Av---GI 3-6766

Otto's Sport Shop
 2910 Fair Oaks Bl(C)-IV 7-0641

Sam's Sport Shop 618 1/2 J-----GI 2-5243

SIMMS HARDWARE CO 2801 J---GI 2-3894

SPAULDING'S THE SPORTS STORE
 2120 K-GI 2-8915

SPORTS CENTRE
 3409 El Camino Av-IV 7-6282

SPORTSMEN'S HAVEN
 4930 Auburn Bl-IV 7-8459

An extension telephone adds comfort and convenience to your home for only a few cents a day.

Let's GO FISHING!

SALMON BASS

CAPTAIN ED GOTTICH
 "Roddygram"

BOAT LADY IRMA
 For Reservations Phone
SAUSALITO 871
 BERTH 112 - SAUSALITO YACHT HARBOR
 SAUSALITO, CALIFORNIA

Fishing Tackle-Retail-(Cont'd)

TWELFTH ST NEW & SECOND HAND STORE
 Complete Line of Fishing Tackle - Guns
 New & Used Hardware

521-12th-----GI 3-6617

Western Auto Associate Store
 2821 Fair Oaks Bl(C)-IV 7-2992

Fishing Tackle-Wholesale & Mfrs

P G SALES & EXPORT INC
 153-20 S F-SU 1-2349
 Valley Distributors 710-12th---HU 1-6238

Fishing Tackle

ANDERSON LEE BAIT & TACKLE SHOP
 Daily Salmon Trips off Golden Gate
 Rod & Reels Rented-Bait Sold
 6702 San Pablo Oakland-Olympic 4-9262

BERKELEY HARBOR BAIT SHOP
 FISHING TRIPS DAILY
 Tackle Rented & Sold
 Berkeley Yacht Harbor
 Brkly-----THrml 5-5456

Gottlich F E
 Sausalito Yacht Harbor-Sausalito 871
 (See Advertisement This Page)

MUNY BAIT & SPORT SHOP

FISHING PARTIES ARRANGED
 Accommodations for Ladies
 SHIP TO SMOKE RADIO-PHONE
 LICENSED SKIPPER
 U. S. COAST GUARD INSPECTED
 Tackle Rented - 20 Boats

3098 Polk S F-----ORW 3-9815

Five Cents To One Dollar Stores

Ben Franklin Store
 1905 Del Paso Bl(NS)-WA 5-9456

Capital Five & Ten 2328-21st---GL 5-7825

Carmichael Five & Ten
 Don W Petersen
 2915 Fair Oaks Bl(C)-----IV 9-4578

D & Variety
 3730 Marysville Rd(DPH)-WA 5-2422

Franklin Variety & Department Store
 5520 Franklin Bl-GL 6-1023

Kress S H Co 818 K-----GI 3-8873

LOVERDE'S VARIETY
 We Give S & H Green Stamps
 822 Merklely Av(WS)-HU 4-8947

Summerfield & Five & Ten
 1624 Broadway-GI 2-8288

Woolworth F W Co 718 K-----GI 3-5609

Fixit Service

AARROHEAD ASSOCIATED PRODUCTS
 General Repainting - Ball Hospital
 Fine China - Picture Framing
 Silk Screen Processed Signs - Decals
 200 Q-----HU 1-2837

Jim's Fix-It Shop 115-11th(WS) -HU 1-4528

SACRAMENTO FIX-IT SHOP
 "You Break It - We Fix It!"
 GUARANTEED WORK
 PICK-UP & DELIVERY
 2316-28th-----GL 5-7385

Fixtures

See Specific Kinds, I.e., Lighting Fixtures;
 Store Fixtures; Etc.

Flag Poles

Ogle Harry B & Associates 1331 T-GI 3-8543
 Spencer-Masten Company
 Pier 3 1/2 Embarcadero S F-YUKON 2-3875

BRIGHT MEALS FOR A SICK CHILD
 Serve small portions in colorful
 paper muffin cups set inside muffin
 tins. Small glass tins in tin, too.

EM=Empire G=Glbert HU=Hudson WA=WAbank
 GA=Garrett GL=Gludson IV=Ivanhoe

Flags & Banners

Anchor Painting & Decorating
 See Our Display Designers Ad
 6300-33d Av-----GL 1-5409

BOWER CO THE
 533 E 12th Oakland-Telmar 9-9291

Christian Book Center
 U S & Christian Flags a Specialty
 918-12th-----GI 2-3968

Enos Dept Store 820 J-----GI 3-7946

Goodwin-Cole Co 515 L-----GI 2-8924

Paramount Flag Co
 Flag Banner & Decoration Mfrs
 Fremont S F-----YUKON 6-3686

WEIDEMAN'S TROPHY HOUSE
 1315 Bowly-GI 2-2451

Flameproofing

Adams Shades & Blinds 874-57th -GL 6-0735
 Flamcor Chemical Co
 746 Natoma S F-Markt 1-7825

SINGA CHEMICAL CO
 Mfrs. of Flameproof Compounds
 For Wood & Teterophol Poles
 Bernard Lowell - Chemist
 912-23d Av Oakland-----KELog 4-9470

Flavoring Extracts

Cornwell Distributing Co 2015 J---HU 4-5559
 Ralph's Distng Co 2117 Broadway-GL 6-9831

Wait Geo Z Co
 1159 Virginia Av(WS)-HU 4-5542

Watkins Products Distr
 3048-5th Av-GL 6-2833

WICHT EXTRACT & SYRUP CO
 126 K-GI 3-2927

Floor Cleaning Service

A & L FLOOR CO
 3817 Fair Oaks Bl(C)-IV 7-9135
 (See Advertisement This Page)

ACE WINDOW & JANITOR SERVICE
 3720 Kern(DPH)-WA 5-7372

ARCH FLOOR CO 2935-39th---GL 7-2228

Arrow Hardwood Floor Co
 4061 Esperanza Dr-IV 7-5326
 (See Advertisement This Page)

CAPITOL HARDWOOD FLOOR CO
 3756 E Pacific Av-GL 5-4954
 (See Advertisement This Page)

Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable... and you'll save time by looking up the right number before you call!

Hundreds of purchasing agents have told us they use the Classified Telephone Directory as their first reference, because it is one of the quickest ways to locate a local source of supply.

As one friend TO ANOTHER

Please speak distinctly, when you telephone, with lips close to the mouthpiece. It is just as important to talk directly into the transmitter as it is to keep your ear close to the receiver.

The Pacific Telephone and Telegraph Company

Duncan FLOOR CO.

Commercial & Residential

NEW FLOORS INSTALLED

OLD FLOORS RENEWED

SANDING - REFINISHING

WAXING - POLISHING

ESTIMATES GIVEN

GL 6-3849
 890-57th Street
 SACRAMENTO

ARROW HARDWOOD FLOOR CO.

IV 7-5326

COVERING ALL OF SACRAMENTO

NEW FLOORS INSTALLED

We Are Fully Equipped to Completely Renew Your Old Worn Floors

ALL WORK GUARANTEED
 FREE ESTIMATES
 FULLY INSURED

4061 ESPERANZA DR.

CARMICHAEL A & L FLOORS

REFINISHED & INSTALLED

CALL **IV 7-9135**

Over 15 Years Experience
Installing - Refinishing
 COMPLETE FLOOR SERVICE
 Satisfaction Guaranteed

3817 Fair Oaks Blvd. - Carmichael

NEW FLOORS INSTALLED

OLD FLOORS SANDED & REFINISHED

Our Specialty "PARQUET FLOORS"
 On Wood or Concrete Sub Floors

GL 5-4954

CAPITOL HARDWOOD FLOOR CO.
 3756 E. PACIFIC AVE.