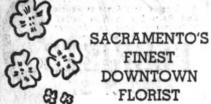


**G. ROSSI & CO.**  
A. Wm. Strand



SACRAMENTO'S  
FINEST  
DOWNTOWN  
FLORIST

**HU 4-8244**

8th & K Sts.  
(Almost)

**Flowers**  
Free Delivery

World Wide Floral Service

SPRAYS · FUNERAL DESIGNS · WEDDINGS  
for quick service BOUQUETS · CORSAGES  
USE YOUR TELEPHONE



For Flowers With  
the Masters' Touch

**MASTERS' MODERNE FLORIST**

**GL 7-9884**  
Evenings Call IV 9-3421

Next to Andrews & Greulich 1 Block from Harry Nauman & Son  
FREE DELIVERY 2800 VEE ST. CASH CHECKS

Your Sacramento Telephone Florist

**HU 1-3604**

Flowers for  
Every Need . . .

ESPECIALLY YOURS  
Specialists in Wedding Decor

**Jensen's Florist**

1404 G



SACRAMENTO

Florists-Retail-(Cont'd)

**NAVLET THE FLORIST**  
FLOWERS FOR ALL OCCASIONS  
TELEGRAPH DELIVERY SERVICE  
We Deliver Anywhere in Sacramento  
PLANTY OF PARK SPACE  
TELEGRAPH ORDERS TAKEN  
16th St Bet T & U GL 3-3989  
2018-16th GL 1-1072  
If no answer call GL 1-1072

**OAK PARK FLORISTS**  
2940-35th-GL 6-4873  
(See Advertisement Page 142)  
Paul's Flower Shop 812 E. GL 3-5066  
**RELLES FLORIST** 2210 J. HU 1-1478  
(See Advertisement Page 145)  
Rico Flowers by 2016 Broadway--GL 1-9627

**RIVERSIDE ORCHID FARM**  
ORCHID PLANTS & SUPPLIES  
Weddings - Corsages - Funeral Designs  
Decorations - Rentals - Open Seven Days  
1031 Fildemond Dr. GL 3-5851

**ROSSI G & CO** 1026-8th. HU 4-8244  
(See Advertisement This Page)  
Royal Florist 1316-4th GL 2-3764  
San Francisco Floral Co 1315 J. GL 3-4061  
Schneider Norma

2431 Del Paso (BINS)-WA 5-3211  
**SENATOR FLORISTS** 907-8th. GL 3-2547  
(See Advertisement Page 143)  
**SHAY HAROLD** 1015-11th. GL 3-7456  
(See Advertisement Page 145)

**STRAND & Wm** 1026-8th. HU 4-8244  
Sunshine Florist  
5309 Franklin Blvd-GL 1-1188  
(See Advertisement This Page)  
(Continued Next Page)

Hear the music of distinguished artists brought to you each Monday night, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

FLOWERS OF DISTINCTION  
Since 1924  
**WOODALL & LEHMAN**

Cut Flowers  
Funeral Designs  
Corsages  
Weddings

**GI 2-1071**  
Night Dial  
GL 5-2897

Flowers  
by  
Wire



1510 L STREET

**DELL WATKINS**

Flowers for Every Occasion  
FREE DELIVERY

**GI 3-4061**

Residence Phone GI 2-6559  
WE GIVE S & H GREEN STAMPS  
Member  
Telegraph Delivery Service

1315 J St.



Complete Floral Service

PHONE  
**HU 1-4811**

FREE DELIVERY

3069 Freeport Blvd. Sacramento



DISTINCTIVE  
FLOWER DESIGNS  
Weddings - Funeral Sprays - Corsages  
Free Delivery

**GL 1-0981**  
Night Phone  
GI 3-7349

Member Telegraph Delivery Service  
3225-21st Sacramento  
Between W & X Sts.

**SUNSHINE FLORIST**



FUNERAL WREATHS  
WEDDING ARRANGEMENTS  
CORSAGES  
"As You Like Them"

CASH CHECKS TOO!  
Work Done By the Experts of the Floral Art  
FREE DELIVERY

5309 Franklin Blvd. **GL 1-1188**

**MOREBECK'S FLOWER SHOP**



Flowers  
For All  
Occasions

**HU 1-0033**  
Residence GI 2-1533  
1223-21st Street  
Next to Macridido Realty Co.  
Capitol at 21st

**Hagginwood Floral Gardens**



Complete  
Floral  
Service

CHARGE ACCOUNTS INVITED  
FREE DELIVERY  
CALL

**WA 5-0161**

1045 ARCADE BLVD. NO. SACTO  
Herb & Alma Teyntson - Props.

Florists-Retail-(Cont'd)

**TANNER TOMMIE L. FLOWERS & GIFTS**  
Flowers for All Occasions  
DELIVERY SERVICE  
FLORAL DESIGNS FOR  
WEDDINGS - PARTIES  
CORSAGES  
FUNERAL SPRAYS & WREATHS  
Located in Florist Shopping Center  
541 Monroe IV 9-8750  
If no answer call IV 7-7622

**TELEFLORA**  
"Tell it with flowers"  
Flowers delivered anywhere in  
the WORLD by Telegraph Deliv-  
ery Service through one of  
its many courteous, friendly  
members.  
SERVICE AROUND THE CLOCK  
"FOR SERVICE CALL"  
Arden Florist 588 La Sierra Dr. IV 9-7695  
Nights call IV 9-2626  
Balshor Florist 730 O. HU 1-4061  
Nights call IV 9-4061  
Colonial Floral Co  
2741 Riverside Bl. HU 4-6548  
DelPaso Florist  
2431 DelPaso (BINS)-WA 5-3211  
Hagginwood Floral Gardens  
1045 Arcade (BINS)-WA 5-0161  
Louis Flower Studio  
2325-21st-GL 1-0981  
Nights call GI 3-7349  
Watkins Dell 1315 J. GL 3-4061  
Nights call GL 2-6559

**VILLAGE FLOWER SHOP THE**  
TOWN & COUNTRY VILLAGE  
SERVING  
ENTIRE SACRAMENTO AREA  
2629 Marconi Av. IV 9-5287

**WATKINS DELL** 1315 J. GL 3-4061  
(See Advertisement Page 144)  
Windt's College Florist  
3069 Freeport Bl. HU 1-4811  
Nights call HU 1-4811  
**WOODALL & LEHMAN** 1510 L. GL 2-1071  
(See Advertisement Page 144)

**Florists-Wholesale**  
KIEL'S WHOLESALE FLORIST AND  
FLORIST SUPPLIES  
1210 D & P Al. GI 2-7617  
If no answer call IV 9-2641  
**OAKLAND FLOWER SHOP**  
1808 U. GI 3-5915  
If no answer call WA 5-8007

**ROCK CREEK GARDENS**  
SERVING FLORISTS  
Throughout Northern Calif.  
HOUSE PLANTS  
DISH GARDEN  
PHILODENDRON  
BLOOMING PLANTS  
Rte. #3 Box 3298 - Auburn, Calif.  
Co Rd 107 Auburn. TUrr 9-9303

**SUTTER NURSERY**  
CUT FLOWERS  
AMPLE PARKING  
CALL DAY OR NIGHT  
5500-34th. GL 5-6634

**Flour Dealers**  
North East Flour Co Mitsu Bldg. HU 4-3901  
**PILLSBURY MILLS INC** 12th & C. GI 3-5981  
SPERRY FLOUR CO 1722-7th. GI 3-4851

**Flower Bulbs-See Seeds & Bulbs-Retail**

**BUTTER DOES IT**  
Before scalding milk, wipe the  
bottom of the pan with a bit of  
butter and the milk will not scorch.

**EAST SACRAMENTO FLORIST & nursery**



Free Delivery  
Specializing in  
Wrist Corsages - Wedding Bouquets  
Centerpieces - Funeral Sprays  
FLOWERS FOR ALL OCCASIONS  
Open 7 Days Per Week Till 6:30 P.M.  
5801 Folsom Bl. Corner 58th St.



"When It's Flowers  
Say It With Ours"  
**HU 1-1478**  
2210 J STREET



2 LOCATIONS  
NORTH SACRAMENTO  
MEMBER FLORISTS TELEGRAPH  
DELIVERY ASSOCIATION  
PROMPT DELIVERY - FREE PARKING  
2705 FAIR OAKS BL. IV 9-3900  
If No Answer Call WA 5-1941

**HAROLD SHAY FLORIST**

**GI 3-7456**  
1015-11th STREET

Fluorescent Lighting Apparatus & Fixtures

GENERAL SALES CORPORATION  
817-17th-HU 1-2862  
Incandescent Supply Co 2111 Q. HU 1-0111

**Flywheels-Repairing**  
See Automobile Repairing; Also Welding

**Folding Machines**  
Pitney-Bowes Inc 1402 E. GI 2-6923

**Food Brokers**  
Blackburn Wm M Co  
2556 Cambon Wy-IV 9-7998

**DUPELL BROKERAGE CO**  
1229-18th-GI 3-2811  
Durand Hart & Co (WS) GI 3-1736  
Lynn Joseph B Co 2327-5th GI 3-2041  
McMahon Sales Co 2015 J. HU 4-3108  
Pacific Sales Service  
1244 Lucie Ln-GI 2-3144

Shupe E Floyd Jr 2926 K. GI 3-2666  
**SIMONS ROBERT V CO**  
1525 Capitol Av. HU 1-4029  
Stafford Jas M Co 2801 Danube Dr-IV 9-5491

**Food Plans**  
See Freezers-Food Storage Units

**Food Products**  
Best Foods Inc The 1300 S. GI 2-1653  
Budget Pack Inc Sacto Div  
2520-33d Av. GL 6-1481  
**CALIF ALMOND GROWERS EXCH**  
18th & C. GI 2-0771  
Frito Sales Co 926 J. HU 4-8814  
Pittlo Company-Western Division  
2405 Edison Av-IV 9-7598  
Garibaldi A N Produce 2630-5th --GI 3-7337  
Johnson's Chicken Roll  
2131 Fulton Av-IV 9-5811  
King Hot Dog Service Co 915 F. HU 4-3239  
Kraft Foods Co  
E Bassettlaw Av(NS)-HU 2-3444  
Loma Linda Food Co 141-15th. HU 4-9933  
Milani Louis Foods Inc  
Harold W Becker  
Institutional Sales Representative  
460 Messina Dr. GL 5-1811  
Norcal Distrib Co 3621 E. GI 2-3928  
Phenix Foods Company Division of Kraft  
Foods Company  
1002 E Bassettlaw Av(NS)-WA 5-8581  
Pixie Pete Foods N 10th & Vine. HU 1-1785  
Pop-In Cereals Inc  
444 S. Aurora Stockton-HWARD 3-1119  
Redi-Spuds 2630-5th. HU 4-3531  
Rio Linda Food Products  
304 West E. RioLinda 2175

**SMITHSONS SALAD MANUFACTURING**  
See Our Ad under Salads  
6401 Eastern Av. GL 1-0617

**TOP HAT POTATO CHIP CO**  
1616 North C. GI 2-0697  
Udall Distributing Co 1505-24th. GI 2-5297  
Walden J L 4601 Mead Av. GL 5-0240

**Food Products-Health**  
See Health Food Products Headings

**Food Supplements**  
See Dietary Supplements; also Vitamin  
Products Heading

**Foods-Frozen-See Frozen Foods**

**BERRY'S FOUNDRY**  
North C & Ahern  
1161 North C. GI 2-0697  
Aluminum Castings Only  
850 N Union Stockton. HU 3-1162

**Food Products-Health**  
See Health Food Products Headings

**Food Supplements**  
See Dietary Supplements; also Vitamin  
Products Heading

**Foods-Frozen-See Frozen Foods**

Don't forget to plan for con-  
cealed telephone conduit and  
convenient locations for tele-  
phone outlets when you build  
your new home. These built-in  
telephone facilities add real value  
to a home, yet their cost is very  
small if they are installed during  
construction.

Florists-Foundries 145

**Fool Appliances**  
EUGENE BENJAMIN & CO  
3014 K-GL 6-3861  
APPLIANCE CO  
GEMCO ORTHOPEDIC APPLIANCE CO  
1715 K-GI 2-6546

**SCHOLL'S DR FOOT APPLIANCES**  
Dr. Scholl's Arch Supports Relieve  
Foot Pains Due to Weak Arches.  
Scientifically Fitted and Adjusted  
As Condition of Feet Warrant.

DR. SCHOLL'S PADS,  
PLASTERS, REMEDIES FOR  
THE RELIEF OF ALL COMMON  
FOOT TROUBLES  
"WHERE TO BUY THEM"  
Taylor Surgical Co 1016 J. GI 3-4922  
Walkover Streets Shoe Store  
1110 K-GI 3-6221

**TAYLOR SURGICAL CO** 1016 J. GI 3-4922

**Foot Treatments-See Chiropradists**

**Foresters-Consulting**  
Wall & Larson 4612 Fegan Wy. GL 5-0806  
Wall & Larson 524-56th. GL 6-7498  
If no answer call. GL 5-0806

**Form Clamps**  
See Contractors' Equipment Headings

**Forwarding-Freight**  
See Freight Forwarding

**Foundations-Educational**  
National Citizens Commission for The  
Public Schools 1014-8th. HU 4-6896

**Foundries-Brass, Bronze, Aluminum,  
Magnesium, Etc**

**ALCOA ALUMINUM CASTINGS-  
ALUMINUM CO OF AMERICA**  
120 M May S.F. YU. ton 6-6484

**APEX BRONZE FOUNDRY CO**  
BRONZE CASTINGS  
Of Any Composition  
APEX BRONZE BUSHINGS  
MACHINED AND CENTERED  
BRONZE BARS  
Tractor Replacement Parts  
Bronze Sheave Repair Bushings  
3101 Adeline Oakland. HUmb 3-4500

**BERRY'S FOUNDRY**  
North C & Ahern HU 4-1497  
(See Advertisement This Page)

**PACIFIC BRASS FOUNDRY OF  
SAN FRANCISCO**  
251-28 San Francisco. YU. ton 6-6745

**VALLEY PATTERN & MFG CO**  
Aluminum Castings Only  
850 N Union Stockton. HU 3-1162

**BERRY'S FOUNDRY**  
NORTH C & AHERN  
IRON-BRONZE and  
ALUMINUM CASTINGS

Phone:  
**HU 1-4497**