

→ Codes in Listings Indicate Sacramento (S), Colusa (C), Carmichael (C), North Highlands (NH), West Sacramento (WS), Del Paso Heights (DPH), North Sacramento (NSD), Del Paso Heights (DPH)

**Liquor Stores—(Cont'd)**

**LIQUOR MART**  
ONE OF CALIF. FINEST & COMPLETE LIQUOR STORES WITH THE PICTURE WINDOW  
18th at Broadway  
1728 Blay -----HU 4-6588

Loverde Market C & C  
6800 Fruitridge Rd.-GL 7-8737  
**M & L LIQUOR STORE**  
5634 Stkn Bl.-GL 7-5601

**M & M LIQUOR STORE**  
Open Until 2 A.M.  
FINE LIQUORS - WINES - WHISKIES  
Beer - Mixes - Soft Drinks - Ice Cubes  
PLENTY OF PARKING SPACE  
Across from State Fair Grounds  
2924 Stockton Blvd.-----GL 6-7638

Mac's Bottle Shop  
3215 Marysville Rd(NS)-WA 5-6322  
Mac's Bottle Shop  
3908 Watt Av(NH)-IV 7-2023

**MANDELLA'S QUALITY LIQUOR STORE**  
OPEN 'TIL 2 A.M.  
Liquor - Wines - Beer  
Cold Mixes - Soft Drinks  
Everything for Your Party  
Ample Parking Space  
ADJOINING ALHAMBRA BOWL  
Alhambra at Folsom  
1229 Alhambra Bl-----GL 1-0906

Manor Liquor Store  
2462 Avalon Dr-IV 9-9468  
Martin's Liquor Store  
2328 Del Paso Blvd(NS)-WA 5-6271  
Mura Liquor Store 1407-4th -----GI 2-9761

**MURRAY'S LIQUOR STORE**  
FREE DELIVERY  
Hours Daily 10 A.M. to 12 P.M.  
Fri. & Sat. Till 2 A.M.  
MURRAY & LETA ZEIDNER  
1700 Broadway -----GI 3-5596

**OLD IRONSIDES BOTTLE SHOP**  
1002 S-GI 2-8832  
If no answer call-----GI 3-9751

**ONE ELEVEN PHARMACY**  
JACK H. SNOGRASS  
& Year Old Kentucky Straight Whisky  
3.98 Per Fifth  
5621 H -----GL 6-5772

**P & W LIQUOR STR**  
OAK PARK DISTRICT  
Fine Liquors - Wines - Beers - Mixers  
All Your Party Needs  
2904-35th -----GL 6-1361

Paul & Marcy Bottle Shop  
9 AM-12 PM Mon-Thur  
9 AM-2 AM Fri & Sat  
1313 Fulton Av-----IV 7-8760  
Peterson C & C 1228 6th -----HU 4-0614  
Peter's Liquor Store 1228-6th -----HU 4-0814

**RALEY'S FOOD STORES**  
Office 3515-20th -----HU 4-9121  
Store No 5 4408 Freeport Bl-----GL 6-3374  
Store No 7 1700 Capitol Av-----HU 4-5406  
Store No 8 3916-9th -----GI 2-7572  
Store No 10  
925 W El Camino(NS)-WA 5-9561  
Store No 12 14th Av & 60th -----GL 7-6567  
Store No 13 2390 Fruitridge Rd.-GL 1-8426  
Store No 14  
2810 Fair Oaks Bl(C)-IV 9-3524

Ryan E W Al 4137 H -----GL 5-4537  
**SACTO LIQUOR CO** 1101 J -----HU 1-1672  
**SAVE-A-LOT MKT**  
3022 Stockton Bl.-GL 5-2085

**Liquor Stores—(Cont'd)**

South Sacramento Liquor Store  
4260 Franklin Blvd.-GL 6-0892  
Sunland Liquor Store  
23 1/2 Del Paso Blvd(NS)-WA 5-9833  
**TALLAC VILLAGE BOTTLE SHOP**  
LIQUORS  
FINE WINES & LIQUEURS  
Mixes - Soft Drinks - Ice Cubes  
Ice Cold Beer  
Hours - 9 A.M. to 10 P.M.  
Plenty of Parking Space  
Leslie & Grace Romok - Owners  
14th Av & 60th-----GL 7-3670

**TAYLORS BOTTLE SHOP**  
IN CARMICHAEL  
Fine Liquors - Wines - Beers - Mixers  
All Your Party Needs  
3026 Fair Oaks Bl(C)-IV 7-4312

**TRIANGLE LIQUOR STORE**  
OPEN 'TIL 2 A.M.  
FINE LIQUORS - WINES  
WHISKIES  
Beer - Mixes - Soft Drinks  
Ice Cubes  
3 Blocks of Parking Space  
3908 Broadway-----GL 1-9416

**UNITED CIGAR & LIQUOR STORE**  
Open 6 AM Till 2 AM Including Holidays  
601 K -----GI 3-7762  
Village Bottle Shop  
2622 Marconi Av-IV 9-5375

**WALKER'S LIQUOR & CIGAR STORE**  
3718 J St. GL 5-1950  
**GEO. WALKER'S**  
The House of Fine Wines & Liqueurs  
PROMPT DELIVERY  
We Have Everything for Your Party  
3718 J -----GL 5-1950

Wiley's Liquor Store  
1820 1/2 Del Paso Bl(NS)-WA 5-8841  
**WU KEE LIQUOR STORE**  
2015-3d-GI 3-2772

**Y BOTTLE SHOP**  
DELIVERY TILL 2 A.M.  
WINES - LIQUORS - BEER  
Auburn Blvd & Fulton Av-----IV 9-3671  
Yick Chong & Co 310 I-----GI 3-4092

**Liquor Treatment—See Sanitariums**

**Liquor-Wholesale**  
**ARGONAUT LIQUOR CO INC**  
DISTRIBUTORS OF  
NATIONAL - FRANKFORT  
FLEISCHMANN  
517 I -----GI 2-2933

**BEACON DISTRIBUTING CO**  
1401 North C-GI 3-2506  
**CAPITAL CIGAR & LIQUOR CO**  
170 J-GI 3-3761  
Glaser Bros 2419-13th -----GI 2-0711

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.

**Liquor-Wholesale—(Cont'd)**

**JUILLARD LIQUOR CO** 404-20th-GI 3-1704  
**KEATING JAMES P CO** 1609 E-----GI 2-1093  
**MEKESON & ROBBINS INCORPORATED**  
SACRAMENTO DIVISION  
801 Richards Blvd-HU 4-9117  
**RAINBOW LIQUOR COMPANY INC**  
Exclusive Distributors For  
OLD FITZGERALD - CABIN STILL  
JOHNNIE WALKER SCOTCH  
JIM BEAM - CORBYS  
JACK DANIELS  
1801-7th -----HU 4-8277


**Lithographers**  
Broadway Printers 2511-17th ---HU 4-4495  
Carlisle A & Co 817 J -----GI 3-4801  
Crocker Union  
1201 K -----GI 2-0741  
Modern Graphics 1414-29th -----GL 1-6625  
Olmsted & Wood 611 J -----GI 2-2974  
**SACTO LITHOGRAPH CO** 200 S-HU 1-5071  
San Wal Printing Co 617 J -----HU 4-9369  
**SCHMIDT LITHOGRAPH CO**  
1601 J-HU 4-2709

**Lithographic Composition**  
Litho Compositors  
580 Market S F-Ukon 3-1372  
**Lithographic Negatives & Plates**  
SUPERIOR LIST & LETTER  
2411 J-GI 3-4878  
Listen for the "dial tone" before you start to dial. It means that the equipment is ready to receive your call.

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**VALLEY LIVESTOCK TRANSPORT SERVICE**  
WALTER FUCHSLIN, Owner



There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

Specializing in Careful Handling of Livestock  
Completely Equipped  
Day and Night Service

**CALIFORNIA - OREGON**  
**OSborne 8-2351**  
ADAMS DIXON

**Livestock**

Alderson Carl Manlove Rd-----EM 3-2766  
Cameron-Arcadian Farms' Oak Av-IV 9-1459  
Horseshoe Cattle Co  
3780 Random Ln-IV 7-6881  
Kuhn Alfred Forum Bldg-----GI 3-6764  
If no answer call-----Courtland 5-3391  
Swainston C & Son  
Bank of America Bldg-GI 2-6421  
**VALLEY LIVESTOCK MARKETING ASSN**  
Old Hwy 40 Dixon-OSBn 8-2311

**Livestock Breeders**  
Corpe Guy R Quarter Horse Ranch  
Train-Raise-Sell Horses  
Jackson Rd -----EM 3-3633  
Sacramento Herefords  
1317-11th Av-HU 4-4825

**Livestock Hauling**

**GARIBALDI BROS LIVESTOCK TRANSPORTATION**  
SERVING THE WEST SINCE 1933  
24-Hour Service  
Cargo Insured  
"FOR SERVICE CALL"  
Garibaldi Bros Livestock Transportation  
Call Collect  
2327 Mariposa Rd  
Stockton-Howard 4-4657

**M & M LIVESTOCK TRANSPORTATION INC**  
Day or Night Call Collect  
E Yosemite & Garfield Av-----Manteca 91  
**VALLEY LIVESTOCK TRANSPORT SERVICE** S Adams Dixon-----OSBn 8-2351  
(See Advertisement This Page)  
An extension telephone is a step-saver in any home.

**FRONTIERS beyond**

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

Specializing in Careful Handling of Livestock  
Completely Equipped  
Day and Night Service

**CALIFORNIA - OREGON**  
**OSborne 8-2351**  
ADAMS DIXON

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

**Loans**

See Also Financing  
**A 1 LOAN CO** 429 K-----GI 3-3449  
**ACE LOAN CO**  
"CASH IN A FLASH" on Watches-Jewelry-Optics-Tools-Luggage  
Refrigerators-TV-Insulators-Fishing Equip.  
204 K -----GI 2-4606

**AMERICAN TRUST LOANS**  
Automobile Financing  
Home Improvement  
Personal Needs  
Real Estate  
Bankplan

"WHERE TO CALL" OFFICES TOWNS SACRAMENTO  
American Trust Company 1011-10th-HU 4-6941  
Alhambra Broadway Office 3033 Broadway-GL 1-8441  
Country Club Centre Office 3380 El Camino Av(NS)-IV 9-7626  
NORTH SACRAMENTO  
American Trust Company 1501 Del Paso Bl(NS)-WA 5-3525

**ANGLO-CALIFORNIA NATIONAL BANK**  
Capital Ofc 7th & J-----HU 1-1441  
Carmichael Office  
2913 Fair Oaks Blvd(C)-IV 9-3693  
Fair Oaks Office Fair Oaks Blvd & California Fair Oaks-Vorken 7-5785  
Fruitridge Ofc 5695 Stockton Bl.-GL 7-9861  
Midtown Office 1500-21st-----HU 1-4001  
Oak Park Ofc 35th & 4th Av-----GL 7-5721  
W Sacto Ofc  
640 Jefferson Bl(WS)-HU 4-9191

Advertise here—it pays.

**HFC**

Phone for fast one-day service  
\$20 to \$1500  
on salary, car or furniture

Loans made without endorsers—on salary, car or furniture  
Repay in monthly instalments—up to 24 months to repay.  
Sensible terms.  
Dependable service since 1878.

**HOUSEHOLD FINANCE Corporations**  
1020-8th St., Cor. "K" St., 204 Nicolson Bldg., 2nd Fl.  
PHONE: GI 2-3684  
3343 El Camino Ave., Across from Country Club Center  
PHONE: IV 7-5042  
Loans Made to Residents of Nearby Towns

**Loans**

**ATLAS ENTERPRISES**  
SALARY - FURNITURE - AUTO LOANS  
GET BEST FINANCY SERVICE  
2102-16th -----HU 1-4621  
Beneficial Finance Co  
3382 El Camino Av-IV 7-8656  
**BENEFICIAL FINANCE CO**  
1015 J-GI 3-5731  
(See Advertisement This Page)  
Beneficial Finance Co 1017-12th ---GI 2-5885

**BLOOMBERG REALTY CO**  
9th & I-----GI 3-6532  
**REAL ESTATE LOANS**

Buher Mortgage Co Inc  
Real Estate Mortgage Loans  
926 J -----GI 3-5924  
**CALIFORNIA LOAN & JEWELRY CO**  
Open Till 8:30 PM Daily & Sunday  
409 K -----HU 4-4481  
**CAPITAL FEDERAL SAVINGS & LOAN ASSN** 805 J-----GI 3-2545  
**COMMERCIAL CREDIT PLAN LOANS—**  
COMMERCIAL CREDIT CORP  
2404 K-HU 4-8554

**CUBBERLEY W J REALTOR**  
LONG TERM HOME LOANS - GI  
Reference to Lower Payments  
Conventional Mortgage Loans 2%  
1206 Broadway -----HU 1-0145  
Curran Company The 4336-4th Av-GL 1-6591  
D F C Loans 913 1/2 K -----GI 2-9007  
**DOMESTIC FINANCE CORP**  
1111-8th-GI 2-0451  
(See Advertisement Page 211)  
**DYNAN FINANCE CO** 913 1/2 K -----GI 2-9007  
(See Advertisement Page 211)  
(Continued Next Page)

Advertise here—it pays.

COME TO Beneficial

**LOANS PLUS THE BIG 4 AT Beneficial**

Phone office nearest to you

- Get the cash you need quickly—at Beneficial. Get the cash you need to pay medical or dental bills... consolidate bills... or for any other worthy purpose. Phone first, get necessary facts about yourself, then when approved get your loan in one trip.

CASH YOU GET	15 Mo. Plan	24 Mo. Plan
\$100	\$ 8.10	\$ 6.61
\$300	23.85	16.36
\$600	47.11	32.14

Above payments cover everything! Loans of other amounts, or for other periods are comparable. (Call.)

Phone Beneficial for 1-Visit Service... write or come in!

Personalized LOANS \$25 to \$2000 on Auto, Furniture or Salary

**Beneficial FINANCE CO.**  
(Personal Finance Co.)  
SYSTEM

3 CONVENT AFFILIATED OFFICES IN SACRAMENTO  
1015 J St., Ground Fl., (Between 10th and 11th) ... GI 3-5731  
3382 El Camino Ave. (Country Club Shopping Center) (Vanhook 7-8656  
1017-12th St., Ground Floor, Across from Sears ... GI 2-5885

**Money \$25 UP TO \$1000**

**QUICK LOANS BY PHONE ON SALARY ONLY, AUTO OR FURNITURE**

\$25 - \$100 - \$300 - up to \$1000 on just your salary, auto or furniture. You pay only for the time you use the money. Example: \$25 repaid in 30 days cost but 63¢. Or you may take 6, 12, 18 or even 24 months. Come in or...

Phone for Your Loan  
Call R. E. (Bob) LOHEIT, manager  
**GI 2-0431**

**LOCAL LOAN CO**

1104 8th Street (S. W. Corner 8th & K) 2nd Floor  
Office Hours: 9:30 A.M. to 5:30 P.M. - Monday 'til 7:30 P.M.