

**Motels-(Cont'd)**

**PALM MOTEL**  
AIR CONDITIONED & TV  
Close to Theatre & Shopping  
Take N. Sacto Bus. Route 599E-40  
222 E. El Camino Av(WS)---WA 5-1203

**PARK LANE MOTEL**  
"Your Home Away From Home"  
38 Modern Units & Apartments  
Commercial Men Welcome  
1 Block from 47th Av  
Stockton Bl ---GA 8-1762

**PARK MOTEL**  
AAA APPROVED  
Air Conditioned Units & Apartments  
DAILY & WEEKLY RATES  
LOCATED NEXT TO RESTAURANT  
& SWIMMING POOL  
1 Mile from Freeway at Watt Ave  
Turn Off-Street Ahead  
4332 Auburn Bl ---IV 9-9525

**PARK VILLA MOTEL**  
6024 Stockton Bl-GI 5-2597  
**PETERSON M**  
113 W Capitol Av(WS)---FR 1-7286

**PICKWICK MOTEL**  
WEST CAPITOL AVE.  
Air Conditioned - Television  
Modern - With Kitchensettes  
WEEKLY - MONTHLY - RATES  
Commercial Men Welcome  
1809 W Capitol Av(WS)---FR 1-7018

**PLAZA MOTEL APARTMENTS**  
2701 W Capitol Av(WS)---FR 1-9886  
**PONY EXPRESS MOTEL**  
826 W Capitol Av(WS)---FR 1-6171  
(See Advertisement Page 255)  
Portland Auto Court  
1001 E El Camino Av(NS)-WA 5-9887  
**RAYMOND AUTO COURT**  
216 N 12th-GI 8-2454  
Redwood Motel  
2500 W Capitol Av(WS)---FR 1-7192

**REGAL LODGE MOTEL**  
One of the West's Newest  
and Finest Motels  
REFRIGERATED AIR  
AAA Approved  
All-Electric Kitchens  
TV - Radios & Telephones  
Swimming Pool  
CONVENIENT TO SHOPPING &  
SACRAMENTO'S FINE RESTAURANTS  
1451 W Capitol Av(WS)---GI 3-6563

Ritz Motel 2228 Auburn Bl ---WA 5-3452  
(See Advertisement Page 255)  
Rogers Motel  
7 Units-Kitchensettes on Highway 40  
4551 Auburn Blvd ---IV 9-6151  
Sacramento Motel  
1199 E El Camino Av(WS)-WA 5-3547  
Sacramento Travelodge  
817 W Capitol Av(WS)---FR 1-6983  
817 W Capitol Av(WS)-GI 8-3401  
**SAHARA MOTEL THE**  
1724 W Capitol Av(WS)---FR 1-6632

**NEWSPAPER FIREWOOD**  
To make a small grate or stove  
fire, or to kindle a big one, use  
old newspapers which have been  
rolled up tightly, soaked over-  
night in water, squeezed out  
and allowed to dry for several  
days. The tighter they are  
squeezed, the better firewood  
they make.

**Motels-(Cont'd)**

**ST FRANCIS MOTEL**  
"THE HOUSE OF DISTINCTION"  
Ultra Modern  
Beautifully Furnished  
TELEPHONES IN ROOMS  
A A A APPROVED  
Refrigerated Air  
Television  
FRED & ELSIE HOFFMAN  
Owners  
964 W Capitol Av(WS)---FR 1-6723

**SAN CARLOS MOTEL**  
A MOTOR HOTEL  
OF DISTINCTION  
AAA APPROVED  
Quiet Comfortable Rooms  
Off of the Highway  
FREE TV IN EVERY ROOM  
Air Conditioned - Room Phones  
MR. & MRS. MAURICE MAUS  
Opposite Main Gate State Fair Grounds  
1 1/2 Blocks N of Intersection of Hwy  
99 & 50 at Corner Fairgrounds  
2830 Stockton Blvd---GL 1-2827

**SAN JUAN MOTEL**  
New - Modern - Air Conditioned  
Singles - Doubles - Kitchensettes  
Opposite Fruitridge Shopping Center  
5700 Stockton Blvd---GL 6-0875

**SAND-MAN MOTEL**  
2099 West Capitol Av(WS)---FR 1-7278  
Sands Motel The 2160 Auburn Bl-WA 5-8584  
(See Advertisement Page 254)  
**SENIATOR MOTEL**  
1810 W Capitol Av(WS)-GI 1-5052  
Shady Oaks Motel  
4315 Auburn Blvd ---IV 7-2316  
Sierra Motel 5501 Stockton Bl---GL 2-9738

**SILVEY'S MOTEL**  
ACROSS FROM EL RANCHO  
TELEVISION  
ROOM PHONES  
SWIMMING POOL  
AIR CONDITIONED  
MR. & MRS. RAY SEEBODE  
1030 W Capitol Av(WS)---FR 1-4601

**SKY RANCH MOTEL**  
NEW UNITS - MODERN &  
SOUNDPROOF  
Refrigerated Air Conditioning  
SWIMMING POOL  
TELEVISION  
WALL TO WALL CARPET  
1800 W Capitol Av(WS)---FR 1-6297

**SOUTH SIDE MOTEL & TRAILER COURT**  
DELUXE UNITS  
With Kitchensettes, Conditioned  
Reasonable Rates  
5820 Stockton Blvd---GL 7-5671

**SPANISH VILLA MOTEL**  
AIR CONDITIONED UNITS  
ROOMS - KITCHENETTES  
Swimming Pool - TV - Close in Hwy. 40  
3210 Auburn Bl ---IV 7-7918

**Motels-(Cont'd)**

**SUNSET MOTEL**  
APPROVED BY AAA  
Modernly Furnished  
Clean - Quiet - Comfortable  
All Large Rooms - For 1 to 6 People  
REASONABLE RATES  
Central Heating - Air Cooling  
Tile Baths & Showers - Radios  
4 MILES FROM CITY LIMITS  
ON U. S. 40 & 99 E  
Opposite Municipal Golf Course  
2230 Auburn Blvd---WA 5-7355

**SUTTER MOTEL**  
AAA APPROVED  
29 MODERN UNITS  
AIR CONDITIONED BY REFRIGERATION  
COMMERCIAL RATES  
Television - Swimming Pool  
Complimentary Coffee Bar  
1801 W Capitol Av(WS)---FR 1-9917

**SWAN MOTEL**  
MODERN COOLED COTTAGES  
KITCHENS - CHILDREN WELCOME  
1/2 MI. So. of Sacramento City Limits  
Stockton Blvd---GA 8-1958

**TAHOE MOTEL**  
One of Sacramento's Finest Motels  
REFRIGERATED AIR  
INDIVIDUALLY HEATED  
ATTRACTIVELY FURNISHED  
FREE TV IN EACH ROOM  
3/4 Mile from Tower Bridge  
Map G. 316 - Owner  
1100 W Capitol Av(WS)---FR 1-6033

**TAHSEE ACRES MOTEL & RESTAURANT**  
APPROVED A A A  
Kitchensettes - Refrigerated Air  
AIR FOAM MATTRESSES - TILE SHOWERS  
MODERATE RATES  
Restaurant Adjoining  
East of City on Hwy 50  
Folsom Blvd ---EM 3-2153

**TINY'S MOTEL & RESTAURANT**  
400 W Capitol Av(WS)-GI 5-5624  
Tour-0-Tel 3020 Auburn Bl---IV 7-1065

**TOWER MOTEL**  
"The Ultimate in Comfort"  
AAA Approved  
Kitchensettes - Air Conditioned  
Large Family Units - Television  
COMMERCIAL TRAVELERS WELCOME  
1432 W Capitol Av(WS)---FR 1-9860

**TOWN HOUSE MOTEL**  
ONE OF SACRAMENTO'S NEWEST  
AAA APPROVED  
Individually Controlled Thermostats  
HEAT & REFRIGERATED AIR  
PHONES & TV IN EVERY ROOM  
SPACIOUS TILE SHOWERS  
CATERING TO COMMERCIAL  
Across from El Rancho  
940 W Capitol Av(WS)---FR 1-6401

**Motels-(Cont'd)**

**VICTORIA MOTOR LODGE**  
De Luxe Trailer Space  
25 Modern Air Conditioned Units  
With Showers & Geroes  
Newspaper Facilities  
On Hwy 99 & 50  
Opposite Fruitridge Shopping Center  
5716 Stockton Blvd---GL 7-4144

Wagon Wheel Lodge  
1261 W Capitol Av(WS)-FR 1-6933  
(See Advertisement Page 255)  
Ward Downtown Auto Court  
1611 North C-GI 3-9328

**WELCOME GROVE MOTEL-TRAILER PARK & CAFE**  
Kitchens, Weekly and Monthly Rates  
Walking Distance from State Capitol  
600 W Capitol Av(WS)---GI 8-8854

West Sacto Auto & Trailer Park  
Complimentary Coffee Bar  
520 5th(B)-GI 3-9310  
Western Motel 4529 Auburn Bl---IV 7-5873  
**WESTGATE AUTO COURT & TRAILER PARK**  
Every Trailer Under Trees - Cottages With  
Kitchensettes - Store in Connection  
920 S River Rd(WS)---GI 2-9983

White House Motel  
1201 E El Camino(NS)-WA 5-9957  
Y Motel 2600 Auburn Bl---IV 7-5158

**Yarn Preserving**  
2149 Arden Wy-IV 7-0790  
**DELK PEST CONTROL**  
1558 Auburn Blvd(NS)-WA 2-4564  
McKinney's Diversion Service  
907 Meadow Rd(WS)-GI 1-0820  
**PARAMOUNT PEST CONTROL SERVICE**  
1002-24th-GI 2-2658

**Motion Picture Equipment & Supplies**  
McCurry Foto Co  
Complete Rental-Sales-Repair  
8th & I---GI 3-3756

**PARDEE JOHN**  
OPEN EVENINGS 7 TO 9 P.M.  
Motion Picture Camera & Projectors  
Town & Country Village Shop  
2922 Fulton Av---IV 3-3435

**Motion Picture Producers & Studios**

**Motion Picture Film Libraries**  
MCCURRY FOTO CO 8th & I---GI 3-3756

**FILM CRAFT PHOTOGRAPHERS**  
PRODUCTION - EDITING - TITLES -  
Films Produced for Advertising -  
Industrial - Educational -  
1908 P ---GI 3-8606

**POPE STUDIOS**  
MOTION PICTURES PRODUCED  
Advertising - TV Commercials  
Publicity, Industry, Education  
2028 H ---GI 2-5628

Sound on Film Productions Inc  
2648-18th ---GI 2-4347

**Motor Freight Companies**  
Actna Freight Lines  
5540 Stockton Bl-GI 6-7301  
Bud Line Shop Stockton Bl---GA 8-1021  
**CAL-CENTRAL TRUCKING CO INC**  
Risks (NW)SI---FR 1-6971

**CALIFORNIA MOTOR EXPRESS LTD**  
PICK-UP OR DELIVERY SERVICE  
INTERSTATE & INTRASTATE  
& Intermediate Calif. State Points  
832 F(B) ---GI 2-4993

**CALIF MOTOR TRANSPORT CO LTD**  
PICK-UP OR DELIVERY SERVICE  
INTERSTATE & INTRASTATE  
Daily Overnight Serv. L.A., S.F., Bay Area  
832 F(B) ---GI 2-4993

**CONSOLIDATED FREIGHTWAYS**  
Fast, dependable daily schedules  
via more than 12,500 miles  
of routes. Most complete  
coverage of Pacific Northwest.  
Direct service to Intermountain  
and Midwest points; Chicago  
and Minneapolis. Connection  
to Eastern cities.

**Motor Freight Companies-(Cont'd)**

**OREGON NEVADA CALIF EAST FREIGHT INC**  
Pioneers - Established 1928  
Serving All the Pacific Northwest  
NORTHERN CALIFORNIA  
NEVADA  
Daily Over Night Service  
Express Service at Freight Rates  
1711 North B ---GI 3-4861

**PACIFIC INTERMOUNTAIN EXPRESS**  
Motor-freight service  
to and from  
California, Pacific  
Northwest, Inter-  
mountain and Mid-  
west points—with connecting carrier service to  
off-line cities everywhere. Regular, reliable  
schedule—prompt local pickup and delivery.

**"FOR INFORMATION CALL"**  
PAC INTERMOUNTAIN EXPRESS  
308-14th-GI 1-5301

Rife Trucking Co 16th & North B---GI 3-5921  
Ringsby Golden Gate Service  
617 Huston(WS)-FR 1-7378  
Ringsby Truck Lines Inc  
617 Huston(WS)-FR 1-7378  
**SACTO CORNING FREIGHT LINES**  
2330-4th-GI 1-0281

**SACTO FREIGHT LINES INC**  
Common & Contract Carriers  
DAILY SERVICE  
Sacramento - Los Angeles  
All Intermediate Points  
Arizona - New Mexico - Texas  
Sacramento - Herlong - Quincy  
Greenville - Portola - Fort  
Chico - Nimbus  
213-13th ---GI 1-2501

Sierra Freight Line 401 S ---GI 1-3867  
**VALLEY EXPRESS CO** 2330-4th-GI 1-0281  
**VALLEY MOTOR LINES INC**  
2330-4th-GI 1-0281

**WESTERN TRUCK LINES LTD**  
Daily Service to All  
NEVADA POINTS  
LOS ANGELES  
ARIZONA & TEXAS  
Full Insurance Protection  
811 X ---GI 1-0294

The Yellow Pages - meeting  
place of buyers and sellers.

**Motor Scooters**

**CUSHMAN MOTOR SCOOTERS**  
LAUER AL 917-20th ---GI 2-8323  
Cushman Motor Works Dealer  
917-20th-GI 2-8323  
Novi Sales & Service Co Inc  
5th & R-GI 2-0781  
(See Advertisement This Page)

**Motor Trucks-See Truck Dealers Hds**

**Motorcycles**  
HALL-BURDETTE  
Sales & Service  
NORTON MOTORCYCLES  
"World's Best Roadholder"  
New & Used Motorcycles  
1133 Bell Av(DPH)---WA 5-1797

**HARLEY-DAVIDSON MOTORCYCLES**  
815-12th-GI 3-5362  
(See Advertisement This Page)

**LAUER AL**  
BMW - NSU DOT  
AJIS - MATCHLESS  
MOTORCYCLES  
CUSHMAN MOTOR & ELECTRIC  
SCOOTERS  
PARTS & ACCESSORIES  
REPAIRS ON ALL MAKES  
917-20th ---GI 2-8323

Magri Armando 815-12th ---GI 3-5362  
Motorcycle Service Shop  
2515 Broadway-GL 7-0885  
(See Advertisement This Page)

**MOTORCYCLE SPORT CENTER**  
B S A  
SALES & SERVICE  
NEW & USED MOTORCYCLES  
REPAIRS ALL MAKES & MODELS  
HAROLD BALL ELMER GRAVES  
2231-16th ---GI 2-6090

**TRIUMPH**  
MOTORCYCLE SERVICE SHOP  
2515 Broadway-GL 7-0885

**Motorcycles-Parts & Supplies**

Harley-Davidson Motorcycles  
915-12th-GI 3-5362  
Motorcycle Service Shop  
2515 Broadway-GL 7-0885  
Motorcycle Sport Center  
2231-16th-GI 2-6090

**Motorcycles-Parts & Supplies**  
Harley-Davidson Motorcycles  
915-12th-GI 3-5362  
Motorcycle Service Shop  
2515 Broadway-GL 7-0885  
Motorcycle Sport Center  
2231-16th-GI 2-6090

**Motorcycles-Gasoline-See Engines**

**Motorcycles-Outboard-See Outboard Motors**

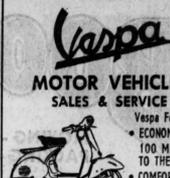
**Motorcycles-Repairing, Boat**  
See Boat Builders & Repairers

**Mouldings-See Mouldings**

**Movers-House-See House Movers**

**Moving Equipment & Supplies-Renting**  
See Trailers-Renting; Truck Renting & Leasing

**Moving Service-Heavy Hauling**  
See Draying; Also Trucking



Vespa Features  
• ECONOMY  
• 100 MILES TO THE GALLON  
• COMFORT  
• CONVENIENCE  
Call GI 2-0781  
NOVI SALES & SERVICE CO., INC.  
5th & R STS. SACRAMENTO



4 MODELS "THE WORLD'S FINEST"  
"74" Hydra-Glide "55" O.H.V.  
Sportster - "165" & Hummer Singles  
& Serv-Car  
Bank Terms  
We are the Direct Factory  
Representative for All  
Harley-Davidson Products  
DAILY 8:00 A.M. TO 5:30 P.M.  
SATURDAYS 8 A.M. TO 1 P.M.  
PHONE  
GI 3-5362

Armando Magri  
815 - 12th, Sacramento



MOTORCYCLE SERVICE SHOP  
ARIEL - TRIUMPH  
ZUNDAPP  
MUSTANG  
SALES - PARTS - SERVICE  
NEW & USED MOTORCYCLES  
208 HARKERS  
2515 Broadway-GL 7-0885

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