

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 Ed—Edgewood FR—Frontier GI—Gilbert IV—Ivanhoe
 EM—Empire GA—Garden GL—Gloster WA—W.A. Bush

Optometrists—(Cont'd)

Kubo James J
 Contact Lenses
 Open Evenings by Appointment
 3216A-4th -----GI 2-4381
 Residence -----GL 1-1285

LAINSE EUGENE
 ASSOCIATES
DR. R. G. WALLIS
DR. R. G. WILLIAMS
 Complete Optical Service
 No Appointment Necessary
 1020-10th -----GI 2-9079

LAINSE EUGENE 1020-10th -----GI 2-9079
 (See Advertisement Page 277)

LAYNE CREDIT OPTICIANS
 1023-9th -----GI 3-8360
 (See Advertisement Page 277)

Lee Richard F
 1014A Del Paso (BINS)-WA 5-0262
 Leonard W B 2220 -----GI 2-1894
 Residence -----GI 3-3459

LEW BERNARD N
 FASHIONABLE EYEWEAR
EYE EXAMINATIONS
 GLASSES FITTED
 REPAIRED
 DUBICATED
 EVENINGS BY APPOINTMENT
 DAILY 9:30-5:30 SAT. 9-4
 1126-8th -----GI 8-2328

Lewis Lionel
 Member National Assn of Optometrists
 Visual Training
 Contact Lenses
 Free Parking
 810 K -----GI 2-8919

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

Optometrists—(Cont'd)

LEWIS SEYMOUR
DR. SEYMOUR LEWIS
 Optometrist—Eyesight Specialist
 16 Years in Sacramento
 Eyes Examined—Lenses Fitted
 Contact Lenses—Eye Exercises
 Easy Credit Terms—Reasonable Fees
 1-Day Lens & Frame Repair Service
 FREE PARKING
 National Assn. of Optometrists
 1007-10th -----GI 2-0419

Lightford D W
 After Nov 56/ 5026 Fruitridge Rd
 Fruitridge & Stockton Bl -----GL 1-2346
LOW JIMMY 5807 Stockton Bl -----GL 5-5661
 (See Advertisement This Page)

McAllister Thos R
 Town & Country Village
 Professional Offices
 To Right of Cardinal Store
 Fulton & Marconi Av -----IV 9-0920
 McClelland Miles J
 See Harry William L
 1912 J -----GI 3-8287

MELLIN WAYNE
 Located in Town & Country Village
 6 Adobe Ct -----IV 2-1969
 Meyer W A Jr 926 J Bldg -----GI 3-3445
 Meyer Wm A Sr 926 J Bldg -----GI 3-3445
MINAS HAROLD 1109-21st -----GI 2-6590
 (See Advertisement Page 277)
 Monical Jas B
 1420 Merklej Av (WS)-FR 1-4734

When good party-line neighbors use a dial telephone, they always remember to make sure the line is clear before they dial. And they replace the receiver properly when they're through.

MICRO-CONTACT LENSES
 EYES EXAMINED
 PRESCRIPTION LENSES FITTED
 STYLISH FRAMES

DR. JIMMY LOW
 Optometrist

FLUIDLESS—ALL DAY WEAR
 5807 Stockton Blvd. -----GL 5-5661

STOP-N-SHOP
 FRUITRIDGE
 SHOPPING CENTER

Hours
 9:30-5:30
 Open Sat.

DR. E. J. PAGE
OPTOMETRIST

Dedicated to Better Vision

NORTH SACRAMENTO

EYES EXAMINED

- Contact Lenses
- Home Examinations for Shul-lis
- Lens Duplication & Repair
- Modern Styling, Prescriptions Filled

BUDGET TERMS

WA 5-5689

2122 DEL PASO BLVD.—DEL PASO THEATRE

Optometrists—(Cont'd)

NATIONAL OPTOMETRIC ASSOCIATION
 AN ORGANIZED GROUP OF
 ETHICAL DOCTORS OF
 OPTOMETRY, WHOSE
 PURPOSE AND IDEAL IS
 THE EYE CARE OF THE
 PUBLIC.

"MEMBERS"

Anderson C W 1023-9th -----GI 3-8360
 Grossman David 1013-9th -----GI 2-4927
 O -----GI 2-3001
 Grossman & Shearer 1013-9th -----GI 2-4927
 O -----GI 2-3001
 Jan Dewey 903-8th -----GI 8-6622
 Lewis Seymour 1007-10th -----GI 2-0419
 Minas Harold 1109-21st -----GI 2-6590
 Page Edw J
 2122 Del Paso Bl (NS)-WA 5-5689
 (See Advertisement This Page)

PEVNY J M
 OFFICES SILVER BUILDING
 GLASSES ON CREDIT
 800 K -----GI 1-3722

Sacramento Valley Optometric Association
 See American Optometric
 Association for Membership Listing

SHEARER & GROSSMAN
 1013-9th -----GI 2-4927
SHEARER JACK 1013-9th -----GI 2-3001
 O -----GI 2-4927
 Small Giltner S 1004-10th -----GI 2-1778

TAKAHASHI GEORGE H 1200-4th -----GI 3-3524
 Turner John 1020-8th -----GI 3-8352
 Turner John T 579 Marconi Av (C)-IV 7-9220
 Res 5524 Fair Oaks Bl (C) -----IV 7-1160
 Watkins Leslie H 1313 L -----GI 2-4290
 White Eugene B
 5607A South Haven Dr (NH)-ED 2-4588

Orchard Equipment & Supplies
 1350 E El Camino Av (NS)-WA 5-5125
 Mahaney John F Ca 2312-20th -----GL 7-6229
ORCHARD SUPPLY CO 1731-17th -----GI 3-2509

Orchestras
 Hull Clara H
 Music for Every Mood
 204 Ford Rd (DPI) -----WA 5-2896
 Ken Harvey's Orchestra
 6472 Fordham Wy-GA 8-3607
 Motorola Bob & Orchestra
 749 Santiago Av (NS)-WA 5-7183
 Rase Bill 3236 Eastwood Rd -----IV 7-5412

EDWARD GLEIE, O.D.
EYESIGHT SPECIALIST
 38 YEARS IN SACRAMENTO
 CONTACT LENSES—HEARING AIDS

SENSIBLE PRICES CREDIT TERMS

GI 2-4232

If No Answer
 GI 5-6977

Forum Bldg. K at 9th Room 807

Optometric Shoes—See Shoes—Retail

Osteopathic Physicians

Buchman Roy F 808-13th -----GI 8-3076
 Forsche Parrell F J
 1450 Del Paso Bl (NS)-WA 5-6534
 Coffee Glenn F 3360-4th Av -----GL 6-6297
 Daniels L R 1220-25th -----GI 3-7461
 Curran S E 1730 H -----GI 3-3343
 If no answer call -----GI 3-7461
 Daniels Roger C 1220-25th -----GI 3-5869
 If no answer call -----GI 3-7461
 Hilgenfeld Frances K 2830 J -----GI 3-2200
 If no answer call -----GI 3-7465
 Jackson Leta B Forum Bldg -----GI 2-0032
 (Continued Next Page)

Ores—See Assays; Also Mining Companies

Organs & Organ Equipment
BALDWIN ELECTRONIC ORGAN—
FLEMING MUSIC CO 1301 J—GI 1-4031

ESNAR MUSIC CO
 Formerly Schillros
O R G A N S
Lovery & Thomas
 Electronic Organs
 DEL PASO MANOR
 2424 Maryl Dr -----IV 7-7831

HAMMOND ORGANS—
SHERMAN GLAY & CO
 1312 K -----GI 2-6911

WURLITZER ELECTRONIC ORGANS—
CLINE PIANO CO 1418 K—GI 8-3982

Organs—Repairing & Tuning
 Baker Robt L
 Electronic Organ Service
 2700-26th Av -----GL 6-7191

Oriental Goods
LION VARIETY STORE 1337-4th -----GI 3-8380
 North American Food Distributing Co
 Chinaware—Art-Bamboo & Lacquerware
 400 R -----GI 2-0618

Ornamental Iron Work
 See Iron Ornamental Work

Orphanages
 See Social Service Workers & Organizations

Orthodontists—See Dentists

Orthopedic Appliances
GREMCO ORTHOPEDIC APPLIANCE CO
 JOHN C. BUSH—Owner
 Makers of Orthopedic Appliances to
 Doctor's Prescriptions, Satisfaction
 Guaranteed.
 Made to Order—Braces, Arch Supports
 Crutches, Corsets, Trusses, Extension Shoes
 Surgical Belts
 1715 K -----GI 2-6546
 If no answer call -----GL 7-5652

PROGRESSIVE ORTHOPEDIC APPL CO
 608-13th -----GI 8-3306
SACRAMENTO ORTHOPEDIC CO
 1707 E-GI 8-6612

TAYLOR SURGICAL CO
 BACK & ABDOMINAL SUPPORTS
 TRUSSES—ELASTIC HOSE
 DRESSES COBBS & BRGS—Leop. Attention
 1016 J -----GI 3-9922

Osteopathic Physicians—(Cont'd)

Robinson W Clayton
 Open Daily 9:30 AM-6 PM Mon-Fri
 5600 Marconi Av (C) -----IV 9-2272
 If no answer call -----GI 3-7461

Russell Richard E
 3228 Marysville Rd (NS)-WA 2-2725
 If no answer call -----GI 3-7461
 Sprecher Eldo C 1220-25th -----GI 8-3564
 If no answer call -----GI 3-7461
 Wells C Stillman 1217 H -----GI 3-7015
 If no answer call -----GI 3-7465
 Witt Fillmore Martin
 824 West Acres Rd (WS)-FR 1-7047
 If no answer call -----GI 3-7461

Osteopathic Physicians & Surgeons
 See Physicians & Surgeons D.O.

Outdoor Motors
 Al Hart 1724 Broadway -----GI 1-3983

DON'S MARINE & SAW CO
 SCOTT-ATWATER & LAUSON
 —OUTBOARD MOTORS—
 Boats & Marine Supplies & Repairs
 3512 Broadway -----GL 5-5865

EVINRUDE OUTBOARD MOTORS
 ELECTRIC STARTING
 WINDING POWER
 All the latest advances
 when you choose Evin-
 rude. Complete range
 of models. Factory
 parts, service.

Evinrude (Quiet) Outboard Motors

"WHERE TO BUY THEM"

BONNIE B SPORTSSTORE
 North American Shopping Center
 2458 Avalon Dr -----IV 9-7260
 Broadway Bait & Tackle Shop
 1609 Broadway-GI 8-6338

HOIC'S MARINE & SPORTS EQUIP
MAC'S AUTHORIZED EVINRUDE
SALES 3116 Broadway—GL 5-6764

SWART'S HARDWARE
 1927 Del Paso Bl (NS)-WA 5-0094
WESTERN HARDWARE
 2945 Fair Oaks Bl (C)-IV 9-4135

HOIC'S MARINE & SPORTS EQUIP
 EVINRUDE
 SALES—SERVICE—REPAIRS
 Complete Stock Evinrude Parts
 and Factory Approved Equipment
 Parts & Service on
 BUCCANEER—SEA KING AND ALL
 GALE PRODUCTS
 2323-16th -----GI 2-2227

JOHNSON OUTBOARD MOTORS
 Noted for DEPEND-
 ABILITY, advanced de-
 sign, expert local ser-
 vice. See your Johnson
 Sea-Horse Dealer.

JOHNSON SEA-HORSE

"WHERE TO BUY THEM"

NORTH SACRAMENTO ROD & GUN
 Sales-Service-Repairs
 1017 Del Paso Bl (NS)-WA 5-1214

SACTO YACHT & SUPPLY CO
 18th & K-GI 3-6964

TRIANGLE RANCH SUPPLY
 Sales-Service-Parts
 4932 Fair Oaks Bl (C) -----IV 7-0754

WILBERS MARINE SUPPLY
 1800 Q -----GI 8-9981

LEE'S MFG CO 415-12th—GI 2-0027

MAC'S AUTHORIZED EVINRUDE SALES
 EVINRUDE AGENCY
 Sales—Service—Repairs—Parts
 3116 Broadway -----GL 5-6664

JOHNNY ON THE SPOT
 Remove fresh grease spots from
 rugs by rubbing with bkping soda.
 Leave on overnight, then vacuum.

Outboard Motors—(Cont'd)

MERCURY OUTBOARD MOTORS
 Super silent, smooth, power-
 ful... with bonus
 performance and longer
 engine life. Exclusive
 "Y" Jet Drive Power
 anti-friction ball and roll-
 er bearings, make the difference. Go quality—
 by Mercury.

"WHERE TO BUY THEM"
 DEALERS

AL HART 1724 Broadway—GI 1-3983
C R MARINE SUPPLIES
 1811 Del Paso Bl (NS)-WA 2-4844
 Hallcraft Mfg Inc
 6513 Folsom Bl—GL 6-0579

LEE'S MFG CO 415-12th—GI 2-0027
NAKAMURA BROS FURNITURE & HARDWARE 1410-4th -----GI 2-6523

SOUTH SACTO SPORTS SHOP
 Sales Service & Parts
 4108 Franklin Blvd
SPORTS UNLIMITED
 5813 Watt Av (NH)-ED 2-0285
WESTERN AUTO ASSOCIATE STORE
 2821 Fair Oaks Bl (C)-IV 7-2392

North Sacramento Rod & Gun
 1017 Del Paso Bl (NS)-WA 5-1214
 (See Advertisement This Page)

OLIVER OUTBOARD MOTORS
 NEW STYLE - NEW COLORS
 NEW PERFORMANCE
 With Olivers Complete Line
 Of Outboards
 9/2 to 35 H. P.
 SALES - SERVICE

"WHERE TO BUY THEM"
 DEALERS

COZINE SALES-MARINE SUPPLIES
 2163 Fulton Av-IV 3-4019

JOHNSON OUTBOARD MOTORS
 NOTED FOR
 DEPENDABILITY
 NEW & USED
 SALES—SERVICE
 PARTS—REPAIRS
 Complete
 Hunting & Fishing
 Supplies
 Fiberglass & Paint
 —CALL—
WA 5-1214

NORTH SACRAMENTO ROD & GUN
 1017 Del Paso Blvd.—North Sacramento

WILBERS MARINE SUPPLY
 • JOHNSON MOTORS
 Sales & Service
 • PROPPELLERS
 • TRAILERS
 • BOATS
 • MARINE HARDWARE

GI 8-9981
 1800 Q STREET

Outboard Motors—(Cont'd)

SCOTT-ATWATER OUTBOARD MOTORS
 Smooth, quiet,
 dependable out-
 boards with
 a m e d Ball-
 matic power bearing. Expert factory-approved
 local service.

"WHERE TO BUY IT"
 DEALERS

AL HART 1724 Broadway—GI 1-3983
DON'S MARINE & SAW CO
 3512 Broadway-GL 5-5865

FRANKLIN TRAILER SALES
 3700 W Capital Av (WS)-FR 1-6937
 Sacramento Pattern Works
 231 N 7th-GI 8-8334

SPORTS CENTER
 3409 El Camino Av-IV 7-6282

WESTERN AUTO ASSOCIATE STORE
 2821 Fair Oaks Bl (C)-IV 7-2392

WILBERS MARINE SUPPLY
 3116 Broadway-GL 5-6664
 (See Advertisement This Page)

Outboard Motors—Parts & Repairs

AL HART 1724 Broadway—GI 1-3983
 Evenings call -----GL 8-4236

BONNIE B SPORTSSTORE
 2458 Avalon Dr-IV 9-7260

HOIC'S MARINE & SPORTS EQUIP
 2323-16th-GI 2-2227
 Mac's Authorized Evinrude Sales
 3116 Broadway-GL 5-6664
 Mac's Outbd Motor Rep
 3116 Broadway-GL 5-6664

NORTH SACRAMENTO ROD & GUN
 Authorized Dealer for Johnson
 Guaranteed Repairs on All Motors
 Marine Supplies—Boat—Boats
 1017 Del Paso Bl (NS)—WA 5-1214

Sacramento Pattern Works
 231 N 7th-GI 8-8334

WESTERN AUTO ASSOCIATE STORE
 In Carmichael
OUTBOARD SHOP
 SALES—SERVICE—PARTS
 Authorized Dealer for
 MERCURY OUTBOARD MOTORS
 2821 Fair Oaks Bl (C) -----IV 7-2392

Overall Supply Service
RED STAR INDUSTRIAL SERVICE
 See Our Ad under Laundries
 1409 R -----GI 2-1877

Oxygen
AIR REDUCTION PAC CO A DIVISION OF
AIR REDUCTION CO
 Authorized Dealer for
 MERCURY OUTBOARD MOTORS
 1800 Q -----GI 8-9981

Oxygen Therapy Equipment

ABBEY REYN'S
 Oxygen Tents - Masks - Hospital Beds
 Wheel Chair - Walkers - Crutches - Lenses
 24-Hour Service - Trained Technicians
 1827 J -----GI 8-9151

California Medical Oxygen Co
 1200 S-GI 1-1207

Package Development
KRAMER CARTON CO 1800-61st-GL 7-5701

Packaging Service
CELLO PACKAGING CO
 935 American St Carlos-LYtel 3-9391

Packers
 See Canners; also Food Products; also Meat Packers

Packing & Crating Service
 See also Moving & Storage Service

BOONE'S TRANSFER & STORAGE CO
 4800 Florin-Parkway Rd-GL 1-6556
 Lawrence-Mayflower Moving & Storage
 Co Shipping & Export Division
 1930 J-GI 1-0866

WHITE WAY MOVING & STORAGE CO
 204 N Fairfield (NS)-WA 2-0434

Packing Materials—Mechanical
DEGEN BELTING CO
 Mfrs-Leather-Rubber-Asbestos Packing
 240 Mission St F -----EXBr 2-3820

JOHNS-MANVILLE PACKINGS—
 CAPITAL MACHINE & WELDING
 WORKS 83 N 37th -----GI 3-2556

Packing Materials—Shipping
 Moving & Storage Supply Co
 714-25th-GI 2-7121

Party Line Pointers:

1. Space your calls instead of making a whole series.
2. If yours is 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.

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE Classified TELEPHONE SECTION

To dial correctly, pull the finger all the way to the stop... then let dial return at its own speed.