

**See The New "LIVE" Keyboard**



**National Everest**

ADDING MACHINE Before You Buy!

THE NATIONAL CASH REGISTER CO. 3009 P ST. GL 2-2801 (Between Alhambra Blvd & 30th)

**ADDING MACHINES ALL MAKES SOLD - RENTED REPAIRED**



**National**

BUDGET TERMS CAPITAL OFFICE EQUIP. CO. Est. Since 1934 CALL GI 3-4831 Across from Plaza Park SACRAMENTO 910 J

**ADDING MACHINES Sales - Service - Repairs**

- REMINGTON TOP FLIGHT ADDING MACHINES NEW & USED
- NEWINGTON Smith, Corona Underwood TYPENITERS Sales & Service



CALL GI 8-8525

**KLING TYPewriter CO.** 1817 K ST. SACRAMENTO

**R. C. ALLEN** "The Adding Machine With a Memory"

- REMINGTON
- UNDERWOOD
- VICTOR

• Other Makes SALES RENTALS REPAIRS

Phone GI 8-0678



**HAMMOND** TYPewriter CO. 423 "J" ST

**Adding & Calculating Machines— (Conf'd)**

**EVEREST ADDING & CALCULATING MACHINES**

TEN KEY ELECTRIC ADDING & CALCULATING MACHINES

With Exclusive Dial Multiplication

"WHERE TO BUY THEM?"

NOAKES TYPEWRITER CO 719 J-GI 3-2448

**FACIT CALCULATORS**

10 KEY **FACIT**

ADD • SUBTRACT • MULTIPLY • DIVIDE ELECTRIC OR HAND

SALES • SERVICE • RENTALS

"WHERE TO BUY THEM?"

COPY SYSTEMS CO 3504 Stockton Bl-GI 5-0337

**FRIDEN AUTOMATIC CALCULATING & ADDING MACHINES**

The Thinking Machine of American Business

FRIDEN DOES MORE AUTOMATICALLY Sales-Service-Rentals

"FOR INFORMATION CALL"

FRIDEN CALCULATING MACHINE CO INC 710 Alhambra Bl-GI 3-3873

Hammond Geo N Typewriter Co 623 J-GI 8-0678 (See Advertisement This Page)

**MARCHANT CALCULATORS**

A calculator to meet any figurwork needs... any budget requirements. Call a MARCHANT MAN for an actual run on your own figurwork with a Marchant Calculator—free of charge... no obligation.

SALES • SERVICE • RENTALS

"FOR INFORMATION CALL"

MARCHANT CALCULATORS INC 3873 J-GI 2-0284

Marchant Calculators Inc 35th & C-GI 1-5209

**MONROE FIGURING & ACCOUNTING EQUIPMENT**

CALCULATING ADDING • LISTING BOOKKEEPING MACHINES

Check Writers and Slipers Sales and Service

"WHERE TO CALL?"

MONROE CALCULATING MACHINE COMPANY INC 2232 F-GI 2-2921

**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 overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

**Adding & Calculating Machines— (Conf'd)**

**NATIONAL ADDING MACHINES**

SEE THE SENSATIONAL LIVE KEYBOARD Before You Buy! A New Principle! Every key electrified for faster, easier adding and calculating. No need to use motor bar.

"WHERE TO BUY THEM?"

BRANCH SALES & SERVICE NATIONAL CASH REGISTER CO 3009 P-GI 2-2801

DEALER SALES & SERVICE CAPITAL OFFICE EQUIP CO 910 J-GI 3-4831

**NATIONAL CASH REGISTER CO THE** 3009 P-GI 2-2801 (See Advertisement This Page)

**NICKEL'S CASH REGISTER STORE**

Bought - Sold - Exchanged & Repairing W. N. Nickel 4749 Folsom Blvd-GI 5-5305

NOAKES TYPewriter CO 719 J-GI 3-2448 (See Advertisement Page 3)

**ODHNER ADDING MACHINES**

NEW & USED

COUNT ON... 10 KEY ELECTRIC OR HAND SALES • SERVICE • RENTALS

"WHERE TO BUY THEM?"

CAPITAL OFFICE EQUIP CO 910 J-GI 3-4831

**OFFICE MACHINES CO** 5360 H-GI 2-2858 (See Advertisement This Page)

**OLIVETTI ADDING AND CALCULATING MACHINES**

Ten Key Electric Adding & Calculating Machines With Exclusive OLIVETTI Features

"WHERE TO BUY THEM?"

OFFICE MACHINES CO 5360 H-GI 2-2858

**REMINGTON RAND ADDING MACHINES & PRINTING CALCULATORS**

ADDING MACHINES Manual and Electric

PRINTING CALCULATOR "with PROOF on the TAPE"

Dalton Machine Service For fast, accurate figure facts, call our sales specialists.

"WHERE TO BUY THEM?"

REMINGTON RAND DIVISION OF SPERRY RAND CORP 1107 J-GI 1-2511

**UNDERWOOD SUNSTRAND ADDING AND CALCULATING MACHINES**

10-Key Portable, Electric and Hand Operated Single Register and Duplex Models, Automatic Printing Calculator, Portable Posting Machine, Adding Tabulator Machines. Sales, Service and Supplies

"WHERE TO BUY THEM?"

UNDERWOOD CORP 1611 J-GI 3-3916

Varnum Typewriter & Adding Machine Co 906 O-GI 3-8529

**FLEXIBLE THIMBLE**

To avoid pricked fingers when sewing, put several coats of nail polish on your finger tips.

**Adding & Calculating Machines— (Conf'd)**

**VICTOR**

ADDING & CALCULATING Machines that add and subtract. Electric or hand model, with 10 key of full keyboard. The NEW simplified figuring machine adds, subtracts, multiplies, divides, automatically computes credit balance and prints answers on tape. Also CASH REGISTERS—SYSTEMS—SUPPLIES

"WHERE TO BUY THEM?"

VICTOR ADDING MACHINE CO 1714 Capitol Av-GI 1-3156

**Adding & Calculating Machines— Renting**

ALL-MAKES OFFICE EQUIP CO 2326 Broadway-GL 1-9621

**Adding & Calculating Machines— Repairing**

All-Makes Office Equip Co Specialized Calculator Repairs 2326 Broadway-GL 1-9621

CAPITAL OFFICE EQUIP CO 910 J-GI 3-4831

NICKEL'S CASH REGISTER STORE Nickel H 4749 Folsom Blvd-GL 5-5305 Varnum Typewriter & Adding Machine Co 906 O-GI 3-8529

**Addressing**

See Letter & Addressing Service; also Multi-Copy Service; also Stenographers—Public

**Addressing Machines**

A LEBECK BUSINESS EQUIP CO NEW & USED - SALE & RENTAL Elliot - Addressograph - Minter Addressing & Mimeographing Service 3021 Capitol Av-GI 6-3877

Addressing Machine Sales Co Rebuild Addressographs & Graphotypes 533-13th Oakland-TEmp1br 6-0722

**ADDRESSOGRAPH MACHINES**

Only authorized distributor of new machines. Methods counsel, supplies, accessories, em-bossing and mechanical service. Used and Factory Repair Machines.

"FOR SERVICE CALL"

ADDRESSOGRAPH-MULTIGRAPH CORP 1221 S-GI 3-1971

Addressograph-Multigraph Corp 1221 S-GI 3-1971

CAPITAL OFFICE EQUIP CO 910 J-GI 3-4831

**ELLIOTT ADDRESSING MACHINES**

Any standard typewriter stencils addresses into Elliott's semi-metallic address cards. Guaranteed 10,000 prints. ADDRESSING • RECORDING • TABULATING & STATISTICAL SYSTEMS

"WHERE TO BUY IT?"

DEALERS CAPITAL OFFICE EQUIP CO 910 J-GI 3-4831

FACTORY BRANCH ELLIOTT ADDRESSING MACHINE CO 390-19th Oakland-TEmp1br 2-8917

Who handles that brand? Many widely advertised products are listed in the Yellow Pages.

**Adhesives**

**BRACAMONTE R M CO** 3 M CEMENTS AND GOVT. SPECS - ALL TYPES 160 Spear St-Vukon 6-6245

Campbell R Co Elkhorn Rd-WA 5-9208

**WELWOOD GLUES—** U S PLYWOOD CORP Plastic Resin-Presto-Set Contact 5914 R-GL 1-2891

**Adjusters**

**ANDERSON & MAYER** 2418 K-GI 3-3968

**BROWN BROTHERS ADJUSTERS** 919-11th-GI 3-4605

If no answer call-GL 8-8522

**BRUNI GEORGE** Room 1013 926 J-GL 2-1028

If no answer call-IV 7-2207 Or-IV 3-2383

**Calvert Fire Ins Co** 2404 K-GI 8-6278

**COLE RUDY W** Forum Blvd-GI 2-3328

**GENERAL ADJUSTMENT BUREAU INC** 706-15th-GI 1-0261

Night & Day call-GL 1-0261

Gieseke Adjusting Serv 1481-34th-GL 5-9462

Jordan C & Ochner Bldg-GL 1-1761

Ohio Casualty Ins Co Claims 3364 Fulton Av-IV 9-8011

Surplus Line Adjusting Corp Forum Blvd-GI 1-3193

Thompson C & Co 1721 I-GL 1-2267

United Services Auto Assn 926 J-GI 2-1028

Valley Adjustment Bureau 3009 J-GI 3-3281

Walker L A Co 1800-30th-GL 8-3511

West Amer Ins Co Claims 3364 Fulton Av-IV 9-8011

Western Adjusting Bureau Forum Blvd-GI 1-3193

White Wm M 660 Coronado Blvd-IV 9-1543

Young R W Co 2015 J-GL 2-6999

**Adobe Blocks & Shapes**

Fait Harrison Building Materials 1950 Howe Av-WA 5-3924

**MEINZER LESTER H** Builders of Modern Adobe Homes 4331 Sierra Madre Dr-IV 9-3813

**Adoption Agencies**

See Social Workers Service & Organizations

**Adoption Service**

See Social Workers Service & Organizations

**Advertising Agencies**

**BOGESS CLIFFORD O** 1812 J-GI 2-0464

**BRASHNER JACK** ADVERTISING Odd Fellows Bldg-GI 2-6679

If no answer call-GL 5-9192

**CHAPIN-DAMM ADVERTISING** 1412 S-GI 1-6111

**CLARK & ELKUS** 1228 H-GI 2-2956

**CUMMINGS AND ASSOCIATES**

**ADVERTISING - MARKETING PUBLIC RELATIONS**

COMPLETE PROFESSIONAL SERVICE LOCAL - REGIONAL - NATIONAL

Newspaper - Magazine - Television Radio - Direct Mail - Mail Order Outdoor - Surveys - Publicity Package Design - Brochures

1107-9th Suite 600 Forum Blvd-GI 3-5971

**FRANCO ADVERTISING AGENCY** COMPLETE RADIO COVERAGE FOR SPANISH SPEAKING PEOPLES OF NORTHERN CALIFORNIA 910 K-GL 3-6902

**Advertising Agencies—(Conf'd)**

**GOYNE E T** Financial Bldg-GL 2-1242

**GRISWOLD ADVERTISING** Newspapers-Radio-TV-Billboards Forum Blvd-GI 2-4578

**LANDAU LOUIS** Merchandising-Sales Promotion 1900-19th-GL 8-8568

**LOUIE GE**

No George Louis Client Has a Compositor With Better Advertising 707 1/2 J-GL 8-8932

**MICKELSEN C A ADVERTISING** 2118 P-GI 2-0731

**REITTER & ORME ADVERTISING INC** REPRESENTING ALL PHASES OF ADVERTISING SUITE 16 2115 J-GL 2-8926

**SACRAMENTO ASSOCIATION OF ADVERTISING AGENCIES**

The agencies listed hereunder are members of this association, fully recognized and qualified to render professional and dependable service and counsel in all the fields of advertising.

"MEMBERS"

**Bogess Clifford O** 1812 J-GI 2-0464

Chapin-Damm Advertising 1412 S-GI 1-6111

Clark & Elkus 1228 H-GI 2-2956

Cummings and Associates Forum Blvd-GI 3-5971

Goyne E T Financial Bldg-GL 2-1242

Grissold Advertising Forum Blvd-GI 2-4578

Landau Louis 1900-19th-GL 8-8568

**Advertising Calendar—See Calendars**

**Advertising—Direct Mail**

**A BUSINESS EXTENSION BUREAU** ADVERTISING CAMPAIGNS CREATED AND EXECUTED CONTACT US ON YOUR MARKETING PROBLEMS 2625 J-GL 2-3613

**A LEBECK BUSINESS EQUIP CO** Mimeographing & Addressing Service For Sale or Rent—New & Rebuilt Mimeographs & Addressing Machines 2021 Capitol Av-GL 6-3877

**BERKELEY GAZETTE PUBLISHING CO**

PRINTING & DIRECT MAIL SALES PROMOTION

COMPLETE COVERAGE OF GREATER BAY AREA & NORTHERN CALIFORNIA

1933 Grove Brkly Office 2048 Center Brkly-Thrm1 3-4800

**CALDWELL MILDRED & CO**

Formerly Superior List & Letter Let US HELP PRODUCE AND MAIL YOUR SALES LETTERS BROCHURES - PRICE LISTS HOUSE ORGANS-MEETING NOTICES

We Sincerely Believe We Can Save You Time & Money

A COMPLETE AND DEFENDABLE DIRECT MAIL ADVERTISING Duplicating and Mailing Service Fast Pick-Up & Delivery Serv 2411 J-GL 3-4878

**HAVEN ADDRESSING SERVICE**

DIRECT MAIL ADDRESSING ADDRESSOGRAPH PLATES MADE 7016 Sutter Av(IV)-IV 9-1702

**LETTER SHOP** The Forum Bldg-GI 2-2947

The Classified Directory has solved many a buyer's problem.

**Advertising—Direct Mail—(Conf'd)**

**STENO PRINT & MAILING SERVICE**

DIRECT MAIL ADVERTISING MAILING LISTS A MARKET FOR YOUR PRODUCT ADDRESSING - METEDED POSTAGE OFFSET PRINTING - MIMEOGRAPHING Mail Advertising Doesn't Cost - It Pays! 2118 J-GL 1-3226

Superior List & Letter Service 2411 J-GI 3-4878

**Advertising—Directories—See Directories**

**Advertising Displays**

See Display Designers & Builders; also Lithographers

**Advertising Matches—See Matches**

**Advertising—Outdoor**

**FOSTER & KLEISER CO** 1330 U-GI 2-3896

**KING OUTDOOR ADVERTISING CO** 3023-65th-GL 7-9083

**LEDBETTER SIGN CO** 1229 J-GI 3-7961

Western Advertising System 4695-24th-GL 5-4193

**Advertising—Radio**

See Radio Broadcasting Companies & Stations

**Advertising—Searchlight**

See Searchlight Renting

Listen for the "dial tone" before you start to dial. It means that the equipment is ready to receive your call.

**YOUR FIRM**

**SACRAMENTO YELLOW PAGES**

CLASSIFIED DIRECTORY ADVERTISING

A DOOR TO YOUR BUSINESS THAT IS NEVER CLOSED!

**CLASSIFIED DIRECTORY ADVERTISING**

YOU CAN LET YOUR PRESENT AND NEW CUSTOMERS KNOW...

- WHO YOU ARE
- WHAT PRODUCTS AND SERVICES YOU SELL
- WHERE YOU ARE LOCATED

FOR INFORMATION CALL... DIRECTORY ADVERTISING SALES OFFICE ASK OPERATOR FOR ENR123E 1-2030 (NO INTER-CITY CHARGE) 153 KEARNEY - SAN FRANCISCO

**PACIFIC TELEPHONE & TELEGRAPH COMPANY**

**Advertising Service**

**ADVERTISERS ANSWERING AGENCY** 620 J-GI 3-6504

Advertising Counselling Service 1412-20th-GI 1-1126

Brashear Jack Advertising Odd Fellows Bldg-GI 2-6679

**CHAPIN-DAMM ADVERTISING** 1412 S-GI 1-6111

**CLARK & ELKUS** 1228 H-GI 2-2956

2118 J-GL 1-3226

**CLASSIFIED TELEPHONE DIRECTORY ADVERTISING**

A Door To Your Business That Is Always Open Economical Proven Usage The "YELLOW PAGES" Tell—"WHERE TO BUY IT"

**PACIFIC TELEPHONE & TELEGRAPH CO** THE Directory Dept 153 Kearny S F (No Inter-City Charge) Ask Operator for ENR123E 1-2030

**CUMMINGS AND ASSOCIATES** Forum Blvd-GI 3-5971

**FOSTER & KLEISER CO** 1330 U-GI 2-3896

Grissold Advertising Forum Blvd-GI 2-4578

Pac Foods Advertising Inc 1000 Vine-GI 2-3576

(Continued Next Page)

Don't forget to plan for concealed telephone conduit and convenient locations for telephone 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.