

DON NEILSON'S
VACUUM CLEANERS
SALES SERVICE REPAIRS

GENERAL ELECTRIC
SILVER KING

WESTINGHOUSE
& OTHERS

FREE ESTIMATES
CREDIT GLADLY

RENTALS
ASK ABOUT OUR
RENTAL PURCHASE PLAN

FAST SERVICE PARTS REPAIRS ON
ELECTROLUX KIRBY GE
AIR-WAY HOOVER REGINA
UNIVERSAL FILTER QUEEN

Call **GI 1-4813**


The House That Service Built
1011 JAY ST.

VACUUM CLEANERS
NEW - REBUILT
WE REPAIR ALL MAKES

CADILLAC FILTER QUEEN PREMIER
APEX REGINA REPAIR
AIRWAY EUREKA SINGER
UNIVERSAL HOOVER LEWYT
KENMORE KIRBY ROYAL

GENERAL ELECTRIC WESTINGHOUSE
HAMILTON BEACH GOOD HOUSEKEEPER

FAST SERVICE FOR SERVICE FREE PICK-UP & DELIVERY
GI 6-2055

REMINGTON'S
2320 - 21ST BETWEEN W & X

VACUUM CLEANERS
SALES & SERVICE
GUARANTEED REBUILTS - ALL MAKES

Electro-Lux - Apex
Universal
General Electric
Kirby - Lowyt
Hoover - Eureka
Royal - Premier
Repair
Filter Queen

OUR RESULTS ARE RESULT IN OUR
MODERN REBUILDING FACTORY, ONE OF
THE MOST COMPLETE IN CALIFORNIA
If We Can't Fix It, Throw It Away

CALL
GI 2-2524

VALLEY VACUUM CO.
John A. Noel 2807 J Sacramento

Vacuum Cleaners-Dealers-(Conf'd)
Hoover Co 2743 Franklin Blvd---GL 7-5737
HOVER VACUUM CLEANERS
UPRIGHT
CANISTER AND
TANK CLEANERS **HOVER**

Service by Hoover trained men using genuine Hoover parts is available only through Hoover Factory Branches or Authorized Service Dealers. Insist on Authorized Hoover Service.

"WHERE TO CALL"
AUTHORIZED SALES & SERVICE
HOOVER CO 2743 Franklin BI-GL 7-5737
AUTHORIZED SALES DEALERS
AL'S VACUUM CLEANER SERVICE
3218 Broadway-GL-6-4317
Aram's House of Carpets
4765 J-GL 7-5705
BREUNER JOHN COMPANY
1404 K-GI 8-0051
NECCI SEWING CENTER
2422 Marzal Dr-IV 7-3215

Vacuum Cleaners-Dealers-(Conf'd)
REMINGTON'S ELECTRIC SERVICE
2320-21st-GL 6-2055
(See Advertisement This Page)
REX-AIR SALES & SERVICE
REX-AIR CO 1614 Broadway-GL 7-3110

Roper Geo W Co
Public Market Bldg-GI 2-7369
(See Advertisement Page 455)

SILVER-KING VACUUM CLEANERS-
UNITED SEWING MACHINE &
VACUUM CLEANER CO
1011 J-GI 1-4813

Singer Sewing Machine Co
3356 El Camino Av(NS)-IV 9-7634
Singer Sewing Machine Co 1011 K-GI 1-3166
Standard Vacuum Cleaner Co
1826-16th-GI 2-1303

Vacuum Cleaners-Dealers-(Conf'd)
UNIVERSAL ELECTRIC VACUUM
CLEANERS
America's Most
Complete Line
of Home Clean-
ing Equipment
Floor Polishers,
Flouring America's Amazing New Cleaner
"WHERE TO BUY IT"
DISTRIBUTORS
SCHWALB R D CO
1708-8th S F-Market 1-2309

Service Dealers
ALLIED APPLIANCE SERVICE
1228-28th-GL 1-3521

Valley Vacuum Co 2807 J---GI 2-2524
(See Advertisement This Page)

Vacuum Cleaners-Industrial
ADVANCE HYDRO-JET INDUSTRIAL
VACUUMS-
SIDENER TY CO 2114 K---GI 8-9104

UNITED SEWING MACHINE & VACUUM
CLEANER CO 1011 J---GI 1-4813

Vacuum Cleaners-Parts & Supplies
AL'S VACUUM CLEANER SERVICE
PARTS & SUPPLIES
ON ALL MAKES
Between 324 & 334 AL
3218 Broadway---GL 6-4317

ROPER GEO W CO
PARTS HEADQUARTERS
Largest Stock of Parts for All Makes
Since 1924
Public Mkt Bldg---GI 2-7369

NOEL JOHN A
Valley Vacuum Co
2807 J---GI 2-2524

REGINA AGENCY
Featuring
REGINA ELECTRIC ROOM
It's Light - It's Quiet - It's Easy
Authorized Sales & Service
SERVICE & PARTS FOR ALL MAKES
ALL WORK GUARANTEED
USED & REBUILT MACHINES
1308 J---GI 2-7514

If you have a doubt about it,
look up the number in the latest
telephone book before you call.

FILTER QUEEN
OF SACRAMENTO



SALES
SERVICE
PARTS
GI 6-2055
2320-21st (Between W & X)

When you call somebody
by telephone

**PLEASE DON'T
"HANG UP"
TOO SOON**

"Play Ball" with him by
giving him time to answer.

Vacuum Cleaners-Repairing
AL'S VACUUM CLEANER SERVICE
REPAIRS & REBUILTS
ON ALL MAKES
Between 324 & 334 AL
3218 Broadway---GL 6-4317

Cedarholm J P 1222 J---GI 3-3624

ELECTROLUX SALES AND SERVICE-
ELECTROLUX CORP
2328 Broadway-GL 6-6495

HOOPER AUTHORIZED SERVICE
HOOVER CO 2743 Franklin BI-GL 7-5737

KENMORE VACUUM CLEANER SALES &
SERVICE
SEARS ROEBUCK & CO
12th & K-GI 8-6961

KIRBY CO OF SACTO
1938 Stockton Blvd-GL 7-5718

LAMCO ELECTRIC
REPAIRING
ALL MAKES
Expert Workmanship
Large Stock of Parts
TWO STORES TO SERVE YOU
1415-21st---GI 3-5711
3417 El Camino Av---IV 9-3710

Pacific Appliance Co 912-7th---GI 3-1904
Regina Agency 1308 J---GI 2-7514

REMINGTON'S ELECTRIC SERVICE
REPAIRS
On All Makes & Models
Free Pick-Up & Delivery
2320-21st---GL 6-2055

Roper Geo W Co Public Mkt Bldg---GI 2-7369

VALLEY VACUUM CO
SERVICE ALL MAKES
Completely Rebuilt
With 2 Yr. Guarantee
PARTS FOR ALL MAKES
SPECIALISTS IN
REPAIRS
"If We Can't Fix It, Throw It Away"
JOHN A. NOEL
2807 J---GI 2-2524

West Coast Sewing Machine Stores
1825 K-GI 1-5028
(See Advertisement This Page)

POPPING GOOD IDEA
Place kernels in the refrigerator
an hour or so before using. Makes
good popping cereal.

**VACUUM CLEANERS
REPAIRED**
★ ANY MAKE
• UPRIGHTS
• TANKS
• CANNISTERS
Fast Service - Free Estimates
CALL
GI 1-5028
West Coast Sewing
Machine Stores
1825 K Sacramento

Vacuum Cleaners-Used
AL'S VACUUM CLEANER SERVICE
REBUILT VACUUMS
GUARANTEED
Between 324 & 334 AL
3218 Broadway---GL 6-4317

Roper Geo W Co Public Mkt Bldg---GI 2-7369

Wheel-Jin Deal-In Trading Shop
Stockton BI & 47th Av-GL 7-8975

Valves
BELLOWES VALVES-
BELLOWES CO OF CALIF THE
600-16th Oakland Tempirby 6-4248

CRANE CO 1227 Front---GI 3-7971

GENERAL CONTROLS-
FACTORY BRANCH OFFICES
GENERAL CONTROLS CO
400 Bryant S F-SUtt 1-7580

GRINNELL CO OF THE PACIFIC
CURTNET & ZIMMERMAN
Lindsay & Moore Stockton-Hoerd 4-8712

MCDONALD OIL EQUIPMENT-
U S FLEXIBLE METALLIC TUBING CO
Plants-Trucks-Service Stations
1331 J---GI 2-8991

MODERNAIR VALVES
Non-corrosive metal port
air & hydraulic, pneumatic,
pilot, foot pedal, hand
lever or palm button
operated. Sub-base or
manifold models. Also
air & hydraulic cylinders.

"FOR INFORMATION CALL"
AUTHORIZED SALES & SERVICE
Capital Machine & Welding Works
83 N 17th-GL 3-2556

VALVAIR CONTROL VALVES-
BURKE CO THE
1485 Bayshore BI S F-DElaware 3-8261

VIKING SUPPLY CORP
3987 Pacific BI Sn Mateo-Fresno 5-8251

Variety Store Merchandise-Wholesale
Ebbett's Gift Ceramics
See Ad under Pottery-Whistle & Mfrs
5644 Fair Oaks Blvd(C)-IV 7-9010
Ellis-Klatscher & Co 117-24th---GI 3-6957
Ora Howard Co 416 J---GI 2-1352

SKAGGS-STONE INC
127 Kennedy Oakland-Kellog 4-4040
STOCKTON Industry & Toy Co
W 10 Hall-Representative
2308 Hooper W---GL 7-1384

ACE Variety 222 N 12th---GI 3-5650
Arcade Variety & Hardware Store
4901 Auburn Blvd-IV 7-2998
ARDEN VARIETY & TOY SHOP
3911 La Brea Wy-IV 9-8933
Bargain Lane Twelfth St 2955 H---GL 2-8661
517-12th-GI 2-8661
Beale George Variety Store
231 D(B)-GI 2-9895
Bel Air Variety
6251 Fruitridge Rd-GL 7-7984
BEN FRANKLIN STORE
4303 Arden Wy-IV 9-5803
Ben Franklin Store
1905 Del Paso BI(NS)-WA 5-9456
BEN FRANKLIN STORE
5701 Stockton BI-GL 1-0332
BEN FRANKLIN STORE
2958-35th-GL 7-3665
Boulevard Store
3401 Sacramento BI 5-6629
Capital Five & Ten 2328-21st---GL 5-7825
Carmichael Five & Ten
2935 Fair Oaks Blvd(C)-IV 9-4578

Variety Stores-(Conf'd)
Central Five & Ten
1821 Del Paso BI(NS)-WA 5-5407
Charlie's Five & Ten Cent Store
541-Stockton BI-GL 1-9432
Colonial Variety Store
3704 Stockton Blvd-GL 5-0572
Cordova Variety Store
7421 Franklin BI-EM 3-3091
D & J Variety
3730 May Rd(DPH)-WA 5-2422
Davis Brace R 3408 Taylor(DPH)-WA 5-9970
EAST SACRAMENTO VARIETY STORE
Open Sunday from 10 AM to 2 PM
4820 Folsom Blvd---GL 7-3959
Evan's Variety & Hdw Store
We Give Cash Checks
3604 McKinley BI---GL 6-5812
Franklin Variety & Department Store
5520 Franklin BI-GL 6-1023
Gostling's 4015 S Land Park Dr-GL 4-4479
Grant Union Five & Ten Cent Store
3742 Rio Linda Blvd(DPH)-WA 5-1880
Home Variety
Daily 10 AM-9 PM Sun 10 AM-6 PM
2740 Main Wy---GI 8-2715
Howard's Variety 1930-28th---GL 5-5714
J & B Variety Store
822 McKinley Av(NS)-FR 1-7364
Jay Sit Five & Ten Cent Store
2125 J-GI 3-1889
JEAN'S VARIETY 2801 P
Kelley's Variety Store
3958 Sacto BI-GL 2-9439
Knotty Pine Variety Store
3718 Rio Linda Blvd(DPH)-WA 5-1990
LAWRENCE'S DEPARTMENT STORE
5127 Broadway-GL 5-9931
Lemon Hill Variety 6014-44th---GL 5-1628

LINDY'S DEPT STORE
OPEN SUNDAYS 10 TO 1 P.M.
VARIETY - PAINTS - HARDWARE
3257 Folsom BI---GL 5-0221

Lion Variety Store 1217-4th---GI 3-8380

LOVERDE'S VARIETY
We Give S & H Green Stamps
6804 Fruitridge Rd---GL 7-3820

MILKA'S VARIETY STORE
1059-16th-GI 8-2538
Miller's Variety Store
3927 Marysville Rd(DPH)-WA 5-2362
Modern Variety & Gift Shop
2300 F-GI 8-0591

Nathan's Variety Store
3355 Merkley Av(NS)-FR 1-5813
NIK-Nax 3264 J---GI 3-9358

NORTH HIGHLANDS VARIETY
601(A)NH-ED 2-2518
Pacific Variety 2839 Howe Av---WA 5-5766
PARK HARDWARE & VARIETY
3217 Marysville Rd(NS)-WA 5-8851
PARK SUNDRIES & VARIETY
1913 Broadway-GL 2-1216

PAT'S DEPT & VARIETY STORE
Call Us First - We Got It
"BIG ENOUGH TO SERVE YOU
SMALL ENOUGH TO KNOW YOU"
Open Daily 9 A.M. to 9 P.M.
Sundays 9 A.M. to 6 P.M.
In the Brentwood Plaza Center
2362 Fruitridge Rd---GL 2-1042

Petersen's 5 & 10 2996-65th---GL 2-9786
Primo Variety Store 2955 H---GL 2-9590
Riley's 5-10 & 25 Cent Store
3441 Watt Av-IV 3-1280
River Park Variety & Hdw Store
5487 Carlson Dr-GL 1-8165
Sizemore's Variety Store
1511 W Camino Av(NS)-WA 5-6303
SMITH BROS FIVE & TEN CENT STORE
3900 Stockton Blvd-GL 5-7698
South Sacto Five & Ten Variety Store
4730 Franklin Blvd-GL 5-0334
Summerfield's Five & Ten
We Give Cash Checks
1624 Broadway-GL 8-8288
Talkin's Colonial Variety
5704 5th BI-GL 5-0572
Tallac Village Gift & Variety Store
3717 & 50th-GL 7-9013
Town & Country Village 5 & 10
Open Weekday Evenings 11 9
2924 Fulton Av---IV 9-5641

Variety Stores-(Conf'd)
Twelfth Av Variety Store
3453-40th-GL 6-7558
Valley Variety 2966 Fresno Bl---GI 8-3706
WALLACE'S VARIETY STORE
2524 Fair Oaks Blvd(C)-IV 9-1869

Varnish
Central Valley Chemical Corp
6311 Elvas Av-GL 1-9622

Vegetable Juices
King Karrot Juice Bar, 13th & J---GI 2-0090

Vending Machines
AUTOMATIC VENDING CO
Newest - Latest Models of
Cigarette Machines - Promally Installed
727 H ---GI 8-2515
Ochsner Bldg ---GI 3-7461
(See Advertisement This Page)

Automatic Vending Co 727 H ---GI 8-2515
Automatic Vending Co
Ochsner Bldg, GI 3-7461
(See Advertisement This Page)

BERGER SALES
BUY YOUR OWN
CIGARETTE MACHINE &
JUKE BOX
REALIZE FULL PROFIT
Cash or Terms
1915 O ---GI 6-1916

CANTEN SERVICE OF CENTRAL CALIF
AUTOMATICALLY MERCHANDISING
Candy - Cigarettes
Carbonated Beverages
1619 E ---GI 2-5459
(Continued Next Page)

Advertise here-it pays.

Variety Stores-(Conf'd)
Lion Variety Store 1217-4th---GI 3-8380

LOVERDE'S VARIETY
We Give S & H Green Stamps
6804 Fruitridge Rd---GL 7-3820

MILKA'S VARIETY STORE
1059-16th-GI 8-2538
Miller's Variety Store
3927 Marysville Rd(DPH)-WA 5-2362
Modern Variety & Gift Shop
2300 F-GI 8-0591

Nathan's Variety Store
3355 Merkley Av(NS)-FR 1-5813
NIK-Nax 3264 J---GI 3-9358

NORTH HIGHLANDS VARIETY
601(A)NH-ED 2-2518
Pacific Variety 2839 Howe Av---WA 5-5766
PARK HARDWARE & VARIETY
3217 Marysville Rd(NS)-WA 5-8851
PARK SUNDRIES & VARIETY
1913 Broadway-GL 2-1216

PAT'S DEPT & VARIETY STORE
Call Us First - We Got It
"BIG ENOUGH TO SERVE YOU
SMALL ENOUGH TO KNOW YOU"
Open Daily 9 A.M. to 9 P.M.
Sundays 9 A.M. to 6 P.M.
In the Brentwood Plaza Center
2362 Fruitridge Rd---GL 2-1042

Petersen's 5 & 10 2996-65th---GL 2-9786
Primo Variety Store 2955 H---GL 2-9590
Riley's 5-10 & 25 Cent Store
3441 Watt Av-IV 3-1280
River Park Variety & Hdw Store
5487 Carlson Dr-GL 1-8165
Sizemore's Variety Store
1511 W Camino Av(NS)-WA 5-6303
SMITH BROS FIVE & TEN CENT STORE
3900 Stockton Blvd-GL 5-7698
South Sacto Five & Ten Variety Store
4730 Franklin Blvd-GL 5-0334
Summerfield's Five & Ten
We Give Cash Checks
1624 Broadway-GL 8-8288
Talkin's Colonial Variety
5704 5th BI-GL 5-0572
Tallac Village Gift & Variety Store
3717 & 50th-GL 7-9013
Town & Country Village 5 & 10
Open Weekday Evenings 11 9
2924 Fulton Av---IV 9-5641

Variety Stores-(Conf'd)
Twelfth Av Variety Store
3453-40th-GL 6-7558
Valley Variety 2966 Fresno Bl---GI 8-3706
WALLACE'S VARIETY STORE
2524 Fair Oaks Blvd(C)-IV 9-1869

Varnish
Central Valley Chemical Corp
6311 Elvas Av-GL 1-9622

Vegetable Juices
King Karrot Juice Bar, 13th & J---GI 2-0090

Vending Machines
AUTOMATIC VENDING CO
Newest - Latest Models of
Cigarette Machines - Promally Installed
727 H ---GI 8-2515
Ochsner Bldg ---GI 3-7461
(See Advertisement This Page)

Automatic Vending Co 727 H ---GI 8-2515
Automatic Vending Co
Ochsner Bldg, GI 3-7461
(See Advertisement This Page)

BERGER SALES
BUY YOUR OWN
CIGARETTE MACHINE &
JUKE BOX
REALIZE FULL PROFIT
Cash or Terms
1915 O ---GI 6-1916

CANTEN SERVICE OF CENTRAL CALIF
AUTOMATICALLY MERCHANDISING
Candy - Cigarettes
Carbonated Beverages
1619 E ---GI 2-5459
(Continued Next Page)

Advertise here-it pays.

**CIGARETTE
VENDING
MACHINES**
"The Finest in Cigarette
Vending Machines"
NEWEST &
LATEST MODELS
INSTALLED ON
COMMISSION BASIS
Complete &
Prompt Service
WE ALSO REPAIR - BUY - SELL OR RENT
USED & NEW CIGARETTE MACHINES
COMPARE OUR PRICES FIRST

CALL
GI 8-2515
or
GI 3-7461

**AUTOMATIC
VENDING CO.**
727 H Sacramento