

Advertising Service-(Cont'd)

TRADE MARK MERCHANDISING SERVICE
 Tells buyers where to find your local dealer. Control and safeguard the distribution of Advertisements. Trade Marked Merchandise and Service.



"SERVICE RENDERED BY" PACIFIC TELEPHONE & TELEGRAPH CO THE
 Directory Dept 3333-25th S F (No Inter-City Charge) Ask Operator for ENTrprise 1-264 Ask for Extension 5212

TYSON DANA R CO
 Drawing-Diagrams Artwork & Displays 3420 Fulton Av-----IV 3-4550 Weber F Newton 1005-8th-----HI 6-5055 Wildlife & Recreation Services 2813 Alamosos Wy-IV 9-2648

Advertising Signs-See Signs

Advertising Specialties
AARONHEAD ARTCRAFT SUPPLY
 BOOK MATCHES - PENS YOUR PHOTO ON POST CARDS & CERAMICS 1016-7th-----GI 1-2837

BROWN & BIGELOW
 1448 Perkins Wy-GI 2-1295

BROWN & BIGELOW
 K E Oden-Representative 781-5th Av-----GI 3-6474

CAPITAL ENTERPRISES
 IMPRINTED PENS - LEATHER GOODS - MATCHES PLASTICS - PENNANTS - CALENDARS 1309 Watt Av-----IV 3-0988

Don Wright Associates
 5300 Shepard Av-GL 5-5320

HASTIE LLOYD
 Rep Monarch Match Co Folsom BI-----GL 6-2869 Lion Match Co Inc-----GI 2-1196 Novelty Advertising Co 2009-21st-GL 7-1480 Pacific Novelty Co 2642-36th-GL 7-5664 Thompson Robt G 3944 Rosemary Cir-IV 7-6119 Vernon Co The 1607 El Nido Wy-IV 9-8273

Advertising-Transit

Fleider Sorenson & Davis 1625 H--GI 3-8861

Advertising-Window Display
 See Display Designers & Builders; also Window Displays-Installation & Service

Aerial Patrol & Inspection Service
JENSEN AIRPLANE & HELICOPTER CROP DUSTERS Freeport BI--GA 8-9215 Union Flights 6151 Freeport BI--GA 8-7806

Agricultural Chemicals

Dow Chemical Co Elder Creek Rd--GA 8-9062 **ORCHARD SUPPLY CO** 1731-17th-GI 3-2509 **PACCAST CHEMICAL CO** 1704 Kathleen(NS)-WA 2-4508 **STANDARD AGRICULTURAL CHEMICALS** Forum Bldg-GI 3-4356

Agricultural Implements

See Farm Equipment & Supplies
SCARE AWAY RUST
 To prevent rust in trash or garbage cans, pour melted paraffin (or old candles) in bottom of container. Rotate to coat bottom and sides.

Air Compressors

BACON EDWARD R COMPANY
 211 N 7th-GI 2-1008
BIDDLE & FOSTER SERVICE STN MAINTENANCE & EQUIPMENT CO
 1709 S-GI 1-2886

BINKS AIR COMPRESSORS-
BINKS MANUFACTURING COMPANY
 See Local Dir List under Spray Equip 950 Newhall S-----ATWtr 2-4985

Burch Equipment Co 1910 Q-----GI 8-9149
C H L Industrial Supply 1223-20th-GI 8-5974
CENTRAL EQUIPMENT CO INC
 Blumenfeld & Arden Wy(NS)-WA 2-5861
EQUIPMENT MAINTENANCE CO
 2300-4th-GI 8-0717
Franklin Machinery 1715-19th-----GI 3-8989
GENERAL SUPPLY CO
 Portable For Tire Service 1818 D-----GI 3-9928
Heiner Fred Enterprises
 1601 E El Camino Av(NS)-WA 5-7179

INGERSOLL-RAND AIR COMPRESSORS-
HENDERSON BROS
 Main Store 23d & R-----GL 2-4561
 Fulton Ave Store 2015 Fulton Av-IV 3-4614
INDUSTRIAL TRACTOR SALES
 Portable For Tire Service 903 Del Paso(BI(NS))-WA 5-8525

Ingersoll-Rand Co
 H A Lang Factory-Representative 2109 Shielah Wy-----GL 5-6328

LE ROI AIR COMPRESSORS-
DISTRIBUTORS
CENTRAL EQUIPMENT CO INC
 Blumenfeld & Arden Wy(NS)-WA 2-5861

PHILPOTT GEORGE M CO INC
 Gardner-Denver Distributor 6260 Folsom BI-----GL 2-2641

QUINCY COMPRESSORS-
FRANKLIN MACHINERY
 Sales & Service-Repairs on All Makes 1715-19th-----GI 3-8989

RENTAL MACHINERY CO INC
 See Our Ad Cont'r's Equip-Renting 905 Del Paso(BI(NS))-WA 2-0173

SACRAMENTO WHEEL SERVICE
 Westinghouse Air Compressors Schramm Air Compressors - Tools SALES - SERVICE - RENTALS 1829-52d-----GL 1-8464

WAYNE AIR COMPRESSORS-
MYRICK EQUIPMENT CO
 521 Houston Av(WS)-FR 1-6194

WORTHINGTON AIR COMPRESSORS-
INDUSTRIAL DISTRIBUTORS
GEIGER IRON WORKS INC
 2425-24th-GL 1-7214

The Yellow Pages save you time.

ISLAND EQUIPMENT CO.

Division Of West Coast Engine & Equipment Co.

RENTALS - SALES - SERVICE
 COMPRESSORS - PUMPS AIR TOOLS & ACCESSORIES GENERATORS - ROLLERS FRONT END LOADERS WHEEL TRACTORS MISCELLANEOUS EQUIPMENT **GA 8-8818**
 6450 Freeport Bl. Sacramento

Air Compressors-Rentling

CENTRAL EQUIPMENT CO INC
 LE ROI AIR COMPRESSORS
 Sales - Service - Rentals AIR TOOLS - SANDBLASTING EQUIP. Blumenfeld & Arden Wy(NS)-WA 2-5861

CLEMCO 1101-2d Berkeley-Lansage 6-8313
Henderson Bros 2018 Fulton Av--IV 3-4614
ISLAND EQUIPMENT CO
 6450 Freeport Bl-GA 8-8818 (See Advertisement This Page)

PHILPOTT GEORGE M CO INC
 Compressors-Air Tools-Air Tracs 6260 Folsom BI-----GL 2-2641

RENTAL MACHINERY CO INC
 See Our Ad Cont'r's Equip-Renting 905 Del Paso(BI(NS))-WA 2-0173

WESTERN TRACTION CO
 N 16th & American River-WA 5-8551

Air Compressors-Repairing

Franklin Machinery 1715-19th-----GI 3-8989
GENERAL SUPPLY CO
 Tire Service Compressor Specialists 1818 D-----GI 3-9928

PHILPOTT GEORGE M CO INC
 Shop & Field Service 6260 Folsom BI-----GL 2-2641

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.

Air Conditioning Contractors

Ace Sheet Metal Inc 1615-2d-----GI 1-4068
AHL SHEET METAL CO 2316 P--GI 2-0471
AIR CONDITIONING & REFRIG SERVICE
 Jim Vendley-Owner 2724-24th-GL 6-2378

BERKAN & CLARK SHEET METAL
 RESIDENTIAL-COMMERCIAL-INDUSTRIAL AIR CONDITIONING & HEATING 2544 N Tesla Wy-----IV 3-0467

Berkan & Clark Sheet Metal
 2544 N Tesla Wy-IV 3-0467 (See Advertisement Page 7)
BEUTLER SHEET METAL WORKS
 2925 Palm Dr(C)-IV 3-2958
Bob's Sheet Metal 4320-24th-GL 2-1115 (See Advertisement Page 8)

BOOTHY AIR CONDITIONING & SHEET METAL INC
 AIR CONDITIONING - HEATING - SHEET METAL Residential & Commercial FREE ESTIMATES TERMS 5140 Franklin, BI-----GL 2-5031 (Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

AIR CONDITIONING

FOR HOME STORE OFFICE WE SELL SERVICE INSTALL FREE ESTIMATES

COOLING & AIR CONDITIONING EQUIPMENT & SUPPLIES
 General - Utility - Mueller - Vornado - Day & Night - Fedders - Wright Artic Circle - Essex - Crane - Rheem - Western - Chrysler Airtemp
 Guaranteed Service **GL 6-6437** Established Since 1916

HORRELL & SON
 2950 - 1st Ave. SACRAMENTO

Air Conditioning Contractors-(Cont'd)

BURGESS & SON SHEET METAL SERVICE 112 N Fairfield(NS)-WA 2-5418
CARMICHAEL SHEET METAL
 6129 Fair Oaks Bl(C)-IV 9-5208
CARPENTER M R 907 Front-----GI 2-7702
CENTRAL HEATING & SHEET METAL
 2975-35th-GL 2-3139 (See Advertisement Page 8)
Central Valley Heating Inc 2925 R-GL 2-2594
Derr's Sheet Metal Works
 4909 Franklin Bl-GL 5-8260
Eilers Associates Inc Ochsner Bldg-GI 3-7461
EMERGENCY REFRIGERATION SERVICE
 57th & H-GL 2-4901

When you need quick repairs use the Classified Telephone Directory. It has a convenient listing of thousands of dealers and services.

FOLEY SHEET METAL CO INC

951 Arden Wy(NS)-WA 2-3484
BURGESS & SON SHEET METAL PRODUCTS 214-27th-----GI 2-1842
CARMICHAEL SHEET METAL
 6129 Fair Oaks Bl(C)-IV 9-5208
GIBSON SHEET METAL WORKS
 417-29th-GI 3-8328
HAMILTON SHEET METAL
 7500D 14th Av-GL 1-8411
HORRELL & SON 2950-1st Av--GL 6-6437 (See Advertisement Page 6)
JACKSON-HOPKINS COMPANY INC
 1420 Merkley Av(WS)-FR 1-5116 (See Advertisement This Page)
LAWSON SHEET METAL
 308 Colfax(NS)-WA 5-8582
LUPPEN AND HAWLEY INC
 3126 J-GI 1-3031 (See Advertisement This Page) (Continued Next Page)

An extension telephone saves time and steps.

Carrier

AIR CONDITIONING

Carrier

COMMERCIAL - RESIDENTIAL
 ★ SALES ★ INSTALLATIONS ★ SERVICE
 AIR COOLED - WATER COOLED - HEAT PUMPS
ALL YEAR
AIR CONDITIONING
 COMPLETE INSTALLATIONS FROM THE SMALLEST ROOMS TO THE LARGEST BUILDINGS

GI 1-3031

LUPPEN AND HAWLEY INC.
 ELECTRICAL ★ AIR CONDITIONING ★ PLUMBING
 3126 J Sacramento (Near Alhambra)

Carrier

COMMERCIAL - RESIDENTIAL
AIR CONDITIONING
 Perfect COOLING for the HOME

LENNOX

Berkan & Clark SHEET METAL

IV 3-0467
 Residence ROCCO BERKAN IN FAIR OAKS Yorktown 7-9138 C. G. Clark Yorktown 7-4031

Off Fulton Across From Town & Country Bowl 2544 N. TESLA WAY

LENNOX
 ALL SEASON AIR CONDITIONING & HEAT PUMPS
 or Add a LENNOX Air Conditioner to Your Central Heating System

↑ Add a LENNOX Air Conditioner ↑
 ↑ LENNOX All Season Air-Flo Air Conditioning ↑

PARK SHEET METAL
 5061-24th
 GL 5-2619

AIR CONDITIONING AND REFRIGERATION CONTRACTORS

WORTHINGTON

COMMERCIAL - INDUSTRIAL - RESIDENTIAL PLUMBING
 Heating & Ventilating - Sheet Metal Work
 Industrial Insulation
 Pipeline Construction

ENGINEERING - DESIGN COMPLETE INSTALLATIONS
 Dependable Engineering Service

Phone FR 1-5116
 P. O. BOX 538

THE JACKSON-HOPKINS COMPANY, INC.
 1420 MERKLEY AVE. WEST SACRAMENTO