

→ Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) ED=Edgewood FR=Frontier GI=Gilbert HI=Hickory WA=Wabash
EM=Empire GA=Garden GL=Glendale IV=Inverness



Sears ROEBUCK and CO.
CATALOG SALES
Call WA 2-1521

- | | | |
|------------------|--------------------|-------------------------|
| ALL STATE | HOMART | COLDSPOT |
| Tires | Plumbing Needs | Refrigerators |
| Batteries | Building Materials | Home Freezers |
| Rebuilt Motors | Roofing Needs | Air Conditioners |
| Motor Oil | KENMORE | MASTER-MIXED |
| Auto Accessories | Stoves | Quality Paint & Varnish |
| HARMONY HOUSE | Vacuum Cleaners | SILVERTONE |
| Furniture - Rugs | Washing Machines | Television |
| Linens - Bedding | Sewing Machines | Radios |
| Draperies | Ironers - Dryers | Phonographs - Hi-Fi |

Satisfaction guaranteed or your money back! **SEARS** WA 2-6211
1601 ARDEN WAY
SACRAMENTO'S NORTH AREA

PROPOSED BY MEYERS DETECTIVE AGENCY

COAST TO COAST

MEYERS DETECTIVE AGENCY

Licensed - Bonded
Specializing In
UNIFORM SECURITY GUARDS
TRACING MISSING PERSONS
STORE PERSONNEL AUDITING
PERSONAL INJURY CASES
DOMESTIC RELATIONS COUNSELLORS

24-HOUR SERVICE

Call GI 3-7720

1020-8th ST., SACRAMENTO

Department Stores

Burns Department Store 2901 J-GI 2-3908
C B S 3200 Arden Wy - IV 3-2701
CITY OF PARIS Gary & Stockton SF
For Telephone Shopping Service Only
Call 24 Hours Daily-Sundays-Holidays
From telephones served by the following exchange
Sacramento
(No Inter-City Charge)
Ask Operator for-ENTRprise 1-0400
From All Other Areas Call
Collect-Douglas 2-6720

COUNTRYMAN THE
2901 Fair Oaks (BI)-IV 9-8395
Del Paso Dept Store
3728 Maryville Rd(DPH)-WA 2-2493
EASTERN THE 1114 J-GI 2-7641
ENDS DEPT STORE 820 J-GI 3-7946
FEDERATED STORES

2948-35th-GL 6-1392
Franklin Variety & Department Store
5520 Franklin BI-GL 6-1023
Fruitridge Appl Outlet
5640 Stockton BI-GL 1-1487
G E E 2436 Auburn BI-IV 9-7678
Government Employees Enterprises
2436 Auburn BI-IV 9-7678
Grant W T Co 3444 El Camino Av-IV 7-5267
Grant W T Co 722 K-GI 2-6518
HALE'S DEPARTMENT STORE
9th & K-GI 2-7871
KING'S DEPARTMENT STORE
580 Franklin BI-GL 5-6610
LAWRENCE'S DEPARTMENT STORE
1211 Freport BI-GL 5-1931
LEWIS' WOMEN'S APPAREL
906 J-GI 8-3732

McDONALD'S
Fruitridge Shopping Center
5731 Stockton BI-GL 1-6586
MONTGOMERY WARD & CO
9th & K-GI 2-6941
Appliance Repairs 1116-9th-GI 2-4679
Catalog Order Dept 9th & K-GI 2-2631
Credit Dept 9th & K-GI 2-0495
NATIONAL DOLLAR STORES
704 K-GI 3-8901

Designers-Industrial
ADAMS AND MASTRO DESIGNERS
2018 Broadway-GL 1-8768
RICHARDS DICK 1229 Watt Av-IV 7-5969

Desks-Office-See Office Furniture

Detective Agencies
BILL NEWMAN INVESTIGATIONS
PRE-TRIAL & LEGAL
Investigations & Photography
6120 Sacramento BI-GL 8-6505

BONDED PATROL INVESTIGATION SERVICE

COMPLETE CONFIDENTIAL SERVICE
Domestic & Industrial
3391 Holly Dr-IV 9-6308
(Continued Next Page)

Party Line Pointers:

1. Space your calls instead of making a whole series.
2. If you are in 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.

Department Stores-(Cont'd)

PENNEY J C CO
Country Club Centre
El Camino Av & Watt Av-IV 9-7661
J C Co 630 K-GI 1-5071
RHODES
Country Club Centre
3310 El Camino Av-IV 9-7651
SEARS ROEBUCK & CO
Sacto Retail Dept
1601 Arden Wy-WA 2-6211
Appliance Serv Dept
1200 Blumenfeld Dr-WA 2-5441
Emergency Appliance Service
Nights-Sundays & Holidays
Call - 1200 Blumenfeld Dr-WA 2-4521
Catalog Telephone Shopping Service
Night & Day call - WA 2-4521
From telephones served by the following exchanges

Courtland	Newcastle
Davis	Penryn
Dixon	Rio Linda
Elk Grove	Rocklin
Lincoln	Roseville
Loomis	Walnut Grove

(No Inter-City Charge)
Ask Operator for-ENTRprise 1-0200
(See Advertisement This Page)
Spiegel Outlet Store 717 K-GI 3-4634
STANDING'S EMPORIUM
8632-35th-GL 5-6713
STELLA'S DEPARTMENT STORE
816 Merklej Av(W)-FR 1-6084
T E G Enterprises 2436 Auburn BI-IV 9-8618
WEINSTOCK-LUBIN & CO
12th & K-HI 4-6881
Woolworth F W Co
3364 El Camino Av-IV 7-5208

Deposition Service-See Reporters

Designers-Industrial
ADAMS AND MASTRO DESIGNERS
2018 Broadway-GL 1-8768
RICHARDS DICK 1229 Watt Av-IV 7-5969

Desks-Office-See Office Furniture

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Detective Agencies-(Cont'd)

BURNS WM J THE INTERNATIONAL DETECTIVE AGENCY INC
760 Market SF-Suttr 1-1774
Butcher Robt E 2101 Ethan Wy-WA 5-3758
FRYER GEO D 1127-11th-GI 1-2681
(See Advertisement This Page)
HARGRAVE SECRET SERVICE
690 Market SF-Griff 1-6622
Johnson Roy J 719 K-GI 3-7419
(See Advertisement Page 136)
KROUT AND SCHNEIDER 2015 J
Night & Day call - GI 2-5927
MEYERS DETECTIVE AGENCY
1020-8th GI 3-7720
(See Advertisement Page 136)
Sacramento Merchant Patrol
921-10th-GI 2-3324

UNITED SERVICE DETECTIVES
Coast To Coast Bonded Experts
DOMESTIC CASES, SHADOWING
CONFIDENTIAL - ACCIDENT
INVESTIGATIONS
STORE CHECKING

"DAY & NIGHT CALL"
UNITED SERVICE DETECTIVE AGENCY
409-13th Oaking-Higate 4-6132

- 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.

GEORGE D. FRYER
Private Investigator
Licensed & Bonded by State of Calif.
License No. 2998

COMPLETE DETECTIVE SERVICE
Consultations Strictly Confidential

DOMESTIC CIVIL CRIMINAL

24-HOUR SERVICE

Specializing in Domestic Investigations

GI 1-2681
After 6 P.M. Call WA 5-8126

Suite 430 - 11th & L Blvd.
1127 - 11th St. Sacramento

Diamond Buyers

FAVRE JACK 719 K-GI 3-7226
Hamilton Jewellers 815 K-GI 3-4083
Diamond Sellers
DANIELS JEWELLERS 725 K-GI 2-0062
MONK TOM B CO 1006 J-GI 2-1233
Sacramento Jewelry Service 912 J-GI 3-5311
Diamonds-Industrial
Hickory Supply Co
1190 Folsom S F-U-NrHrl 3-1113
Diamonds-Jewelry-See Jewelers Headings

Diamonds-Wholesale
Azevedo Bros Jewelers
210 Post San Francisco-Suttr 1-0063
Strutz Watchmakers & Jewelers Supply
2200 K-GI 8-3919
WERNER WHOLESALE JEWELERS
Wholesale Distributors

NATIONALLY ADVERTISED DIAMONDS - WATCHES APPLIANCES
GI 3-1813
15th & I
904-15th - - - - -GI 3-1813

Diaper Service
See Also Laundries
BABY'S DIAPER LAUNDRY
1441 Arcade BI(NS)-WA 5-1711
(See Advertisement This Page)
Tidee Diaper Service & Washette
5352 Fruitridge Rd-GL 8-7861
(See Advertisement This Page)

Dictating Machines
A LEBECK BUSINESS EQUIP CO
PERICE
MAGNETIC DICTATING MACHINE
ERROR FREE DICTATION
20% Faster Transcription - Save Time
BELTS REUSABLE - SAVE MONEY
Portable Machines
Battery Operated - 4 1/2 lbs.
Rental Applies On The Purchase Price
3021 Capitol Av- - - - -GL 6-3877

A Lebeck Business Equip Co
3021 Capitol Av-GL 6-3877
(See Advertisement This Page)

AUDOGRAPH-PHONAUDOGRAPH
Integrated dictation systems to reduce costs in any office.
GRAY AUDOGRAPH
Versatile, portable AUDOGRAPH PHONAUDOGRAPH network dictation PHONAUDOGRAPH PBX dictation
"WHERE TO BUY IT"
AUDOGRAPH INC 1812 J-GI 1-4463

CAPITAL OFFICE EQUIP CO
SOUNDScriber
DICTATE ANYWHERE
RENTAL PURCHASE PLAN
All Types of Office Equipment
910 J-GI 3-4831

CLEAN SWEEP
A vegetable brush is handy for cleaning your grater. It gets into crevices, prevents snagging dish rag.

Dictating Machines-(Cont'd)

DICTAPHONE DICTATING MACHINES
BUSINESS COMMUNICATIONS **Dictaphone**
SYSTEMS
Time-Master personal dictating system
Teflock network dictating system
Dictat portable recording system
SALES - SERVICE - RENTALS
"WHERE TO BUY IT"
Dictaphone Corp 921-16th - - - - -GI 1-3095
Dictating Machine Div of Thos A Edison Inc
SYSTEMS 1107-22d-GI 8-5930

EDISON VOICEWRITER
VOICEWRITER DICTATING INSTRUMENTS TELE VOICEWRITER DICTATING SYSTEM SALES AND SERVICE
"WHERE TO BUY IT"
SALES & SERVICE
WARD HARRIS INC 1107-22d-GI 8-5930

McCURRY'S
Stenorette
Dictating Machines
Downtown
8th & I - - - - -GI 3-3754
Country Club Centre - - - - -GI 3-3754

SOUNDScriber DICTATING & RECORDING EQUIPMENT
Only complete & compatible dictating system. Office, home, portable, dial network systems. Phone & conference recording. Exclusive "voice-disc" indexing method. 3 disc sizes. 3 3/4 RPM. phonograph speed. Sales - Service - Rentals
"WHERE TO BUY IT"
CAPITAL OFFICE EQUIP CO
910 J-GI 3-4831
Ward Harris Inc 1107-22d - - - - -GI 8-5930

Dictating Machines-Renting
Autograph Inc 1812 J-GI 1-4463
CAPITAL OFFICE EQUIP CO
910 J-GI 3-4831

Dictating Machines-Used
Autograph Inc 1812 J-GI 1-4463
CAPITAL OFFICE EQUIP CO
910 J-GI 3-4831

Die Cutting
Stern A W Folding Paper Box Co
16 Minna S F-Douglas 2-4892

Die Makers
S E T C O I N C
A COMPLETE JOB SHOP
Tools - Dies - Jigs - Fixtures
Development - Prototypes
Experimental - Special Machines
10410 Pearmain
Oakland - - - - -LOckhm 8-8388

Sa-Mac Inc 250 Acorn(NS)-WA 2-6013
Diesel Engines-See Engines
We invite you to tune in every Monday night, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

DIAPER SERVICE
Call
GL 7-8361

Our Fluffy Diapers Supplied OR WILL WASH YOURS

- * STAINLESS STEEL WASHERS
- * LAUNDERED-INDIVIDUALLY
- * STERILIZED - FLUFF DRIED
- * CONTAINER & DEODORANT FURNISHED FREE

Complete Soft Water Washing
TIDEE DIDEE
DIAPER SERVICE
5352 FRUITRIDGE RD. SACTO

DIAPER SERVICE

SACRAMENTO'S OLDEST AND MOST EXPERIENCED DIAPER LAUNDRY

WA 5-1711

BABY'S DIAPER LAUNDRY
1441 ARCADE BLVD. N. SACTO

PEIRCE PORTABLE
DICTATE ANYWHERE
CAR - PLANE - TRAIN - OFFICE
BATTERY OPERATED

A COMPLETE JOB SHOP
Tools - Dies - Jigs - Fixtures
Development - Prototypes
Experimental - Special Machines
10410 Pearmain
Oakland - - - - -LOckhm 8-8388

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Diesel Engines-See Engines
We invite you to tune in every Monday night, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

Book Size - Only 4 1/2 lbs.
Uses Reusable Belts
Fit Peirce Office Machines
LEBECK'S BUSINESS EQUIP. CO.
3021 Capitol Ave. GL 6-3877