

COMMERCIAL PHOTOGRAPHERS

Guaranteed Expert

- Legal
- Groups and publicity
- Pet portraits
- 24-hr. passport & identification
- Co. identification photos
- Co. newspaper photo
- Adv. photos
- Restoration of old photos
- Interior views
- Exterior views

Part. Member of the Photographers' Ass'n. of America
 Charter Member of the Sacramento Photographers' Ass'n.

Largest Portrait Studio
 in Northern California

Sirlin Studios

GI 3-7570
 GI 3-7263
 EMERGENCY NIGHT PHONES IV 7-3591 ... N 3-2303
 1327 J ST., SACRAMENTO

Photographers-Commercial

AU HENRY L 1200 T -----GI 3-7209
 Bill Newman Investigations
 6120 Sacramento BI-6A 8-6505

BREEN BOB STUDIO
 2331 Fair Oaks BI-WA 5-0585

BURKETT CLARENCE 1016 J -----GI 3-2607
 (See Advertisement This Page)

Cartwright & Co 2574-21st -----GI 1-8491
 Cavender G A 4355 Arden Wy -----IV 7-1100

CLASSIC HOUSE PHOTOGRAPHERS
 1300 T-GI 3-7209

FILMRAFT PHOTOGRAPHERS
 1908 P-GI 3-8606
 (See Advertisement This Page)

FRASSE PHIL

LEGAL INDUSTRIAL ADVERTISING

3031 E -----GI 2-2195

Higaki Photo Studio 429 L -----GI 8-6445
HODSON PHOTO CO 1017-9th -----GI 2-1374
 Johnsons of Carmichael The
 5904 Shirley Av(C)-IV 7-3514
 Laws Studio 5332 Fruitridge Rd.-GI 1-4410
 LeRoy Studio
 Real Estate Photography -----GI 5-4015
 3151 Broadway

LOGAN DUDLEY M 2200-17th -----GI 2-7330
MCCURRY'S 8th & I -----GI 3-7574
 (See Advertisement This Page)

MERIL PHOTO SUPPLY
 COMMERCIAL PHOTOGRAPHY
 PORTRAITS - WEDDINGS
 3701 Maryville BI(DPH)-WA 5-2825
 4355 Arden Wy -----IV 7-1100

Nunn Fred Photography
 3245 Fair Oaks BI(C)-IV 7-1005
 Paul-Lyne Studio 2951-35th -----GI 6-7653

Advertise here-it pays.

PAUL'S PHOTOGRAPHY

Aerial Photos
 Banquets - Conventions - Advertising
 Color or Black & White
 3220 Balmoral Dr -----IV 9-5847

Photo Shop & Studio
 2012 Del Paso BI(NS)-WA 5-4974

POPE STUDIOS

COMMERCIAL PHOTOGRAPHY
 TV Commercials - Motion Pictures
 Member, Secto Photographers Assn.
 2028 H -----GI 2-5628

Pope Studios 2028 H -----GI 2-5628
 (See Advertisement This Page)

ROBERTS OF CALIF STUDIO OF PHOTOGRAPHY

COMMERCIAL INDUSTRIAL PASSPORTS LEGAL
 COLOR OR BLACK & WHITE
 1014-9th -----GI 1-2781

Rogers Paul A 4301-21st -----GI 7-6384

SACRAMENTO PHOTOGRAPHERS ASSOCIATION

Each Member is Certified as to His Technical Ability, Craftsmanship, and Integrity.
 Each is Pledged to a Code of Ethics That Assures You of Quality Work for a Fair Price.

"MEMBERS"

Green Bob Studio
 2331 Fair Oaks BI-WA 5-0585
 Coronet Portraits 2116-21st -----GI 2-4506
 McCurry's 8th & I -----GI 3-7574
 Murphy Pat 209 C Davis -----SK 3-3978
 Paul-Lyne Studio 2951-35th -----GI 6-7653
 Pope Studios 2028 H -----GI 2-5628
 Sirlin Studios 1327 J -----GI 3-7570

Shannon Herb Photographer -----GA 8-1320
SIRLIN STUDIOS 1327 J -----GI 3-7570
 (See Advertisement This Page)

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

Always
KEEP RECEIVER ON THE HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Ed-Edgewood Fr-Franco Gt-Garden Kl-Hickory WA-Walsh
 BA-Elmire GA-Garden GL-Gladstone LV-Ventura

Photographers-Portrait

Benetti Gene Photographer
 2226 K-GI 8-4922

BREEN BOB STUDIO
 2331 Fair Oaks BI-WA 5-0585
 (See Advertisement Page 324)

Childers Portrait Sales
 Ochsner Bldg-GI 3-7461

Classic House Photographers
 1200 T-GI 3-7209

COLEMAN KEE
 WEDDINGS - SCHOOLS
 DISTINCTIVE PORTRAITS
 SPECIAL EVENTS - CHILDREN
 1223 J -----GI 3-4424

CORONET PORTRAITS
 Babies and Children Taken in Home or Studio - Family Groups
 COMPLETE WEDDING SERVICE -
 Formal Portraits & Candid Albums
 ADULT PORTRAITURE
 GRADUATION COMMUNION
 AND CONFIRMATION PORTRAITS
 904 J St Until Dec. 31, 1957
 2116-21st -----GI 2-4506

Coronet Portraits 2116-21st -----GI 2-4506
 (See Advertisement This Page)

FAMILY PHOTOGRAPHER THE BABIES - CHILDREN - FAMILY GROUPS IN YOUR HOME - NO SITTING CHARGE WEDDINGS COMMERCIAL ALLEN AV(WS) -----FR 1-5476

Filmcraft Photographers 1908 P-GI 3-8606

FINLEY'S STUDIO
 For Complete WEDDING COVERAGE or a PLEASING PORTRAIT
 3010 Freeport BI -----GI 3-2763
 Advertise here-it pays.

FOX TIFFANY PORTRAITS
 Studio-Weddings-Candid Baby-Group
 Graduation-Photos Copied
 Friendly Service
 Studios in Principal Cities

"WHERE TO CALL"

Fox Tiffany Studio 1009-11th -----GI 3-2077

Fox Tiffany Studio 1009-11th -----GI 3-2077
 Grosbeck Isabel Duncan
 Formerly in Rockefeller Center N Y
 Between X & Broadway Cor 21st
 2031 Yale -----GI 1-2915
HIGAKI PHOTO STUDIO 429 L -----GI 8-6445
 (See Advertisement Page 324)

HODSON PHOTO CO
 Everything in Photography
 PASSPORTS & CITIZENSHIP PHOTOS
 Don't Throw Away Your Old & Faded Photographs. We Can Restore Them for You
 REGARDLESS OF CONDITION
 NOTHING TOO OLD OR TORN
 High Quality - Low Cost
 1017-9th -----GI 2-1374

HODSON PHOTO CO 1017-9th -----GI 2-1374
 (See Advertisement Page 324)

HOLLYWOOD SCHOOL PHOTO ASSN
 Specialists in Photos for Schools
 Individual Kits
 Companies - Groups
 3600 Arden Creek Rd -----IV 7-1417

JENSEN MARION PORTRAITS
 2906 Pasatiempo Ln-IV 9-5629
 (See Advertisement Page 324)
 (Continued Next Page)

THE YELLOW PAGES save you time.



Sirlin Studios
 Largest Portrait Studio in Northern California

CORRECTIVE PHOTOGRAPHIC MAKEUP APPLIED

1327 J
 GI 3-7570

FOR MORE THAN 50 YEARS
 Sacramento's Leading
COMMERCIAL PHOTOGRAPHERS

McCurry's

for advertising or catalogue pictures, industrial or architectural shots, banquets or sales meetings, news pictures, enlargements, copies, photomurals, industrial movie production, television commercials - for any kind of photography.

GI 3-3758



McCurry's
 8th and Eye
 FREE PARKING

Commercial Photography


Experts in good photographs
 BE SURE!
 CALL --

POPE Studios

GI 2- 5628
 2028 H STREET

ADVERTISING ILLUSTRATION
 PUBLICITY, SALES, NEWS
 MERCHANDISE, CATALOG
 ARCHITECTURAL, INDUSTRIAL
 16MM MOTION PICTURES,
 TELEVISION COMMERCIALS
 Member
 Society Photographers Assn.

COMMERCIAL PHOTOGRAPHER



Clarence Bushnell

1014 J St. - Room 210
 Dial 3-2607 if No Answer Call
 GI 6-0915

PHOTOGRAPHS FOR ALL PURPOSES

GI 3-8606

When Closed Call GI 1-0347

COMMERCIAL & PUBLICITY PHOTOS FOR REPRODUCTION. OLD PICTURES COPIED & RESTORED. COLOR PHOTOGRAPHY. MOTION PICTURES & T.V. SPOTS.

Filmcraft

1908 P St. Sacramento

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THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY



• PORTRAITS
 • GLAMOUR
 • WEDDINGS
 • BABIES
 • CANDIDS
 • OLD PHOTOGRAPHS RESTORED

Since 1928

Johansen Studios of Photography

DOWNTOWN SACRAMENTO 1005-11th
 GI 2-6080

COUNTRY CLUB CENTER 2521 YORKTOWN AVE.
 IV 3-3493



call **CORONET**
 for the finest in

- ★ Baby and Child Portraiture in your home or at our studio. No obligation if proofs fail to please you. Originators of the "Baby of the Week" seen weekly in Tuesday's Sacramento Bee.
- ★ Complete Wedding Coverage. Formal & Candid Albums. Home, Church and Studio.
- ★ Family Groups—Any size—Any age group—We love them all. Home or Studio.
- ★ Glamour—Photographic makeup used.
- ★ Men—Executive type portraits a specialty.
- ★ Graduations—Special rates for Seniors.
- ★ Communion and Confirmations—Groups and Individuals, Church or Studio.
- ★ Copy Work and Restorations of old, faded, or torn photographs.

OPEN 9 TO 6 DAILY.
 Evenings & Sun. by appointment.

Coronet Portraits

DOWNTOWN SACRAMENTO 904 J St. until Dec. 31, 1957
 2116-21st St. (Between U & V Streets) after Jan. 1, 1958
 OVER 41,000 HAPPY PATRONS SINCE 1846
 CHARTER MEMBER OF THE SACRAMENTO PHOTOGRAPHERS ASSN.