

→ Codes in listings indicate Sacramento (No Book) Brochure (B) Carmichael (C) North Highlands (NH) North Sacramento (NS) West Sacramento (WS)

**Adjusters-(Cont'd)**

Surplus Line Adjusting Co  
Forum Bldg-GI 1-3193  
United Services Auto Assn 2418 K-GI 1-5284  
Valley Adjustment Bureau 3009 J-GI 3-2081  
Walker L A Co 1800-30th -----GL 2-3511  
West Amer Ins Co Claims  
2328 Fulton Av-IV 9-8011  
Western Adjusting Bureau  
Forum Bldg-GI 1-3193  
White Wm M 860 Coronado Blvd-IV 9-1943  
YOUNG R W CO 2015 J-----GI 1-6461

**Adobe Blocks & Shapes**

Fait Harrison Building Materials  
1950 Howe Av-WA 5-5924  
MEINZER LESTER N  
Builders of Modern Adobe Homes  
4331 Sierra Madre Dr-----IV 9-3813

**Adoption Agencies**

Children's Home Society of Calif  
Adoption Serv  
Non-Sectarian Licensed Adoption Agency  
Confidential Services to  
Unmarried Mothers or Parents  
Considering Adoption for Child  
2530 Capitol Av-----HI 6-7546

**Advertising Agencies**

A BUSINESS EXTENSION BUREAU  
Surveys-Market Research  
9215 J-----GI 2-3613  
BOGESS CLIFFORD O 1812 J-----GI 2-0464  
BRASHEAR JACK ADVERTISING  
11th & L Bldg-GI 2-6679

CHAPIN-DAMM ADVERTISING  
If no answer call-----GL 5-9192

CLARK & ELKUS 1228 H-GI 2-2956

CUMMINGS AND ASSOCIATES  
Advertising-Surveys-Merchandising  
Forum Bldg-GI 3-5971

DANNENFELSER P ADV AGCY  
1005-8th-HI 7-1082

GERTH BROWN CLARK & ELKUS  
1228 H-GI 2-2956

GRISWOLD ADVERTISING  
Newspapers-Radio-TV-Billboards  
Forum Bldg-----HI 6-7658

LANDAU LOUIS  
Merchandising-Sales Promotion  
1900-19th-----GI 8-8568

MEIER ELLISON L AGENCY THE  
Consumer & Industrial Advertising  
926 J-----GI 3-7029

MICKELSEN C A ADVERTISING  
1401-21st-GI 2-0731

NATIONAL FEDERATION OF  
ADVERTISING AGENCIES  
A voluntary network of  
independent advertising agencies  
in 25 cities, dedicated to  
better, broader client service.  
"A WORLD OF ADVERTISING EXPERIENCE"  
"FOR INFORMATION CALL"  
Gerth Brown Clark & Elkus  
1228 H-GI 2-2956

REITTER & ORME ADVERTISING INC  
2115 J-GI 2-8926

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.

**Advertising Agencies-(Cont'd)**

SACRAMENTO ASSOCIATION OF  
ADVERTISING AGENCIES  
The agencies listed here  
under 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

Cummings and Associates  
Forum Bldg-GI 3-5971

Gerth Brown Clark & Elkus  
1228 H-GI 2-2956

Goyne E T Financial Bldg-----GI 2-1242

Grissold Advertising  
Forum Bldg-HI 6-7658

Landau Louis 1900-19th-----GI 8-8568

WEBER F NEWTON 1005-8th-----HI 6-5055

Advertising Calendars-See Calendars

Advertising-Direct Mail

A BUSINESS EXTENSION BUREAU  
-DIRECT MAIL AGENCY-  
CAMPAIGNS  
PLANNED - PRINTED - MAILED  
2215 J-----GI 2-3613

A LEBECK BUSINESS EQUIP CO  
Miscellaneous & Addressing Service  
For Sale or Rent - New & Used Machines  
Drive In - Free Parking - Save Time  
3021 Capitol Av-----GL 6-3877

Arden Press 2425 Marconi Av-----IV 3-1797

CAL PRINT & MAIL  
ALL PRICES GREATLY REDUCED  
HIGH SPEED AUTOMATIC EQUIP.  
COMPLETE PROFESSIONAL SERVICE  
2920 J-----GI 2-1139

CALDWELL MILDRED CO  
A COMPLETE  
DIRECT MAIL  
ADVERTISING SERVICE  
DUPLICATING &  
AUTOMATIC ADDRESSING  
2005 N-----GI 3-4878

Capital Letter Shop 430 J-----GI 2-7915

LETTER SHOP THE Forum Bldg-GI 2-2947

REPLY-D-LETTER-  
MAIL-WELL ENVELOPE CO  
2015 J-GI 1-4268

Rose Printing Co 1880 Stockton Bl-GI 1-1059

STENO PRINT & MAILING SERVICE  
DIRECT MAIL ADVERTISING  
MAILING LISTS  
A MARKET FOR YOUR PRODUCT  
ADDRESSING - METERS POSTAGE  
FOLDING  
OFFSET PRINTING - MIMEOGRAPHING  
Mail Advertising Doesn't Cost - It Pays!  
2118 J-----GI 1-3226

Advertising-Directories-See Directories

Advertising Displays  
-See Display Designers & Builders;  
also Lithographers

Advertising Matches-See Matches

SEWING ON BUTTONS  
While sewing a button on a  
garment keep a pin stuck between  
the cloth and the button. This will  
leave enough play for easy button-  
ing.

**Advertising-Outdoor**

FOSTER & KLEISER CO 1330 U-GI 2-3896  
KING OUTDOOR ADVERTISING CO  
3073-65th-HI 7-9083  
LEBBETTER SIGN CO 1229 I-----GI 3-7861  
Western Advertising Service  
2117 Capitol Av-GI 3-6944

**Advertising Radio**

See Radio Stations & Broadcasting Companies

**Advertising-Searchlight**

See Searchlight-Rentling

**Advertising Service**

Advertisers Answering Agency  
Radio & Telephone Answering  
820 T-----GI 3-6504  
Brashear Jack Advertising  
11th & L Bldg-GI 2-6679  
CHAPIN-DAMM ADVERTISING  
1412 S-GI 1-6111

**CLASSIFIED TELEPHONE DIRECTORY  
ADVERTISING**

ADVERTISE  
WHERE 9 OUT OF 10  
LOOK

The "YELLOW PAGES" Tell-

"WHERE TO BUY IT"

PACIFIC TELEPHONE &  
TELEGRAPH CO THE  
Directory Dept. 900-3d SF  
(No InterCity Charge)  
Ask Operator for-----ENterprise 1-2030

CUMMINGS AND ASSOCIATES  
Creative Art & Copy-All Media  
Forum Bldg-----GI 3-5971

FOSTER & KLEISER CO 1330 U-GI 2-3896

Advertise here-it pays.

**Advertising Service-(Cont'd)**

GERTH BROWN CLARK & ELKUS  
1228 H-GI 2-2956  
Grissold Advertising Forum Bldg-----HI 6-7658  
Landau Louis 1900-19th-----GI 8-8568  
Reitter & Orme Advertising Inc  
2115 J-GI 2-8926  
Sacramento Marketing Service  
3117 Miramar Rd-IV 9-9452

**TRADE MARK REPRESENTATION  
SERVICE**

Tells buyers where to  
find your local dealer.  
Control and safeguard  
the distribution of  
Advertised, Trade Mark  
Merchandise and Service.

"SERVICE RENDERED BY"

PACIFIC TELEPHONE &  
TELEGRAPH CO THE  
Directory Dept. 900-3d SF  
(No InterCity Charge)  
Ask Operator for-----ENterprise 1-2030

Wallace Services 11th & L Bldg-----HI 6-5430

Weber F Newton 1005-8th-----HI 6-5055

Wildlife & Recreation Services  
2813 Alamosos Wy-IV 9-2648

Advertising Signs-See Signs

Advertising Specialties

Art & Awards By Kay  
Rep-For Clear Float Products  
& Awards Co-----IV 7-6691

BARBER & BIGELOW  
K E Oden-Representative  
Don Wright Associates-----GI 3-6474  
7718 E Parkway-GA 8-3274  
(Continued Next Page)

The Yellow Pages save you time.

**Complete**  
YOUR  
ADVERTISING PROGRAM  
WITH  
THE  
YELLOW  
PAGES

Find It Fast  
In The  
'Yellow Pages'

List your Name, Products & Services under all  
Classifications Descriptive of your Business

9 out of 10 BUYERS  
use the Yellow Pages  
when Ready to Buy!

**PACIFIC TELEPHONE.**  
YELLOW PAGES . . . 900-3rd St., S. F.  
Ask Operator for ENterprise 1-2030 (No Inter-City Charge)

ID=Edgeview FI=Frontier GI=Olibert HZ=Hedberg WA=Wabash  
EM=Empire GA=Garden GL=Glendale J=Jensen

**Advertising Specialties-(Cont'd)**

Pacific Novelty Co 2642-36th -----GI 7-5664  
Staats Ted Advertising Specialties Sales  
Agcy 2141-36th -----GI 6-5913  
Stevens Advertising 1224 I-----HI 6-6624  
Vernon Co The 1607 El Nido Wy-IV 9-8273

**Advertising-Transit**

Fleider Sorensen & Davis 1625 H-GI 3-8861  
Fleider Sorensen & Davis  
6076 N Haven Dr(NH)-ED 2-0312

**Advertising-Window Display**

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

**Aerial Patrol & Inspection Service**

JENSEN AIRPLANE & HELICOPTER  
CROP DUSTERS  
6250 Freeport Bl-GA 8-9215  
Union Flights 6151 Freeport Bl-GA 8-7806

**Agricultural Chemicals**

Dow Chemical Co Elder Creek Rd-GA 8-4062

ORCHARD SUPPLY CO  
788 Ct-----HI 6-7821

PACCOAST CHEMICAL CO  
1704 Kathleen(FM)-WA 2-4508

STANDARD AGRICULTURAL CHEMICALS  
Forum Bldg-GI 3-4356

**Agricultural Implements**

See Farm Equipment & Supplies

**Air Compressors**

BACON EDWARD R COMPANY  
211 N 7th-GI 2-1008

BIDDLE & FOSTER SERVICE STN  
MAINTENANCE & EQUIP  
1709 S-GI 1-2886

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

Burch Equipment Co 1910 Q-----GI 8-9149

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-Fat Tire Service  
1818 D-----GI 3-5928

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  
Sales-Service-Rental-Air Tools  
903 Del Paso Bl(NS)-WA 5-8525

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

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

PHILPOTT GEORGE M CO INC  
Gardner-Denver Distributor  
6260 Folsom Bl-----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 Contr's Equip-Renting  
905 Del Paso Bl(NS)-WA 2-0173

Advertise here-it pays.

**Air Compressors-(Cont'd)**

SACRAMENTO WHEEL SERVICE  
Wholesale Air Compressors  
Schramm Air Compressors - Tools  
SALES - SERVICE - RENTALS  
1829-22d-----GL 1-8464

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

WORTHINGTON AIR COMPRESSORS-  
INDUSTRIAL DISTRIBUTORS  
GEIGER IRON WORKS INC  
14th & S-HI 6-2755

**Air Compressors-Renting**

CALIFORNIA RENTS  
"We Rent Everything"  
Portable Compressors  
ALL SIZES  
HOUR - DAY  
WEEK - MONTH  
Open Sundays  
Largest Selection in the West  
1001 Arden Wy-----WA 2-6521

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

CLEMCO 1101-2d Berkeley-Lanspe 6-8313

Henderson Bros 2015 Fulton Av-----IV 3-4614

Henderson Bros 23d & R-----GL 2-4561

ISLAND EQUIPMENT CO  
6450 Freeport Bl-GA 8-8818

PHILPOTT GEORGE M CO INC  
60-90 Ft-Portables-Air Tools  
6260 Folsom Bl-----GL 2-2641

RENTAL MACHINERY CO INC  
See Our Ad Contr's Equip-Renting  
905 Del Paso Bl(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 3-5928

HEROLD & MIELENZ INC  
ELECTRIC MOTORS  
REBUILT - NEW  
3406 Stockton Bl-----GL 1-8468

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

Air Conditioning Contractors

AAA Refrigeration & Air Conditioning  
5531 V-GI 5-6303

Ace Sheet Metal Inc 1615-2d-----GI 1-4068

AHL SHEET METAL CO 2116 P-GI 2-0471

AIR CONDITIONING & REFRIG SERVICE  
Jim Wendley-Owner  
2724-24th-GL 6-2378

BERKAN & CLARK SHEET METAL  
LENNOX  
AIR CONDITIONING  
HEATING  
HEAT PUMPS  
Residential - Commercial - Industrial  
2544 Tesla Wy-----IV 3-0467

Berkan & Clark Sheet Metal  
2544 Tesla Wy-IV 3-0467

(See Advertisement, Page 6)

BEUTLER SHEET METAL WORKS  
5925 Palm Dr(C)-IV 3-2958

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**AIR CONDITIONING  
& HEATING**  
EVAPORATIVE  
COOLING  
WE SELL • SERVICE  
• INSTALL  
FOR HOME • STORE  
• OFFICE  
TIME PAYMENTS  
FREE ESTIMATES  
HEATING & COOLING  
EQUIPMENT & SUPPLIES  
WESTINGHOUSE  
HEAT PUMPS  
Residential - Commercial  
**GL 2-6581**  
**HORRELL & SON**  
HORRELL, McINTYRE & BOOTHBY  
Guaranteed Service 1213 ALHAMBRA BLVD. Established 1916

**LENNOX**  
ALL SEASON  
AIR CONDITIONING  
& HEAT PUMPS  
or Add a LENNOX Air  
Conditioner to Your  
Present Warm Air  
Central Heating System  
Add a  
LENNOX  
Air  
Conditioner  
LENNOX  
All Season  
All-Pro  
Air  
Conditioning  
**PARK SHEET  
METAL**  
GL 5-2619 5061-24th