

Fabrics OF QUALITY

SACRAMENTO'S MOST COMPLETE FABRIC SHOPS

HI-FASHION AT LOW COST

Featuring
COTTONS - WOOLENS
RAYONS - NYLONS
LINENS - LACES
SILKS - BROCADES

Simplicity - Butterick and McCall Patterns

Complete Line of Sewing Notions

CURTAINS & DRAPES
 By The Yard & Custom Made
 (See Ad Under Drapery-Retail)

House of Fabrics

TWO LOCATIONS TO SERVE YOU
 1724 - K Downtown
 3320 El Camino Ave.
 Country Club Shopping Centre
 GI 2-9039 IV 3-0596

YARDAGE

★ TRIMMINGS
 ★ BUTTONS
 ★ BETTER NOTIONS
 ★ DRESS FORMS
 A DRESSMAKERS PARADISE
UNUSUAL FABRICS
 Open Daily 10:30 & 7-9 - Sat. 10-6

IV 9-8600

SUBURBAN YARDAGE

TOWN & COUNTRY VILLAGE
 FULTON AVE. & MARCONI AVE.



Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous — and good business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

X-Ray Apparatus—(Cont'd)

STANDARD X-RAY EQUIPMENT—
PROFESSIONAL ELECTRIC X-RAY CO
 4709 Donnie Lyn Wy(C)-IV 7-7969

UNIVERSAL X-RAY EQUIPMENT—
PROFESSIONAL ELECTRIC X-RAY CO
 4709 Donnie Lyn Wy(C)-IV 7-7969

Western Surgical Supply Co
 2831 Capital Av.—GL 7-5761

From telephones served by the following exchanges:
 Chico Red Bluff
 Lodi Redding
 Marysville Reno Nevada
 Merced Stockton
 Modesto Woodland
 (No Inter-city Charge)

Ask Operator for—ENTRprise 1-1379
 Westinghouse Electric Corporation X-Ray
 Div 1720-14th -----HI 6-6187

X-Ray Apparatus Repairing

Professional Electric X-Ray Co
 4709 Donnie Lyn Wy(C)-IV 7-7969

X-Ray Inspection Service

PAC INDUSTRIAL X-RAY CO
 327 Union Oakind—TEmpbr 2-2725

PITTSBURGH TESTING LABORATORY
 X-Ray & Gamma-Ray Inspection
 651 Howard San Francisco—EXbrk 2-1747

Professional Electric X-Ray Co
 4709 Donnie Lyn Wy(C)-IV 7-7969

X-RAY ENGINEERING CO
 Burlingame Office
 858 Burlingame Rd Brngm
 Day or Night call Brngm---DI 2-4183

X-Ray Laboratories

Community Medical Center
 2251 Hawthorne(NS)-WA 5-2771

Greif Paul R 1045 Park Bl(W)---FR 1-7882

STEVENS E G
 Special Attention to
 JOINT - BONE & BACK
 DISORDERS -----GI 2-2673

X-Ray Supplies

PROFESSIONAL ELECTRIC X-RAY CO
 4709 Donnie Lyn Wy(C)-IV 7-7969

Sicular X-Ray Company Inc
 3000 Fair Oaks Bl-IV 9-2227

If no answer call-----IV 3-0682
Silver X-Ray Co Inc 2015 J-----GI 2-5146

Yardage
 See also Specific Headings; I.e., Linens;
 Silks, Etc

Fabric Center 1016-10th -----GI 3-3795

FABRICANA 3376 El Camino Av.—IV 9-6515

GOODWIN-COLE CO
 CANVAS - MESH - DRILL - OSNABURG
 SOLD BY THE YARD OR BOLT
 Use Our Parking Lot
 515 L -----GI 2-8924

HOUSE OF FABRICS INC 1224 K-GI 2-9039
 (See Advertisement This Page)

J & B Fabrics
 822 Merkley Av(W)-FR 1-7364

Lawrence's Department Store
 5121 Freeport Bl-GL 5-1931

Suburban Yardage
 Fulton Av & Marconi Av-IV 9-8600
 (See Advertisement This Page)

Tex-Styles of Calif Inc
 3200 Arden Wy-IV 7-4243

Would you like a separate business listing under your own name in the Telephone Directory? Does anyone in your business or home wish a personal listing? The charge for extra listings is small, the convenience often great.

Yarn-Retail

Ben Franklin Store
 5701 Stockton Bl-GI 1-0332

Garden Yarn & Knit Shop
 5675 Freeport Bl-GA 1-1906

Knit Shop The
 Town & Country Village
 24 Adobe Ct -----IV 7-3728

KNITTING BASKET THE
 Spinnerin Yarn A Specialty
 2321 H -----GI 8-1641

Kurtz Marlon S 5675 Freeport Bl-GA 1-1809

Lemon Hill Variety 6014-44th ---GA 8-8201

Park Hardware & Variety
 3217 Marysville Rd(NS)-WA 5-8851

SUMMERFIELD'S FIVE & TEN
 WE GIVE CASH CHECKS
 AMERICAN YARN & THREAD
 A SPECIALTY
 1624 Broadway -----GI 2-8288

WESTERN KNITTING CO
 DISCOUNT PRICES
 FOR THE HAND AND
 MACHINE KNITTER
 2425 J -----HI 6-7211

Yarn Barn
 Auth Dir-Speed-0-Knit Knitting Mach
 5811 Marconi Av(C)-----IV 7-8102

Yeast
Red Star Yeast & Products Co
 2320 Connie Dr(NS)-WA 2-6388

Standard Brands Inc
 2215 Green Av(NS)-WA 5-3501

If no answer call-----IV 7-4096

Zipper
SACRAMENTO NOTIONS SUPPLIES
 1808 Woolly Wy-WA 5-8935

Zipper-Repairing
Leathercrafters 2425-21st -----GL 7-7438

Valenti Shoe Repair Shop
 5653E Stockton Bl-GI 5-0659

Zoning Service
 See City & Regional Planners

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.

When

you want to find a business concern in a hurry

Look

in the YELLOW PAGES

They contain almost every type of commercial enterprise in easily found classifications.

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

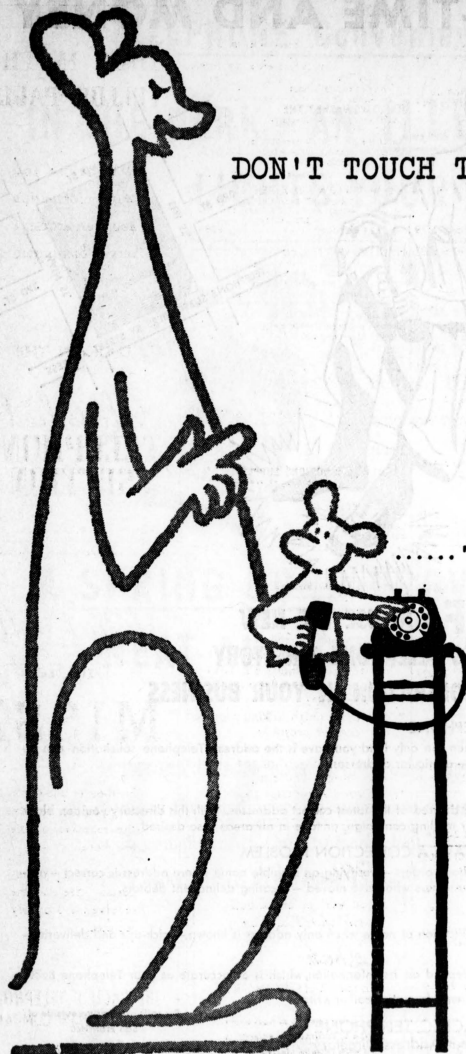
Classified TELEPHONE SECTION

What calls Did He MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY



DON'T TOUCH THAT DIAL

..... 'til you've read these easy steps to good service:

1. Be sure you have the right number. If you're not quite sure, check your directory first.
2. Write the number down, so you'll have it in front of you while dialing.
3. Be sure to dial the complete number ... the first two letters and the prefix numeral, then the four other numbers.

Good Service Starts with Careful Dialing