

Codes in listings indicate Communities as follows: Sacramento (No Code) Carmichael (C) North Highlands (NH) North Sacramento (NS) West Sacramento (WS)

**Wire Stitching Machines & Supplies**

**ACME STEEL WIRE STITCHERS—**  
ACME STEEL CO.  
750-2d S F-GA/rd 1-7592

**BOSTITCH WIRE STITCHERS—**  
BOSTITCH-WESTERN INC  
2015 J. CA 2-2748

**Women's Accessories-Retail**

Miles N' Miles Ladies Specialty Shop  
1984 Fulton Av-IV 9-1390

Moss Stores 3424 El Camino Av-IV 7-0916

**Women's Wearing Apparel-Retail**

Anita Shop 3414 El Camino Av-IV 7-2165

Anita Shop 708 K-----HI 6-4868

**ARDEGA'S DRESS SHOP**  
Specializing in Half Sizes  
3314 Folsom Bl-----GL 5-0196

Arden's 700 K-----GI 3-4872

**B-BAR—**

WESTERN WEAR FOR ENTIRE FAMILY  
SQUARE DANCE DRESSES  
Marconi Av & Fair Oaks (BlC)-----IV 7-8454

**BETTY'S DRESS SHOP**

3333 Arden Wy-IV 7-9022

**CALIFORNIA APPAREL SHOPS**  
Office 2930-35th-----GL 7-1986

2930-35th-----GL 6-3873

**CAMILLE'S STYLE SHOP**

2942-35th-GL 6-1028

Canfield's Apparel Shop  
In Del Paso Manor Shopping Center  
2449 Marjory Dr-----IV 9-9228

Career Dirf 1027 K-----GI 5-5282

Casual Corner 3374 El Camino Av-IV 7-4213

Casual Corner 5679 Stockton Bl-GL 7-4512

Clothes Horse The  
6141 Fair Oaks (BlC)-IV 3-3061

Crest Fashions 1025 K-----GI 8-9914

Crest Fashions 5829 Stockton Bl-GL 6-6492

Davis Apparel Shop  
5943 Watt Av(NH)-ED 2-3008

**DEB DEN** 4375 Arden Wy-----IV 7-9922

Dee-Ant's Maternity Shop  
22 Adobe Ct-IV 7-6728

**EASTERN THE**

1114 J-----GI 2-7641

Ella's Ladies Apparel Shop  
5709 Stockton Bl-GL 7-2776

Ella's Ladies Apparel Shop  
1012-9th-GL 3-5319

**ELLEN'S ARDEN FASHIONS**  
Fair Oaks Blvd & West-Ardentown  
546 La Sierra Dr-----IV 9-0533

**EXCLUSIVELY HIS & HERS**  
595 Eleanor Av(WS)-WA 2-2315

**FAE'S**  
DISTINCTIVE HOUSE OF WOMEN'S FASHIONS 1012-10th-----GI 2-3302

Francisca Fashion Shop K & 13th-GL 3-7271

Frutridge Apprt Outlet  
5640 Stockton Bl-GL 1-1487

*Specialists in Ladies Fashions*

Junior, misses, plus sizes  
DRESSES - SUITS - COATS - ACCESSORIES  
NITE-N'-DAY GIRDLES - RADIANT BRAS

Serving Sacramento for Over 26 Years

**kneelands**  
FACING THE PLAZA  
914-9th STREET SACRAMENTO

We Validate Free Park & Shop Tickets



**Women's Wearing Apparel-Retail-**

(Cont'd)

**GAIL GAINES APPAREL**  
EXCLUSIVE APPAREL AND ACCESSORIES AT THE LANAI  
5675 Freeport Bl-----GA 8-0325

**GOOD WEAR STORE**

Ready to Wear for Entire Family  
510 K-----GI 3-8992

Grayson's 716 K-----GI 3-7923

Grayson's 918 K-----GI 2-3687

Harfield Stores  
3350 El Camino Av-IV 7-5935

**HOUSE OF NINE**

Fashions for the Tiny Figure  
Sizes 5-7-9 Only  
913 1/2 K-----GI 3-7647

**J Lewis Women's Apparel**

2116 Del Paso (BlNS)-WA 5-0334

**JOE SUN & CO**

SPECIALIZING IN SLIM & EXTRA LARGE SIZES  
Open Till 7 P.M. Daily  
1000 J-----GI 2-3754

**Kendall's Sports Wear**

1333 Merklely Av(WS)-FR 1-6838

Kendall's Sportswear  
In Town & Country Village Shps  
2617 Marconi Av-----IV 9-6065

**KING'S FASHIONS**

Also Cocktail Dresses & Sportswear  
Sizes 7 to 20 & Maternity  
10655 Folsom Bl  
Rancho Cordova-----EM 3-1868

**Kneeland's**

(See Advertisement This Page)

**LAWRENCE'S DEPARTMENT STORE**

Sportswear - by Koet & White Stop  
Furn-Flr Brs & Berkshire Hosiery  
Charge Accounts - Open Nites Til 9  
5121 Freeport Blvd-----GL 5-1931

**Lerner Shops 806 K-----GI 1-2286**

Lewis Women's Apparel 908 J-----GI 8-3732

Mademoiselle Sport Shop  
1024 K-----GI 2-7641

**Magnin & Co Hotel Senator**

3330 El Camino Av-IV 9-3605

Mary Ann Shop 1014-11th-----GI 8-3703

Maternity Shop The 1233 K-----GI 5-6760

**MAY GIM HAWAIIAN & ORIENTAL SHOP**

TOWN & COUNTRY VILLAGE  
HAWAIIAN & ORIENTAL FASHIONS  
SARONG DRESSES - KIMONOS ETC.  
28 Adobe Ct-----IV 9-8521

For better service, speak directly and clearly into the telephone mouthpiece.

**Women's Wearing Apparel-Retail-**

(Cont'd)

**MCDONALD'S**  
Frutridge Shopping Center  
5731 Stockton Bl-----GL 1-6586

Merriam Dress Shop The  
2011 Del Paso (BlNS)-WA 5-6581

**MILES N' MILES LADIES SPECIALTY SHOP**

Dresses - Coats - Sportswear  
Lingerie - Accessories  
Open Mon. & Fri. 7 to 9 P.M.  
1984 Fulton Av-----IV 9-1350

**MODE O'DAY FRACK SHOPS OF HOLLYWOOD**

907 K-----GI 1-1083

Mode O'Day Fracks  
3370 El Camino Av(NS)-IV 7-6061

Mode-O-Day Shop  
5825 Stockton Bl-GL 1-7716

Myshoppe 1918 Del Paso Bl-----WA 5-0840

**OAK PARK FASHION SHOP**

SUITS - COATS - DRESSES  
SKIRTS - BLOUSES - SPORTSWEAR  
SWEATERS - JACKETS - KNITWEAR  
35th & 4th Av-----GL 7-7537

**Paris Shop 913 K-----HI 6-5919**

Phyllis Fashions  
Lanz Originals  
2909 Pacatempo Ln-----IV 7-4473

**RANSOHOFFS**

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.

**SACRAMENTO'S OWN LEADER OF FASHION**

11th & K-----HI 4-6551

**RICH'S WOMEN'S APPAREL**

2 STORES TO SERVE YOU  
819 K-----GI 2-3839

3132 Arden Wy-----IV 7-6380

1925 Del Paso (BlNS)-WA 5-4772

**Rich's Women's Apparel 819 K-----GI 2-8822**

Rich's Women's & Children's Apparel  
3132 Arden Wy-IV 7-6380

Rich's Women's & Children's Apparel  
1925 Del Paso (BlNS)-WA 5-4772

**Roney's Women's Apparel**

Frutridge Shopping Center  
5653 Stockton Bl-----GL 1-4809

**ROOS-ATKINS** 1001 K-----GI 8-9141

**ROSE TREE THE**

EXCLUSIVE WOMEN'S & JUNIORS FASHIONS  
Marconi Av & Fair Oaks (BlC)-IV 7-8454

**SALZMAN'S**

SMART WEAR FOR WOMEN  
Juniors - Misses - TALLS  
COMPLETE APPAREL FOR TALL WOMEN  
Frutridge Shopping Center  
5721 Stockton Bl-----GL 2-1159

**SHIRLEY O'KANES FASHION CENTER**

Opposite Country Club Centre  
3333 Balmoral Dr-----IV 3-0648

Smart Shop 718 & J-----HI 6-7783

**SOL'S EXCLUSIVE DRESS SHOP**

Specializing in Extra Large Sizes  
602 J-----GI 3-3322

Standing's Emporium 2832-35th-GL 3-6213

Suzie's 4400 Del Rio Rd-----GL 6-8953

**VOGUE THE**

Coats - Suits - Knit Dresses - Formal Sportswear - Separates - Sweaters  
Custom Jewelry - Lingerie - Access  
5005 Freeport Bl-----GL 5-6871

**WEINSTOCK-LUBIN & CO**

12th & K-HI 4-6881

The steady hummmmm of the dial tone means the equipment is ready to handle your call. Please wait for it.

**Wood-See Firewood**

**Wood Preservatives**

Chapman Chemical Co 2015 J-----GI 2-6038

**Woodworkers**

See Also Cabinet Makers  
Walco Lumber Disctr  
Power Inn Rd & 39th Av-GL 2-4746

Woodcraft Specialties Co  
4534 Auburn Bl-IV 9-6011

**Woodworkers' Equipment & Supplies**

Franklin Machinery 1715-19th-----GI 3-8989

**HAVEN MACHINERY & SUPPLY CO**  
2003 J-----GI 3-2003

Sacramento Machinery Co  
2000 Capitol Av-GL 3-1909

**Wool**

Fashion Fabrics Country Club Center  
3376 El Camino Av-IV 9-6515

Pacific Fur & Wool Co 915 Front-GL 3-1437

**Wrecking-Automobile**

See Automobile Wreckers

**When NAME or ADDRESS Is Forgotten**

Someone has told you of a certain, concern or you've read their advertising somewhere

**LOOK IN THE Classified TELEPHONE SECTION**

you probably will recognize the name or address when you're in it.

ED-Edgewood FR-Frontier GI-Gilbert HI-Hickory WA-WABash  
EM-Embrae GM-Garden GL-Gladstone IV-IVanessa

**Wrecking Contractors**

**ARONS BUILDING WRECKING CO**  
4245 W Capitol Av(WS)-FR 1-5473  
(See Advertisement This Page)

**Calif Bigg Wrecking Co**  
3208 W Capitol Av(WS)-FR 1-4759  
(See Advertisement This Page)

**CAPITAL LUMBER-WRECKING CO**

Leading Wreckers of Sacramento  
NO JOB TOO LARGE OR TOO SMALL  
Lumber and Building Materials of All Kinds For Sale  
1801-37th-----GL 6-5728

**CENTRAL BUILDING WRECKERS**

959 S 99 Hwy Modesto-Lambert 4-2860

Lakeview Building Wrecking Co  
3210 W Capitol Av(WS)-FR 1-6292  
(See Advertisement This Page)

**SMITH JAS P**

4213 Orange Grove Av-IV 3-4991  
(See Advertisement This Page)

**STOKESBERRY R M LUMBER & WRECKING CO** 901 D-----GI 3-2694

**Wrecking-Machinery**

See Wrecking Contractors; Machinery-Used

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.

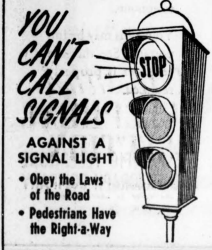
2. Listen for the steady hummm of the dial tone.

3. Keep your eye on the dial.

4. Wait a minute before you decide your party isn't home.

**BUILDING WRECKING**

WE WRECK ANYTHING  
WE WORK ANYWHERE  
LICENSED & INSURED  
FREE ESTIMATES  
**JAMES P. SMITH CONTRACTOR**  
CALL  
**IV 3-4991**  
4213 ORANGE GROVE AVE. SACRAMENTO



"WE WRECK ANYTHING"  
LICENSED INSURED & BONDED  
NO JOB TOO LARGE OR SMALL  
USED BLDG. MTRLS.  
USED MACHINERY  
LAKEVIEW BUILDING WRECKING CO.  
FR 1-6292  
3210 W. Capitol Ave. West Sacramento

**California Building WRECKING CO.**

**USED BRICKS & BUILDING MATERIALS**

**Estimates Gladly Given**

- USED BRICK
- LUMBER
- DOORS
- WINDOWS
- PLUMBING SUPPLIES
- PIPE
- FIXTURES ETC.

**FOR SERVICE CALL!**  
Silver X-Ray Co Inc 2015 J-----GI 2-5146

**PICKER X-RAY EQUIPMENT—**  
STICULAR X-RAY COMPANY INC  
3000 Fair Oaks Bl-IV 9-2227  
If no answer call-----IV 3-0682

**PROFESSIONAL ELECTRIC X-RAY CO**  
X-Ray & Dark Room Equip  
4709 Donnie Lynn Wy(C)-IV 7-7969

Sacramento Medical Sales  
2652 La Mesa Wy-IV 3-1605

Sticular X-Ray Company Inc  
3000 Fair Oaks Bl-IV 9-2227  
If no answer call-----IV 3-0682

Sinclair Clayton L 3536 H-----GI 8-2365  
(Continued Next Page)

**TO REPAIR LINOLEUM**  
If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

**FR 1-4759**

3208 W. CAPITOL AVE. W. SACRAMENTO

**ARONS BUILDING WRECKING COMPANY**

ANY SIZE JOB FULLY INSURED FREE ESTIMATES

**USED BUILDING MATERIALS**

**FR 1-5473**

4225 W. Capitol Ave. West Sacramento