

→ Codes in Listings Indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 ← Codes in Listings Indicate Colusa (Col) Rio Vista (RV) West Sacramento (WS)

Adding & Calculating Machines—(Cont'd)

MARCHANT CALCULATORS AND ADDING MACHINES
 NEW EASE NEW SPEED NEW SAVINGS
MARCHANT
 ... through advanced automatic features. Please for a demonstration on your own typewriter.
 SALES • SERVICE • RENTALS • LEASING
 "FOR INFORMATION CALL"
MARCHANT DIVISION OF SMITH-CORONA MARCHANT INC
 35th & C ----- GI 1-5209

MONROE FIGURING & ACCOUNTING EQUIPMENT

CALCULATING ADDING ACCOUNTING DATA PROCESSING MACHINES
 Sales, Service, Rental
MONROE
 "WHERE TO BUY THEM"
MONROE CALCULATING MACHINE COMPANY INC 1213 G ----- GI 2-2921

NATIONAL ADDING MACHINES

SEE THE SENSATIONAL LIVE KEYBOARD Before You Buy!
 A New Principle Every key electrified for faster, easier adding and calculating. No need to use motor bar.
 "WHERE TO BUY THEM"
BRANCH SALES & SERVICE NATIONAL CASH REGISTER CO INC
 3009 F ----- GI 2-2801
 DEALER SALES OF SERVICE
CAPITAL OFFICE EQUIP CO
 1926 H ----- GI 3-4831

NOAKES TYPEWRITER CO 719 J ----- GI 3-2448
 (See Advertisement Page 5)

ODDNER ADDING MACHINES

YOU CAN COUNT ON IT!
 10 KEY ELECTRIC OR HAND SALES • SERVICE • RENTALS
ODDNER
 "WHERE TO BUY THEM"
 Capital Office Equip Co
 1926 H ----- GI 3-4831

OFFICE MACHINES CO 5360 H ----- GL 2-2858
 (See Advertisement Page 5)

For full use of your telephone, please keep your instrument "hung up"—ready for service.

R. C. ALLEN
 "The Adding Machine With a Memory"
 • REMINGTON
 • UNDERWOOD
 • VICTOR
 & Other Makes
 SALES RENTALS REPAIRS
 Phone GI 8-0678
 SINCE 1924
HAMMOND
 TYPEWRITER CO.
 2412 "J" ST.

Adding & Calculating Machines—(Cont'd)

REMINGTON RAND ADDING MACHINES & PRINTING CALCULATORS
 ADDING MACHINES manual and electric 10-key and full keyboard CASH REGISTERS manual and electric PRINTING CALCULATORS Clary Machine Service
TR
 "WHERE TO BUY THEM"
REMINGTON RAND DIVISION OF SPERRY RAND CORP
 1107 J ----- HI 4-8900

SACRAMENTO OFFICE EQUIPMENT CO

See Our Adv-Office Equip
 1208 J ----- GI 2-9029

TOTLIA ADDING MACHINES—VARNUM TYPEWRITER & ADDING MACHINE CO 906 O ----- GI 3-8529

UNDERWOOD SUNSTRAND ADDING AND CALCULATING MACHINES

Master-Touch® Add-Mate® Adding Machines Printing Calculators Posting Machines Sales — Service — Supplies — Rentals
underwood
 "WHERE TO BUY THEM"
UNDERWOOD CORP 1611 J ----- GI 3-8066
 Varnum Typewriter & Adding Machine Co
 906 O ----- GI 3-8529

VAUGHAN J M CO

TYPEWRITERS — ADDING MACHINES REBUILDING & SALES WHOLESALE & RETAIL
 2326 Broadway ----- GL 7-2460

VICTOR

ADDING & CALCULATING MACHINES that add and subtract. Electric or hand models, with 10 key or full keyboard. The NEW simplified figuring machine adds, subtracts, multiplies, divides, automatically computes credits, balances and prints answers on tape. Also CASH REGISTERS—SYSTEMS—SUPPLIES
VICTOR
 "WHERE TO BUY THEM"
 DIRECT FACTORY BRANCH
VICTOR ADDING MACHINE CO
 2404 K ----- GI 1-3156
 AUTHORIZED DEALERS
VALLEY OFFICE EQUIPMENT CO
 6216 Fair Oaks Blvd ----- IV 9-0539

Adding & Calculating Machines—Renting

ALL MAKES OFFICE EQUIP CO
 2326 Broadway ----- GL 7-9838
CAPITAL OFFICE EQUIP CO
 1926 H ----- GI 3-4831
 Marchant Division of Smith-Corona
 Marchant Inc 35th & C ----- GI 1-5209

Adding & Calculating Machines—Repairing

ALL MAKES OFFICE EQUIP CO
 Specialized Repairing—All Makes
 2326 Broadway ----- GL 7-9838
CAPITAL OFFICE EQUIP CO
 1926 H ----- GI 3-4831
DE HAVEN CASH REGISTER CO
 See Our Adv Cash Register ----- GI 2-2038
 1418 J ----- GI 2-2038
SACRAMENTO OFFICE EQUIPMENT CO
 1208 J ----- GI 2-9029
VALLEY OFFICE EQUIPMENT CO
 6216 Fair Oaks Blvd ----- IV 9-0539
VARNUM TYPEWRITER & ADDING MACHINE CO 906 O ----- GI 3-8529

The Yellow Pages save you time.

Adding & Calculating Machines—Used

ALL MAKES OFFICE EQUIP CO
 2326 Broadway ----- GL 7-9838
DE HAVEN CASH REGISTER CO
 See Our Adv Cash Register ----- GI 2-2038
 1418 J ----- GI 2-2038
 Varnum Typewriter & Adding Machine Co
 906 O ----- GI 3-8529

Addressing

See Letter & Addressing Service; also Multi-Copy Service; also Stenographers—Public

Addressing Machines

A Lebeck Business Equip Co
 3021 Capitol Av ----- GL 6-3877
 Addressing Machine Sales Co
 Rebuilt Addressographs-Graphotypes
 535 Mission St ----- Etkrk 7-6163

ADDRESSOGRAPH MACHINES

Only authorized distributor of new machines. Methods counsel, supplies, accessories, embossing and mechanical service. New and Factory Rebuilt Machines.
Addressograph

"FOR SERVICE CALL"

SACRAMENTO MULTIGRAPH CORP 3400 Elvas Av ----- GI 6-6941
Addressograph-Multigraph Corp
 3400 Elvas Av ----- GL 2-6941

ELLIOTT ADDRESSING MACHINES

Complete addressing and imprinting systems for all size requirements. Uses low-cost durable stenics that can be prepared on any typewriter.
Elliott
 "FOR INFORMATION CALL"
SALES OFFICE
 Elliott Addressing Mach Co
 330 Battler St ----- SU1r 1-6456
 AUTHORIZED DEALERS
Capital Office Equip Co
 1926 H ----- GI 3-4831

SACRAMENTO OFFICE EQUIPMENT CO

1208 J ----- GI 2-9029

Adhesives

BRACAMONTE R M CO
 CEMENTS — COATINGS — SEALERS INDUSTRIAL & GOVT. SPEC. ADHESIVES
 160 Spear S F ----- YUkon 6-6243

CAL-VADA CHEMICAL CO

EPOXY FORMULATORS
 CEMENTS COATINGS SEALERS
 2112 Alhambra Bl ----- GL 2-1481

CEMENTS

2112 Alhambra Bl ----- GL 2-1481
 Myxtek Tape Products 2015 J ----- GI 2-2434
WELDWOOD GLUES—U S PLYWOOD CORP 5914 R ----- GL 1-2891

Adjusters

AFFILIATED ADJUSTERS INC see also Anderson & Mayer 2418 K ----- GI 1-5284
ANDERSON & MAYER
 2418 K ----- GI 1-5284
BROWN BROTHERS ADJUSTERS
 919-11th ----- GI 3-4605
CALIF CLAIMS SERVICE
 Insurance Adjusters
 5300 Elvas Av ----- GL 2-3101
 Calif Pac. Claim Service
 48 Sandburg Dr ----- GL 1-7091

Adjusters—(Cont'd)

CRAWFORD & CO
 Forum Bldg
 Night & Day call ----- HI 6-4838
 Gabriel Wm J 3300 Watt Av ----- IV 3-2761
 If no answer call ----- IV 9-4842
GRIFFITH & CHACE ADJUSTERS
 Forum Bldg ----- IV 9-7103
HOBSON & PARDINI
 2000 L ----- GI 9-9161
 If no answer call ----- ED 2-0717
 Jordan or Oscher Bldg ----- GI 3-1761
L & L ADJUSTMENT SERVICE
 James R Lear
 2015 J ----- GI 1-6461

MICHAEL & BRYANT

2530 Myra Adjusting Service 919-11th ----- GI 1-2713
 Ohio Casualty Ins Co Claims
 3333 Fulton Av ----- IV 9-8011
 Ohio Insurance Co Claims see also Ohio Casualty Ins Co Claims
 3358 Fulton Av ----- IV 9-8011
 Olym Inc Co J ----- HI 6-7396
PARDINI & HOBSON
 2000 L ----- GI 9-9161
 If no answer call Wldnd ----- E 2-4752
PAUL RAY C
 5517 Auburn Bl ----- ED 2-0381
TACHEO AUTO INSPECTION SERV
 Sacramento Office ----- 6220-434 ----- GA 8-9123

ADJUSTERS—(Cont'd)

SABINO-CARSON ADJUSTERS
 Multiple Line Adjusters
 1000 Broadway ----- KIml 4-4534
STARLINE
 2418 K ----- HI 7-1124
 United Services Auto Assn see also Anderson & Mayer 2418 K ----- GI 1-5284
 Valley Adjustment Bureau 3009 J ----- GI 3-3281
 Walker L A Co 1744-36th ----- GL 2-3511
 West Amer Ins Co Claims see also Ohio Casualty Ins Co Claims
 3358 Fulton Av ----- IV 9-8011
 White Wm M 860 Coronado Blvd ----- IV 9-1543

Adobe Blocks & Shapes

Fait Harrison Building Materials
 4000 Elvas Av ----- WA 5-3924
WESTERN MOSAICS MFG CO
 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

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 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 ----- GI 2-3613
BOGESS CLIFFORD O 1812 J ----- GI 2-0464
BRASHER JACK ADVERTISING
 Financial Bldg ----- GI 2-6679
 If no answer call ----- GL 5-9192
CENTRAL LOCATING BUREAU
 2918 Bryce ----- IV 3-9013
CHAPIN-DAMM ADVERTISING
 Clark Ralph K Co 3149-17th ----- 1412 S ----- GI 1-6111
 Financial Bldg ----- GI 3-5971
 Gerth Brown Clark & Elkus
 1722 J ----- GI 2-2956
CUMMINGS-KNAPP & ASSOCIATES
 Advertising-Surveys-Merchandising
 Griswold Advertising ----- GI 3-5971
 Dannenfelser and Wade Advertising Agency
 2424 K ----- HI 4-8690
 Elbing Frank A Advertising
 2720 Capitol Av ----- GI 2-8511

GERTH BROWN CLARK & ELKUS

Local Regional & National Adv
 Offices Also in San Francisco & Los Angeles
 1722 J ----- GI 2-2956

GRISWOLD ADVERTISING

Newspapers-Radio-TV-Billboards
 Forum Bldg ----- HI 6-7658
 Haugen Jack O Advertising
 Local Signator ----- HI 7-0098
 Lapointe ----- HI 7-4937
 1107-9th ----- GI 2-4937

Advertising—Bus & Car Card

See Advertising—Transit

Advertising Calendars—See Calendars

Advertising Consultants

See Advertising Agencies
 Please dial carefully . . . keep watching the dial.

(Continued Next Page)

ED=Edgewood FR=Fremont GI=Glenn HI=Hickory WA=Wabash
 EW=Empire GA=Garden GL=Glendale HV=Havah

Advertising Agencies—(Cont'd)

LANDAU LOUIS
 Merchandising-Sales Promotion
 1900-7th ----- GI 8-8568
LYNCH GENE
 Financial Bldg ----- GI 2-1242
MEDIASCOPE ADVERTISING LTD
 CREATIVE IDEAS
 EXPERIENCED APPLICATION FOR TELEVISION—RADIO GRAPHIC ARTS
 LOCAL—REGIONAL—NATIONAL
 2737 Fulton Av ----- GI 1-6461

MEIER ELLISON L AGENCY THE

Consumer & Industrial Advertising
 3333 Fulton Av ----- IV 3-7813
MICKELSEN C A ADVERTISING
 1301-21st ----- GI 2-0731

MILES S STAPLES INC

Ofc in San Francisco & Los Angeles
 Forum Bldg ----- HI 4-8844

NATIONAL FEDERATION OF ADVERTISING AGENCIES

A nationwide network of 30 closely affiliated advertising agencies, providing "on-the-spot" knowledge & service in major US & Canadian markets.
 SACRAMENTO'S ONLY AFFILIATED OFFICE
 "AFFILIATED OFFICE"
GERTH BROWN CLARK & ELKUS
 1722 J ----- GI 2-2956

GENERAL ADVERTISING

WE HANDLE ALL PHASES OF EVERY CAMPAIGN IN EVERY MEDIA
 PAUL A. LEREW — Mar.
 708-11th ----- HI 7-1214
 450 North Street Sktn — Howard 4-2850

O'SIEL DOROTHY ADVERTISING

1722 J ----- IV 7-3408
REITNER HOWARD W & ASSOCIATES
 ADVERTISING 2720 Capitol Av ----- GI 2-4718
 Runyon & Johnson Advertising & Publicity
 1118A 21st ----- HI 6-6082

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 control to all the fields of advertising.
"MEMBERS"
 Bogess Clifford O 1812 J ----- GI 2-0464
 Chlap-Damm Advertising ----- GI 3-5971
 Cummings-Knapp & Associates
 1412 S ----- GI 1-6111
 Financial Bldg ----- GI 3-5971
 Gerth Brown Clark & Elkus
 1722 J ----- GI 2-2956
 Griswold Advertising ----- GI 3-5971
 Forum Bldg ----- HI 6-7658
 Landau Louis 1900-19th ----- GI 8-8568
 Lynch Gene Financial Bldg ----- GI 2-1242

Unique Advertising 1611

GI 3-8066
WEBER F NEWTON ADVERTISING AGENCY
 1919-21st ----- GI 2-5497
WICKETT MARTIN DEANE
 ADVERTISING 1919-21st ----- GL 2-5091

Advertising—Bus & Car Card

See Advertising—Transit

Advertising Calendars—See Calendars

Advertising Consultants

See Advertising Agencies
 Please dial carefully . . . keep watching the dial.

Advertising—Direct Mail

A BUSINESS EXTENSION BUREAU
 MAIL AGENCY
 PLANNED — PRINTED — MAILED
 2225 J ----- GI 2-3613
CAL PRINT & MAIL
 2920 J ----- GI 2-1139
CALDWELL'S LETTER SHOP
 SINCE 1926
 A Complete DIRECT MAIL SERVICE
 CREATIVE COPY & ART OFFSET PRINTING & MAILING LISTS
 2005 N ----- GI 3-4878
Capital Letter Shop 430 J ----- GI 2-7915

GRAPHIC CENTER

PLANNED — PRINTED — MAILED where preparing is an art
 2500 Marconi Av ----- IV 3-8445

LETTER SHOP THE

Forum Bldg ----- GI 2-2947
 News Publishing Co 2629-5th ----- GI 1-5392
 Rose Printing Co 728 O ----- GI 3-3691

STENO PRINT & MAILING SERVICE

DIRECT MAIL ADVERTISING MAILING LISTS
 A MARKET FOR YOUR PRODUCT ADDRESSING — METERS POSTAGE FOLDING
 OFFSET PRINTING — MINICOPYING MAIL Advertising Doesn't Cost — It Pays!
 2118 J ----- GI 1-3226
 3037 El Camino Av ----- IV 9-5548

Advertising—Directories—See Directories

Advertising Displays

See Display Designers & Builders; also Lithographers

Advertising Matches—See Matches

Advertising—Newspaper—See Newspapers

Advertising Novelties

See Advertising Specialties

Advertising—Outdoor

Ad-Co Outdoor
 4044 Wayside Ln(C) ----- IV 3-7267
AMERICAN SIGN CO
 1517 El Camino Av ----- WA 5-5732

CAL-PACIFIC BENCH ADS INC

POWERFUL LOW COST ADVERTISING STATE WIDE SERVICE
 Select Locations to Your Market Area
 4695-24th ----- GL 6-0161

FOSTER & KLEISER CO 1330 U ----- GI 2-3896

KING OUTDOOR ADVERTISING CO

Leinbetter Displays
 2424 Princeton(NS) ----- WA 3-2758

SIGNET SIGNS & OUTDOOR ADVERTISING

See Our Adv Sign Painters
 3800 Y ----- GL 1-5280

WESTERN BENCH ADVERTISING SYSTEM

OUTDOOR BENCH ADVERTISING
 PRIME CORNERS AVAILABLE
 211-13th ----- HI 7-9661

Advertising Radio

See Radio Stations & Broadcasting Companies

Advertising Research

See Marketing Research & Analysis

Advertising—Searchlight

See Searchlight-Renting
Advertising Service
 Advertisers Answering Agency Radio & Telephone Answering
 620 L ----- GI 3-6504
 Audio-Visual Ads Co
 3368 Fulton Av ----- IV 9-9219
 Brashear Jack Advertising ----- GI 2-6679
 Burke Enterprises
 See Our Ad under Adv Specialties
 Ochsner Bldg ----- IV 2-3059
 Central Locating Bureau
 2910 Bryce ----- GI 3-9013
CHAPIN-DAMM ADVERTISING
 1919-21st ----- GI 1-6111

CLASSIFIED TELEPHONE DIRECTORY

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 12030

CUMMINGS-KNAPP & ASSOCIATES

Creative Art & Copy-All Media
 Financial Bldg ----- GI 3-5971
 Dannenfelser and Wade Advertising Agency
 2424 K ----- HI 4-8690
FOSTER & KLEISER CO 1330 U ----- GI 2-3896
GERTH BROWN CLARK & ELKUS
 1722 J ----- GI 2-2956
 Griswold Advertising Forum Bldg ----- HI 6-7658
 Landau Louis 1900-19th ----- GI 8-8568
 Lynch Gene Financial Bldg ----- GI 2-1242
MEDIASCOPE ADVERTISING LTD
 2737 Fulton Av ----- IV 3-8465

Advertising Signs—See Signs

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the YELLOW PAGES? Simply call the Business Office of the telephone company and ask for the Directory Advertising Representative. He will help you plan a sales-building message.

Advertising Signage—See Signs

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