

BEST NEON

- SALES
- SERVICE
- RENTALS

FR 1-5838

IF NO ANSWER CALL
FR 1-7565

3508 W. CAPITOL AVE.
WEST SACRAMENTO

Sunset

NEON & PLASTIC

DESIGNING... ENGINEERING

SALES RENTALS REPAIRS

VINCENT D. STANICH
SAMUEL J. STOVER

GL 5-8624

3921 DEEBLE ST.

Ad-Vance Neon Service

1-Day Service on Neon Repairs

LET ME TIRE YOUR LIFE

NEON BY BOB

NEON & PLASTIC

Wholesale Neon Tubing

IV 3-4119

5942 Don Way Carmichael

LEN AL sign CRAFT

Office Desk and Name Plates
Bakelite & Plastic Signs
Door - Window & Gold Leaf Signs
Plastic Letters
Commercial, Trucks, Shocards

ENGRAVING

WA 2-5090

3741 WINTERS ST. - SACRAMENTO

Signs-(Cont'd)

LEN-AL SIGN CRAFT & ENGRAVING
3741 Winters (DPH) WA-2-5090
(See Advertisement This Page)

LINCK'S SIGN-ART
COMPLETE SIGN-ART SERVICE
Truck Lettering or Specialty
Immediate Service - Free Estimates
912-56th GL-6-5550

PAC NEON CO 719-12th GI-1-6923
(See Advertisement Page 555)

Petta Signs 1412 Oregon Dr.---GL 7-8946

SCOTCHLITE REFLECTIVE SHEETING

The brilliant reflective material that keeps your sign on the job day-and-night. Requires REFLECTIVE SHEETING no illumination. Any trademark or message reproduced in full color. A PRODUCT OF MINNESOTA MINING & MFG. CO.

"WHERE TO BUY IT"

DEALERS

DOSCH CO THE
1704 Kathleen Av(NS)---WA 2-8896
Hawkins-Hawkins Co Inc
1255 E Shore Hwy
Brkly LAnsipe 5-8500

BORDEN DECAL CO
507-11th SF-Hemlock 1-1587
Hawkins-Hawkins Co Inc
1255 E Shore Hwy
Brkly LAnsipe 5-8500

KRESKY SIGNS INC
24 & H Petaluma PDrtr 2-4554

SCOTT BROS
218 S. Aurora Stktn---Hwrd 5-2645

SEID SIGNS
1248-8th Av GI-2-4688
Signet Signs & Outdoor Advertising
800 Y GI-1-5280

STRAIN CHESTER SIGN CO
NEON & PAINTED SIGNS
Sales & Service
Close to 35th St & 33rd Av
5638-35th GA 8-9927

SUNSET NEON CO
3921 Deebie GL-5-8624
(See Advertisement This Page)

Top Hat Signs
1504 E El Camino Av(NS)---WA 5-6881
Vandre Les 5610 R---GL 6-7454

WACHTER PLASTIC CO
PLASTIC Signs & Letters
ALL TYPES
INDOOR - OUTDOOR

811 T GI-3-6046

Western Sign Co
1316 1/2 Del Paso Bl(NS)---WA 2-1108
Wilmutder Neon 1015 S---HI 7-5020
(See Advertisement Page 555)

Signs-Maintenance Service

Ad Art Sign Co Inc 1229 I---GI 3-7961
Associated Neon Company
4038 Wayside Ln(C)---IV 3-9545

BEST NEON
3508 W Capitol Av(WS)-FR 1-5838
PAC NEON CO 719-12th---GI 1-6923
Or call---GI 1-6924
Pac Neon Co 719-12th---GI 1-6924
Strain Chester Sign Co 5638-35th-GA 8-9927

Signs-Supplies & Equipment

Ad-Vance Neon Service
5942 Don Wy(C)---IV 3-4119

ART ELLIS PAINT STORE
2508 J GI-8-1875

FLAX-SACRAMENTO ARTIST
MATERIALS 1016-14th---GI 2-3266

The Yellow Pages save you time.

Silk Screen Processing

AMERICAN SIGN CO
1917 El Camino Av---WA 5-5732

BLACK T ALBERT & ASSOCIATES

SILK SCREEN PROCESSED SIGNS

609 N 10th---GI 8-9817

BORDEN DECAL CO
DECALS - SCOTCHLITE - SCOTCHCAL
Nameplates - Emblems - Bumper Strips
4-Color Process Screen Printing
207-11th S F---HEmlok 1-1587

DOSCH CO THE
SINCE 1929
Real Estate Boards
Metal - Baked Enamel Signs
Fluorescent Signs
Scotchlite Decals
Bumper Signs - Banners
Aluminum & Paper Signs

1704 Kathleen Av(NS)---WA 2-8896

FLEMING SILK SCREEN
ALL TYPES OF SCREEN PRINTING
SEE OUR AD UNDER SIGNS

2014 0---GI 8-4915

House of Signs 1715-15th---GI 2-0162
Morey's Athletic Lettering
3908-32d GI-5-0662
Petta Signs 1412 Oregon Dr.---GL 7-8946

PROCESS POSTER CO
BILLBOARD ADVERTISING
WINDOW CARDS & DISPLAYS
378 St - Near Grove - Call Collect
675-37th Oakland---OLympic 2-7647

SUPERIOR SIGNS
QUANTITY SIGNS ON
WOOD, METAL, PAPER
OR CLOTH

2508 J GI-8-1875

Silk Screen Processing Supplies

ART ELLIS PAINT STORE
2508 J GI-8-1875

FLAX-SACRAMENTO ARTIST
MATERIALS 1016-14th---GI 2-3266

Silks-Whale & Mtrs
Real Silk Hosiery Mills Inc Agt
719 K---GI 3-2796

Silver Buyers
Associated Laboratories
1932 Middleberry Rd(NS)---WA 5-3149

Silversmiths
A-1 Plating Co 1721-16th---GI 1-1662
Karl's Silversmith 1415 R---HI 6-1166

Silverware-Renting
See Caterers' Equipment & Supplies

Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof... what nicer thought than a separate listing in the Telephone Book?

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.

Silverware-Retail

GREGITUS & SON

TIFFANY - GEORGE JENSEN
GORHAM - INTERNATIONAL
REED & BARTON - TOWLE
WALLACE & KIRK

1108 J---GI 2-9081
Country Club Centre---IV 7-7853

Skating Equipment & Supplies

Senator Roller Drome
1031 Del Paso Bl(NS)---WA 5-7077

Skating Rinks

ICELAND ICE-SKATING RINK

OPEN YEAR 'ROUND
PUBLIC SKATING NIGHTLY
8:00 P.M. - 10:30 P.M.
EXCEPT WED.

Private Parties Wednesday Night
Beginners Tues. Night
CHILDREN & ADULT CLASSES
SKATING SUPPLIES
SKATES - SHOES - EQUIPMENT

1430 Del Paso Blvd(NS)---WA 5-3121

KING'S SKATING RINK
Pioneer Roller Corral
5820 Cypress Av(C)-IV 7-7284

RAINBOW ROLLER RINK
STATE FAIR GROUNDS
SKATING NIGHTLY EXCEPT MONDAY
MATINEES - SATS & SUNS & HOLIDAYS
Mondays Reserved for Private Parties.
Shoe Skate Sales & Repairs

Near Main Gate on Stockton Blvd
Stockton Bl---GL 5-9783
If no answer call---WA 5-5274

SENATOR ROLLER DROME
Public Sessions 7:30 to 10 PM
Ntly Except Monday

Second Session 9:30 to 12 Midnight
Friday & Saturday

Matinees Sat. - Sun. & Holidays
2 PM to 4:30 PM

Skating Classes - Skating Equip.
"Family Nite" Every Tuesday Nite

1031 Del Paso Bl(NS)---WA 5-7077

YELLOW PAGES—the quickest way to find almost everyone in town who fixes things, sells things, does things.

Skiing Equipment-Retail

See Also Sporting Goods Headings

ALLEN'S SPORT SHOP
Ski Rentals & Sales

1316 J---GI 3-4216

Alpenhaus Ski Shop
2760 Fulton Av---IV 3-9529
(See Advertisement This Page)

ARDEN SPORTS UNLIMITED
SNOW & WATER SKIS
RENTAL

3121 Arden Wy---IV 7-8023

UNDERCOVER STUFF
To keep blankets soft and fluffy between laundering, brush with a whisk broom toward the binding—never across the blanket.

BONNIE B SPORTSTORE
Snow Ski-Equip & Clothing Rental
Representing Known Brands

At Popular Prices
10 AM to 7 PM - Fri. Till 9 PM
Sat 10 AM - 6 PM
COMPLETE SPORTING GOODS
In Del Paso Manor Shopping Center
2428 Maysal Dr---IV 9-7260

GOODWIN-COLE CO
"SKI-OLYMPIC" SKI SHOP
SKI RENTALS - SALES - SERVICE
Note - New Location & More Parking
1315 Alhambra Bl---GL 2-6641

Goodwin-Cole Co
1315 Alhambra Bl---GL 2-6641
(See Advertisement This Page)

HELM OF SUN VALLEY
2843 Howe Av---WA 2-4611
(See Advertisement This Page)

(Continued Next Page)

Alpenhaus SKI SHOP

COMPLETE SALES & RENTALS

JERRY MIKACICH SI SOLOMAN
SKI PROFESSIONALS

Home of the SKI SURGEON
SPECIALIZED SKI REPAIR
"Will Bring Your Ski Back to Life"

CALL
IV 3-9529
2760 FULTON AVE.

FREE PARKING

Jack Samples SKI HOUSE

SALES • RENTALS

1026 ALHAMBRA BLVD. AT K
Exclusively
SKI EQUIPMENT & SKI CLOTHING
Largest Selection of Name Brands

RENTALS

PANTS - PARKAS - BOOTS
SKI POLES - TOBOGGANS
FOR ADULTS & CHILDREN
WE RENT HART & HEAD SKIS
Open Even. Till 9 P.M. Except Sat. & Sun.
PARKING IN REAR
Charter Trip Inquiries Invited

HI 6-5429

HI 6-7461

Helm of Sun Valley SKI SPECIALISTS

Featuring the Largest & Finest Selection of Imported & Domestic

SKI CLOTHING & EQUIPMENT

Best Quality in

- ★ EQUIPMENT RENTALS
- ★ CLOTHING RENTALS

WORLD FAMOUS NAMES
THREE LOCATIONS
SAN MATEO - SUN VALLEY, IDAHO
SACRAMENTO

CALL
WA 2-4611

2843 HOWE AVE. AT MARCONI
TURN OFF FREEWAY 40 AT MARCONI GO 2 BLOCKS TO HOWE AVE.
AMPLE FREE PARKING

"Ski-Olympic"

SKI SHOP & RENTALS

SKIS • POLES • BOOTS • PANTS • PARKAS
SKI-RACKS • CAR CHAINS • TOBOGGANS

GOODWIN-COLE CO.

NOTE - New Location & More Parking
1315 ALHAMBRA BLVD. AT N

GL 2-6641

SKIING - Snow and Water

- HEAD
- HEART
- MOLITOR
- KASTINGER
- NORTHLAND
- VELROB
- CYPRESS GARDEN

Equipment - Sales - Rentals - Repairs
SACRAMENTO SPORTING GOODS

2 CONVENIENT LOCATIONS

GI 2-7298 920 J St. Sacramento

IV 3-9960 2807 Fair Oaks Blvd. Carmichael