

Code in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 Continues as follows: Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

CARLING
The best brew in the world come from Carling

RED CAP
Black Label

Regal Select
THE ONE BEER THAT REALLY HAS IT!

WA 2-5414
REGAL-CARLING DISTRIBUTING CO.
 2189 ACOMA NORTH SACRAMENTO

Only True Pale Beer

Burgermeister

Saccani Distributing Co.
 GI 1-0213
 2600-5th St. SACRAMENTO

for Your Convenience
 Directories for other cities are available in the Business Offices and at attended public telephone stations.

V BELTS & V BELT SHEAVES
 COMPLETE SELECTION OF BELTS FROM HOME WORKSHOP & APPLIANCES TO THE LARGEST INDUSTRIAL REQUIREMENTS
 SMALLEST TO THE LARGEST WE STOCK THEM ALL

WESTERN INDUSTRIAL SUPPLY CO.

905 G ST. GI 2-7264 SACRAMENTO

BELTING
 COMPLETE SELECTION GATES V-BELTS FOR INDUSTRIAL & HOME USE
 TRANSMISSION ENGINEERING SERVICE
 PHONE WA 2-5621
FRED E. BARNETT CO.
 999 Arden Way No. Sacramento

HIRES BOTTLING CO.

SQUIRT CANADA DR PEPPER BUBBLE UP

WE HAVE VENDING MACHINES FOR SALE OR RENT
 Factory Authorized Sales & Service FOR VENDOR/LATOR AND IDEAL VENDING MACHINES
 ABOVE ITEMS ALSO OFFERED IN PRE-MIX

GL 5-2621 or GL 5-1501
 1801-21st SACRAMENTO, CALIF.

Beer & Ale Distributors (Conf'd)
REGAL PALE DISTRIBUTING CO
 2189 Acoma(NS)-----WA 2-5414
 (See Advertisement This Page)
SACCANI DISTRIBUTING CO
 2600-5th-GI 1-0213
 (See Advertisement This Page)
STERLING BRANDS
 Lucky Lager On Draft
 5001-24th-----GL 6-3845
 (See Advertisement Page 89)
STERLING BRANDS
 Miller High Life On Draft
 5001-24th-----GL 6-3845
 (See Advertisement Page 89)
WALTER'S BEER--
 PAR-MAC DISTRIBUTING
 1708 Thornton Av. GI 2-3972

Beer Dispensing & Cooling Equipment
 See Beverage Dispensing & Cooling Equipment

Beer Parlors--See Taverns

Beer Retail--See Liquor Stores

Belling--Mechanical
AMERICAN PULLEY CO--
 SACTO ENGINEERING MACH WORKS
 6th & X-----HI 6-7738

BARNETT FRED E CO
 999 Arden Wyl(NS)-----WA 2-5621
 (See Advertisement This Page)

CAPITAL MACHINE & WELDING WORKS
DODGE TAPER-LOCK
SHEAVES & VEE-BELTS
 Transmission -- Conveyor & Elevator Belting
 83 N 17th-----GI 3-2556

CAPITAL RUBBER PRODUCTS CO
 2112 Alhambra Bl-----GL 2-1481
CYCLONE FENCE DEPT AMERICAN
STEEL & WIRE DIV U S STEEL CORP
 1331 T-----GI 2-7261

DAYTON V-BELTS & PULLEYS--
FULL LINE DISTRIBUTORS
STANDARD APPLIANCE PARTS CO
 1727 S-----HI 4-6650

DEGEN BELTING CO
 Leather V Belts-Conveyors
 211-9th S F-----UNdHrl 3-5505

DURA BELTING--
DURA-BELTING MFG CO INC
 715 Heinz Av Brkly--THrml 1-2612

GI 2-7264

An extension telephone saves time and steps.

Belling--Mechanical--(Conf'd)
GATES V-BELTS & DRIVES--
 DISTRIBUTOR
VAN VOORHIES-PHINNEY CO
 322 J-GI 3-5795

GUNTERT & ZIMMERMANN
 Conveyor-Transmission & V Belts
 Lindsay & Monroe Stkts--Hwrd 4-8712

HEWITT-ROBINS CONVEYOR & ELEVATOR BELTING--
AUTHORIZED DISTRIBUTORS
GEIGER INC
 14th & S-----HI 6-2755

Rogers Auto Parts
 W Capital Av & Merkleys(NS)---FR 1-4063
 Sacto Engineering Mach Works
 6th & X-----HI 6-7738

SACRAMENTO RUBBER CO
 721 J-GI 2-3847

VAN VOORHIES-PHINNEY CO
 322 J-GI 3-5795

WESTERN INDUSTRIAL SUPPLY CO
 905 G-GI 2-7264
 (See Advertisement This Page)

WORTHINGTON-GOODYEAR V-BELTS--
DISTRIBUTORS
CAPITAL RUBBER PRODUCTS CO
 2112 Alhambra Bl-----GL 2-1481

GEIGER INC 14th & S-----HI 6-2755

Better Business Bureaus
 Better Business Bureau 1005-8th-GI 3-6843

Beverage Dispensing & Cooling Equipment
COCA-COLA BOTTLING CO OF SACTO
 2200 Stockton Bl-GL 6-6464
 Feather River Spring Water Co
 1825 R-----GI 2-2989

POLAR REFRIGERATION SERVICE
 Servicing Only
 730 Ford Rd(DPH)-----WA 2-3487

Beverages--Fruit Juice--See Fruit Juices

Beverages--Soft Drinks, Mixers, Etc--
Distributors
BELFAST BEVERAGES--
REGAL PALE DISTRIBUTING CO
 2189 Acoma(NS)-----WA 2-5414

Belfast Bottling Co of Sacramento
 2301-19th-----GI 2-4257

BIRELEY'S BOTTLING CO OF SACTO
NON-CARBONATED
FRUIT FLAVOR DRINKS
 CAPRI
 Refreshing New Mixer
 1200-65th-----GL 7-0079

BUBBLE UP BOTTLING CO
 1801-21st-GL 5-2621

CANADA DRY BOTTLING CO
 1801-21st-GL 5-2621

CAPRI--
BIRELEY'S BOTTLING CO OF SACTO
 1200-65th-GL 7-0079
 (Continued Next Page)

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.

ED=Edgewood F=Frontier GI=Glbert HI=Hickory WA=Wabash
 EM=Empire GA=Garden GL=Glodstone IV=Ivnhove

Beverages--Soft Drinks, Mixers, Etc--
Distributors--(Conf'd)
COCA-COLA

PRE-MIX SOFT DRINKS
Coca-Cola
 FOR YOUR PARTIES, PICNICS
 SPECIAL EVENTS
 COCA-COLA AND FLAVORS
 Cooling & Dispensing Equipment
"FOR INFORMATION CALL"
COCA-COLA BOTTLING CO OF SACTO
 2200 Stockton Bl-GL 6-6464

Coca-Cola Bottling Co of Sacto
 1801-21st-----GL 5-2621

DR PEPPER BOTTLING CO
 3310 P-GL 6-7451

FROSTIE ROOT BEER--
 SEVEN UP BOTTLING CO
 3310 P-GL 6-7451

GOLDEN COLA BOTTLING CO
SUN DROP GOLDEN COLA
DOUBLE COLA
 NESBITT ORANGE--GRAPETTE
 DAD'S ROOT BEER
 ASSORTED FLAVORS
 Wholesale to Picnics--Parties
VENDING MACHINES
 SOLD--RENTED
 1708 Academy Wy-----WA 2-4721

Grapette Bottling Co
 1708 Academy Wy-----WA 2-4721

Hires Bottling Co 1801-21st-----GL 5-2621
 (See Advertisement Page 90)

KIST BEVERAGES--
SACRAMENTO BOTTLING CO INC
 1636 Kathleen Av(NS)-----WA 2-4776

Kist Beverages
 1636 Kathleen Av(NS)-----WA 2-4776

MUG OLD FASHIONED ROOT BEER--
REGAL PALE DISTRIBUTING CO
 2189 Acoma(NS)-----WA 2-5414

NAPA SODA--
PAR-MAC DISTRIBUTING
 1708 Thornton Av-GI 2-3972

Par-T-Pac Bottling Co
 501 Arden Wyl(NS)-----WA 2-9371

PEPSI-COLA BOTTLING CO OF SACTO
 1100 Q-GI 3-2001

Rehm Distributing Co
 16th & North B-----HI 6-0808

ROYAL CROWN COLA BOTTLING CO
NEHI BEVERAGE CO
NEHI
PAR-T-PAK
RICOLA
 ICE COOLERS FURNISHED FOR PICNICS
VENDING MACHINES
 SOLD OR RENTED
 501 Arden Wyl(NS)-----WA 2-9371

Sacramento Beverage Vending Co
 7042 Folsom Bl-GL 5-3631

SACRAMENTO BOTTLING CO INC
KIST BEVERAGES
 All Flavors
PARTY PUNCH
 1636 Kathleen Av(NS)-----WA 2-4776

Beverages--Soft Drinks, Mixers, Etc--
Distributors--(Conf'd)
SCHWEPES QUININE WATER--
REGAL PALE DISTRIBUTING CO
 2189 Acoma(NS)-----WA 2-5414

SEVEN UP BOTTLING CO
 3310 P-GL 6-7451

SHASTA BEVERAGES

"IT HASTA BE SHASTA"
 Sparkling Water
 Mixers - Flavors
 11 Popular Flavors in Cans
 Low Calorie Beverages
 Cock 'N Bull Ginger Beer
 and Quinine Water

"WHERE TO BUY IT"
BOTTLING PLANT
SACRAMENTO BOTTLING CO INC
 1636 Kathleen Av(NS)-----WA 2-4776

Shasta Water Co of Sacramento
 see also Sacramento Bottling Co Inc
 1636 Kathleen Av(NS)-----WA 2-4776

SQUIRT--
HIRES BOTTLING CO
 1801-21st-GL 5-2621

Vita-Pakt Orange Juice Distributing Co
 613 Galveston(W)-----FR 1-5092

Bibles--See Book Dealers

Bicycle Racks--See Racks

Bicycles--Dealers
BONNIE B SPORTSTORE
 SCHWINN BICYCLES
 SALES--REPAIRS--ACCES--PARTS
 In Del Paso Manor Shopping Center
 2428 Marval Dr-----IV 9-7260

CAMERON'S BICYCLE SHOP
 Authorized Dealer for
SCHWINN BICYCLES & ACCESSORIES
 COMPLETE LINE OF WHEEL GOODS
 Easy Payment Plan Sales & Repair
 620 J-----GI 3-1287

COLLEGE HARDWARE & CYCLERY
 2760-21st-GL 6-2042

COLUMBIA-BUILT BICYCLES--
HARRISON'S CYCLERY
 1011-13th-GI 2-6575

Deno's Bike Shop
 3610 Marysville Bi(DPH)-WA 5-3873
 (See Advertisement This Page)

Use the latest directory. Get the right number... right away.

TOWN & COUNTRY AREA
SCHWINN BICYCLES
 SALES--PARTS

REPAIRING
 ALL MAKES BIKES
 WORK GUARANTEED
LAWN MOWERS SHARPENED
K & T REPAIR SHOP
 IV 7-0904
 2151 FULTON AVE.

Beverages--Bicycles 91

Bicycles--Dealers--(Conf'd)
DRITZ'S CYCLERY
BICYCLES FOR THE ENTIRE FAMILY
VELOCIPEDES--TRICYCLES
 Tool & Lawn Mower Sharpening
 Saw Filing & Keys Made
 2209 Del Paso Bl(NS)-----WA 5-4960

Firestone Stores 1531 L-----GI 3-9041

HANK'S CYCLERY & HOBBY SHOP
HOME OF THE SCHWINN CUSTOMIZED BIKE
 We Fit the Bicycle to You Like a Pair of Shoes
 Parts & Repairs for All Makes
COMPLETELY REBUILT & RECONDITIONED BIKES
 We Will Take Your Old Bike In Trade
 4125 Franklin Bl-----GL 5-0301

HARRISON'S CYCLERY
 Authorized Dealer for...
COLUMBIA--SCHWINN
DAYTON HUFFY
 REPAIRING--PARTS--ACCESSORIES
 Guns--Ammunition
 1011-13th-----GI 2-6575

HOME BIKE SHOP
 REPAIRING--PARTS--ACCESSORIES
 SERVING FLORIN & ELK GROVE
 7069 McComber-----GA 1-4818

JAY CYCLE SHOP 2812 J-----GI 2-9268
 (See Advertisement This Page)

Bicycles--Dealers--(Conf'd)
JAY'S LAWN MOWER & CYCLE SHOP
 FEATURING ENGLISH BICYCLES
 PARTS & REPAIRS
 On Most Foreign & Domestic Bicycles
 6145 Watt Av(NH)-----ED 2-6361

K & T Repair Shop 2151 Fulton Av-IV 7-0904
 (See Advertisement This Page)

Kiddie's Kingdom Toy & Furniture Center
 3335 El Camino Av-----IV 7-4708

MILT'S CYCLERY
SCHWINN BUILT BICYCLES
 Complete Bicycle Repairing
 Full Line of Accessories & Parts
 3913 Stockton Blvd-----GL 6-6211

Rees's Sport Shop
 Stockton Bl & 12th Av-----GL 6-0490

SCHWINN BICYCLES
 "World's Finest Bicycle"--More American-
 made ride Schwinns
 by far over 50 Schwinns
 models in every price range. SOLD and
 SERVICED BY SCHWINN FACTORY-FRAN-
 CHISED DEALERS. BUDGET TERMS.

"WHERE TO BUY THEM"
 DEALERS
BONNIE B SPORTSTORE
 Del Paso Manor Shopping Center
 2428 Marval Dr-----IV 9-7260

CAMERON'S BICYCLE SHOP
 620 J-----GI 3-1287

College Hardware & Cyclery
 2760-21st-GL 6-2042

Deno's Bike Shop
 3610 Marysville Bi(DPH)-WA 5-3873

GOODRICH B F TIRE CO
 1201 L-----GL 2-3811
 (Continued Next Page)

Schwinn

An extension telephone saves time and steps.

SINCE 1948

Schwinn BICYCLES

AUTHORIZED SALES--REPAIRS--ACCESSORIES
 LARGE SELECTION--ALL NEW MODELS
 EASY TERMS--TRADE-INS
 FACTORY QUALIFIED & APPROVED REPAIRS
 ALL WORK GUARANTEED
3 & 10 Speed Hub Repairs a Speciality

DENO'S BIKE SHOP

PICK-UP DELIVERY
 3610 MARYSVILLE BLVD. WA 5-3873
 MODELS TOYS
 DEL PASO HEIGHTS

SCHWINN BICYCLES
 America's Favorite Dependable Rebuilt Bikes
TOY WHEEL GOODS
 SALES SERVICE+TERMS
Motors Repaired
 "We Service What We Sell"
 PICK-UP & DELIVERY
 Phone GL 5-7721

THOM'S CYCLERY
 A BUSINESS NOT A SIDE LINE
 AND LAWN MOWER SUPPLY
 3401-2nd Ave. of Broadway Sacramento

SCHWINN & ENGLISH BICYCLES
 SALES & REPAIRS
 Full Line of Parts
 Prompt Service - Pick-Up & Delivery
WHEEL TOYS
 GI 2-9268
 We Service What We Sell

JAY CYCLE SHOP
 2812 J Sacramento