

Advertising-Directory & Guide

See also Advertising Agencies & Counselors; Publishers-Directory & Guide
Polk R L Co 1617-16th -----GI 3-5070

YELLOW PAGES

The buyers' guide 9 out of 10 people use. Choose from over 4,000 directories to advertise your product or service... whether you do business on a local or national basis.



"WHERE TO GET SERVICE"

LOCAL
PACIFIC TELEPHONE & TELEGRAPH CO THE
Directory Department
900-3d San Francisco
(No Inter-city Charge)
Ask Operator for-----Entrprise 12030

NATIONAL
PACIFIC TELEPHONE & TELEGRAPH CO THE
Directory Department
900-3d San Francisco
(No Inter-city Charge)
Ask Operator for-----Entrprise 12030
Ask for Extension 66

Advertising-Motion Picture

See also Motion Picture Producers & Studios
Pope Studios 816-21st-----GI 2-4777

Advertising-Newspaper

See also Advertising Agencies & Counselors; Newspapers
Williams Ray A 3030 O-----GL 7-1790

Advertise here-it pays.

Advertising-Outdoor

See also Advertising Agencies & Counselors
AMERICAN SIGN CO
1917 El Camino Av-----WA 2-9877

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-DIVISION OF METROMEDIA INC 1330 U-----GI 2-3896
KING OUTDOOR ADVERTISING CO
3023-65th-GL 7-9083
Ledbetter Displays
2424 Princeton(NS)-----WA 2-3758

WESTERN BENCH ADVERTISING SYSTEM

OUTDOOR BENCH ADVERTISING

PRIME CORNERS AVAILABLE
211-13th-----HI 7-9661

Advertising Service

See Advertising Hogs; Marketing Research & Analysis; Artists-Commercial; Merchandise & Marketing Consultants; Photographers-Commercial

KEEP LIGHT FROM MILK

Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.

Advertising-Specialties

See also Specific Hogs, Such as: Badges; Calendars; Matches; Pencils; Thermometers; Etc
A B K Enterprises
Business & Executive Gifts
2612 Marconi Av-----IV 7-2260
Brown and Bigelow
4401 Citlye Wy-----IV 7-1511

CLASSIC TROPHY CO-----HI 4-8673
CRIBBINS WALTER W CO INC
A Complete Sales Promotion Service
2015 J-----GI 2-0815
Lyon Agency The
3249 O'Farrell Dr(NS)-----WA 2-7633

NATIONWIDE ADVERTISING CO
CALENDARS - SPECIALTIES - GIFTS
"Highest Quality - Lowest Cost!"
SALESBOOKS - REGISTER FORMS - ETC
5650 Auburn Bl-----ED 2-9236

Pacific Novelty Co 2642-36th-----GL 7-5664
Perrigo Calendar Co
457-11th(NS)-----FR 1-7875
Staats Ted Advertising Specialties Sales
Agcy 2141-36th-----GL 6-5913
Vernon Co The 1607 El Nido Wy-----IV 9-8273
Western Bench Advertising System
211-13th-----HI 7-9661
Wright Don Associates
2601 Cadweg Av-----GA 8-3274

BLAKEMORE EQUIPMENT CO
Chicago Pneumatic Sales-Rentals
3050 W Capitol Av(NS)-----FR 1-9067
Burch Equipment Co Inc 1910 Q-----GI 8-9149
Central Equipment Co see also Rix-Central
Equipment Co 1213 Arden Wy-----WA 2-5861

CURTIS AIR COMPRESSORS-
PAULT & GRIFFIN CO
509-6th SF-----SU 1-4670
Darwin Fryer Co-Petroleum Marketing Equip
2389A Fryer Oaks Bl-----IV 9-1732
(Continued Next Page)

Advertising-Transit

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

Fielder Sorensen & Davis
1515-26th-----GL 1-9654
If no answer call-----ED 2-0312

Advertise in the **YELLOW PAGES**... it pays.

Agricultural Chemicals

Agrichem Industries Inc
Co. Rd 21 & 9th Davis-----SK 3-4178
ORCHARD SUPPLY CO
1700 Kathleen Co 1731-17th HI-6-7821
Pacoast Chemical Co
1700 Kathleen Av(NS)-----WA 2-4508

Air Compressors

BACON EDWARD R COMPANY
211 N 7th-GL 2-1008
BIDDLE & FOSTER SERVICE STN MAINTENANCE & EQUIPMENT CO
1709 S-GI 1-2886
BINKS AIR COMPRESSORS-
BINKS MANUFACTURING COMPANY
See Local Dir List Under Spray Equip
950 Newhall S F-----415 AT 2-4985

BLAKEMORE EQUIPMENT CO
Chicago Pneumatic Sales-Rentals
3050 W Capitol Av(NS)-----FR 1-9067
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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.

INDEX TO CLASSIFIED HEADINGS-SEE GREEN PAGES

Air Compressors-(Cont'd)

INGERSOLL-RAND AIR COMPRESSORS-
BRANCH OFFICES
INGERSOLL-RAND CO
350 Brannan SF-----415 GA 1-6330

AUTOMOTIVE DISTRIBUTORS
HENDERSON BROS
Main Store 23d & R-----GL 2-4561
Fulton Av Store
2015 Fulton Av-----IV 3-4614

MOTOR PARTS SALES
2323 Gibson(NS)-----WA 5-8541

CONTRACTORS EQUIPMENT DISTRIBUTORS
INDUSTRIAL TRACTOR SALES
Sales-Service-Rental-Air Tools
903 Del Paso Bl(NS)-----WA 5-8525

Ingersoll-Rand Co
4245 Oak St-----GA 1-3002

LUTTIG & SEVERSON
28th & U-----GL 2-2854
(Please See Advertisement Page 8)

PHILPOTT CONSTRUCTION EQUIPMENT
AIR TRACS - ROCK DRILLS
COMPRESSORS - PUMPS
TUNNELING EQUIPMENT
DIAMOND DRILL-EQUIP
GENERATORS
GROUT PUMPING UNITS
CONCRETE PLACERS
STEEL BITS BEARINGS - SUPPLIES



"FOR SERVICE CALL"
PHILPOTT GEORGE M CO INC
6260 Folsom Bl-----GL 2-2641

RENTAL MACHINERY CO INC
See Our Ad Cont'r Equip-Renting
905 Del Paso Bl(NS)-----WA 2-0173

RIX-CENTRAL EQUIPMENT CO
1213 Arden Wy-----WA 2-5861
(Please See Advertisement Page 8)

SACRAMENTO WHEEL SERVICE
Washinghouse Air Compressors
Schromm Air Compressors - Tools
SALES - SERVICE - RENTALS
1829-22d-----GL 1-8464

U S MACHINERY CO
2330 Auburn Bl-----IV 9-7603

WESTINGHOUSE AIR COMPRESSORS-
DISTRIBUTORS
RIX-CENTRAL EQUIPMENT CO
1213 Arden Wy-----WA 2-5861
SACRAMENTO WHEEL SERVICE
1829-22d-----GL 1-8464

WORTHINGTON AIR COMPRESSORS
All sizes of Stationary
air-cooled compressors.
Stationary water-cooled
compressors.
BLUE BRUTE portable
reliary compressors.
Complete line of contractors air tools
& mobile drilling rigs.



"FOR INFORMATION CALL"
STATIONARY COMPRESSOR
DISTRIBUTORS
GEIGER INC
14th & S-----HI 6-2755

Air Compressors-Renting
AARO RENTAL SERVICE-
ARROW RENTALS
N/W Cor Fruitridge Rd & 24th
3500-24th-----GL 2-3501
TRIANGLE RENTS
Fair Oaks Bl & Manzanita Av
(C)-----IV 7-7887

BURNETT & HARRIS
1510-16th-----GI 1-4851
3413 El Camino Av-----IV 3-3836

CALIFORNIA RENTS
1001 Arden Wy-----WA 2-6521
(Please See Advertisement This Page)

Air Compressors-Renting-(Cont'd)

CLEMENTINA LTD
7823 Folsom Bl-----GL 2-3145
(Please See Advertisement This Page)

FARMERS TRACTOR & RENTAL CO
COMPRESSORS & TOOLS
HOUR - DAY - WEEK OR MONTH
OPEN 7 DAYS A WEEK
6201 Elvas Av-----GL 1-7277

HAL'S EQUIPMENT RENTAL
1131 Solano Av Napa-----BAI down 4-7045
Henderson Bros 2015 Fulton Av-----IV 3-4614

PHILPOTT AIR COMPRESSOR EQUIPMENT RENTALS-
PHILPOTT GEORGE M CO INC
6260 Folsom Bl-----GL 2-2641

RENTAL MACHINERY CO INC
See Our Ad Cont'r Equip-Renting
905 Del Paso Bl(NS)-----WA 2-0173

RIX-CENTRAL EQUIPMENT CO
See Our Ad-Cont'r Equip
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TRIANGLE RENTS
Fair Oaks Bl & Manzanita Av
(C)-----IV 7-7887

U S MACHINERY CO
2330 Auburn Bl-----IV 9-7603

WESTERN TRACTOR CO
N 16th & American River-WA 5-8551

Air Compressors-Repairing
PHILPOTT AIR COMPRESSOR EQUIPMENT REPAIR SERVICE-
PHILPOTT GEORGE M CO INC
6260 Folsom Bl-----GL 2-2641

SKIP A STEP
When painting steps, do every other one, let dry. Paint remaining steps. The dry steps may then be walked on.

Air Conditioning Contractors

A A Refrigeration & Air Conditioning
4799-24th-----GL 5-6303
Ace Sheet Metal Inc 1615-2d-----GL 1-4068

ACTIVE HOME BUILDING SERV
Room Cooler & Remote Air Conditioner
& Heating Units Sold & Installed
We Cut Walls to Fit Your Coolers
4918 Reid Wy-----GL 6-7756

AIR CONFORT ENGINEERING
(Please See Advertisement Page 12)

AIR CON ENGINEERING RICHARD M OEBERT & ASSOCIATES

AIR CONDITIONING HEATING
RESIDENTIAL - COMMERCIAL - SHEET METAL
HEAT PUMPS - CEMENT METAL
2330 Catalina Dr-----IV 3-8112

AIR CONDITIONING & REFRIG SERVICE
Jim Vendry-Owner
2724-24th-GL 6-2378

AMANA AIR CONDITIONING-
SALES & SERVICE
FALWELL'S REFRIGERATION
SERVICE 3832 Tatr(DPH)-----WA 5-3669

ATLAS PLUMBING & HEATING OF SACRAMENTO INC 931-48th-GL 2-6925
BECKER J C PLUMBING & HEATING
5631 Auburn Bl-----ED 2-8600

"Finding it Fast in the **YELLOW PAGES**" is a national habit. Purchasing agents, production men and engineers as well as housewives refer to the **YELLOW PAGES** when they are ready to buy.

Air Conditioning Contractors-(Cont'd)

BERKAN & CLARK SHEET METAL CARRIED
AIR CONDITIONING
HEATING
HEAT PUMPS
Residential - Commercial - Industrial
Northern California's Largest
2544 Tesla Wy-----IV 3-0467

BERKAN & CLARK SHEET METAL
2544 Tesla Wy-----IV 3-0467
(Please See Advertisement Page 10)

BEST AIR CONDITIONING & SHEET METAL INC 1213 Alhambra Bl.-GL 2-6581
BEUTLER SHEET METAL WORKS
5936 Don Wy(C)-----GL 3-2958
Bobo Sheet Metal Inc 4320-24th-GL 2-4951
(Please See Advertisement Page 13)

BOB SHEET METAL
3325 S F Av-----GA 8-4768
Burgess & Son Sheet Metal Service
2396 Fairfield(NS)-----WA 2-5418
(Please See Advertisement Page 13)

C & M SHEET METAL
AIR CONDITIONING
HEATING
Residential - Commercial
LICENSED CONTRACTOR
Free Estimates
9328 Folsom Bl-----EM 3-4471

CALIF-AIR CONDITIONING INC
1326 Silica Av(NS)-----WA 7-0111
(Please See Advertisement Page 11)

CAPITOL AIR CONDITIONING CO INC
See Our Adv Furnaces Heating
4320 Orange Grove Av-----IV 3-8042
4621 Orange Grove Av-----IV 3-7072

CLIMA-CENTER AIR CONDITIONING CO INC 6452 Stockton Bl.-GL 1-4188
(Please See Advertisement Page 12)

COMMERCIAL REFRIGERATION CO
AIR CONDITIONING
SALES - SERVICE
INSTALLATIONS
GI 1-3223
233 N 16th-----GI 1-3223

COOK RAY O
5534 Elvas Ave
56th & F Av-----GL 2-4936
(Please See Advertisement Page 11)

Custom Air Conditioning
4621 Orange Grove Av-----IV 3-3497

DALCO MECHANICAL
702-57th-----GL 2-4901
(Please See Advertisement Page 13)

Division Heating & Sheet Metal Co
2904 Router Rd-----EM 3-6048

EVEN-TEMP INC
Contractors & Builders Exclusively
8122 Roseville Rd(NS)-----ED 2-8093

FOLEY SHEET METAL CO INC
2240 Evergreen(NS)-----WA 2-3484

FOUNTAIN & BEAN SHEET METAL PRODUCTS
214-27th-----GI 2-1842

GIBSON AIR CONDITIONING-
SALES & SERVICE
FALWELL'S REFRIGERATION
SERVICE 3832 Tatr(DPH)-----WA 5-3669

GIBSON SHEET METAL WORKS
417-29th-GL 3-8328

HAMILTON SHEET METAL
6949 Power Inn Rd-----GA 1-3666
(Continued on Pages 10 & 11)

Answer promptly, speak clearly, hang up gently-three friendly telephone habits.

NATIONAL YELLOW PAGES SERVICE

CHOOSE FROM OVER 4,000 DIRECTORIES TO REACH YOUR MARKETS

NATIONAL YELLOW PAGES SERVICE

A Convenient New Service for National and Regional Yellow Pages Advertisers Who Want 1 Contact • 1 Contract • 1 Monthly Bill

FOR INFORMATION - Ask Operator For **ENTRPRISE 12030**
ASK FOR EXTENSION 66

PACIFIC TELEPHONE
900 THIRD STREET • SAN FRANCISCO

AIR COMPRESSORS

AUTHORIZED DISTRIBUTOR
Sales - Service - Parts
COMPLETE MODERN
REPAIR FACILITIES

LUTTIG & SEVERSON
GL 2-2854

28th & U SACRAMENTO

THE RIX COMPANY, INC.

MANUFACTURERS OF HIGH PRESSURE AIR OR GAS COMPRESSORS
Compressed Air Specialists in California since 1878

SALES - RENTALS - SERVICE

Engines
Air Tools

PUMPS - SAWS
CONCRETE EQPMT.
VIBRATORS - TAMPPERS
CONTRACTORS EQUIPMENT

LE ROI

"Exclusive Westinghouse Air Brake Distributors"

1213 ARDEN WAY
NORTH SACRAMENTO
Branches in San Francisco,
Berkeley & San Jose

WA 2-5861

AIR COMPRESSORS & AIR TOOLS

"We Rent Everything" - All Sizes

PHONE **WA 2-6521** HOUR - DAY - WEEK MONTH
OPEN SUNDAYS
LARGEST SELECTION IN THE WEST

CALIFORNIA RENTS

"U-OPERATE" SACRAMENTO

1001 ARDEN WAY

AIR COMPRESSOR RENTALS

DAY - WEEK OR MONTH
PORTABLE - GAS - ELECTRIC - DIESEL
60 CFM TO 900 CFM
AIR TOOLS - SANDBLAST EQUIPMENT

PHONE **GL 2-3145**

7823 FOLSOM BLVD.

CLEMENTINA LTD.