

Codes in Italicings indicate Communities as follows: Sacramento (No Code) Carmichael (C) North Highlands (NH) Sacramento (No Code) Broderick (B) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

**Letter Shop Service—(Cont'd)**  
**ABLE PRESS & LETTER SHOP**  
 DIRECT MAIL ADVERTISING  
 OFFSET PRINTING - DUPLICATING  
 ADDRESSING - PLATE EMBOSING  
 Specialized in Consumer Mailing Lists  
 Local & State-Wide  
 Layouts - Programming - Addressing - Mailing  
 "One Call Brings You a Complete Service"  
 Room 415  
 924-111th -----HI 6-6081

**BELLOTTI MARGARET M**  
 Call After 5 PM Daily & on Weekends  
 1325-56th -----GL 1-8510  
**CAL PRINT & MAIL**  
 2920 J -----GI 2-1139  
**CALDWELL'S**  
 See Our Ad under Printers  
 2005 N -----GI 3-4878  
**CALL-MARIE**  
 3037 El Camino Av -----IV 9-5548

**CAPITAL LETTER SHOP**  
 Circular Letters  
 MIMEOGRAPHING  
 MULTIGRAPHING  
 Stenographic Service - Addressing  
 TYPING OF ALL KINDS  
 Fannie E. Sina Hattie D. Sina  
 430 J -----GI 2-7915

**CARMICHAEL LETTER SHOP**  
 TYPING  
 MAILINGS  
 MIMEOGRAPHING  
 PERSONAL DICTATION  
 TELEPHONE DICTATION  
 All Work Guaranteed - Free Estimates  
 In the Security Title Bldg.  
 5738 Marconi Avc-----IV 9-0776  
 If no answer-----GI 8-6782

**DILLON'S PRINT SHOP**  
 Letter Press - Lithographing  
 Multilithing  
 Business Forms  
 Brochures - Booklets  
 406-12th -----GI 2-2811

Duplicating Specialists  
 Address Plate Service -----GI 3-7602  
 907 U  
 Frank's Letter Shop 1137-28th Av.-HI 7-6250  
**KENDRICK'S MIMEOGRAPHING**  
 SERVICE 4917 Boyd Dr(C)-----IV 9-9890  
 Lebeck A Business Equip Co  
 3021 Capitol Av.-GL 6-3877

**LETTER SHOP THE**  
 Forum Bldg -----GI 2-2947  
 (Please See Advertisement Page 349)  
**NEWMAN LAURA J**  
 Offset Printing & Mimeo  
 Using IBM Electrics Exclusively  
 Job Resumes - Form Letters, Etc.  
 3111 Fulton Av-----IV 7-5966

San Juan Business Services  
 Offset-Plastic Binding  
 4646 Illinois Av Fair Oaks-----VO 7-5263  
**STENO CENTER** 3428 Fulton Av.-IV 9-9571  
 Steno Print & Mailing Service  
 3037 El Camino Av -----IV 9-5548  
 Steno Print & Mailing Service  
 2118 J -----GI 1-3226  
 (Please See Advertisement Page 349)

**STENO SHOP THE**  
 MIMEOGRAPHING - PHOTOCOPYING  
 DICTATION & TYPING  
 OFFSET PRINTING  
 6441 Fair Oaks Bl(C)-----IV 7-1990  
 Town & Country Printers  
 3364 Fulton Av-----IV 3-4924  
**Letters-Sign**  
 Acme Building Specialties Inc.  
 Alum-Bronze-Porcelain-S Steel  
 1624 Folsom SF-----UN 3-2100  
 Cronin Robert Co The 1331 T-----GI 3-8543  
 Crum Bill 2661 Atlas Av-----GI 5-7910  
 Flint Sam F 2709 X-----GL 5-5561

**Libraries-Circulating & Rental**  
 St Thomas Aquinas Library 1115 K-GI 3-4431  
**Libraries-Public**  
 Sacramento County of  
 Library County  
 Carmichael Branch  
 5650 Marconi Avc-----IV 7-9508  
 Foothill Branch 5537 Hemlock-ED 1-0948  
 Yolo County Library  
 1420 Markley Avc(S)-----FR 1-5612

**Lo DeLoe Service**  
 Johnson Roy J -----GL 7-8373  
**W W & ASSOCIATES INC**  
 See Our Ad under Business Consultants  
 2109 J -----HI 6-7801

An extension telephone is a step-saver in any home.

**Lighting Fixtures-Misc**  
 Boyd A Crutcher Co 1400 S-----HI 6-0314  
**DAY-BRITE LIGHTING FIXTURES**  
 -VAN NOSTRAND L J 1331 T-----HI 6-6234  
 Day-Brite Lighting Inc 1331 T-----HI 6-6234  
 Hobrecht Lighting Fixture Co  
 2311 J-GI 3-1739

**PICKRELL W E COMPANY**  
 Manufacturers Agent Representing  
 Globe Illumination Co.  
 Liebert Manufacturing Corp.  
 Storer Industries &  
 Alkes Manufacturing Co.  
 For OTHER LINES CALL  
 1716 O -----HI 7-0798

Smoot-Holman Co 1331 T-----HI 4-7750  
 Advertise here-it pays.

**Lighting Fixtures-Repairing & Maintenance**  
 Britte Lite Serv 2904 Franklin Bl.-GL 7-9350  
**FLUORESCENT LIGHTING & SERVICE**  
 CO 919-29th -----GI 2-1081  
 (Please See Advertisement This Page)  
 Kephart & Sons  
 2817 Fair Oaks Bl(C)-----IV 9-7901

**MOORE, REX**  
**LIGHTING MAINTENANCE**  
 PROMPT REPAIRS  
 FURNISH LAMPS & STARTERS  
 SOCKETS - BALLAST  
 NEW FIXTURES  
 BY SKILLED MECHANICS  
 1517-19th -----GI 2-6587

**ROSENBERG T L CO**  
 COMPLETE LIGHTING MAINTENANCE  
 SINCE 1924 - CALL COLLECT  
 315 Washington Oakind-415-TE 2-0512  
**STEIN ELECTRIC CO**  
 3707 J -----456-4711

**Lighting Fixtures-Retail**  
 A & Key & Builders Supply  
 6001 Folsom Bl-----GL 2-1471  
 Fluorescent Lighting & Service Co  
 919-29th -----GI 2-1081  
**HOBRECHT LIGHTING FIXTURE CO**  
 2311 J-GI 3-1739  
 (Please See Advertisement This Page)  
**MANNING SALES CO**  
 2808 Barbarral Wy -----IV 3-6833  
**MERRILL ELECTRIC CO**  
 4807 Auburn Bl-----ED 1-0860  
 (Please See Advertisement This Page)

**MOE LIGHT LIGHTING FIXTURES**  
 BY MOE LIGHT DIVISION  
 OF THOMAS INDUSTRIES  
 Designers and manufacturers  
 of lighting fixtures  
 for every room of the home  
 and decorative lighting fixtures  
 for commercial use. Inspiration-Lighting  
 Creators of  
  
 "WHERE TO BUY THEM"  
 DISTRIBUTORS  
 GRAYBAR ELECTRIC CO  
 12111 Fee Dr(NS)-----WA 2-8061  
**INCANDESCENT SUPPLY CO OF SACRAMENTO** 1800-24th -GL 2-3111

**STEIN ELECTRIC CO**  
 3707 J -----456-4711  
**VOGT ELECTRIC CO**  
 1817 F -----GI 2-5897

**Lighting Fixtures-Wholesale**  
**CAPITAL WHOLESALE ELECTRIC CO**  
 1235 S -----GI 3-8051  
**INCANDESCENT SUPPLY CO OF SACRAMENTO** 1800-24th -GL 2-3111  
**LEADER ELECTRIC DISTRS**  
 3314 Power Inn Rd-----GL 6-4716  
 Merrill Electric Co  
 4807 Auburn Bl-----ED 1-0860  
**STEIN ELECTRIC CO**  
 3707 J -----456-4711  
**SUPERIOR SALES CO** 1725-19th-GI 8-8551  
**VALLEY ELECTRIC CO OF SACRAMENTO**  
 18th & S-GI 8-8271

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.

INDEX TO CLASSIFIED HEADINGS-SEE GREEN PAGES

**Lighting Systems & Equipment**  
 Cox's Sacto Theatrical Lighting  
 2813 P -----GL 6-3463  
**ETS-WOKIN & GALYAN**  
 105 Arden Wyl(NS)-----WA 2-9021  
**Galejen Electric Co** 3517-2d Av.-GL 1-8402  
**HOMELITE** 2234 Auburn Bl-----WA 5-5396  
**KOHLER ELECTRIC PLANTS & ENGINES**  
 DISTRIBUTORS  
**LANGNER & RIFKIN**  
 1116-15th-GI 1-1291

Loris Sales  
 Surplus Elect Generating Plants  
 907-2d -----GI 8-0310  
 Mervin Electric Co Inc  
 2867 Heinz -----457-9841  
**MOORE REX**  
 LIGHTING IS OUR BUSINESS  
 RELIGHTING SPECIALIST  
 MORE LIGHT  
 LOW COST  
 SAVINGS ON MAINTENANCE  
 LEASE - LIGHT RENTAL  
 1517-19th -----GI 2-6587

Patterson Electric 2548-9th Av.-GL 5-2500  
**PETRAL'S STAGE & THEATRICAL LIGHTING RENTALS**  
 See Our Theatrical & Stage Ad  
 2960-24th Av -----GL 5-2903  
 Preston Electric Co  
 4811 Auburn Bl-----ED 2-6904  
**STEIN ELECTRIC CO**  
 3707 J -----456-4711

**Linemen's Equipment & Supplies**  
**WESTERN HARDWARE & TOOL CO**  
 122-10th SF -----UN/dml 3-4540  
 Check the YELLOW PAGES for WHO sells WHAT.

**Linon Supply Service**  
 A B C Towel & Linen Supply Co  
 1409 R-GI 2-1877  
**AMERICAN LINEN SUPPLY**  
 1931 E-GI 2-8229  
 (Please See Advertisement This Page)  
**Arrow Towel & Supply Co** -----IV 7-9712  
**CAPITOL UNIFORM & TOWEL SERVICE**  
 2302 Wail Av-----IV 3-2148  
**Community Linen Rental Service**  
 6130 Fair Oaks Bl(C)-----IV 9-8445  
**Community Linen Rental Service**  
 1824-61st -----GL 2-4834

**COFFEE'S PROFESSIONAL LINEN SUPPLY**  
 DENTISTS BARBERS  
 DOCTORS BEAUTY SHOPS  
 MOTELS SCHOOLS  
 2414-16th -----GI 3-7905

Galland Linen Service 3391 Lanett-GL 1-8407  
**GOLDEN STATE LINEN SERVICE**  
 1224 S-GI 2-3889  
 (Please See Advertisement This Page)

**MERLEN CAPITAL LAUNDRY & CLEANERS**  
 QUALITY SERVICE WITH  
 QUALITY SUPPLIES  
 1322 V -----GI 3-9051  
 Palace Linen Service 3391 Lanett-GL 1-8407  
 Red Star Industrial Service  
 Continuous Towel Service  
 1409 R -----GI 2-1877  
**SACRAMENTO LINEN SERVICE**  
 3391 Lanett -----GL 1-8407  
 Shasta Laundry & Dry Cleaners  
 1931 E -----GI 3-5966  
**SHASTA LINEN SUPPLY** 1031 E-GI 3-5966  
 (Please See Advertisement This Page)

**Lingerie-Retail**  
 Ranshoffs 11th & K -----HI 4-6551

**Fast - Efficient**  
**LINEN RENTAL SERVICE**  
 Specializing in the MEDICAL OFFICES  
 PHYSICIANS • SURGEONS OTOMENTRISTS • LABORATORIES  
 DENTISTS • DRUGGISTS NURSES • HOSPITALS  
 CONTINUOUS CLOTH TOWELS  
 Our Immaculately Clean Towels,  
 Our Courteous, Efficient Route Salesmen  
 And the Fastidious Cleanliness of  
 Our Modern Plant Assure You of Clean,  
 Quick and Dependable Service  
**GI 2-8229**  
**AMERICAN LINEN SUPPLY**  
 1931 E ST.

**LINEN RENTAL SERVICE**  
**FAST - EFFICIENT**  
 WE SUPPLY  
 • RESTAURANTS • DAIRIES • REPAIR SHOPS  
 • GROCERIES & MARKETS • SCHOOLS • SERVICE STATIONS  
 • FACTORIES • PACKERS • GARAGES  
 • OFFICES & STORES • PRINTERS • TAVERNS  
 CONTINUOUS CLOTH TOWELS  
**GI 3-5966**  
**SHASTA LINEN SUPPLY**  
 1931 E

**FLUORESCENT LIGHTING & SERVICE CO.**  
 LIGHTING MAINTENANCE CONTRACTORS  
 FIXTURE WASHING & REPAIRING  
 MONTHLY MAINTENANCE CONTRACTS  
 LATEST, MOST MODERN EQUIPMENT USED  
 Sales & Service on Lamps & Ballasts  
**"FLASCO" GI 2-1081 "FLASCO"**  
 919-29th ST. SACRAMENTO

**LIGHTING FIXTURES**  
 Largest Selection in Superior California  
**LIGHTOLIER LIGHTING PRODUCTS**  
 SPECIAL FIXTURES DESIGNED & MANUFACTURED  
 TO ORDER. FIXTURES & LAMPS REPAIRED  
 COMPLETE SELECTION OF LAMPS  
 LAMP SHADES & PARTS  
 Specialists in Residential &  
 Commercial Lighting Since 1909  
 Reasonable Prices One Year Guarantee  
**HOBRECHT Lighting Fixture Co.**  
 2311 J Street GI 3-1739  


**Merrill Electric Company**  
 ELECTRICAL CONTRACTORS  
 SUPPLIES  
 FIXTURES  
 WE OFFER ONE OF SACRAMENTO'S LARGEST SELECTIONS  
 OF LIGHTING FIXTURES & SUPPLIES  
 RESIDENTIAL - COMMERCIAL  
 Licensed Electrical Contractor  
 4807 AUBURN BLVD. SACRAMENTO **CALL ED 1-0860**

*Always keep Receiver On the HOOK*  
 When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.  
**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY.**

**When Looking For a Dealer In YOUR NEIGHBORHOOD**  
 Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you  
 Look in the  
**Classified TELEPHONE SECTION**  
 The Yellow Pages Tell "Where To Buy It"

**GOLDEN STATE LINEN SERVICE**  
 Complete Professional - Industrial - Commercial Linen Rental Service  
**WHY BUY - WE SUPPLY**  
 • Hotels • Industrial  
 • Markets • Plants  
 • Restaurants • Doctors  
 • Printers • Dentists  
 • Bars & Barber Shops • Butchers  
 • Service Stations • Beauty Shops  
 • Garages  
 CALL COLLECT  
**GI 2-3889**  
 1224 S St. Sacramento

**IT PAYS TO ANSWER TELEPHONE CALLS PROMPTLY**  
 Prompt answering of a telephone's ring is thoughtful, courteous—and good business.