



CARPETING SALES-INSTALLATION AND SERVICE

* COUNTY WIDE BECAUSE OF OUR LOW OVERHEAD WE CHALLENGE ALL COMPETITIVE PRICES Authorized Hoover Vacuum Dealer All Sales by Appointment

AAA CARPET CO.
LICENSED CONTRACTOR
WA 2-8562
TONY ERAMO - Owner & Operator



F. M. Rice Co. SINCE 1942

CARPETS: FINE BRAND NAMES

WHOLESALE AND RETAIL CONTRACT PRICES

Complete Furnishings FURNITURE • CARPETS • DRAPES • LAMPS APPLIANCES - WESTINGHOUSE, ETC. APARTMENTS • OFFICES • HOTELS & MOTELS HOMES & INSTITUTIONS

BANK TERMS • FREE DELIVERY DECORATING CONSULTANTS Serving Entire Sacramento Area

1622 K SACRAMENTO

FOR GOOD "BUYERS" HI 7-6312

MAGIC CARPET FURNISHINGS & FLOOR COVERINGS

See Our Beautiful Stock of Carpet & Linoleum Patterns

WALL-TO-WALL CARPETING

"PRICED TO SUIT - WHOLESALE - RETAIL"

WE SPECIALIZE IN

- FAULTLESS INSTALLATION
- PROPER MEASURE
- EXPERIENCED ADVICE
- ATTENTIVE SERVICE

COMPLETE MATERIALS & LABOR FOR FLOORS, DRAPERIES & UPHOLSTERY TO DECORATE NEW OR MODERNIZED HOMES, APARTMENTS, ETC.

BANK TERMS FREE ESTIMATES

GL 2-8001 TRADE-INS AND USED RUGS

5535 H ST. SACRAMENTO

CARPETS

RESIDENTIAL COMMERCIAL CONTRACT

- Competitive Prices
- Leading Brands
- Samples Shown In Home
- Free Estimates
- Terms Available

GI 1-0208

WALDO BOWERS
3020 H ST.-SACRAMENTO

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE Classified TELEPHONE SECTION

Carpets & Rugs, Dealers—New—(Cont'd)

NEW EMPIRE FLOORS

CARPETS - RUGS - TILE
HARDWOOD FLOORS - LINOLEUM
Free Estimates - Guaranteed Work

2426 Beaumont(NS) WA 2-9374
If no answer call WA 2-2385
If no answer call WY 1-4662

O K Furniture 1714-10th GI 3-4231
Olson Rug Co 2015 J GI 3-8702

PAULS FURNITURE INC
5501 Auburn Bl 332-5452
Rattan Shop 400-12th HI 6-4063
Rice Frank M Co 1622 K HI 7-6312
(Please See Advertisement This Page)

RICHTER'S INTERIORS

H & H RICHTER
CARPETS & BROADLOOMS
ESTABLISHED SINCE 1936

3855 J GL 5-4879

RIVETT H W CO INC
2300 Broadway GL 5-2637
(Please See Advertisement Page 135)

SACRAMENTO RUG WORKS
See Adv Carpet & Rug Cleaners
1308-65th GL 5-3081

SCOFIELD FURNITURE CO
1401 K GI 2-9691

SILVEIRA G L CO
2151 X GL 6-3897

Simas Floor Co Inc
5555 Power Inn Rd GL 2-4933

SILVANE W & S
5501 Freport Bl GL 2-2861

Southgate Furniture
6530 Franklin Bl GA 8-6021

Standard Furniture Co
2171 Fulton Av-IV 7-7837

TREASTER & GREEN
4305 Freport Bl GL 7-9865

UNITED LINOLEUM INC
2173 Broadway GL 7-6597
(Please See Advertisement Page 134)

VILLAGE FURNITURE MART THE
2427 Marconi Av-IV 9-3273

WESTERN CONSTRUCTION CO
RUGS & CARPETS
BROADLOOM & TILE
1005 El Camino Av(NS) WA 7-1435

Carpets & Rugs, Dealers—Used

Aero Rug & Upholstery Cleaners
1021 El Monte Av(NS) WA 5-2481

California Carpet & Rug Co
2302 Watt Av-IV 7-5781

Homes' Furniture Exchange
4800 Franklin Bl GL 2-0869

Magic Carpet Furnishings & Floor Coverings
5535 H GL 2-8001

Magic Carpet Furnishings & Floor Coverings
1713 Professional Dr-IV 7-0656

Marchant Rug Co
See Carpet Rug & Upholstery Clns
2619 J GI 1-1411

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving him time to answer.

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.

Carpets & Rugs, Distrs & Mtrs

A & A Key & Builders Supply
6001 Folsom Bl GL 2-1471

Arnstein Carpet Co
6308 Lincoln Av(C) IV 3-2830

Berven Carpets Corp 2320-21st GL 2-4385

Contract Carpet Co
4816 Folsom Bl GL 1-6002

Funsten B R & Co 598-7th SF
From telephones served by the following exchanges
Sacramento
(No Interchange Charge)
Ask Operator for-Enterprise 12110

JAEGER & BRANSH
1744 Rollins Rd Brngm
From telephones served by the following exchanges
Sacramento
(No Interchange Charge)
Ask Operator for-Enterprise 10881

PACIFIC FLOOR PRODUCTS
1516 McCormack GI 8-0486

SEAMLOC CARPETS—DISTRIBUTORS
WALTER D N & E CO
562 Mission St SU 1tr 1-0100

Volker William & Co 521 N 10th GI 2-9021

Carpets & Rugs—Dyers

ACE DYE WORKS
RUGS & CARPETS UP TO 18 x 100 FT
SPECIAL MATCHING
FLAME RETARDING-YARDAGE & CARPETS
2085 Bryant SF 415 AT 2-7736

ACME RUG & UPHOLSTERY CLEANERS

RUG TINTING SPECIALISTS
RESIDENTIAL - COMMERCIAL
TINTING - DYING - REPAIRING
RUG & UPHOLSTERY CLEANING

Prompt Service
Free Pick-Up & Delivery
1615-21st HI 6-7927

CALIFORNIA CARPET & RUG CO

SPOT TREATING - DIRECT DYEING
BLEACHING - TINTING - REPAIRING
2302 Watt Av-IV 7-5781
If no answer call GI 2-8207

Capital Curtain Rug & Upholstery Cleaners
224 & Sutterville Rd GL 5-3546

Duraclean-North Area
1904 Waterford Rd WA 2-6378

Five Bros Carpet Serv 1335-32d GL 7-9218

Imperial Rug & Upholstery Cleaners
1332 Del Paso Bl(NS) WA 7-0791

Marchant Rug Co
See Carpet Rug & Upholstery Clns
2619 J GI 1-1411

MARTIN KLUDJIAN CARPET & LINOLEUM SERVICE
Ochsner Bldg HI 4-6990

Mullen Mike Carpet & Upholstery Cleaning
3720 Dubac Wy IV 3-2328

ALADDIN'S CARPETS

TACKLES WALL TO WALL INSTALLATIONS BY EXPERTS

Featuring:
From the Nations Leading Mills
COMPLETE DRAPEY AND INTERIOR DECORATING SERVICE
LICENSED CONTRACTORS

Corner of Auburn Bl & Madison Ave
5044 Auburn Bl ED 2-8111

ALADDIN'S CARPETS

TACKLES WALL TO WALL INSTALLATIONS BY EXPERTS

Featuring:
From the Nations Leading Mills
COMPLETE DRAPEY AND INTERIOR DECORATING SERVICE
LICENSED CONTRACTORS

Corner of Auburn Bl & Madison Ave
5044 Auburn Bl ED 2-8111

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Carpets & Rugs—Layers

A A A Carpet Co
103 Commerce Cir(NS) WA 2-8562

A & P FLOOR CO
3995 Deeble GL 6-7022
(Please See Advertisement This Page)

ALADDIN'S CARPETS

TACKLES WALL TO WALL INSTALLATIONS BY EXPERTS

Featuring:
From the Nations Leading Mills
COMPLETE DRAPEY AND INTERIOR DECORATING SERVICE
LICENSED CONTRACTORS

Corner of Auburn Bl & Madison Ave
5044 Auburn Bl ED 2-8111

ARAM'S CARPETS & DRAPERY
3141 Arden Wy IV 3-9561

Arams House of Carpets & Draperies
3141 Arden Wy IV 3-2488

BEST CARPET SHOP

CARPET TILE LINOLEUM
COMPLETE INSTALLATION SERVICE
LICENSED CONTRACTORS
Complete Liability Insurance

24 HOURS
5940 Don Wy(C) IV 3-1684

BURCY FLOOR COVERING

CARPETS - LINOLEUM
RUBBER TILE
Buy Where You Like - We'll Buy It
4799-24th GI 1-0156

CALIFORNIA CARPET & RUG CO

We Offer Complete
CARPET LAYING SERVICE

Also
CARPET RUG & UPHOLSTERY CLEANING

2302 Watt Av-IV 7-5781

CALIF CARPET SERVICE Martin Kludjian
Carpet & Linoleum Service
Ochsner Bldg HI 4-6990

CAPITOL CARPET SERVICE

Carpets - Tile - Linoleum
INSTALLATION SPECIALISTS
Commercial - Domestic
Satisfaction Guaranteed
LICENSED CONTRACTOR
We Carry Full Liability Insurance

2163 Fulton Av-IV 3-9048

CARPET CENTER
2633 El Camino Av IV 3-3418

CARPET WORKROOM THE

WALL TO WALL INSTALLATIONS BY EXPERT CRAFTSMEN

SERVICE IS OUR PRODUCT

All Work Guaranteed
Free Estimates

3770 W Pacific Ave-GL 2-6697

Carpet Workroom The
3770 W Pacific Ave-GL 2-6697
(Please See Advertisement This Page)

CLEANING CENTER THE

CARPET & RUG LAYING
Let Us Give You a Free Estimate
Cleaning & Repairing
1500 El Camino Av(NS) WA 5-4928

Duraclean Service by Furniture Doctor IV 9-0620

Do you keep a list of emergency telephone numbers you may require? It pays to have them handy.

Carpets & Rugs—Layers—(Cont'd)

United Linoleum Inc
2717 Broadway GL 7-6597

WASHBURN FLOORS INC
1651 El Camino Av(NS) WA 2-1760

Carpets & Rugs—Layers—Equipment & Supplies

Pacific Floor Products
1516 McCormack GI 8-0486

Carpets & Rugs—Pads, Linings & Accessories

Low's Lanal
6325 Auburn Bl Citrs Hgts ED 2-4785

Martin Kludjian Carpet & Linoleum Service
Ochsner Bldg HI 4-6990

Carpets & Rugs—Repairing

A A A CARPET CO
103 Commerce Cir(NS) WA 2-8562

Acme Rug & Upholstery Cleaners
1635-21st HI 6-7927

Bowers Waldo Floor Coverings
2020 H GI 1-0208

Carmichael Rug & Upholstery Cleaners
3506 Morrow IV 9-0189

CARPET CENTER
2633 El Camino Av-IV 3-3418

Carpet Workroom The
3770 W Pacific Av-GL 2-6697

Cleaning Center The
1500 El Camino Av(NS) WA 5-4928

Crown Carpet Cleaners
3081 Marysville Rd(NS) WA 5-6256

CARPET CENTER
2633 El Camino Av IV 3-3418

CARPET WORKROOM THE

WALL TO WALL INSTALLATIONS BY EXPERT CRAFTSMEN

SERVICE IS OUR PRODUCT

All Work Guaranteed
Free Estimates

3770 W Pacific Ave-GL 2-6697

CARPET LAYERS PROMPT & DEPENDABLE

Since 1954
FREE ESTIMATES

GL 2-6697

3770 W. PACIFIC AVE. SACRAMENTO

CARPETS

great port in a storm!

Flexalum.

- REMARKABLE LOW PRICE
- EASY INSTALLATION
- DO-IT-YOURSELF, OR LET US INSTALL
- ADAPTABLE - PATIO BOAT-UTILITY

Our Two Locations To Serve You
5050 PERRY AVE. (Off 4900 Stockton Blvd.)

6104 Fair Oaks Blvd., Carmichael IV 3-8501

PACIFIC METAL AWNING CO.

Carpets & Rugs—Repairing—(Cont'd)

MARTIN KLUDJIAN CARPET & LINOLEUM SERVICE
Ochsner Bldg HI 4-6990

MULLEN MIKE CARPET & UPHOLSTERY CLEANING
3720 Dubac Wy IV 3-2328

Rancho Cordova Rug & Upholstery Cleaners
2041 Keith Wy WA 3-1926

SACRAMENTO RUG WORKS
See Adv Carpet & Rug Cleaners
1308-65th HI 4-6990

Town & Country Rug & Upholstery Cleaners
2041 Keith Wy WA 5-8184

Carpets & Rugs—Weavers

Marchant Rug Co 2619 J GI 1-1411

Martin Kludjian Carpet & Linoleum Service
Carpet Burling & Oriental Repairs
Ochsner Bldg HI 4-6990

Carpets—Workroom

CALIF CARPET SERVICE Martin Kludjian
Carpet & Linoleum Service
Ochsner Bldg HI 4-6990

MARTIN KLUDJIAN CARPET & LINOLEUM SERVICE

CARPET WORKROOM

MACHINE & HAND SEAMING
BINDING - SERGING - CLEANING

WE HAVE EVERY FACILITY FOR ALL THE SHAPING, REMODELING, REPAIRING, MOVING, REFITTING CUTTING AND FINISHING JOBS. NEEDS FOR NEW OR OLD WORK AND USE ONLY FINE CRAFTSMEN

Ochsner Bldg HI 4-6990

Carpets

ACTIVE HOME BUILDING SERV
MODERN CARPETS DESIGNED & DECORATIVE REMODELING

4918 Reid Wy-GL 6-7756

Air-Vent Aluminum Awning Co
2400 Auburn Bl-IV 3-6018

ALUMA KRAFT OF SACRAMENTO
Tommy Riddem Tea Co
CECIL HAYTER - Owner

Over 13 Years in Sacramento ...
Over 12,000 Satisfied Users
ALUMINA OF Our Products

ALUMINUM CARPORTS AWNINGS - PATIO COVERS
Installation by Trained Crews
FHA FINANCING - FREE ESTIMATES
1709 Fulton Av-IV 9-3689

(Continued Next Page)