

# Coastal

"OVER 20 YEARS EXPERIENCE TO SERVE YOU"

# NEON

Earl G. Warren IVanhoe 9-1101  
B. M. Mitchell Hlckory 9-4258

**Hlckory 9-3961**

## NEON SIGNS

- SOLD
- RENTED
- SERVICED

1318 1/2 Del Paso Blvd. - North Sacramento

**Screening Process**

SILK SCREEN PROCESSING

- INDUSTRIAL
- ADVERTISING
- PROMOTIONAL

DECALS  
910 - 6th St.

Phone HUDSON 4-6738

SHOE SKATE - SALES - RENTALS & SERVICE

Professional Instructions

OPEN NIGHTLY EXCEPT MONDAYS  
7:30 to 10:30 P.M.

SATURDAY & SUNDAY AFTERNOONS  
2:00 to 4:30 P.M.

Private or Special Parties by Appointment

**SENATOR ROLLER DROME**  
1031 Del Paso Blvd. HI Hlckort 5-3424

### Don't Throw It Away

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE  
*Classified*  
TELEPHONE SECTION

**ROLLERWAY SKATING RINK**

We Have CHICAGO SHOE SKATES

**For Sale Now**

"WHAT THE PROFESSIONALS USE"

Skating - 2 PM-5 PM & 7 PM-10:30 PM  
Also Private Parties - 10:30 PM-12:30 AM

**ROLLERWAY SKATING RINK**  
Glbert 3-2645 9th & R

### Signs—(Cont'd)

**WACHTER PLASTIC CO**  
PLASTIC SIGNS & LETTERS  
727 1/2 J. .... Gl lbrt 3-6046

**WARREN EARL G**  
1318 1/2 Del Paso Blvd N Sacto. .... HI cky 9-3961

**WILMUNDER HAL E**  
NEON SIGNS  
Manufactured - Leased  
Served - Maintained  
24-Hour Emergency Service  
2179-7th Av. .... Gl lbrt 3-2391

Winter Heinle & Son 2309 E. .... Gl lbrt 3-1660

**ZEON SIGNS & LIGHTING—**  
ELECTRICAL PRODUCTS CORP  
1942 Broadway. .... HI lcrst 6-4778

### Signs—Maintenance Service

**CALIFORNIA NEON DISPLAYS**  
Neon Signs Lighting-Maintenance  
1010 Del Paso Blvd. .... HI cky 9-8567

**COASTAL NEON CO**  
1318 1/2 Del Paso Bl N Sacto. .... HI cky 9-3961

Electric Sign Service Co 1315-17th. .... Gl lbrt 3-7961

**ELECTRICAL PRODUCTS CORP**  
1942 Broadway. .... HI lcrst 6-4778

Pacific Neon Co 719-12th. .... Gl lbrt 2-3553

### Silk Screen Processing

Bryant & Witkowski 1120 P. .... HU dsn 4-5694

**DOSCH CO THE 200 V.** .... Gl lbrt 3-6581

**MOYER & WENTZ**  
SILK SCREEN PROCESSING  
INDUSTRIAL  
ADVERTISING  
PROMOTIONAL  
DECALS  
910-6th ..... HU dsn 4-6738

Moyer & Wentz 910-6th. .... HU dsn 4-6738  
(See Advertisement This Page)

Superior Signs  
Quantity Signs On Wood-Metal Or Paper  
1317-20th ..... HU dsn 4-1875

### Silverware—Retail

**BREUNER JOHN CO** 604 K. .... Gl lbrt 3-8061

### Sinks—See Plumbers' Supplies Headings

### Skates—See Sporting Goods Headings

### Skating Rinks

**ICELAND SKATING RINK**  
1430 Del Paso Blvd N Sacramento. HI cky 9-3121  
If no answer call. .... HI cky 9-1240

Rainbow Gardens Roller Rink  
Auburn Blvd. .... HI cky 9-9842

Rollerway Skating Rink 1801-9th. .... Gl lbrt 3-2645  
(See Advertisement This Page)

**Senator Roller Drome**  
1031 Del Paso Blvd N Sacramento. HI cky 9-9838  
Office  
Rink Located 1031 Del Paso Blvd-Office  
1000-47th ..... HI lcrst 5-3424  
(See Advertisement This Page)

### Skiing Equipment—Retail

See also Sporting Goods Headings

**ALLEN'S SPORT SHOP** 1221 J. .... Gl lbrt 3-4216

**HARDMAN'S SPORTING GOODS**  
1026 Atlanta Blvd. .... Gl lbrt 3-3614

**SPALDING SPORTS SHOP**  
SKI Equipment Sold & Rented  
818 J. .... Gl lbrt 2-8915

An estimated 119,000,000 telephone conversations are completed daily in the United States—this includes both local and long distance calls.

### Skin Treatments

**Golberg Leopold**  
By Appointment Only  
Bank of America Bldg Stockton  
(Toll) Call "Operator" for. .... Stockton 8-8270

### Slaughter Houses—See Meat—Wholesale

### Sleepers—See Contractors' Equipment

### Sleeping Bags—See Camping Equipment

### Slicing Machines

**BELORE HAROLD C**  
Hobart Food Slicers  
1916-16th ..... Gl lbrt 3-2287

**GLOBE GRAVITY FEED SLICING MACHINES—**  
AUTHORIZED DISTRIBUTOR

**SPENCE R J**  
Also Stimpson Scales & Choppers  
1025 Orchard Fresno  
(Toll) Call "Operator" for. .... Fresno 4-1070

Globe & Stimpson Products Sales Agency  
Auburn Blvd. .... HI cky 9-9292  
(See Advertisement This Page)

Hobart Manufacturing Co  
1916-16th ..... Gl lbrt 3-2287

**KENNEDY CHARLES F E** 1229 J. .... Gl lbrt 3-3091

### Slip Covers

Brooks Mildred  
Tailor Made Slip Covers & Draperies  
5021 Folsom Blvd. .... HI lcrst 5-7045

### DRAPERY SHOP THE

J. Jewell Jones  
CUSTOM MADE SLIP COVERS  
FITTED & STYLED IN YOUR HOME  
Nice Selection of Fabrics in Stock  
3118 Broadway. .... HI lcrst 5-3686

Moulds John Interiors & Fabrics  
2922 Fulton Av. .... HI cky 9-3463

### Soaps—Retail

**ANDRESEN APPLIANCE CO**  
Automatic Washing Machine Detergents  
39th & J. .... HI lcrst 5-3680

**SUPER SOAP—**  
OAK PARK AUTO SUPPLY  
2953-35th ..... HI lcrst 6-8301

### Soaps—Wholesale & Mfrs

**CALIF CHEMICAL CO OF NORTH SACO**  
Fluffy Suds-Laundry Soaps-Kar Suds  
217 W Birch Av N Sacto. .... HI cky 9-2747

Eastertday Supply Co Inc 923-20th. .... Gl lbrt 2-7484

**PARAGON SUPPLY CO**  
DETERGENTS & ANIMAL FAT SOAPS  
BORAXO & LUKON LIQUID HAND SOAP  
1026 Atlanta Blvd. Saturdays 11:00-2 PM  
622 I. .... Gl lbrt 3-7370

### SLICING MACHINES

Authorized Sales & Service

Globe Slicing Machines  
Meat Choppers - Scales  
Jim Vaughan Meat & Bone Saws  
Leland Steak Machines  
REPAIRING ON ALL MAKES  
Used Machines - Machines Rented  
EASY TERMS

Dial Hlckory 9-9292

**GLOBE & STIMPSON PRODUCTS**  
11 1/2 Miles from Sacramento  
On 99E & 40—Called Auburn Blvd.  
Rt. 6, Box 3192 Sacramento, Calif.

### Social Service Organizations

American Red Cross Sacto Chapter  
1300 G. .... Gl lbrt 2-5951

Blind Field Serv Center 1218 I. .... Gl lbrt 2-4280

Boy Scouts of America 1004-7th. .... Gl lbrt 2-0421

Catholic Ladies Relief Society  
Native Sons Bldg. .... Gl lbrt 3-5778

Catholic Welfare Bureau  
Native Sons Bldg. .... Gl lbrt 3-5778

Children's Receiving Home Of Sacto  
2822 X. .... HI lcrst 7-1068

### GOODWILL INDUSTRIES

The Goodwill Way Is a Practical and Efficient Way to Help Others  
**YOUR CONTRIBUTION**  
Of Clothing - Furniture - Electrical Items  
Books - Magazines, Etc. None Possible  
**PAID EMPLOYMENT**  
For Many Aged & Handicapped People  
HARRY J. RICHARDS, Exec. Sec'y.  
707 Q. .... Gl lbrt 3-5917

Jewish Community Council  
Calif Fruit Bldg. .... HU dsn 4-7488

Lutheran Welfare Council 1126-18th. .... Gl lbrt 2-8789

Protestant Welfare Bureau 505 J. .... Gl lbrt 3-7633

Sacramento Children's Home  
2750 Sutterville Rd. .... HI lcrst 6-6457

Sacto County Society For Crippled Children  
815 1/2-16th ..... HU dsn 4-7571

Sacramento Hearing Society 505 J. .... Gl lbrt 3-3571

Sacto Tuberculosis & Health Assn  
1004-7th ..... Gl lbrt 2-7747

St. Patrick's Home  
38th Av & Franklin Blvd. .... HI lcrst 5-8237

Salvation Army  
Corps & Relief Dept 1120-5th. .... Gl lbrt 2-0345

Mens Social Service Center 508 L. .... Gl lbrt 3-9087

Truck Dept 508 L. .... Gl lbrt 3-9087

Stanford Home 800 N. .... Gl lbrt 2-4959

Volunteers of America 1116-6th. .... HU dsn 4-6647

### Soda Fountain Equipment

**ACME FOUNTAIN SERVICE**  
Ochsner Bldg. .... Gl lbrt 3-7461

**LEE R E HOTEL SUPPLY CO**  
SODA FOUNTAINS  
MIXERS • CARBONATORS  
Complete Installations of All Equip.  
508 J. .... HU dsn 4-6641

**RALPH'S DISTRNG CO**  
BASTIAN BLESSING EQUIPMENT  
PETERSEN FOUNTAINS  
EVERFROST FOUNTAINS  
CARBONATORS  
HAMILTON BEACH EQUIPMENT  
COUNTERS - STOOLS - BACK BARS  
2217 Broadway. .... HI lcrst 6-9831

### Soda Fountain Repairing

**ACME FOUNTAIN SERVICE**  
WE REPAIR  
FOUNTAINS  
CARBONATORS  
AND MIXERS  
Ochsner Bldg. .... Gl lbrt 3-7461

### Soda Fountain Supplies—Wholesale

Acme Fountain Service Ochsner Bldg. .... Gl lbrt 3-7461

**CORNWELL DISTR CO**  
Free Delivery 7 Days Week  
Fountain Syrups - Topping - Food Supplies  
2427-17th ..... HU dsn 4-6571  
If no answer call. .... HI lcrst 5-7562

Eng-Skell Co 2630 Bell. .... HI cky 9-7488

**FINEGOLD SAM RESTAURANT & HOTEL SUPPLY** 112-26. .... Gl lbrt 3-7023

Leitz Distributing Co  
Co 2 Gas In Tanks For Soda Fountains  
1414 E. .... Gl lbrt 2-9265

Enjoy the Guest Artists series on "The Telephone Hour"—N.B.C., Monday nights.

### Soda Fountain Supplies—Wholesale—(Cont'd)

We Specialize In  
**C-O-2 GAS**  
24-Hour Service 7 Days a Week  
We Connect the Tanks at the Same Time as Delivered

1017 V. .... HU dsn 4-4592  
If no answer call. .... Gl lbrt 3-7461

**MCKESSON & ROBBINS INCORPORATED—SACRAMENTO DIVISION**  
919 Front. .... Gl lbrt 3-6861

**RALPH'S DISTRNG CO**  
COCA-COLA PRODUCTS  
PENN PRODUCTS  
J. HUNGERFORD SMITH PRODUCTS  
HERSHEY PRODUCTS  
HIRES ROOT BEER - MISSION ORANGE  
NESTLE'S PRODUCTS  
FOUNTAIN PAPER PRODUCTS  
KINGS EXTRACTS & FLAVORS  
2217 Broadway. .... HI lcrst 6-9831

### Soda Glass & Crockery Co

814 L. .... Gl lbrt 2-0611

**WIGHT EXTRACT & SYRUP CO**  
129 K. .... Gl lbrt 3-2927

### Soft Drinks

See Beverages—Non Alcoholic

### Soft Water Equipment & Service

See Water Softening Equipment

### Sound Deadening Materials

See Acoustical Materials

### Sound Systems & Equipment

**COAST RADIO COMPANY** 900 J. .... Gl lbrt 2-0424

**FAVA RADIO SERVICE**  
See Our Ad Under Sound Systems-Recording  
316-6th Broderick. .... Gl lbrt 2-8374

1430-16th ..... HU dsn 4-3140

**KEP E M CO** 2115 E. .... Gl lbrt 3-6668

**SACTO ELECTRIC SUPPLY CO**  
1219 S. .... Gl lbrt 2-0719

**SEMONI A J** 2181 Weller Wy. .... Gl lbrt 3-6438

**WALSH & DAY**  
"Our Business Is Sound"  
Western Electric Sound Systems  
Sales & Service  
Rentals For All Occasions  
1221-19th ..... Gl lbrt 2-6473

### Sound Systems & Equipment—Renting

Colonial Electronics Serv  
4610 Stockton Blvd. .... HI lcrst 5-3801

**FAVA RADIO SERVICE**  
SOUND TRUCKS RENTED  
"For All Occasions"  
RODEOS, PICNICS, OUTINGS, ETC.  
SALES - SERVICE - RENTAL  
2 LOCATIONS TO SERVE YOU  
1430-16th ..... HU dsn 4-3140  
316-6th Broderick. .... Gl lbrt 2-8374

**SEMONI A J** 2181 Weller Wy. .... Gl lbrt 3-6438

**WALSH & DAY**  
Western Electric Sound Equipment  
Sales & Service  
1221-19th ..... Gl lbrt 2-6473

### Sound Systems & Equipment—Repairing

**COAST RADIO COMPANY** 900 J. .... Gl lbrt 2-0424

4610 Stockton Blvd. .... HI lcrst 5-3801

Davis Radio Shop 1501 E. .... Gl lbrt 2-2565

George's Radio Service  
920 Del Paso Blvd N Sacto. .... HI cky 9-0812

**WALSH & DAY** 1221-19th. .... Gl lbrt 2-6473