

Service Stations—(Cont'd)

RICHFIELD SERVICE STATION NO 354
 HARRY HENDRA, Prop.
 GOODYEAR TIRES & BATTERIES
 LUBRICATION & RECAPPING
 WASHING
 ELECTRICAL APPLIANCES
 Alhambra & Capitol Av. HI lcrst 5-9773

Rickey's Associated Service
 326 & Folsom Blvd. HI lcrst 5-7364

RIMMER'S SHELL SERVO
 LUBRICATION - WASHING - BRAKE SERVICE
 MINOR REPAIRS
 Goodyear Tires - Batteries - Accessories
 Pick-Up & Delivery Service
 Open Daily 7 A.M. to 10 P.M.
 Thrifty Shoppers Stamps
 At 15th Av
 3945 Stockton Blvd. HI lcrst 5-9952

RIPLEY & P.
 UNION SERVICE
 TIRES - TUBES - BATTERIES
 Personal Attention On All
 LUBRICATION
 TRY OUR MINUTE MAN & MINUTE
 MAID SERVICE
 18th & L. HI lcrst 2-9702

RIPLEY SEASIDE SERVICE
 Lubrication-Tires-Batteries & Accers
 1215-2d HU dsn 4-6769
 Roche Signal Service Sta 1630 L. GI lbrt 3-7697
ROCK GARDEN SERVICE STATION
 Auburn Blvd & Fulton Av. HI ckrv 9-4369
ROGER KEES NORDWALK SERV
 4000 Freepost Blvd. HI lcrst 5-9630

ROGERS ASSOCIATED SERVICE
 Open 7 Days a Week
MOTOR TUNE-UP SERVICE
 BRAKE SERVICE
 PICK-UP & DELIVERY
 Batteries - Radiators - Flushd
 W Sacto
 Jefferson Blvd & Davis Hwy. GI lbrt 2-9733

ROSENBERG'S TIME SERV STN
 ONE STOP COMPLETE SERVICE
 80 Yards South of 7 Mile House
 Stockton Blvd. HI lcrst 7-2515

ROY & JOHNNIE'S SERVICE
 4031 Fkin Blvd. HI lcrst 5-9602
 Russell Bros Co 325 N 16th. GI lbrt 3-1941
 Sacramento Chevron Truck Station
 324 N 16th. GI lbrt 2-9638
SCHIERT'S SHELL STATION
 3503 Broadway. HI lcrst 5-9988

SCHNIDER'S ASSOCIATED SERVICE
 EXPERT LUBRICATION - PICK-UP & DEL.
 Washing - Polishing & Simoning
 Tires - Tubes - Batteries & Accessories
 1330 Broadway. GI lbrt 2-9597


Scroggin Paul Chevron Serv
 231 Capitol Av. GI lbrt 2-7200
 Scroggin's Associated Serv
 Alhambra Blvd & P. HI lcrst 5-9668

SEASIDE SERVICE STATION
 Sam Toronto
BRAKE RELINING
 BRUNSWICK TIRES & TUBES
 MINOR REPAIRS
 Pick-Up & Delivery Service
 Open Daily 7 A.M. to 10 P.M.
 1230 Alhambra Blvd. HI lcrst 6-0516

Seaside Serv Stn 5300 Folsom Blvd. HI lcrst 5-9542
 Senator Self Service 4011 Freepost Bl. HI lcrst 5-0611
 Shaul Service Rio Linda Blvd &
 Grand Av Del Paso Hgts. HI ckrv 9-1713
 Shaul's Auto Supply Rio Linda Blvd &
 Grand Av Del Paso Hgts. HI ckrv 9-9921

The oldest of all the telephone industry's traditions is service.

Service Stations—(Cont'd)

SHELL DEALERS' SERVICE STATIONS


"WHERE TO BUY THEM"
BARTO & MACHADO SHELL SERV
 17th & Broadway. GI lbrt 3-9572
BREYERLY'S SHELL SERVICE STATION
 7th N. GI lbrt 3-9875
CATHAY SERVICE STATION
 430 L. GI lbrt 2-9385
CLIFF'S SHELL SERVICE
 16th & L. GI lbrt 2-9365
CONCINDE'S SHELL SERVICE
 1731 Del Paso Blvd N Sacto. HI ckrv 9-9967
DILLON DON SHELL SERVICE
 Complete Lubrication-Pickup-Delivry
 Alhambra & Folsom Blvd. HI lcrst 5-9680

EL RJO SHELL SERVICE
 Davis Hwy W Sacto. GI lbrt 2-9907
FRANCIS & MANOR'S RIVERSIDE SERVICE
 3211 Riverside Blvd. GI lbrt 3-9417
FREWAY AUTOMOTIVE SERV
 Marconi Av & Howe. HI ckrv 9-9412
FRIEND & LOVE SHELL SERVICE
 Alhambra & J. GI lbrt 3-9671
FRUITRIDGE MANOR SHELL SERV
 Stockton Blvd. HI lcrst 7-0010
GARDNER'S SHELL SERVICE
 2d & Capitol. GI lbrt 2-9791
HILL & SILVA SHELL SERV
 2978 Stockton Blvd. HI lcrst 5-9741

HORTON'S SHELL SERVICE
 Complete Lubrication-Pick-Up & Delivery
 Stockton Blvd. HI lcrst 5-9666
 Kay's Shell Service 500 P. GI lbrt 3-9491
KOZIK NICK SHELL SERVICE
 Alhambra & J. GI lbrt 3-9360
MARCH JAY D SHELL SERV
 377th & L. HI lcrst 5-9856
MILLSBY & REBER SHELL SERVICE
 Motor Tune-Up-Pickup Delivery Service
 51st & Folsom Blvd. HI lcrst 5-9980

MOORE JACK
 Complete Lubrication-Pickup & Delivery
 2630 Broadway. HI lcrst 5-9640
MUNSILL WM A & SON SHELL SERV
 2300 Del Paso Blvd N Sacto. HI ckrv 9-9953
PARKER WAYNE SHELL SERVICE
 Pick-Up & Delivery
 Fair Oaks Blvd. IV nhoe 9-0370
RIMMER'S SHELL SERV
 3945 Stkn Blvd. HI lcrst 5-9952
SCHIERT'S SHELL STATION
 3503 Broadway. HI lcrst 5-9988

STARR SHELL SERVICE
 16th & H. GI lbrt 3-9999
TOGNOTTI AL SHELL SERVICE
 7th & L. GI lbrt 3-9989
 Wesley's El Rancho Serv Stn
 Davis Hwy. GI lbrt 2-9336
WILLIAMS GLENN H SHELL SERV
 Tires-Batteries-Lubrication
 2d & C Broderick. GI lbrt 3-9504
WINTERS SHELL SERVICE
 Lubrication-Goodyear Tires-Pickup & Del
 47th & H. HI lcrst 5-9757

Shell Sierra Service Auburn Blvd. HI ckrv 9-9937
 Sherman's Texaco Serv 2931 Bdwy. HI lcrst 5-9645
 Shier's & White
 4637 Dry Creek Rd Del Paso Hgts. HI ckrv 9-3441

- Party-Line Pointers:
 1. Space your calls instead of making a whole series.
 2. If you're in an emergency call and the line is in use, explain the circumstances to the person using the line.
 3. If you are calling from a dial telephone always make certain the line is clear before you dial.
 4. When the children use the telephone, ask them to be considerate, too.
 5. Replace the receiver properly when you finish your call.

Service Stations—(Cont'd)

SIGNAL GASOLINE & OIL


"WHERE TO BUY IT"
GILMORE CLARENCE E
 1506 Sproule. GI lbrt 3-2276
DEALERS
BOB'S SIGNAL SERVICE
 1000 Del Paso Blvd N Sacto. HI ckrv 9-8784
BOB'S SIGNAL SERVICE & GARAGE
 628-12th. GI lbrt 3-4941
CAPLAN AL L JR SIGNAL SERVICE
 STATION 16th & G. GI lbrt 3-9358
COX & RAY SERVICE
 3617 Broadway. HI lcrst 5-9790
 Kai's Signal Service 501 L. GI lbrt 3-2294
LANDAY'S SIGNAL SERVICE
 601A Capitol Av. GI lbrt 2-1232
SIGNAL SERVICE STATION WALTS
 7 Days A Week Till Midnight-Repairing
 2400 Del Paso Blvd. HI ckrv 9-9841

Signal Service 412 Lincoln Roseville
 (Toll) Call "Operator" for Roseville 125-W
 Signal Service Stations
 2400 Del Paso Blvd. HI ckrv 9-9841
 Smith Chas E 3030 T. HI lcrst 5-1515

SMITH ED SUPER SERV STN
 COMPLETE LUBRICATION SERVICE
 YOUR FAVORITE BRAND OILS
 TIRES - BATTERIES & ACCESSORIES
 23d & F. GI lbrt 3-9940
 Smith H F 2816 J. GI lbrt 3-1814

SMITH & TAYLOR SIGNAL SERV STA
 COMPLETE AUTOMOTIVE SERVICE
 MOTOR TIRES - LEE TIRE BLDG.
 Open Every Day - 7:00 A.M. to 10:00 P.M.
 501-7th. GI lbrt 2-9516

Sparks Union Oil Service 2001-4th Av. HI lbrt 2-9500
 Spec's Union Service Station
 1604 Del Paso. HI lbrt 3-9998
SPEER RICHFIELD SERVICE STATION
 Otis J Speer-Proprietor
 Lubrication-Batteries Etc
 1501 Arcade Blvd N Sacto. HI ckrv 9-9932
 Stack's Jack Lubrication & Tire Service
 1201 L. GI lbrt 3-3021

Standard Stations Inc
 Main Office 909-12th. GI lbrt 3-7931
 Alhambra Blvd & L Stn 70. HI lcrst 5-9939
 Alhambra & H Stn 7591. GI lbrt 3-9426
 Broadway & 19th Stn 1295. GI lbrt 2-9854
 Capitol Av & 3d Stn 1357. GI lbrt 2-9531
 Folsom Blvd & 34th Stn 304. HI lcrst 5-9713
 Franklin Blvd & 4th Av Stn 875. HI lcrst 5-9866
 H & 20th Stn 960. GI lbrt 3-9592
 I & 6th Stn 486. GI lbrt 3-9662
 I & 10th Stn 915. GI lbrt 2-9503
 J & 29th Stn 80. HI lcrst 5-9731
 L & 16th Stn 205. GI lbrt 2-9696
 Second Av & 21st Stn 958. HI lcrst 5-9881
 Stn 1054 3500 Broadway. HI lcrst 5-9813
 Stn 2117 1601 Broadway. GI lbrt 2-9730
 Stn No 5808 100-12th St Rd. GI lbrt 3-9829
 Stockton Blvd & 5th Av Stn 1203. HI lcrst 5-9971
 2300 Del Paso Blvd Stn 5023. HI ckrv 9-9971

STAN'S SERVICE STATION
 SEASIDE PRODUCTS
 AUTO-ROCK LUBRICATION
 TIRES - BATTERIES - ACCESSORIES
 WASHING & POLISHING
 PICK-UP & DELIVERY
 BRAKE SERVICE
 WHEEL BALANCING
 2534 Del Paso Blvd N Sacto. HI ckrv 9-9989

Stapp's Beacon Serv Stn
 2021 Del Paso Blvd N Sacramento. HI ckrv 9-9934
 Starr Shell Serv 16th & H. GI lbrt 3-9993
 Stocker Auto Service
 2500 Sutterville Rd. HI lcrst 5-9348

STROH JOHN A DISTRIBUTING CO
 2200-5th. GI lbrt 3-6947
 (Continued Next Page)

Service Stations—(Cont'd)

Sutterville Service Station
 Chevron Products-Atlas Tires & Batteries
 4800 Freepost Blvd. HI lcrst 5-9639
Taylor's Doc Associated Service
 3425 Broadway. HI lcrst 5-9615
 Taylor's Golden Eagle Service
 3700 Sacto Blvd. HI lcrst 5-9562

TEXACO PRODUCTS—
A P SERVICE
 6000 Freepost Blvd. HI lcrst 7-7575
BABE'S TEXACO SERV STN
 5101 Folsom Blvd. HI lcrst 5-9509
BALL BROS TEXACO SERVICE STATION
 2100. GI lbrt 2-9875
DEAN'S TEXACO SERVICE
 801-12th. HI lbrt 2-9862
HASBROUCK TEXACO SERV STN
 Marfak Lubrication-Tires Accessories
 3500 Del Paso Blvd N Sacto. HI ckrv 9-9902
JOE'S TEXACO SERVICE
 1231 Alhambra Blvd. HI lcrst 5-9657
RAY'S TEXACO SERV
 54th & H. HI lcrst 5-9970
SHERMAN'S TEXACO SERV
 2931 Broadway. HI lcrst 5-9645

Texaco Service 21st & Broadway. HI lcrst 5-9829
TIME SERVICE STATION
 A L Lambert
 2401 Castro Wy. HI lcrst 6-0876
 Tom & Guy's Richfield Serv
 12th & G. GI lbrt 3-9516
 Totman E S
 Associated Products-Pick-Up-Deliv Serv
 2d & Capitol Av. HI lcrst 2-9454
 Tresselt Barney Assoc Serv Stn
 3335 Stockton Blvd. HI lcrst 5-9539

TREVETHICK'S BILL TEXACO SERVICE
MOTOR OVERHAUL & TUNE-UP
 Lubrication - Washing - Polishing
 Tire & Brake Service
 Brake Repairs
 COMPLETE LINE OF ACCESSORIES
 Grand Av & Del Paso Heights
 22d & Grand Av Del Paso Hts. HI ckrv 9-9917

Triangle Serv Stn 103 Bannon. GI lbrt 3-9325
 Twilling's Serv Sta 16th & L. GI lbrt 3-9852
 Twin City Oil Co
 Bet. Marconi & E El Camino Av On Old
 Auburn Blvd. HI ckrv 9-1187
 Union Oil Co Of California
 Union Service Stations
 Main Office Commercial & Broadway
 Commercial & Broadway. GI lbrt 3-5751

UNION OIL PRODUCTS—
SPARKS UNION OIL SERVICE
 2001-4th Av. GI lbrt 2-9500
VINCENT UNION SERVICE
 Pick-Up & Del-Washing-Waxing-Polishing
 Open Every Day 6:30 AM Until 9 PM
 1001 L. GI lbrt 2-9463

Union Service Stn 15th & L. GI lbrt 2-9702
 Union Service Station
 520 N 12th. GI lbrt 3-9722
 Union Service Station 21st & S. HI lcrst 5-9747
 Union Service Station
 Stn No 56 6th & L. GI lbrt 3-9418
 Stn 987 3031 L. HI lcrst 5-9731
 Vaillant & Gregg Union Service 601 L. HI dsn 4-6216
 Vane Jar R 1101 H. HI lcrst 3-9977

VINCENT UNION SERV
 PICK-UP & DELIVERY
 Washing - Waxing - Polishing - Lubricating
 Open Every Day 6:30 A.M. to 9 P.M.
 1001 L. GI lbrt 2-9463

Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home, yet their cost is very small if they are installed during construction.

Service Stations—(Cont'd)

WALL'S ASSOCIATED SERV STN
COMPLETE SERVICE
 BRAKE ADJUSTING
 LUBRICATION - WASHING - POLISHING
 TIRE REPAIRING - BATTERY RECHARGING
 FEDERAL TIRES - AERO BATTERIES
 2188 Stockton Blvd. HI lcrst 5-9637

Wall's South Sacramento Service Station
 21st Av & Fkin Blvd. HI lcrst 5-9701
 Warner Tire Co Davis Hwy. GI lbrt 2-9419
 Watsons Wayne C 2451 Broadway. HI lcrst 7-5040
 Wesley's El Rancho Serv Stn
 Davis Hwy. HI lbrt 2-9336

WESTLAKE & HOWE SHELL SERVICE
 COMPLETE LUBRICATION SERVICE
 Tires - Batteries & Accessories
 Pick-Up & Delivery
 12th & H. GI lbrt 3-9549

Williams Glenn H Shell Serv
 2d & C Broderick. GI lbrt 3-9584
 Williams Service 203 W 12th. GI lbrt 3-2442

WILLIAMS'S UNION SERVICE
 STOP-WEAR LUBRICATION
 FIRESTONE TIRES & BATTERIES
 AUTO ACCESSORIES
 WASHING & POLISHING
 24-Hour Service
 2d & Capitol
 131 Capitol Av. GI lbrt 3-9771

WINTERS SHELL SERVICE
 47th & H. HI lcrst 5-9757
 (See Advertisement Page 343)

WOELFE TEXACO SERVICE
 500-16th. GI lbrt 3-9400
WOOLAKE SERVICE STATION
 1212 Del Paso Blvd N Sacramento. HI ckrv 9-2190
 Use the latest directory. Get the right number... right away.

Sewer Cleaning Equipment & Supplies

ELECTRIC BOTO-ROOTER SEWER SERVICE
 24-HOUR SERVICE - INSURED & BONDED
 Clogged Sewers - Drains - Sinks Pumped - Sealed
 Tons - Cleared - Sew Up to 75% - The
 Patented Rotating Knives Do The Work Without
 Digging - No Charge If We Fail - Unless
 Sewer is Broken Down - Anywhere In
 Sacramento Area at No Extra Charge
 Rt 2 Box 534 Carmichael
 Robertson Av. IV nhoe 9-2622

Sewer Pipe

Kuh's Tile Sales Auburn Blvd. HI ckrv 9-7231
UNITED CONCRETE PIPE CORP
 6615 Eastern Av. HI lcrst 5-4847
VALLEY CONCRETE PIPE & PRODUCTS CO
 IRRIGATION & SEWER LINES
 Manufactured & Installed
 Chico Office 572nd & Park
 Telephone (Toll) Chico 2870
 Colusa Hwy Yuba City
 (Toll) Call "Operator" for Marysville 3-9273
 Redding Sales Yd Hwy 99 South
 (Toll) Call "Operator" for Redding 216

- 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.

MORE

and More... business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

