

Florists-Retail-(Cont'd)

SENATOR FLORISTS 1014-11th.....GI Ibrt 3-2547
(See Advertisement Page 156)
SHAY HAROLD 1015-11th.....GI Ibrt 3-7456
(See Advertisement Page 157)
Sunshine Florist 5309 Franklin Blvd.....HUntr 6-1188
(See Advertisement Page 157)

VILLAGE FLOWER SHOP THE TOWN & COUNTRY VILLAGE
FREE DELIVERY
ENTIRE SACRAMENTO AREA
HOURS:
8:30 A.M. to 5 P.M. - 7 P.M. to 9 P.M.
Closed Saturday Evening and Sunday
Fulton Av. & Marconi Av.....IVnhoe 9-5287

WATKINS DELL 1315 J.....GI Ibrt 3-4061
(See Advertisement Page 157)
Windt's College Florist
3040 Freesport Blvd.....GI Ibrt 3-7541
WOODALL & LEHMAN 1510 L.....GI Ibrt 2-1071
(See Advertisement Page 155)
WRIGHT SYDNEY J.
Colonial Floral Co.
2741 Riverside Blvd.....HU dsn 4-6548
Residence Telephone.....GI Ibrt 3-1064

Florists-Wholesale

KIEL'S WHOLESALE FLORIST
1328-7th.....GI Ibrt 2-7617
Residence.....IVnhoe 9-2641
OAKLAND FLOWER SHOP
1808 U.....GI Ibrt 3-5915
If no answer call.....WAbash 5-8007

Flour Dealers

North East Flour Co. Mitau Bldg.....HU dsn 4-3901
SPERRY FLOUR CO. 7th Q & R.....GI Ibrt 3-4851

Flower Arranging Supplies

Mildred's Fibre Flower Shoppe
2213 J.....GI Ibrt 3-7070

Flower Bulbs-See Seeds & Bulbs-Retail

Fluorescent Lighting Apparatus & Fixtures

GENERAL SALES CORPORATION
54 Allen Wy.....Hilcrest 5-6155
Hobrecht Lighting Fixture Co. 2311 J.....GI Ibrt 3-1739
INCANDESCENT SUPPLY CO. 2111 Q.HU dsn 1-0111
NEWMARCH JIM
See Adv Under Elect Const Ind & Residential
2017 Burnett Wy.....HI Ibrt 5-5395
WESTINGHOUSE ELECTRIC SUPPLY CO.
1730-14th.....GI Ibrt 3-6525

Flywheels-Repairing

See Automobile Repairing; also Welding

Food Brokers

Bagley-Lyons Co 1017 J.....GI Ibrt 3-8978
DUPRELL BROKERAGE CO. 813 1/2 J.....GI Ibrt 3-2811
LYNN JOSEPH B CO. 2317-5th.....GI Ibrt 3-2041
Maillard & Schmiedel 415-18th.....HU dsn 3-1683
McMahon Sales Co 1014-8th.....HU dsn 4-3108
Pac Sales Service 1062-56th.....HI Ibrt 5-4211
SIMONS ROBERT V CO.
1525 Capitol Av.....GI Ibrt 2-5589

Food Plans

See Freezers-Food Storage Units

Food Products

Best Foods Inc The 1612 North C.....GI Ibrt 2-1653
CALIF ALMOND GROWERS EXH
18th & C.....GI Ibrt 2-0771
Campbell Sales Co 920.....HU dsn 4-8814
COLOSSEUM MACARONI FACTORY
4th & Broadway.....HU dsn 1-1306
Curti Bros 914-8th.....GI Ibrt 2-4592
Garibaldi A N Produce 2630-5th.....GI Ibrt 3-7337
JEWEL TEA CO INC 1930 W.....Hilcrest 5-8217
K & M Distributing Co
5320 Gordon Dr.....Hilcrest 6-0349
Kraft Foods Inc Sacramento.....WAbash 5-3362
Loma Linda Food Co 814-15th.....HU dsn 4-9933

Food Products-(Cont'd)

Morris Distrib Co 1300 Carter Rd.....TVnhoe 9-6613
Narcia Distrib Co 1621 E.....GI Ibrt 2-3928
Olson Food Products 1506 F.....GI Ibrt 2-2346
Rawleigh's Good Health Products
1827-28th.....Hilcrest 6-7245
Scanlon Kenneth 1400 G.....GI Ibrt 3-9344
SMITHSON'S SALAD MANUFACTURING
See Our Ad Under Salads
6401 Eastern Av.....HUntr 6-0617
TOP HAT POTATO CHIP CO.
1616 North C.....GI Ibrt 2-0697
Udall Distributing Co 1505-24th.....GI Ibrt 2-5973

Food Products-Health

See Health Food Products Headings

Food Supplements

See Dietary Supplements; Also Vitamin Products Heading

Foods-Frozen-See Frozen Foods

Foot Appliances

EUGENE BENJAMIN & CO 1213 L.....GI Ibrt 3-9024
GREMCO ORTHOPEDIC APPLIANCE CO.
1725 K.....GI Ibrt 2-0697
Keith Kenneth R
Chiropractic-Foot Specialist
1011-22d.....GI Ibrt 2-7086

SCHOLL'S DR. FOOT APPLIANCES
Dr. Scholl's Arch Supports Relieve Foot Pains Due to Weak Arches. Scientifically Fitted and Adjusted as Condition of Arches Improves.
DR. SCHOLL'S PADS, PLASTERS, REMEDIES FOR THE RELIEF OF ALL COMMON FOOT TROUBLES
"WHERE TO BUY THEM"
Walkover Skeels Shoe Store.....GI Ibrt 3-6221
1110 K.....GI Ibrt 3-6221

You'll find it fast in the YELLOW PAGES.

BERRY'S FOUNDRY
1817 - 29th Street
IRON-BRONZE and ALUMINUM CASTINGS
Phone HI Ibrt 5-5706

THYS CO.
Foundry & Machine Shop
Machine Shop
Sandblasting
Electric Steel Castings
Hop Picking Machines
Design & Manufacture
PHONE
HI Ibrt 6-3048
6900 FOLSOM BLVD.

Foot Appliances-(Cont'd)

TAYLOR SURGICAL CO.
LARGE VARIETY OF
DR. SCHOLL'S APPLIANCES
ALSO WIZARD AND OTHERS
Each Arch Individually Fitted by an Experienced Fitter
1016 J.....GI Ibrt 3-4922

Foot Treatments-See Chiropractors

Foresters-Consulting

Wall Myron S Jr 4612 Fegan Wy.....HI Ibrt 5-0806

Form Clamps

See Contractors' Equipment Headings

Forwarding-Freight

See Freight Forwarding

Foundations-Educational

National Citizens Commission for the Public Schools 1014-8th.....HU dsn 4-6896

Foundries-Brass, Bronze, Aluminum, Magnesium, Etc

ALCOA ALUMINUM CASTINGS-ALUMINUM CO OF AMERICA
Russ Bldg 5 F.....YUkon 6-4684

APEX BRONZE FOUNDRY CO.
BRONZE CASTINGS OF ANY COMPOSITION
APEX BRONZE BUSHINGS
MACHINED AND CENTERED
BRONZE BARS
3101 Adeline Oakland.....HUmilt 3-4500

BERRY'S FOUNDRY 1817-29th.....HI Ibrt 5-5706
(See Advertisement This Page)

PACIFIC BRASS FOUNDRY OF SAN FRANCISCO
ESTABLISHED 1875
HEAVY CASTINGS
MONEL - BRASS - BRONZE - COPPER
FRONTIER (40 E) H-TENSILE
CORROSION RESISTING ALUMINUM
251-24 St Francisco.....YUkon 6-6745

Foundries-Iron

BRAINARD BROS
Iron-Bronze-Aluminum.....GI Ibrt 3-7782
Davis Hwy.....HU dsn 4-5239
City Foundry 603 N 16th.....Hijate 4-3703
EMPIRE FOUNDRY CO 429-3d Oakland.....Hijate 4-3703
INDUSTRIAL IRON WORKS
Stanley C Atchison
Northern California Representative
144 Market S F.....YUkon 6-3741
LEACH J M IRON WORKS
16 Globe Av N Sacramento.....WAbash 5-0286
Union Iron Works 1415 Front.....GI Ibrt 3-4984

Foundries-Steel

THYS CO 6900 Folsom Blvd.....HI Ibrt 6-3048
(See Advertisement This Page)

Fountain Pens-Repairing

DAY'S PEN SHOP
Authorized Repair Service
on All Popular Makes Fountain Pens
Complete Stock of New Pens & Pencils
1218 1/2 K.....GI Ibrt 2-9415

Fountains-Soda

See Soda Fountain Equipment

Need a number? First, check the Directory or your personal number list before calling "Information."

Fraternal Organizations

See also Associations; Also Clubs
Anderson Eugene R Secty For Elks Lodge No 6
11th & J.....HU dsn 4-3143
Eastern Star Temple 2719 K.....GI Ibrt 2-4049
Elks Club 11th & J.....GI Ibrt 2-1001
Elks Lodge No 6 BPO Secty's Ofc
Office Of Secretary E R Anderson
11th & J.....HU dsn 4-3143
Gomez Lodge No 12 C D A Inc
30749.....GI Ibrt 3-9371
Independent Order Of Foresters The
100 F Bldg.....HU dsn 1-0104
Loyal Order Of Moose No 1020
2223 Broadway.....Hilcrest 5-9508

Freezers-Food Storage Units

See also Refrigeration Equipment-Commercial; also Refrigerators-Domestic

ACME REFRIGERATION & EQUIPMENT CO.
LEADING NATIONALLY ADVERTISED MAKES
HOME & FARM FREEZERS
619 J.....GI Ibrt 3-0298

AMANA HOME FREEZERS-

BIRD'S APPLIANCES & HEATING
5105 Fair Oaks Bl Carmichael IVnhoe 7-1017
ECONOMY REFRIGERATOR & APPL
SALES 2601 J.....GI Ibrt 2-2949
HORRELL & SON 2855 1/2 Av.....Hilcrest 6-6437
SEARS FROZEN FOOD CLUB
1993 Fulton Av.....IVnhoe 9-0170
WILLFORD'S KITCHEN SHOP
3200 Riverside Blvd.....GI Ibrt 3-2355

ANDRESEN APPLIANCE CO

Store No 1 39th & J.....HI Ibrt 5-3680
Store No 2 2739 Riverside Blvd.....GI Ibrt 2-0006
Angus McVani's Thrift Food Plan
1413-16th.....HU dsn 1-0835
APPLIANCE MART THE
2131 Fulton Av.....IVnhoe 9-7566
BENNETT FURN CO 3812-24th Av.....HI Ibrt 5-4549
Better Living Food Plan
2637 Marconi Av.....IVnhoe 9-1576
Bi-Rite Food Plan Corp
3751 Stockton Blvd.....HUntr 6-4743

BOULEVARD APPLIANCE

Authorized Sales & Service
CROSLLEY - G. E. HOCH FEEZER
Low Cost Food Plan
2911 Fair Oaks Blvd Carmichael IVnhoe 9-2161

CHILL CHEST HOME FREEZERS

The Food Freezer That Invites Comparison For Economy, Fast Freezing, and Storage of Fresh Foods At Home. There's A Chill Chest Sure For Every Home and Farm Family Need.
CHILL CHEST
FREEZERS

"WHERE TO BUY THEM"

DEALER
MONTE VERDA MEATS
Better Living Food Plan
Town & Country Village
2637 Marconi Av.....IVnhoe 9-1576

COOLATOR FOOD FREEZERS

"A Coolator freezer doesn't COST, it PAYS! ... Gives more storage capacity in less floor space ... Ask about the Coolator Food Plan at your Coolator dealer."

"WHERE TO BUY THEM"

DISTRIBUTOR
PIONEER APPLIANCE CO
1355 Market S F.....Un/hil 3-2000

DEALERS
ACME REFRIGERATION & EQUIPMENT CO 619 J.....GI Ibrt 3-0298
COUNTRY STYLE
5505 Auburn Blvd.....IVnhoe 7-1174

Country Style 5505 Auburn Blvd.....IVnhoe 7-1174
(See Advertisement Page 613)

(Continued Next Page)

Advertise here-it pays.



the great RICH Plan
OF SACRAMENTO VALLEY
serving the west with
the world's finest foods
at wholesale prices!

Now ... a bright new way of living and eating ... the great RICH Plan ... the first and only plan of its kind ... for over seven years serving the west with the world's choicest meats, fruits, vegetables, poultry, seafood, baked goods, juices, ice cream ... virtually anything you eat ... all at absolute WHOLESALE prices. A regular supermarket right in your own home ... a world of terrific convenience. Find out all about it. It's the original wholesale food plan ... the only plan set up to serve you continuously, for years to come.

1011-30th
Hudson 4-3708
or Hudson 4-5776

Branch Offices
Chico 1321
Marysville 2-2606
Roseville 990

DEEPFREEZE HOME FREEZERS

UPRIGHTS & CHEST MODELS

UP TO 24 MONTHS TO PAY

Buy a Freezer From Us and Become a Lifetime Member of the:

THRIFTY FOOD PLAN OF CALIFORNIA

Buy Your Foods at Near "Wholesale Prices"

• 6 MONTHS SUPPLY OF QUALITY MEAT & NATIONALLY ADVERTISED

FROZEN FOODS

- NO MONEY DOWN
- 6 MONTHS TO PAY
- WE CUT - WRAP - QUICK FREEZE YOUR OWN FARM KILLED MEATS & WILD GAME

ADDRESS:

ARDEN DIST. FARMERS MKT.
AT TRIANGLE OF: FAIR OAKS BLVD.
MUNROE & FULTON AVE.

THRIFTY FOOD PLAN OF CALIFORNIA

Phone
IVanhoe 9-9235
W. S. Olsen - Mgr.