

→ Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
Carmichael (C) North Highlands (NH) West Sacramento (WS)
Businesses in Listings

Coastal NEON Co.

Phone WA 2-4505

EARL G. WARREN
Owner
Residence IVanhoe 9-1101

FREE ESTIMATES
AND DESIGNS

NEON SIGNS
SOLD • RENTED
SERVICED

SIGN PAINTING - TRUCK LETTERING
909 Fee Drive • No. Sacramento

Lloyd's Neon Service

• FULLY GUARANTEED • FREE ESTIMATES
★ DESIGNED ★ MANUFACTURED
★ INSTALLATION ★ REMODELING

Qualified to do the biggest or smallest jobs

Lloyd's Neon Service, Inc.

ROSEVILLE 5171
If No Answer Call Roseville 2204
Or Sacramento IV 9-7909

East City Limits Hwy. 40 Roseville

Signs-(Conf'd)

AMER SIGN CO
3917 El Camino Ave (NS)-WA 5-5732
Best Neon 3500 W Capital Ave---FR 1-5838
(See Advertisement This Page)

Capitol Sign Co 13th & J---GI 2-2585
CARITHERS ERNIE 1229 I---GL 3-7961
City Sign Service 1229 I---GI 8-0094
COASTAL NEON CO
909 Fee Dr (NS)-WA 2-4505
(See Advertisement This Page)

Dosch Co The 200 V---GI 3-4581
ELECTRICAL PRODUCTS CORP
2101-28th-GL 6-4778
(See Advertisement Page 389)

FLEMING SILK SCREEN
REAL ESTATE SIGNS
LARGE OR SMALL QUANTITIES
See Ad - Silk Screen Processing
1517-20th---GI 8-4915

Fleet Sign F 2709 X---GL 5-5561
Hackley Fred C
1954 Auburn BHNS-WA 5-0489
Hamilton Bob Signs 3425-5th---GL 8-6759
Heinie Winter & Sons
2760 Fulton Ave-IV 9-3677
House of Signs 1515 N---GL 2-0162
Ken's Neon Service
6944 Lincoln Ave (C)-IV 7-2856
Krohn Signs 514 Merchant---GI 3-2672
Ledbetter Sign Co 1229 I---GI 3-7961
(See Advertisement Page 389)

LINCK'S SIGN-ART
COMPLETE SIGN-ART SERVICE
Truck Lettering • Specialty
Immediate Service - Free Estimates
972-56th---GL 8-5550

LYOYD'S NEON SERVICE INC
Rocklin Rd-Roseville 5171
(See Advertisement This Page)

MILLHAUSER A DISPLAY SERVICE
SPECIALIZING IN
REAL ESTATE SIGNS
1236-9th Av S F---Lombard 4-5518

PACIFIC NEON CO 719-12th---GI 2-3553
(See Advertisement Page 389)
PETTA SIGNS 1412 Oregon Dr---GL 7-8846

SALES POINT SIGN CO
SILK SCREEN PROCESSING
AND PRINTING
Window Signs - Posters - Banner Strips
Job Printing - Car Cards - Label Ribbons
Display Signs - Counter Cards
Corner Arden Wy & Howe Av
2146 Arden Wy---WA 2-1006

SCOTCHLITE REFLECTIVE SHEETING
The brilliant reflective material that keeps your sign on the job day-and-night. Requires REFLECTIVE SHEETING no illumination. Any trademark or message reproduced in full color. A PRODUCT OF MINNESOTA MINING & MFG. CO.

"WHERE TO BUY IT"
DEALERS
DOSCH CO The 200 V---GI 3-4581
SIGN OF EMEREM
MANUFACTURERS
BORDEN DECALOMANIA CO
207-11th S F-Hemlock 1-1587
Kresky Mfg Co
1st & H Petaluma-Port 2-4554

(Continued Next Page)

TO GLUE FURNITURE
In gluing a loose furniture joint, remember that glue doesn't provide strength in filling an open space, so first put a strip of thin cotton cloth over the place that fits into the mortise. Then do the gluing, tie the joint firmly together and let it set for 24 hours.

Best NEON

we "SPECIALIZE" in
PLASTIC NEON SIGNS

it's Best in Sacramento

our service is Prompt!

NEON SIGNS
SOLD • RENTED • SERVICED
FREE
ESTIMATES & DESIGNING

Call FR 1-5838

If No Answer Call
GI 2-1958 or GI 3-6128

3508 WEST CAPITAL AVE.
WEST SACRAMENTO

ED = Edgewood FR = Florissant GI = Gilbert IV = Ivanhoe
EL = Elgin GA = Garden GL = Glendale WA = Walnut

Signs-(Conf'd)

Sent Signs 4338-4th Av---GL 2-9245
Smith's Signs 409-14th---GI 1-4791
Strain Chester L 5511-35th---GL 7-0756
Vandrie Les 5610 R---GL 6-7454

WACHTER PLASTIC CO
PLASTIC
Signs & Letters
ALL TYPES
INDOOR - OUTDOOR
727 1/2 J---GI 3-6046

Wilmsunder Neon 1705-29th---GI 1-4891
(See Advertisement This Page)

Sigms-Maintenance Service
Best Neon 3500 W Capital Av---FR 1-5838
Central Neon Co 909 Fee Dr---WA 2-4505
ELECTRICAL PRODUCTS CORP
2101-28th-GL 6-4778

KEN'S NEON SERVICE
6944 Lincoln Ave (C)-IV 7-2856
Ledbetter Sign Co 1229 I---GI 3-7961
Lloyd's Neon Service Inc
Rocklin Rd-Roseville 5171
Pacific Neon Co 719-12th---GI 2-3553
Pac Neon Co 719-12th---GI 2-3633
Wilmsunder Neon 1705-29th---GI 1-4891

Sigms-Supplies & Equipment
ART ELLIS PAINT STORE
2508 J-GI 8-1875

Silk Screen Processing
BLACK T ALBERT & ASSOCIATES
SILK SCREEN PROCESSED SIGNS
In Kassis Bros. Wholesale Co. Offices
10th & Vine---GI 8-9817

Calif Ink Co Inc 2908 Capital Av---GL 2-2845

DOSCH CO THE
SINCE 1929
Real Estate Boards
Metal - Baked Enamel Signs
Dayglo Fluorescent Signs
Scotchlite Decals
Bumper Signs - Banners
Aluminum & Paper Signs
200 V---GI 3-6581

FLEMING SILK SCREEN
SIGNS ON
CARBOARD • FABRIC
GLASS • MASONITE
METAL • PAPER
PLASTIC • PLWOOD
Manufacturers of
NAMEPLATE, WINDOW &
TRUCK DECALS
"FOR INFORMATION CALL"
Fleming Silk Screen 1517-20th-GI 8-4915

Fleming Silk Screen 1517-20th---GI 8-4915
MODERN GRAPHICS 1414-29th---GL 1-6625
Morey's Athletic Lettering
3908-32d-GL 5-0662

Petta Signs
Quantity Signs on Any Material
1412 Oregon Dr---GL 7-8846

SALES POINT SIGN CO
SILK SCREEN PROCESSING
AND PRINTING
Window Signs - Posters - Banner Strips
Job Printing - Car Cards - Label Ribbons
Display Signs - Counter Cards
Corner Arden Wy & Howe Av
2146 Arden Wy---WA 2-1006

Advertise here-it pays.

Silk Screen Processing-(Conf'd)

SUPERIOR SIGNS
QUANTITY SIGNS ON
WOOD, METAL, PAPER
OR GLASS
2508 J---GI 8-1875

UNITED ADVERTISING DISPLAYS
926 Chester Daking---GL 1-0865
Sacto Office---IV 7-3888

Silk Screen Processing Supplies
Elrod's 1018-14th---GI 2-3266
Or Glendale---GL 5-1240

Silversmiths
A-1 Sheet Metal Corp 1721-16th---GI 1-3662

Silverware-Renting
See Calendars' Equipment

Silverware-Retail
BREUNER JOHN COMPANY
604 K-GI 3-8051

GREBITUS EDW A & SON
The Finest in Silver
GORNHAM - INTERNATIONAL
REED & BARTON - TOWLE
WALLACE & KIRK
1108 J---GI 2-9001
Town & Country Shop
Fulton & Marconi---IV 7-7853

WESTMORLAND STERLING SILVER CO
Main Office 4616 El Camino Av-IV 7-4314
Town & Country Branch
2506 El Paso Ln-IV 7-4725

We want your telephone service to be as helpful to you as we can make it.

Neon SIGNS

Wilmsunder NEON

MANUFACTURING & REPAIRING

GL 1-4891

Emergency Call Roseville 8272
1705-29th Street Sacramento

Ken's Neon SERVICE

SERVICE WHEN YOU NEED IT

SIGN PAINTING
FAST REASONABLE SERVICE
All Work Guaranteed

Call Anytime IV 7-2856

6944 LINCOLN AVE. CARMICHAEL

Skating Rinks

ICELAND ICE-SKATING RINK
OPEN YEAR ROUND
PUBLIC SKATING NIGHTLY
8:00 P.M. - 10:30 P.M.
EXCEPT WED.

Private Parties Wednesday Night
Beginners Teen, Night
CHILDREN & ADULT CLASSES
SKATING SUPPLIES
SKATES - SHOES - EMBROIDERY
1430 Del Paso Blvd (NS)---WA 5-3121
If no answer call---GL 2-1240

King's Skating Rink Franklin ---Murry 5-4862
Pioneer Roller Corral
5810 Cypress Ave (C)-IV 7-7284

Use the latest directory. Get the right number... right away.

ROLLER SKATING

PUBLIC SESSIONS NIGHTLY
(Except Monday)
7:30 to 10:30
Sat. - Sun.
2:30 to 4:30
Group Rates
for Public Sessions

CLASS & PRIVATE INSTR.
Private Parties By Appt.

WA 5-7077
DOT & TOM LANE

Senator Roller Drome
1021 DEL PASO BLVD. N. SACTO

"Ski-Olympic"
NEW & COMPLETE RENTALS
SALES & SERVICE

Ski - Poles - Boots - Pants - Parkas
Ski Rucks - Car Chinas - Toboggans
Ski Instructor to Help You
SNOW CONDITIONS CALL ANYTIME
GI 2-2664 ROBERT L. COLE

GOODWIN-COLE CO.
TENTS AND AWNINGS SINCE 1888
SIDE ENTRANCE PARKING LOT
515 L ST. GI 2-8924

**HANDY MAN
OT
SPECIALIST**

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE
Classified
TELEPHONE SECTION

Skating Rinks-(Conf'd)

RAINBOW ROLLER RINK
Skating Nightly Except Mon. - Meet Sat-Sun
Holders - Call for Party Reservations
Near Main Gate on Skits Blvd
State Fair Grounds---GL 5-9785

SENIOR ROLLER DROME
1031 Del Paso Blvd (NS)-WA 5-7077
(See Advertisement This Page)

Skating Equipment-Retail
See Also Sporting Goods Listings

ALLEN'S SPORT SHOP
Ski Rentals & Sales
1271 J---GI 3-4236
(See Advertisement This Page)

ARMY STORE 2942-35th---GL 8-3552
Bonnie B Sportstore
Skiing-Water Ski & Clothing Rental
In Del Paso Manor Shopping Center
2450 Arden Dr---IV 9-7260

GOODWIN-COLE CO
FOR SHOW REPORT CALL GI 2-2644
SKI RENTALS - SALES - SERVICE
Side Entrance Parking Lot
515 L---GI 2-8924

Goodwin-Cole Co 515 L---GI 2-8924
(See Advertisement This Page)

HELM OF SUN VALLEY
Ski Sales - Rentals - Repairs
See Our Ad - Sporting Goods
2843 Howe Av---WA 4-6611

Sacramento Pattern Works
Water Skiing - Rentals
231 N 7th St---GL 8-8334

SACRAMENTO SPORTING GOODS
920 J---GI 2-7296
SPALDING'S THE SPORTS STORE
2120 K---GI 2-8915

SPORTS CENTRE
Ski Rentals & Sales
3409 El Camino Av---IV 7-6282

STOCKADE GENERAL STORE
2628 Fulton Av-IV 9-3069

**SKI EQUIPMENT
SALES - RENTALS**

Ask For
JACK SAMPLES
(Certified Instructor)
For
Friendly Assistance
TIME PLAN TERMS
ALL NEW EQUIP
RENTED THIS YEAR

Open
Monday Evenings
Till 9 P.M.

ARMY STORE GL 8-3552
2942 - 35TH ST. OAK PARK
STOCKADE GENERAL STORE
2628 Fulton Ave.
Town & Country Area IV 9-3069