

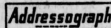
6 Addressing-Advertising

Addressing Machines

A Lebeck Business Equip Co
3021 Capital Ave.-GL 6-3877
Addressing Machine Sales Co
Rebuilt Addressing Machines-Graphotypes
535 Mission St.-Ex 7-1613

ADDRESSOGRAPH MACHINES

Only authorized distributor of new machines. Methods counsel, supplies, accessories, embossing and mechanical service. New and Factory Rebuilt Machines.



"FOR SERVICE CALL"

ADDRESSOGRAPH-MULTIGRAPH
CORP 3400 Elvas Ave.-GL 2-6941

Addressograph-Multigraph Corp
3400 Elvas Ave.-GL 2-6941

Dashew Business Machines -GL 3-1000

ELLIOTT ADDRESSING MACHINES

Elliott Addressing Machines
displace many Metal Address Plate
addressing machines
EVERY MONTH-Please ask why



"FOR INFORMATION CALL"

SALES OFFICE
Elliott Addressing Mach Co
330 Battery St.-Sutfr 1-4556

AUTHORIZED DEALERS

Capital Office Equip Co
1926 H.-GL 3-4831

Addressing Machines-Supplies

CAPITAL OFFICE EQUIP CO
1926 H.-GL 3-4831

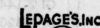
Adhesives

BRACAMONTE R M CO
CEMENTS - COATINGS - SEALERS
INDUSTRIAL & GOVT. SPEC. ADHESIVES
1600 Spear St.-Yukon 6-6243

Campbell R C Co
159 Southgate Rd(NS)-WA 5-9208

LEPAGE'S GLUES

Liquid Glues
White Glues
Miscellaneous
Pastes & Specialty
Adhesives



"FOR INFORMATION CALL"

LE PAGE'S
417 Eccles Ave SSW-PLaza 6-8055

DIVISION OFFICE

LE PAGE'S
701 Welch Rd
Palo Alto -DAWpnt 1-1881

Mystryk Tape Products 2015 J.-GI 2-2434

WELDWOOD GLUES-
U S PLYWOOD CORP 5914 R-GL 1-2891

Adjusters

ANDERSON & MAYER
2418 K.-GL 1-5284

BROWN BROTHERS ADJUSTERS
919-11th-GI 3-4605

BROWN-MITCHELL ASSOCIATES
Forum Bldg -GI 2-7658

Calif Adjustment Service of Sacramento
606 I.-GI 8-9154

CRAWFORD & CO
Forum Bldg -HI 6-4833

Night & Day call -HI 6-4838

Adjusters-(Cont'd)

GRIFITH & CHACE ADJUSTERS
1601 Fulton Ave.-IV 9-7103

HOSSON & PARSONS
2000 L.-GI 8-9161

If no answer call -ED 2-0717

Jordan C & Deborah Bldg -GI 3-1761

L & L ADJUSTMENT SERVICE
James R Lear -GI 1-6461

MICHAEL & BRYANT
2015 J.-GI 1-2713

Myco Adjustment Service 919-11th-GI 3-4605

Ohio Casualty Ins Co Claims
2000 L.-GI 8-9161

OLYMPIC & MARATHON INS CO
2622 El Camino Ave.-IV 9-7024

PARDINI & HOSSON
2622 El Camino Ave.-IV 9-7024

If no answer call Wdnd -Möhwk 2-4752

TANHO-CARSON CLAIMS SERVICE
Union City Nevada -Granit 2-1900

P O Box 879 Carson City Nev
Walker L A 1380-30th -GL 3-3281

West Amer Ins Co Claims
3630 Fulton Ave.-IV 9-8011

White Wm M 880 Coronado Blvd.-IV 9-1543

Adobe Blocks & Shapes

Fail Harrison Building Materials
1950 Howe Ave.-WA 5-9242

MEINZER LESTER N
Builders of Modern Adobe Homes
4331 Sierra Madre Dr.-IV 9-3813

Adoption Agencies

Children's Home Society of Calif
Adoption Serv
Non-Sectarian Licensed Adoption Agency
Identical Services to
Unmarried Mothers or Parents
Considering Adoption for Child
2530 Capitol Ave.-HI 6-7546

Advertising Agencies

A BUSINESS EXTENSION BUREAU
Survey-Market Research
2215 J.-GI 2-3613

ADAMS AND MASTRO ADVERTISING
DESIGN 1118A 21st.-HI 6-7629

BOGGESS CLIFFORD O 1812 J.-GI 2-0464

BRASHEAR JACK ADVERTISING
11th & L Bldg -GI 2-6679

If no answer call -GL 5-9192

CHAPIN-DAMM ADVERTISING
11th & L Bldg -GI 1-6111

CLARK & ELKUS 1228 H.-GI 2-2956

CUMMINGS AND ASSOCIATES
Advertising-Surveys-Merchandising
Financial Bldg -HI 6-7629

DANNEFELSER ADVERTISING AGENCY
1005-8th -HI 4-8890

GERTH BROWN CLARK & ELKUS
1228 H.-GI 2-2956

GRISWOLD ADVERTISING
Newspapers-Radio-TV-Gilboards
Forum Bldg -HI 6-7658

Hammors Agency The 521-21st -HI 7-5334

HUNTER & STAPLES
Ofc in San Francisco & Los Angeles
Forum Bldg -HI 4-8844

Merchandising-Sales Promotion
1900-19th -GI 8-8568

LYNCH GENE
Financial Bldg -GI 2-1242

METTER ELISON L AGENCY THE
Consumer & Industrial Advertising
926 J.-GI 6-5248

MICKELSEN C A ADVERTISING
1401-21st-GI 2-0731

WINDOW-WASHING HINT
Dry windows inside with an up-
and-down stroke; outside with a
crosswise motion. If streaks remain
you can tell which side they're on.

Advertising Agencies-(Cont'd)

GENERAL ADVERTISING
WE HANDLE ALL PHASES
OF ANY CAMPAIGN
IN EVERY MEDIA

1613-21st -HI 7-1214

450 North Sutter Stktn-Höwrd 4-2850

Once Agency 4625 El Camino Ave.-IV 3-4205

O'Siel Dorothy Advertising
2805 El Camino Ave.-IV 7-3408

REITTER & ORME ADVERTISING INC
2115 J.-GI 2-8926

SACRAMENTO ASSOCIATION OF
ADVERTISING AGENCIES

The agencies listed here
under are members of this
association, fully recognized
and qualified to
render professional and
dependable service and
conduct in all the fields of
advertising.

"MEMBERS"

Boggess Clifford O 1812 J.-GI 2-0464

Chapin-Damm Advertising
1412 S-GI 1-6111

Cummings and Associates
1228 H.-GI 2-2956

Gerth Brown Clark & Elkus
1228 H.-GI 2-2956

Griswold Advertising
Forum Bldg -HI 6-7658

Landau Louis 1900-19th -GI 8-8568

Lynch Gene Financial Bldg -GI 2-1242

WEBER F NEWTON 1005-8th.-HI 6-5055

Advertising Calendars-See Calendars

Advertising Consultants

See Advertising Agencies

Advertising-Direct Mail

A BUSINESS EXTENSION BUREAU
DIRECT MAIL AGENCY -
CAMPAIGNS
PLANNED - PRINTED - MAILED
2215 J.-GI 2-3613

A LEBECK BUSINESS EQUIP CO
Miscellaneous & Addressing Service
For Sale or Rent - New & Used Machines
Drive In - Free Parking - Save Time
3021 Capital Ave.-GL 6-3877

CAL PRINT & MAIL
2920 J.-GI 2-1139

(See Advertisement This Page)

Other members of your house-
hold may be identified in the com-
munity by means of additional
listings in the Telephone Directory.

COMPLETE PROFESSIONAL SERVICE
FOR ALL DIRECT ADVERTISING

PRINTING
MAILING LISTS
SURVEYS

Direct Mail
GI 2-1139

CAL PRINT & MAIL
2920 JAY STREET
SACRAMENTO, CALIFORNIA

Advertising with the Direct Mail

Advertising-Direct Mail-(Cont'd)

CALDWELL'S LETTER SHOP
SINCE 1926
A Complete
DIRECT MAIL SERVICE

Duplicating & Printing
SACRO AREA MAILING LIST
WITH AUTOMATIC ADDRESSING
2005 N.-GI 3-4878

Capital Letter Shop 430 J.-GI 2-7915

GRAPHIC CENTER
DESIGNED
PLANNED - PRINTED - MAILED
where printing is on site
1321-20th -GI 6-5449

LETTER SHOP THE Forum Bldg-GI 2-2947

MAIL MART & ASSOCIATES
DIRECT MAIL ADVERTISING
LOCAL MAILING LISTS
"Your Customer is Only A Stamp Away"
1426-20th -HI 6-5654

REPLY-O-LETTER-
MAIL-WELL ENVELOPE CO
2015 J.-GI 1-4268

Rose Printing Co 728 O.-GI 3-3691

STENO PRINT & MAILING SERVICE
DIRECT MAIL ADVERTISING
1005-8th -GI 2-3896

A MARKET FOR YOUR PRODUCT
ADDRESSING - METERED POSTAGE
FOLDING
OFFSET PRINTING - MIMEOGRAPHING
Mail Advertising Doesn't Cost - If Payed
2118 J.-GI 1-3226

CUMMINGS AND ASSOCIATES
Creative Art & Copy-All Media
Financial Bldg -GI 3-5971

Dannefelter Advertising Agency
6 Adobe Ct -HI 4-8890

FOSTER & KLEISER CO 1330 U.-GI 2-3896

GERTH BROWN CLARK & ELKUS
1228 H.-GI 2-2956

Griswold Advertising Forum Bldg-HI 6-7658

Landau Louis 1900-19th -GI 8-8568

Lynch Gene Financial Bldg -GI 2-1242

Reitter & Orme Advertising Inc
2115 J.-GI 2-8926

Sacramento Monitoring Service
3117 Miramar Rd-IV 9-9452

Advertising-Directories-See Directories

Advertising Displays

See Display Designers & Builders;
also Lithographers

Advertising Matches-See Matches

Advertising-Newspaper-See Newspapers

Advertising-Outdoor

FOSTER & KLEISER CO 1330 U.-GI 2-3896

KING OUTDOOR ADVERTISING CO
3023-65th-GI 7-9083

LEDBETTER SIGN CO 1229 I.-GI 3-7963

SCREEN PRINT
SILK SCREENED
24 & 30 SHEET POSTERS
3905-44th Ave -GA 8-4203

WESTERN BENCH ADVERTISING
SYSTEM

OUTDOOR BENCH
ADVERTISING
PRIME SHOWING AVAILABLE
2290 Colfax(NS) -WA 2-6800

Advertising Radio
See Radio Stations & Broadcasting Companies

Advertising Research
See Marketing Research & Analysis

Have the right number when you
call. It's natural to trust to memory
-but when memory plays tricks
with a telephone number, you're
delayed. When you are not sure of
a number-please look it up in the
telephone directory.

ED-Edgewood F8-Frontier GL-Gilbert HI-Hickory WA-Wabash
EM-Emery GA-Garden GL-Gladstone IV-Yvanhoe

Advertising-Searchlight

See Searchlight-Rentling

Advertising Service

Advertisers Answering Agency
Radio & Telephone Answering
620 I.-GI 3-6504

Brashear Jack Advertising
11th & L Bldg-GI 2-6679

CHAPIN-DAMM ADVERTISING
1412 S-GI 1-6111

CLASSIFIED TELEPHONE DIRECTORY
ADVERTISING

ADVERTISE
WHERE 9 OUT OF 10
LOOK

"Find It Fast In The 'Yellow Pages'"

"WHERE TO BUY IT"

PACIFIC TELEPHONE &
TELEGRAPH CO THE
Directory Dept 900-34 SF
(No Inter-City Charge)
Ask Operator for -Entprise 12030

CUMMINGS AND ASSOCIATES
Creative Art & Copy-All Media
Financial Bldg -GI 3-5971

Dannefelter Advertising Agency
6 Adobe Ct -HI 4-8890

FOSTER & KLEISER CO 1330 U.-GI 2-3896

GERTH BROWN CLARK & ELKUS
1228 H.-GI 2-2956

Griswold Advertising Forum Bldg-HI 6-7658

Landau Louis 1900-19th -GI 8-8568

Lynch Gene Financial Bldg -GI 2-1242

Reitter & Orme Advertising Inc
2115 J.-GI 2-8926

Sacramento Monitoring Service
3117 Miramar Rd-IV 9-9452

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

Complete

YOUR ADVERTISING PROGRAM WITH THE YELLOW PAGES

Find It Fast In The 'Yellow Pages'

For Information Call

List your Name, Products & Services under all Classifications Descriptive of your Business

9 out of 10 BUYERS use the Yellow Pages when Ready to Buy!

PACIFIC TELEPHONE

YELLOW PAGES . . . 900-3rd St., S. F.

Ask Operator for Enterprise 1-2030 (No Inter-City Charge)

Advertising-Air 7

Advertising-Transit

Fleider Sorensen & Davis
1315-28th -GL 1-9654

If no answer call -ED 2-0312

Advertising-Traveling Sign Board

JAXYSON MUSIC
MOBILE SOUND TRUCK
FOR ALL OCCASIONS
Professional Recordings
Studio & Transcriptions
STATEWIDE SERVICE
1628-7th Oakland -Higate 4-1755

INGERSOLL-RAND AIR COMPRESSORS-
HENDERSON BROS
Main Store 236 & R.-GL 2-4561

Fulton Ave Store -IV 3-4614

INDUSTRIAL TRACTOR SALES
Sales-Service-Rental-Air Tools
903 Del Paso Blvd(NS)-WA 5-8525

Ingersoll-Rand Co
2109 Shielah Wy.-GL 5-6328

LE ROI ROTARY AIR COMPRESSORS-
DISTRIBUTORS
CENTRAL EQUIPMENT CO INC
Blumenfeld & Arden
WY(NS)-WA 2-5861

MYRICK EQUIPMENT CO
521 Houston Ave(W)-FR 1-6194

PHILPOT GEORGE M CO INC
Gardner-Denver Distributor
6260 Folsom Bl.-GL 2-2641

QUINCY COMPRESSORS-
FRANKLIN MACHINERY
Sales & Service-Repairs on All Makes
1715-19th -GI 3-8989

RENTAL MACHINERY CO INC
See Our Air-Conditioning-Rentling
905 Del Paso Blvd(NS)-WA 2-0173

SACRAMENTO WHEEL SERVICE
Westinghouse Air Compressors
Sellers Air Compressors - Tools
SALES - SERVICE - RENTALS
1829-22d -GL 1-8464

U S PIPE & MACHINERY CO
2330 Auburn Bl.-IV 9-7603

WORTHINGTON AIR COMPRESSORS
All sizes of Stationary
air-cooled compressors
Stationary water-cooled
compressors
Complete line of contractors air tools
& mobile drilling rigs.



"FOR INFORMATION CALL"

STATIONARY COMPRESSOR
DISTRIBUTORS

GEIGER IRON WORKS INC
14th & S.-HI 6-2755

AIR COMPRESSORS-
BINKS MANUFACTURING COMPANY
See Local Dir List under Spray Equip
950 Neuhall St.-ATWtr 2-4985

BLAKEMORE EQUIPMENT CO
Chicago Pneumatic-Sales Rentals
916 North B.-GI 3-3965

Burch Equipment Co Inc 1910 Q.-GI 8-9149

CENTRAL EQUIPMENT CO INC
Blumenfeld & Arden WY(NS)-WA 2-5861

EQUIPMENT MAINTENANCE CO
2300-4th-GI 8-8717

Franklin Machinery 1715-19th -GI 3-8989

GENERAL SUPPLY CO
Portable-Fire Service
1818 D.-GI 3-5928

Advertise here-it pays.

Check the YELLOW PAGES for
WHO sells WHAT.

AIR COMPRESSORS & AIR TOOLS

"We Rent Everything" - All Sizes

PHONE

WA 2-6521

HOUR - DAY - WEEK MONTH
OPEN SUNDAYS

LARGEST SELECTION IN THE WEST

CALIFORNIA RENTS

"U-OPERATE"

1001 ARDEN WAY SACRAMENTO