Markets—(Cont'd)

Fulton Av Market 2033 Fulton Av—IV 9-9998
G MARKET
Open Everyday Including Sundays & Holidays 7-10 PM Meats-Beer-Wine
6330 Sacto Bl——GA 8-9870
G & M MARKET 2227-10th——GI 2-0077
GENERAL FOOD MARKET
6021 Stockton Bl——GA 8-3475
Gentner's Market 3035-24th——GL 5-2641
George's Food Market 700 P——GI 3-5698
George's Mkt 2630-5th——GI 2-8886
Gilstrap Grocery 1236 Q——GI 2-9303
Golden Star Market
1880 Stockton Bl——GL 6-3821
Gomez Bros Food Store
3946 Sacramento Bl—GL 2-9712
Grand View Market
5810 Folsom Blvd—GL 6-1980
Grant Union Drive In Mkt
3700 Rio Linda Bl(DPH)—WA 5-0857
Grant Union Drive In Mkt
3700 Rio Linda Bl(DPH)—WA 5-9866
Gus Meat Co 3409-3d Av——GL 5-8634
Hadler's Market 3241 Fulton Av—IV 7-2266
Hadler's Market
2840 Northgate Bl(NS)——WA 5-7127
Haggin Oaks Market
3560 Del Paso Bl(NS)—WA 2-1927
Hank's Pacific Market 2500 P——GL 6-6401
Heights Food Market
3536 Rio Linda Bl(DPH)—WA 2-4962
Hi Ho Market Perkins——GL 7-8397
Hi-Land Market
6331 Watt Av(NH)——ED 2-6606
Highway Market
1520 Sacramento Av Bryte——GI 2-3086
Hildreth Grocery 4232 H——GL 6-3610
HOLIDAY MARKET
3535 Fair Oaks Bl—IV 9-2009
Home Market 1240 G——GI 2-9633
HOMER J MORRIS MEAT MARKET
Specializing in Meats for Your Home Freezer
1329 Merkley Av(WS)——FR 1-6606
Huddle's Market 1901½ D——GI 2-9833
Italian Importing Co 622 J——GI 2-6678
Jacinto Developments Inc
60th & 14th Av—GL 7-6518
JAY & GEE MARKET
4300-8th Av—GL 1-0843
Johnson's Mkt 2100-28th——GL 5-8981
Jolly Market 6239 Franklin Bl——GA 8-5323

KINGS MARKET
OPEN SUNDAYS & HOLIDAYS
7 AM — 9 PM
2500 W Capitol Av(WS)——FR 1-5178

Krueger's Mkt
Daily 6:30 AM-7:30 PM Sun 8 to 1 PM
2620 T——GL 5-6760
Kuhn & Byron Market The
3610 McKinley Bl—GL 6-9551
Lanai Shops
Business Office——GA 8-7623
Gail Gaines Apparel
5675 Freeport Bl—GA 8-0325
Lanai Rattan Shop
5677 Freeport Bl—GA 8-9101
Lanai Salon Hairdressers The
5681 Freeport Bl—GA 8-8786
Lea-Co Corporation
5681 Freeport Bl——GA 8-6392
Margetich Tile Co
5675 Freeport Bl——GA 8-3840
LEE'S CASH MARKET
We Cut & Wrap for Home Freezers
Open Daily & Holidays 7 AM to 12 PM
3040 Auburn Bl——IV 7-5212
Le Roy's Market 516-20th——GI 3-9664
Lily Food Market 1901 N——GI 1-3915

LIM'S MARKET
GROCERIES — MEATS — VEGETABLES
WINES — BEERS — BEVERAGES
Hours 8 A.M.—8 P.M. Sun. 9 A.M.—5 P.M.
2100-10th——GI 3-4972

Lopes Drive In Mkt
2125 W Capitol Av(WS)—FR 1-9880
Lou's Market
2898 Del Paso Bl(NS)—WA 5-1714
LOVERDE MARKET
Bet Stockton Blvd & Signal Depot
6808 Fruitridge Rd——GL 7-8737
LUCKY STORES INC
For List of Locations see Grocers-Retail
14th & North B——GI 8-8583
Main Market 501-12th——GI 2-7562

Markets—(Cont'd)

Marconi Market
1921 Marconi Av(NS)—WA 5-1188
Matt's Market 1001 E——GI 3-4256
Mayfair Markets Inc
3120 Arden Wy—IV 7-3232
Mazzio's Market 4017 Broadway—GL 2-9162
McClellan Market
5747 Watt Av(NH)—ED 2-0676
MERRY MART THE 4768 J——GL 6-6415
Midway Market 5600 H——GL 5-4367
Moto's Market 2331 I——GI 3-9897
Murph's Market 5041 Franklin Bl—GL 1-3586
Nelson's Market 5031 D——GI 7-0920
PAPADOGIANIS BROS 2830 E——GI 2-7594
PARAMOUNT MKT
Free Delivery Service
828 J——GI 2-4014
Park & Shop Mkt
34th & Folsom Blvd—GL 5-5713

PEOPLE'S DRIVE IN MARKET
GROCERIES — FRESH MEATS
FROZEN FOOD & POULTRY
BEER & WINE
Corner Parker Ave & 44th St.
Across from Fruitridge Fire Dept.
4500-44th——GL 6-1614

Peoples Market
Arthur Silberstein-Owner
2949-35th——GL 5-6974
Perkins Center
Marconi & Howe Av——WA 5-2292
Planehaven Market
5140 Poplar Bl(NH)—ED 2-5138
POPULAR SUPER MARKET
5324 Riverside Bl—GI 8-3555
Price Less Market
3340 C——GI 3-5402
PUBLIC MARKET SACTO
13th & J—GI 2-4246
Quong Sang Chong Co 922-3d——GI 2-4323
R K Market 2600 C——GI 2-9624
RALEY'S SUPER MARKETS
1515-20th——HI 4-8150
Store No 5 4850 Freeport Bl——GL 2-6861
Store No 7 1700 Capitol Av——GI 1-4906
Store No 8 1916-9th——GI 2-7372
Store No 10
400 El Camino Av(NS)—WA 2-5866
Store No 12 14th Av & 60th——GL 7-6567
Store No 13 2390 Fruitridge Rd—GA 8-5120
Store No 14
2810 Fair Oaks Bl(C)—IV 3-5024
Store No 15 3431 Watt Av——IV 3-0424
Store No 16
940 Sacramento Av(B)—HI 6-4977
Store No 18
10385 Folsom Bl
Rancho Cordova——EM 3-2691
Raley's Super Markets
4840 San Juan Av Fair Oks-YOrktn 7-4718
Rancho Cordova Shopping Center
Folsom Bl Rancho Cordova
Cordova Beauty Shop——EM 3-1191
Cordova Insurance Agcy——EM 3-6393
Cordova Jewelers——EM 3-1473
Cordova Laundromat——EM 3-3273
Cordova Liquor——EM 3-3016
Cordova Shell Service——EM 3-2611
Cordova Village Pharmacy——EM 3-4825
Jet Auto Supply——EM 3-1868
King's Fashions——EM 3-2314
Lauridson's Service——EM 3-2712
Norm's T V——EM 3-1512
Sexton's Men & Boy's Shop——EM 3-4896
Walker Cordova Hardware——EM 3-4896

RANCHO MARKET THE
OPEN 7 DAYS A WEEK 8 A.M. TO 9 P.M.
Groceries-Vegetables-Meat-Beer-Wines
Across from Capitol Inn near El Rancho
1113 W Capitol Av(WS)——FR 1-6301

Rio Grande Meat Market 626 O——GI 3-7839
Rio Linda Boulevard Market & Nursery
3041 Rio Linda Bl(NS)——WA 5-1011
Ritz Market 3000 O——GL 7-0345
ROBLA MARKET
Meats-Groceries & Produce
Wine & Beer
4801 Rio Linda Bl(DPH)——WA 5-0058
Rod's Market 4305 Auburn Bl——IV 3-5265
Roy's Market 4614 Sacramento Bl—GL 1-2604
S & V MARKET Elder Creek Rd—GA 8-1270

Advertise here—it pays.

Markets—(Cont'd)

SACTO PUBLIC MARKET
13th & J—GI 2-4246
Safeway Stores Inc
2929 El Camino Av——IV 3-2947
Sam's Market 1330 O——GI 3-8464
Sam's Market No 2 4151-23d Av—GL 6-1468
Sav-Mor Market
6143 Watt Av(NH)——ED 2-0105
Save-A-Lot Market
Open Evenings & Sundays
1600 F——GI 2-7943
SAVE RITE MARKET 701-19th——GI 8-5691
Saving Center Groceries
4070 Stockton Bl——GL 6-2697
Serra Bros Mkt 5990 Franklin Bl—GA 8-8809
Serv-Rite Market 3994-2d Av——GL 6-1818
Shierts Tom Mkt
3046 Northgate Bl(NS)—WA 5-9521
Shima & Sons Market
3612-16th Av——GL 6-0564
Silver Eagle Market
235 Silver Eagle Rd(DPH)—WA 5-3757
Sincere Market
2800 Rio Linda Bl(NS)—WA 5-2141
South Sacto Market
4710 Franklin Blvd—GL 6-6525
Star Food Bank
1910 Fruitridge Rd—GA 8-8903
STATE FAIR MARKET
Stockton Bl & 8th Av—GL 6-7755
Stockton Blvd Mkt
4630 Stockton Bl—GL 6-5374
STOP-N-SHOP MARKETS
Office & Warehse N 10th & Vine——GI 1-3001
Market No 1 2815 L——GL 2-0231
Market No 2 2312 Watt Av——IV 3-4611
Market No 3
Grand Av & Palmetto(DPH)—WA 5-1427
Market No 4 20th & I——GI 3-8523
Market No 5
Riverside Bl & 7th Av—GI 2-1015
Market No 6 5491 Carlson Dr——GL 2-0277
Market No 7 60th & 14th Av——GL 6-9787
Market No 8 Del Paso Manor——IV 9-6370
Market No 9
41st & McKinley Bl—GL 5-8967
Market No 10
Fulton Av & Marconi Av—IV 9-5284
Market No 11 5815 Stockton Bl—GL 1-2825
Sun Food Mkt 2101 X——GL 1-5271
Sunny's Market 731 P——GI 2-7989
Sutter Homes Mkt 2631-5th——GI 3-4534
Taylor's Roy Market 33d & 6th Av—GL 5-0984
Ted's Market 6439 Folsom Blvd——GL 6-1476
TENTH STREET MARKET
2030-10th—HI 7-5152
Thrift Center Market
Freeport Blvd & 5th Av—GI 2-7776
Tom Thumb Markets
6217 Fair Oaks Bl(C)—IV 7-1001
TONY'S MARKET 5601 H——GL 6-1673
Top Market 1801 O——GI 2-5429
Town & Country Shopping Center
Fulton Av & Marconi Av
Business Office——IV 9-3614
Alta Pet Shop——IV 9-5124
B Ives Hardware——IV 9-4825
Bob's Toyland——IV 9-6363
Bonney & Gordon Store for Men——IV 3-6474
Burton Don Inc Town & Country——IV 9-4875
Chuck Wagon The——IV 9-5682
Claude Gordon's Village Home Store——IV 9-4843
Duffy's Tailoring——IV 7-1918
E & J Travel Bureau
2936 Fulton Av—IV 3-4621
Gerhardt's Frozen Food Service——IV 9-6345
Green Charlotte Fashions——IV 9-0856
Jackson's Town & Country Hat Shop
2905 Pasatiempo Ln——IV 9-6332
Jensen Marion Portraits——IV 9-5629
Kendall's Sportswear——IV 9-6065
Kid-E-Korral——IV 9-5353
May Gim Hawaiian & Oriental Shop——IV 9-8521

(Continued Next Column)

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Markets—(Cont'd)

Town & Country Shopping Center—(Cont'd)
McBride R J Gentlemen's Fine Shoes——IV 9-6019
Pardee John——IV 9-5626
See's Candies Inc——IV 9-5625
Shasta Laundry & Dry Cleaners——IV 9-3571
Steele's Delicatessen——IV 9-5146
Suburban Yardage——IV 9-8600
Village Beauty Shop——IV 9-5189
Village Book Shop——IV 9-5313
Village Cab Co——IV 9-3687
Village Doughnut Shop——IV 9-1475
Village 5 & 10——IV 9-5641
Village Flower Shop The——IV 9-5287
Village Shoe Horn——IV 9-8424
Village Shoe Repair——IV 9-5177
TRU-VALU MARKET
1630-11th——GI 2-9790
Twenty Fifth St Market
1309-25th——GI 3-1801
Twenty-Fourth & N St Market
Groceries-Meats-Delivery Service
2331 N——GI 3-9534
Van's Markets
1128 Del Paso Bl(NS)——WA 5-3494
Victor Grocery
Y Shibata-Owner-Delivery Service
400 T——GI 2-9405
Vina Vista Market 5452-14th Av——GL 2-9606
Vincent's Market
3945 Marysville Bl(DPH)—WA 5-7182
Vince's Market
5230 San Francisco Bl—GL 7-7063
Voss R C & Sons 4232 H——GL 6-8893
W P MARKET 3508-24th——GL 5-3466
Walsh Stn Market Jackson Rd——EM 3-4414
Walter's Market 2730 N——GL 2-9848
Wanner's Market 601-42d——GL 7-0513
WASHINGTON MEAT MARKET
Meats-Whsle & Retail-Free Delivery
1114-3d——GI 3-5862
Welcome Market
3340 Marysville Rd(DPH)—WA 5-7097
WELLS BROS MARKET 1001 H——GI 8-6705
West Side Market
1925 W Capitol Av(WS)—FR 1-6858
William's Market 715-8th——GI 2-7357
Willie's West Sacto Market
109-15th(WS)—FR 1-9383
Wing Lee Co 1122-3d——GI 2-0786
WONDER FOOD MARKETS
GROCERIES — MEAT
FROZEN FOODS
Complete Liquor Department
4604 Franklin Bl——GL 2-6501

YICK CHONG & CO
CHINESE IMPORTED GOODS
TEA — CANNED GOODS
CHINAWARE — FRESH VEGETABLES
310 I——GI 3-4092

Young's Market 5610 Stockton Bl—GL 5-0847
Zine's Market 1602 J——GI 3-9698

Markets—Meat—See Meat—Retail

Marking Machines

Monarch Marking System Co
4812 Baker Av—GL 1-2516

Marriage Counselors

Family Service Agcy of Greater Sacramento
709-21st—GI 8-8284
Frapwell Ethel E
Psychiatric Social Worker
Registered by State Board
Of Social Work Examiners
2720 Capitol Av——HI 7-2373
Harris Herbert R 2417 Capitol Av—GI 2-5707
McWhirter Gordon
Associated with Psychiatrist
2417 Capitol Av——GI 2-5707
The Counseling Center
5912 Grant Av(C)——IV 3-0524
2417 Capitol Av——GI 2-5707
Werner Herbert 801-21st——GI 8-5979

CORNER CLEANER
Whisk away dirt in hard-to-reach corners with an old whisk broom trimmed to a V-shaped point.

Massage

AMERICAN FINNISH STEAM BATHS
4626-14th Av——GL 2-9569
BILL MARTIN'S STEAM BATHS
SWEDISH MASSAGE
ROCK STEAM REDUCING
Men Only Hours 11 A.M. to 8 P.M.
2021 S——GL 7-1957
BODY TONING
2628 Del Paso Bl(NS)——WA 5-5888
(See Advertisement This Page)
EDELWEISS TREATMENT ROOMS
MELANIE B. GRETENER R.N.
Battle Creek St. Helena Sanitarium } ORIGINAL METHODS
MASSAGE HYDROTHERAPY
ELECTROTHERAPY
Specialties — Colonics — Nursing Home
2824 T——GL 5-6059
LINDALE BEA
SWEDISH MASSAGE
CABINET BATHS
329-4th(B)——GI 2-1379
Lund K Eric 418 Alhambra Bl——GI 2-7734
MIQUEL'S SLENDERIZING SALON
ROCK STEAM ROOMS & MASSAGE
SEPARATE ROOMS FOR MEN & WOMEN
2030-16th——GI 3-3092
TANAKA HENRY
JAPANESE MASSAGE
Daily Hours — 10 AM to 5 PM
Mon.-Wed.-Fri. Eve. 7-9
2007-11th——GI 8-9784
TED'S MASSAGE PARLOR
TED HAYASHIDA
Graduate of 4½ Yr. Physical Therapists' School in Japan
Hours 9 A.M. to 5:30 P.M.
and by Appointments
1404-4th——GI 8-0644

Massaging Equipment

A & B Supply Co 2310 J——HI 6-6547
Moxley Massage Equipment
5700 Dorset Wy——GA 8-7553
NIAGARA CYCLO MASSAGE OF SACTO
Modern Styled Furniture & Equip.
Relieves Tension — Aids Health
Free Demonstration — Bank Terms
1 Adobe Ct——IV 3-5567
Niagara Cyclo Massage of Sacto
1 Adobe Ct—IV 3-5567
(See Advertisement This Page)

Matches

MONARCH MATCHES—
HASTIE WM R
7324 Folsom Bl—GL 6-2869
Pacific Novelty Co
Monarch Match Rep
2642-36th——GL 7-5664

Advertising in the YELLOW PAGES of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Find it Fast in the YELLOW PAGES."

Material Handling Equipment

See Also Conveyors; Cranes; Elevators—Portable; Hoisting & Rigging Equipment; Pallets & Skids; Trucks—Industrial; Etc
Barnett Fred E Co
999 Arden Wy(NS)——WA 2-5621
Bos Bros The
3810B Willow(DPH)——WA 2-3153
BUEHRER E C ASSOCIATES INC
253-4th Oakland—TEmplbr 6-2082
Capital Lift-Truck & Equip Co
501 N 12th——HI 7-8921
CAPITAL RUBBER PRODUCTS CO
CASTERS
WHEELS
TRUCKS
2112 Alhambra Bl——GL 2-1481
CONNELL MOTOR TRUCK CO
Division of
LIFT TRUCK
Sales & Service
RENTALS
Tires & Parts for
All Makes of Lift Trucks
YALE — CLARK — HYSTER
TOWMOTOR
500 N 10th——GI 3-1921
HAMERSLAG EQUIPMENT CO
——GL 7-0289
INDUSTRIAL TRACTOR SALES
903 Del Paso Bl(NS)—WA 5-8525
Pegg's Pallet Exchange
6049 Stockton Bl—GA 8-8001
ROEDER PAUL W CO
AMERICAN HAND TRUCKS
STURDI-BILT PALLET RACKS
SHELVING — LOCKERS
1721-13th——GI 8-8559

The Yellow Pages save you time.

SWEDISH MASSAGE
NORTH SACRAMENTO
Effective for
• MUSCLES • NERVES
• LAMENESS • ARTHRITIS
• VARICOSE VEINS • FATIGUE
• MIGRAINE
Personalized Treatments Since 1931
VERNE NELSON
LICENSED
BODY TONING
PHONE
WA 5-5888
2628 Del Paso Blvd. N. Sacto

Material Handling Equipment—(Cont'd)

ROMARK MFG CO
Florin-Perkins Rd——GA 8-2944
T-G FORKLIFT SALES CO
Sales — Service — Rentals — Leases
TOWMOTOR — GERLINGER
STRAD-O-LIFT TRAILERS
AERO-BOARD DOCKBOARDS
LULL HI-LIFT UNIVERSAL LOADER
6380 Freeport Bl——GA 8-2637
TIME SAVERS INC
LIFT TRUCKS
SALES & REPAIRS
Mobile Maintenance
Manufacture — Custom Made
Attachments — Side Shifts
Log Kickers — Load Stabilizers Etc.
Specialists in Hydraulics
P.O. Box 7107 Sacramento
Ramona Av & Power Inn Rd—GL 2-0237
WESTERN FREIGHT HANDLERS INC
1718-5th——GI 1-3106
Western Lift Truck Service
2150 Acoma(NS)——WA 2-5837

Maternity Apparel

BERRY'S PHARMACY
MATERNITY SUPPORTS
BRASSIERES — ELASTIC HOSE
GRADUATE FITTERS TO SERVE YOU
Broadway at 35th——GL 6-3807
DEE-ANN'S MATERNITY SHOP
TOWN & COUNTRY
VILLAGE
EXCLUSIVE
BUT NOT EXPENSIVE
Open Mon. & Fri. Evenings Till 9
22 Adobe Ct——IV 7-6728
EXPECTATION MATERNITY SHOP
COMPLETE
MATERNITY WARDROBES
FOR THE
EXPECTANT MOTHER
1114-11th——GI 2-8882

OUNCE OF PREVENTION
Walnuts tend to dry out your baked goods, so before adding to batter, soak in boiling water 5 minutes.

Maternity Apparel—(Cont'd)

MATERNITY SHOP THE
COMPLETE WARDROBE
FOR THE EXPECTANT MOTHER
From Swimwear to Formals
MATERNITY
BRASSIERES & SUPPORTS
Trained Fitters to Serve You
On K near 13th
1233 K——GI 3-6760
PROGRESSIVE ORTHOPEDIC CO
1248-32d——GL 2-5724
STORK TIME
MATERNITY FASHIONS
HOURS 10 'TIL 5:30
MON. & FRI. 'TIL 9
SIZES 6 TO 44
SUITS — JACKETS — SKIRTS
DRESSES — SPORTSWEAR — LINGERIE
UNIFORMS — MATERNITY SUPPORTS
CHARGE IT
With Your Bankamericard
Or Use Our Layaway
2318 J——GI 8-3271

Matrices

Ace Stereotype Co 3301 Broadway—GL 1-6257
Scheuermann & Sherwin Electrotype Co
914½-6th—GI 2-8760

Mats—Floor

Golden State Mat Mfg Co
752 Folsom S F—YUkon 6-0900
Sacramento Rubber Co 721 J——GI 2-3847

Mattress Makers' Supplies

AMERICAN LATEX PRODUCTS—
AMER LATEX PRODUCTS CORP
42 Gough S F—MArkt 1-1430

Party Line Pointers:
1. Space your calls instead of making a whole series.
2. If yours is 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.

HOSPITAL TESTED . . . DOCTORS AGREE
NIAGARA CYCLO-MASSAGE
HOME THERAPY UNITS HELP RELIEVE
ARTHRITIS
RHEUMATISM — MUSCLE TENSION
STIMULATES CIRCULATION
RELIEF FROM FATIGUE — NO MORE SLEEPLESS NIGHTS
See Our Line of MODERN STYLED FURNITURE With CYCLO-MASSAGE Installations
FREE HOME DEMONSTRATION — NO OBLIGATION
BANK TERMS IF DESIRED — FREE PARKING
IV 3-5567
Guaranteed by Good Housekeeping
STORE & SERVICE DEPT. HOURS 10 TO 6
NIAGARA CYCLO-MASSAGE OF SACRAMENTO
TOWN & COUNTRY VILLAGE — MARCONI & FULTON — 1 ADOBE CT.

When a
NAME RECOMMENDED
has been FORGOTTEN
You remember the recommendation but don't remember the name. If you will
LOOK IN THE
Classified
TELEPHONE
SECTION
You will probably recognize the name when you see it.