

Who's Who In The Better Retail Bakery Line

Your personal salesgirl



ESTHER



WEDDING & PARTY CAKES OUR SPECIALTY

HOURS
6:30 to 6:30

Esther's
PASTRY SHOP

GL 5-9283
3412-3rd Ave.

Your personal baker



HERMAN



THE SUTTER PASTRY SHOP

WEDDING — BIRTHDAY ANNIVERSARY PARTY CAKES

ALL PASTRIES BAKED FRESH DAILY ON PREMISES

WALTER GROSSER — Owner

GL 5-3778

IN STOP-N-SHOP

2815 L SACRAMENTO

Martin's
CAKE BOX

Free Delivery on Wedding Cakes and Special Orders

3 Locations to Serve You

4166 FLORIN RD.
In Southgate Shopping Center
GA 8-0524

2394 FRUITRIDGE RD.
Corner 24th St. & Fruitridge Rd.
GA 8-5402

2934 FREEMONT BLVD.
Bet. 4th Ave. & Yellico Way
GI 8-6359

Member of Sacramento Retail Bakers Association




Serving the finest
BIRTHDAY CAKES
WEDDING CAKES
PARTY PASTRIES

BOB'S PASTRY SHOP

Specializing in
WEDDING CAKES
EACH ONE A MASTERPIECE
FRESH BREAD & PASTRY DAILY
Free Delivery on Wedding Cakes & Special Orders
SPECIALTY BREADS DAILY
LET US HELP IN SELECTING THE RIGHT SIZE FOR YOUR RECEPTION

Two Locations

2016 Del Paso Blvd (NS) — WA 2-3014
McClintan Market
5747 Watt Ave (NS) — ED 2-7738

Broadway Pastry Shop

One of the Largest Selections of Bakery Goods In Sacramento
WEDDING — BIRTHDAY PARTY & ANNIVERSARY CAKES
Special Attention to Party Orders
In the Lucky Market
2730 Broadway — GL 5-9894

Carmichael Pastry Shop
2941 Fair Oaks Blvd (C) — IV 7-4433
(See Advertisement This Page)

CRAMER'S BAKERY

QUALITY
BAKED GOODS

Wedding Cakes & Special Orders Delivered Free

Arden Plaza Shopping Center
4321 Arden Way — IV 8-8312
(Continued Next Page)



Philipp's
BAKERY

SUNDAYS 8 A.M. — 4 P.M.
GL 6-4892
3300 — FOLSOM BLVD



BAKERY

COUNTRY CLUB PLAZA SHOPPING CENTER
Our Best Ad In Quality Merchandise Specialists in . . . Birthday and Party Cakes, All Types of Pastries—Fruit—Cakes—Cookies—Rolls—Cheese Cakes
CUSTOM DESIGNING & DECORATING — FRESH BREAD DAILY
"Free Delivery on All Large Orders"

Featuring
For that once in a life time occasion the Bride that wants the utmost in Wedding Cakes Chooses . . .

MARTIN'S
Sugar Bowl
BAKERY

2373 BUTANO DRIVE IV 7-8851

THE Eclair



WEDDING — PARTY — SHOWER CAKES
EUROPEAN PASTRIES

IV 3-0060

3443 Watt Ave. In Arcade Square

IV 9-4780

2928 Fulton Ave. Town & Country Village

CAKES

• WEDDING • BIRTHDAY • PARTY
Prompt Attention to All Orders

Call
IV 7-4433

Open
Sundays

Cakes Designed & Created for You
CARMICHAEL PASTRY SHOP
IN THE CARDINAL MARKET
2941 Fair Oaks Blvd, Carmichael
IV 7-4433

Bakers-Retail-(Conf'd)

Crown Don-Nuts 926 E — GI 3-5845
Drake's Pastries 4830 J — GL 7-3755
Eclair The 3443 Watt Ave — IV 9-4780
2928 Fulton Ave — IV 9-4780
(See Advertisement This Page)

ESTHER'S PASTRY SHOP 3412-3rd Ave — GL 5-9283
(See Advertisement This Page)

FORT SUTTER BAKERY 2416 K — GI 1-3231
(See Advertisement This Page)

Gene's Donut Shop 5006 Freepoint Bl — GL 6-5611
Grandma's Bakery 6213 Fair Oaks Blvd (C) — IV 9-9717

HEINTZ BAKERY

COUNTRY CLUB CENTRE
IV 7-2665
North Area's
Finest Bakery

BIRTHDAY — WEDDING PARTY CAKES — PIES
PASTRY — HOMEMADE BREAD

3422 El Camino Ave — IV 7-2665

HOLLYWOOD PASTRY SHOP
FINE PASTRIES
Decorated Cakes For All Occasions
We Do Our Own Baking on Premises
5031 Freepoint Bl — GL 6-4690

LARRY'S PASTRY SHOP

WHEN THE OCCASION
CALLS FOR
CAKES — COOKIES — PIES
CALL LARRY
Wholesale or Retail

1800 L — HI 6-3557

MARTIN CAKE BOX
Freepoint Blvd Bakery
2934 Freepoint Bl — GI 8-6359
Southgate Shopping Center Bakery
4166 Florin Rd — GA 8-0524
24th & Fruitridge Bakery
2394 Fruitridge Rd — GA 8-5402
(See Advertisement This Page)

MARTIN'S SUGAR BOWL BAKERY
2373 Butano Dr — IV 7-8851
(See Advertisement This Page)

Mary Jane Pastry Shop 4536 Freepoint Bl — GL 1-2492
Mary's Pies & Pastries 3200 Riverside Bl — GI 2-5366
MAXWELL'S SWEET SHOP
2720 Marconi Ave — IV 3-2949
(See Advertisement This Page)

New Roma Bakery 1800 E — GI 3-2346
(See Advertisement This Page)

Pasty Shack Drive In Alley Btwn J & K Sts
2323 K — GI 3-2633
Philipp's Bakery 3300 Folsom Blvd — GL 6-4892
(See Advertisement This Page)

Schmidt's Pastry Shop 5815 Stockton Bl — GL 1-8756
(See Advertisement This Page)

SUTTER PASTRY SHOP THE
2815 L — GL 5-3778
(See Advertisement This Page)

Thistle Bakery 3042 Stockton Bl — GL 5-0490
Van's Doughnut Shop 1816 Broadway — GI 2-1551

FRENCH BREAD & ROLLS Our Specialty



FRESH DAILY
FROM OVEN TO YOU
WEDDING & BIRTHDAY CAKES
PASTRIES & PIES
MADE TO ORDER

GL 3-2346

NEW ROMA BAKERY
1800 E ST. CORNER 18th ST.

IN TAYLOR'S SHOPPING CENTER

Maxwell's
SWEET SHOP

Featuring the Finest
VIENNESE, GERMAN & FRENCH

"Old Country Pastry"

• CAKES FOR ALL OCCASIONS
• FANTASTIC FOUNTAIN CREATIONS
• LUNCHES

Open 7 Days a Week

IV 3-2949

2720 MARCONI AVE.

Bakers' Supplies
Valley Baker's Supply Co
614 Harbor Blvd (WS) — FR 1-4605

Two friendly telephone habits:
ANSWER QUICKLY when your bell rings; **HANG UP SLOWLY** when you have finished your call or your party doesn't answer. In calling others, remember the called person may be almost there—to wait a few seconds longer.

Bakers-Wholesale

Baroni French Baking Co 1537 Sacramento Av Btwn — HI 6-6883

BLUE SEAL BREAD
INTERSTATE BAKERS CORP
1009-28th — GI 1-0121

CONTINENTAL BAKING CO
Arden Wy & Freeway — WA 5-2738

COOPER AND COLBURN PIES
5210-46th — GL 5-1256

DOLLY MADISON CAKES
INTERSTATE BAKERS CORP
1009-28th — GI 1-0121

FORT SUTTER BAKERY 2416 K — GI 1-3231
Golden Crust Bakery 2016 H — GI 2-4664
(See Advertisement This Page)

GOLDEN CRUST BREAD
GOLDEN CRUST BAKERY
2016 H — GI 2-4664

GRAVEM-INGLIS SUNBEAM BAKING CO
1430 Auburn Blvd (NS) — WA 2-1092

HOLSUM BREAD CO
1750 Iris Av (NS) — WA 5-8049

Homade Bread Co 1416 Silica Av (NS) — WA 2-9760

HOSTESS CAKE AND COOKIES
CONTINENTAL BAKING CO
Arden Wy & Freeway — WA 5-2738

INTERSTATE BAKERS CORP
1009-28th — GI 1-0121

Karmel Cookie Co 848-57th — GL 5-2576
If no answer call — IV 9-6853

LADY ANN BAKERY
1750 Iris Av (NS) — WA 5-2854
7th & Anthony Brkly — THrml 5-2725

Langendorf Cake & Cookie Division 1750 Iris Av (NS) — WA 5-2854

LANGENDORF UNITED BAKERS
1750 Iris Av (NS) — WA 5-2769

Mother's Cake & Cookie Co 3025-65th — GL 1-6393

Bakers-Wholesale-(Conf'd)

MUZIO BAKING CO

SPECIALIZING IN
French Rolls French Bread
Sour Dough French Bread
"RICH IN GOODNESS"

1708-34th — GL 7-1451
Or — GL 7-7447
If no answer call — HI 7-2189
If no answer call — GL 5-4660

Orwest Baking Co 1251 El Camino Av (NS) — WA 2-1635

RAINBO BAKING COMPANY
3226 Montgomery Wy — GL 6-3863

SUNBEAM GRAVEM-INGLIS BAKING CO
1430 Auburn Blvd (NS) — WA 2-1092

Svenhard's Swedish Bakeries 1340 El Camino Av (NS) — WA 2-9511
If no answer call — WA 2-9287

WONDER BREAD
CONTINENTAL BAKING CO
Arden Wy & Freeway — WA 5-2738

Balancing Service
CLAPP C R ELECTRONIC BALANCING
DYNAMIC & STATIC BALANCING
Precision Portable Balancing of Rotating Equipment
2409 Burnett Wy — GL 7-3568

Ball Bearings—See Bearings Headings

Balloons

Nationwide Advertising Co 2600 Auburn Bl — IV 7-2674

Weidman F & R Inc 1315 Broadway — GI 2-0729

Ballrooms

NEW COCONUT GROVE BALLROOM
5610 Franklin Bl — GA 8-9502

RIO TAXI DANCE HALL
416 J — GI 2-5689

Bamboo-Retail

A STIMERS WINDOW SPECIALTY

Since 1947
MATCHSTICK BAMBOO DRAPERIES
Choice of Colors
MAY BE LINED FOR COMPLETE PRIVACY
Satisfaction Guaranteed — Easy Terms
Co-Wide Service — Free Estimates
Open All Day Saturday

3116 Stockton Bl — GL 2-6606
North Area — IV 7-9389

Bamboo-Wholesale & Mfrs

SUN-STOP & WYMAN FABRICS
WOVEN WOOD DRAPERIES
WOVEN WOOD SHADES
4901 Franklin Bl — GL 7-6501

SUNVUE WOOD & BAMBOO FABRICS
AUSTIN-WOLFE INCORPORATED
Draperies-Curtains-Shades-Screens
670 Howard St — EXbk 2-1477



GOLDEN CRUST
BAKERS

ROLLS OF ALL KINDS

Sour French a Specialty

You Name Them
We Make Them

FRENCH BREAD
Wholesale

GI 2-4664

2016 H Street

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.