

Siding—(Cont'd)

ATLAS ROOFING CO THE
 ALUMINUM SIDING
 FOR LASTING BEAUTY &
 LOW COST MAINTENANCE
 1421 Auburn Blvd. (NS) WA 2-7131

Atlas Roofing Co The
 1421 Auburn Blvd. (NS) WA 2-7131
 (See Advertisement This Page)

BETTER ROOFING CO see also Pac
 Aluminum Enterprises
 3370 Fulton Av. IV 3-8197
**BUSH-NORTH SACRAMENTO ROOFING
 & INSULATION COMPANIES**
 1925 F-GI 2-0377

Use your party-line telephone as you would have the "other party" use it. It is share-and-share-alike on a party line.

Siding—(Cont'd)

CALIF COATINGS INC

ALUMINUM
 Asbestos & Insulated Shakes
 NO MONEY DOWN
 UP TO 84 MONTHS TO PAY
 Free Estimates—No Obligation
 4923 Folsom Bl. GL 1-6511

Capital Roofing Co 207-20th HI 6-7794
CAPITOL SHAKE COMPANY see also
 Valley Cedar Products Co
 2121 Blumenfeld Dr (NS) WA 2-6771
 Charley's Roofing Service
 7701 Lorin Av Florin GA 8-2565
 Dye's Home Improvement Co
 2946 Fairport Bl. HI 7-8564
ELLIS CO THE
 1923 Stockton Bl. GL 7-6521

Advertise here—it pays.

Siding—(Cont'd)

ENGARDT ALEX

CERTIFIED
JOHNS-MANVILLE
 SIDING & ROOF
 APPLICATORS
 Satisfied Customers
 Since 1923
 1349-56th GL 5-3639

FLINTKOTE SHADO-WALL

Asbestos cement panels
 apply over any exterior
 surface. Rot, termite &
 fire proof—need no
 paint. Exclusive Dark
 shield coating protects
 from dirt & stains. Beautiful
 colors & textures.



"WHERE TO BUY IT"

DEALERS
 Square Deal Roofing Inc
 1745 Eldridge Av (NS) WA 5-1661

GENERAL ROOFERS
 SIDING—ROOFING
 WATERPROOFING
 2204 Sutterville Rd. GL 7-3929

HASTINGS ALUMINUM SIDING

Hastings Aluminum
 Siding is ideal for re-
 styling, beautifying
 and weatherproofing current dwellings or en-
 hancing the appearance of new homes.

"WHERE TO BUY IT"
 DISTRIBUTORS
**HASTINGS PAC ALUMINUM
 PRODUCTS** 516-12th HI 6-4175

HOME REDECORATING ENTERPRISES

See My Adv for Roofers
 1617-19th GL 2-3064
HOME SERVICE CO
 352-5th Av GL 2-3177

KRIEGER W R & CO
 1820 Woolley Wy (NS) WA 2-7316
 (See Advertisement This Page)

LIFETIME SHINGLE CO 229 W. GI 2-5881
 Lumber Dealers Materials Co
 Asbestos Siding & Roofing
 Wholesale Only
 1201 Arden Wy WA 5-2751
 Madan Roofing Co 4330-52d GL 1-9962
OAK PARK LUMBER & MILLING CO
 3526-5th Av GL 5-3360
 (See Advertisement This Page)

PACIFIC ALUMINUM ENTERPRISES
 FULL SELECTION OF BRANDS
 Quality—Craftsmanship—Materials
 FULL FINANCING AVAILABLE
 3370 Fulton Av. IV 3-8197

PECK BROS ROOFING CO
 510 Tahoe Row SU 87-3128
 Rothenberger F O GL 1-4370
 4405 E. Nichols Av
 Sacramento Dealer's Supply Inc
 27th & E. GL 5-3043

SQUARE DEAL ROOFING INC
 SIDING
 ROOFING—WATERPROOFING
 1745 Eldridge Av (NS) WA 5-1661

FOUR THOUGHTFUL ITEMS
 OF TELEPHONE PROCEDURE
 1. Please answer promptly.
 2. Please be on the line when the
 party you want answers.
 3. Please speak distinctly and with-
 out hurrying, with the lips close
 to the mouthpiece.
 4. Please replace the receiver gen-
 tly when through talking.

Siding—(Cont'd)

SUPERIOR CALIF ROOFING CO
 5613 Elvert Av GL 5-3028
 (See Advertisement This Page)

SWEENEY'S INSULATION CO
 1172 Fernwood (NS) FR 1-7160
 Swift C E Roofing Co
 1935 Elvas Av GL 1-1637

VALLEY CEDAR PRODUCTS CO
 2121 Blumenfeld Dr (NS) WA 2-6771

WELSH & BRESEE
 ASBESTOS & ALUMINUM
 INSULATED SIDING
 MATERIAL—WHOLESALE ONLY
 1716 Alhambra Bl. GL 2-5042

YANCEY COMPANY
 30th & B. GL 1-5255
 Zerbe Aluminum & Roofing Co Inc
 2341 Fair Oaks Bl. IV 9-0876

Sightseeing Tours

California Taxi 1104-3d GL 2-5258
 Davis Travel Service 1231 K. GL 3-2036
E & J TRAVEL BUREAU
 Lower & County Villages IV 3-4621
 Yellow Cab Co GL 3-4661

Sign Hangers

Best Neon 508 W Capitol Av (NS) FR 1-5838
PAC NEON CO 719-12th GL 1-6923
 Wilmunder Neon 1015 S. HI 7-5020

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—so
 wait a few seconds longer.

What calls
 Did He
 MISS?

He'll never know; for
 he failed to replace
 the receiver of his
 telephone.

Your calls may be im-
 portant. See that the
 receiver is properly
 replaced.

THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY

ED—Edgewood FR—Frontier GI—Gibert HI—Hickory WA—Wabash
 EM—Empire GA—Garden GL—Gladstone IV—Ivanhoe

Sign Painters

A-1 SIGNS

"WE MADE SIGNS
 BEFORE
 WE COULD TALK"
 SHO-CARDS GOLD LEAF
 OFFICE DOORS TRUCKS
 SCREEN PROCESS WALLS
 MAS OTA
 GI 8-4537
 810 1/2 J. GL 8-4537

A B C Sign Shop 217 Arden Wy (NS) WA 5-6465
 Able Sign Co 923-46th GL 2-8513
 (See Advertisement Page 554)

ACME SIGNS

FRED THRASHER
 SIGNS
 High in Quality
 Low in Cost
 "WE SIGN ANYTHING"
 1235-32d GL 2-2176

AD-CD OUTDOOR

4044F Wayside Ln (C) IV 3-7267
 (See Advertisement Page 554)

AMERICAN SIGN CO

1917 El Camino Av. WA 5-5732
 (See Advertisement This Page)

ARTCRAFT SIGN CO

Your Sign Means Business
 PAINTED SIGNS
 GOLDLEAF—OFFICE DOORS
 WOOD CUT OUT LETTERS
 TRUCK LETTERING
 REAL ESTATE SIGNS—WALLS
 Free Estimates
 2501 Arden Wy. WA 2-2834
 If no answer call—GL 5-4312

BLACK T ALBERT & ASSOCIATES

SIGNS
 SILK SCREEN PROCESSING
 609 N 10th GL 8-9817

CAPITOL SIGN CO
 Sammy Lee-Sho-Cards-Posters-Signs
 13th & J. GL 2-2585
 If no answer call—GL 1-2183
 (See Advertisement Page 554)

CITY SIGN SERVICE

SIGNS—SHOW CARDS
 TRUCK LETTERING
 Signs of All Kinds

1404 G. GL 8-0204

CRYM BILL

COMMERCIAL SIGNS & GOLD
 UNION SHOP
 2661 Atlas Av. GL 5-7910

DOSCH CO THE

1704 Kathleen Av (NS) WA 2-8896
 (See Advertisement This Page)

Ellis Art 2508 J. GL 8-1875
FLINT SAM F 2709 X. GL 5-5561
 (See Advertisement Page 554)

(Continued Next Page)

The men and women in the Bell
 System are used to meeting emer-
 gencies and they are trained and
 equipped to carry on in times of
 special need. For years they have
 known the test of fire, flood and
 storm. Always before them is the
 tradition that "the message must
 go through."

THE
DOSCH CO. SIGNS
 Since 1929 F. ELWOOD DOSCH
 BRUCE E. KING 1704 KATHLEEN AVE.
 BAKED ENAMEL
 REAL ESTATE
 SCOTCHLITE
 FLUORESCENT
 GOLD LEAF
 OFFICE DOORS
 TRUCK
 LETTERING
 BULLETINS
 PLASTIC
WA2-8896
 TRAFFIC
 SIGNS
 SILK SCREEN PROCESSING

TARCO THE ATLAS ROOFING CO.
 ROOFING CONTRACTORS
ALUMINUM SIDING
 For Lasting Beauty & Low Cost Maintenance
ASBESTOS & INSULATED SIDING
 Complete Low Cost Financing
WA 2-7131
 1421 AUBURN BLVD. N. SACRAMENTO

★ Insulates Efficiently for
 Maximum Year-Round Comfort
 and Fuel Bill Savings
 ★ Five Decorator Colors
 ★ Low Cost Financing
 GL 5-3360

OAK PARK LUMBER & MILLING CO.
 3526-5TH AVE.

ALUMINUM SIDING
 EXCLUSIVE
Lysolium
 APPLICATOR
 FULL 3/4" BUTT
 NO BUCKLING OF PANELS
 NO CREAKING
 UP TO 15" COOLER
 TO 30% SAVING OF FUEL
 TO 7 YRS. TO PAY
W. R. KRIEGER & CO.
WA 2-7316
 1820 WOOLLEY WAY SACRAMENTO

★ **SUPERIOR CALIFORNIA ROOFING CO.**
 "No Job Too Large or Too Small"
 ALUMINUM SIDING
 ★ NATURAL & PAINTED
 SIDEWALL SHAKES
 FREE ESTIMATES
GL 5-3028
 5613 ELVAS AVE.

ED WEIDNER JR.
house of SIGNS
 "Creators of Outstanding Advertising"
 GI 2-0162
 1715-15th ST.
 WALLS · TRUCKS · WINDOWS
 HIGHWAY BULLETINS
 BANNERS · CUT-OUTS
 SCREEN PROCESS · SHO-CARDS

FOR RELIABLE SERVICE*
AMERICAN
Sign
 COMPANY
 ★ TRUCK LETTERING
 ★ SHOW-CARDS
 ★ BULLETINS, WALLS
 ★ GOLD LEAF
 ★ PLASTIC SIGNS
 ★ SILK SCREEN
 ★ REAL ESTATE
 ★ ART SERVICE
 1917 EL CAMINO AVE. SACRAMENTO
WA 5-5732
 California's Official STATE SIGN SHOP