

→ Codes in listings indicate Communities as follows: Sacramento (No Code) Carmichael (C) North Highlands (NH) North Sacramento (NS) West Sacramento (WS)
 EM=Edgewood FR=Frontier GI=Glendale HI=Hickory WA=Wabash
 EM=Empire GA=Garden GL=Gledstone IV=Ivanhoe

GOING TO HAWAII?

Sacramento's
 Authorized Agents
PAN AMERICAN UNITED AIRLINES
 SS LURLINE
 SS MATONIA
 Direct quick reservations for All Hotels - Waikiki Beach Apts.
 Low Cost
 All Expense Tours

GI 3-2036

GOING BY SHIP?

SACRAMENTO'S
 Authorized Agents
MATSON - AMERICAN PRES.
 ALCOA - DELTA - O & P
 One Class Freighter
 CUNARD - HOLLAND AMER.
 SWEDISH - FRENCH - GERMAN
 WEST INDIES-HAWAII-ORIENT
 SOUTH PACIFIC

GI 3-2036

SINCE 1910
DAVIS TRAVEL SERVICE
 1231 K ST.



STEAMSHIP TRAVEL

TICKETS - RESERVATIONS - INFORMATION
 AUTHORIZED AGENT FOR PASSENGER LINERS
 AND FREIGHTERS THROUGHOUT THE WORLD

HI 6-4893

PATERSON Travel AGENCY

HOTEL EL MIRADOR 1230 N. STREET, SACRAMENTO 14, CALIF.

Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous — and good business.

THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY

STEAMSHIP TRAVEL

EUROPE • HAWAII • ORIENT

South Pacific — Around the World

CRUISES

ALASKA
 CARIBBEAN

GL 2-2889

MATSON
 AMERICAN PRESIDENT
 PACIFIC & ORIENT
 INCRES LINES

KELLY TRAVEL BUREAU

(Formerly in Hotel Clunie)

4741 FREEPORT BLVD.

STEAMSHIP TICKETS

TOWN & COUNTRY VILLAGE

AUTHORIZED AGENT FOR STEAMSHIP LINES THROUGHOUT THE
 WORLD-FREIGHT BOAT TRAVEL - FOR RESERVATIONS & TICKETS
 REGARDING CRUISES - OUR SPECIALTY - CONTACT

E & J TRAVEL BUREAU

SINCE 1948

2936 FULTON AVE., SACRAMENTO 21

TOWN & COUNTRY VILLAGE

IV 3-4621

STEAMSHIPS

AND WORLD-WIDE FREIGHTERS
 OCEAN CRUISES
 INFORMATION



Authorized Steamship Agents
 • AMERICAN PRES. • HOLLAND AMERICA
 • AMERICAN EXPRESS • HAWAIIAN STEAMSHIP
 • CANADIAN PACIFIC • ITALIAN LINES
 • CUNARD LINES • FRENCH LINES
 • FREIGHTER SERVICE • NORWEGIAN LINES
 • GREEK LINES • ORIENT LINES
 • HOME LINES • U.S. LINES
 EXPERT ASSISTANCE - PASSPORTS - VISAS
 PHONE - WRITE - COME IN
 "GATEWAY TO THE WORLD"

COPELAND TRAVEL

IV 3-3221

OPEN 'Til 9 P.M. Week
 Days
 IV 3-7861

2600 WATT AVE.
 (Lobby Country Club Lane)

Always

KEEP RECEIVER ON THE HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY

When you want to telephone

LISTEN FOR THE 'DIAL TONE'

—dial carefully—turn the dial all the way and then let it go back to position naturally, without forcing. These simple steps enable you to dial telephone numbers speedily and with precision.

The Pacific Telephone and Telegraph Company

Steamship Agencies

AMER EXPRESS TRAVEL SERVICE
 HOTEL SENATOR
 12th & I
 Hotel Senator ----- GI 1-3103

AMERICAN EXPRESS TRAVEL SERVICE
 AMER EXPRESS TRAVEL SERVICE
 Senator Hotel
 Hotel Senator ----- GI 1-3103

BERTOLANI TRAVEL SERVICE
 721-10th ----- GI 8-9163
 California Travel Center Inc.
 3744 Fair Oaks Blvd. ----- IV 3-0437

COPELAND TRAVEL SERVICE
 2729 Fulton Ave. ----- IV 3-3221
 (See Advertisement This Page)

COPELAND TRAVEL SERVICE
 2600 Watt Ave. ----- IV 3-7861
 (See Advertisement This Page)

DAVIS TRAVEL SERVICE
 1231 K ----- GI 3-2036
 (See Advertisement This Page)

E & J TRAVEL BUREAU
 Town & Country Village ----- IV 3-4621
 (See Advertisement This Page)

KELLY TRAVEL BUREAU
 4741 Freeport Bl. ----- GL 2-2889
 (See Advertisement This Page)

Miyamoto Travel Service
 2411-15th ----- GI 8-9183
 Patterson Travel Agency
 Hotel El Mirador ----- HI 6-4893
 (See Advertisement This Page)

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.

Steel Buildings

ALLING N M IRON WORKS
 2415-5th ----- GI 1-3169

APEX STEEL BUILDINGS

PRE-ENGINEERED
 RIGID-FRAME
 CLEAR SPAN CONSTRUCTION
 Low Cost • Permanent
 Thermal Insulation
 Fine Appearance
 COMPLETED IN DAYS

"FOR INFORMATION CALL"

DISTRIBUTORS

SCHULTZ CONSTRUCTION CO
 1718-30th ----- GL 5-8292

APPLIANCE CENTER

5164-51st Ave. ----- GA 1-3313
 (See Advertisement Page 568)

ARMCO STEEL BUILDINGS

INDUSTRIAL BUILDINGS
 FABRICATED TO YOUR
 REQUIREMENTS
 9'4" TO 10' CLEAR SPANS
 SELF FRAMING, RIGID
 FRAME & TRUSS DESIGN.
 CALCO DIVISION

"FOR INFORMATION CALL"

DISTRICT OFFICE

Armco Drainage & Metal Products Inc.
 Calco Div 2007 O ----- GI 3-8291

DEALERS

ALLING N M IRON WORKS
 2415-5th ----- GI 1-3169

BLAIR J N & CO INC

1615 Thornton Av. ----- GI 3-5975

BUTLER STEEL BUILDINGS

KAUFMAN & REYNOLDS
 CONSTRUCTION CO
 2604 Echo Wy. ----- IV 3-2421

COLONIAL BUILDING SUPPLY CO

4649 Stockton Bl. ----- GL 2-6573
 (See Advertisement Page 568)
CUCKLER BUILDING CENTER See also
 Kerber & Severtson Cuckler Building
 Center 1125 Amberwood Rd. ----- IV 9-1207

DUDEY STEEL BUILDINGS

Rigid Frame Clear Span to
 150' Width by Any Length.
 Metal or Concrete Walls.
 Optional Low Profile Roofs.
 Complete Engineering Service on Custom Buildings.

Modern. Low Cost. Time Saving.

"FOR INFORMATION CALL"

WILSON W W CO
 6591 Middle Jackson Rd. ----- EM 3-6511

Johnson R F & Son 1331 T ----- GI 3-1953

(See Advertisement This Page)
Kaufman & Reynolds Construction Co
 2604 Echo Wy. ----- IV 3-2421
 (See Advertisement Page 568)

KERBER & SEVERTSON CUCKLER

1125 Amberwood Rd. ----- IV 9-1207
 (See Advertisement Page 568)

KOLBY PHILIP H

2324 Marconi Av. ----- IV 9-9033
 (See Advertisement This Page)

PASCOE STEEL BUILDINGS

PREFAB STEEL BUILDINGS INC.
 6386 Freeport Bl. ----- GA 1-5990
 (See Advertisement This Page)

PREFAB STEEL BUILDINGS INC

6386 Freeport Bl. ----- GA 1-5990
 (See Advertisement This Page)

(Continued Next Page)

PREVENT THAT ACCIDENT

To make a safe, convenient rack for your glass coffee maker top, remove the cover and cross supports from an old lamp shade.

SERVING ALL OF NORTHERN CALIF.



ENGINEERS
 CONTRACTORS
 FABRICATORS

KAISER ALUMINUM
 ...SAVE YOU MONEY

NEW, MODERN, PRE-BUILT, HEAVY-DUTY CONSTRUCTION
 COSTS LESS TO ERECT AND MAINTAIN. FINEST MATERIALS.

STEEL — ALUMINUM — TILT UP BUILDINGS

STANDARD OR LOW PROFILE — ANY WIDTH OR HEIGHT

CHOICE OF ROOF OR WALL MATERIALS

- MANUFACTURING & WAREHOUSING
- TRUCK DEPOTS
- FARM BUILDINGS
- COLOR PANELS
- HANGARS
- SPECIALLY DESIGNED COMMERCIAL BLDGS.
- INSULATION

Call Day or Night... IV 9-9033

PHILIP H. KOLBY

Gen'l Contractor

Dist. for Northern Calif.

2324 Marconi Ave.

Sacramento 21



STEEL BUILDINGS

PASCOE
 STEEL BUILDINGS

PASCOE PANELS

Clean-cut shadow lines blend with modern architectural styling. Test-proved three times stronger than corrugated sheets.



PASCOE LOW-PROFILE
 METAL BUILDING

You choose the exterior finish for this contemporary building. Roof pitch: 1/2" in 12".

GABLE-TYPE METAL BUILDING
 Pascoe Panels enhance appearance of this versatile building. Roof pitch: 4" in 12".

NEW... MODERN
 INEXPENSIVE

ASK ABOUT PASCOE ROOF STRUCTURES...
 DECKING — AND A FULL LINE OF BUILDING ACCESSORIES
PREFAB STEEL BUILDINGS INC.

6386 FREEPORT BLVD.

GA 1-5990

SACRAMENTO