

KWIK-KAFE

Automatic Merchandising

- COFFEE - BREWED - ONE CUP AT A TIME
- HOT CHOCOLATE
- COLD DRINKS
- FRUIT JUICES
- COOKIES • HOT FOODS

Kwik-Kafe of Sacramento
Specializing in Fast Service

WA 2-3719

If No Answer Call IV 7-0060

2211 Dale Ave., North Sacramento

VENDING MACHINES

- CIGARETTES
- CANDY
- POPCORN

CAPITOL VENDING CO.

GI 1-3963

Capitol Theatre Bldg.

615 K STREET

Vending Machines-(Cont'd)

ERICKSON F & CO INC

Designers & Manufacturers of Coin Operated Vending Machines
SWAMI - JEWEL NAPKIN & PERFUME VENDING MACHINES
 Designing & Contract Manufacturing In North Sacramento
 1300 Dixie Ave (NS) - WA 5-5506

Golden Cola Bottling Co
 1708 Academy Wy - WA 2-4721

GOOD CHEER CATERING CO

WHOLESALE & RETAIL Raw Popcorn & Seasoning
FRESH POPPED CORN
 Dispensers Furnished No Extra Cost
 Prices - Parties - Lodges - Etc.
 Automatic Vending Machines
 Large & Small Orders Accepted
 Ochsner Bldg - GI 3-7461

Hava Java Coffee Service
 2824 Kino - IV 3-9859

HEATER G & VENDING CO

COMPLETE VENDING SERVICE
 We Specialize in Soft Drinks - Coffee - Chocolate
 Soups & Photo Machines
 One of the Best Services in the West
 Day OR NIGHT CALL
 Ochsner Bldg - GI 3-7461

Holiday E A Co 6430 Freeport, BI-GA 1-1100
 Interstate Industrial Vending Corp - GL 6-0607
 5560 Etnia BI - GI 2-0269
 J & J Music Co 1500-19th - GI 2-0269
 Kwik-Kafe Of Sacramento
 2211 Dale Ave (NS) - WA 2-3719
 (See Advertisement This Page)

The Yellow Pages save you time.

Vending Machines-(Cont'd)

L & M VENDING CO

COMPLETE LINE OF VENDING
 SOFT DRINKS - COFFEE - MILK
 CIGARETTES - POPCORN
 Wink - Junior Juice Machines
 Fresh Popcorn for Parties - Lodges
 Dispensers Furnished Free
 7616 Eastgate Av - YOrkn 7-3426
 Citrus Hgts - YOrkn 7-3426

MERCHANT'S SALES COMPANY

CIGARETTE VENDING MACHINES
 ICE MAKERS
 5908 Stanley Av (C) - IV 3-5780

PACIFIC NOVELTY CO

VENDERS AND WHOLESALE
 CANDY - NUT - GUM
 MACHINES & SUPPLIES
 2642-36th - GL 7-5664

PERINATI VENDING & MUSIC CO

Newest - Latest Models of
 Juice Boxes & Cigarette Machines
 DAY & NIGHT CALL
 914-6th - GI 3-1823

Sacramento Beverage Vending Co - GI 1-0090

SACRAMENTO BEVERAGE VENDING CO
 7042 Folsom BI - GL 5-3631
 (See Advertisement Page 663)

SACRAMENTO POPCORN CONCESSION SUPPLY

See Our Adv Popcorn Whistle
 4540-14th Av - GL 7-9238

SACRAMENTO POPCORN SERVICE CO

see also Good Cheer Catering Co
 Ochsner Bldg - GI 3-7461

FLAVOR SAVER

A metal tea ball holds whole
 spices, like bay leaves, cloves -
 saves tying in a bag. Hang over
 edge of kettle to season food.

Vending Machines-(Cont'd)

VALLEY DISTRS

JOBBERS OF
 CIGARETTE MACHINES
 COIN OPERATED EQUIPMENT
 Automatic Ice Machines
 Juice Boxes - Games - Kiddie Rides
 Candy Machines
 710-12th - GI 1-0238

Venetian Blind Dealers & Mfrs-Retail

A STIMERS WINDOW SPECIALTY

Since 1947
KIRSCH VERTICAL BLINDS
 Venetian Blinds
 Sales - Repairs - Cleaning
 COLOR CO-ORDINATION
 FREE ESTIMATES - TERMS
 Open All Day Saturday
 3116 Stockton BI - GL 2-6606
 North Arca - IV 7-9389

A STIMERS WINDOW SPECIALTY

(See Advertisement Page 665)

BOSLEY DON

VENETIAN & VERTICAL BLINDS
 SALES & REPAIRS
 2914-35th - GL 5-1080

BYTHEWAY MERVIN

Sacramento Window Shade Mfg Co
 VENETIAN - VERTICAL BLINDS
 Custom Made In Our Plant
 DRAPERIES - SHUTTERS
 SUPPLIES - ACCESSORIES
 FREE ESTIMATES
 1624 J - HI 4-8272

(Continued Next Page)

Advertise here-it pays.

VENETIAN BLINDS VERTICAL BLINDS



TED URBANI



TONY RUBIO

Exclusive Manufacturers
 "Flexalume" Vertical Blinds
 "Levelor" Venetian Blinds
 Also - Awnings - Shutters
 Drapery Hardware & Shades
 Complete Renovating Service
 WE GIVE FREE ESTIMATES GLADLY
 OPEN SATURDAY FROM 10 TO 2
 DAY OR NIGHT
 CALL

GL 1-6526

DURA-LITE BLIND CO.

"HOME OF THE VERTICAL BLIND"

2331 "S" ST.

SACRAMENTO



THEY OPEN!



THEY CLOSE!



THEY DRAW!

ED=Edgewood FR=Franklin GI=Gilbert HI=Hickory WA=Wabash
 EM=Empire GA=Garden GL=Glendale IV=Ivanhoe

Venetian Blind Dealers & Mfrs-Retail-(Cont'd)

Coffing & Greene Sun Vertical Sales

2998 Freeport BI - GI 3-5992
 (See Advertisement Page 666)

DURA-LITE BLIND CO 2331 S - GL 1-6526

(See Advertisement Page 664)

FLEXALUM TWO-TWIGER BLINDS

Make any room NOT
 JUST DIM - BUT
 DARK. Complete privacy,
 light and ventilation control.
 Custom-made of famous Flexalum
 spring-tempered aluminum slats,
 easy wipe-clean plastic tapes,
 whisper-quiet operation. Over
 200 color combinations. Free estimates.

"WHERE TO BUY THEM"

MANUFACTURERS

SIERRA WINDOW SHADE CO

2914-35th - GL 5-1080
 Western Interiors Inc
 3000 Willow Rd Sn Phlo-BEacon 5-2150

DEALERS

PACIFIC METAL AWNING & BLIND

CO 5050 Perry Ave - GL 2-3168

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 without hurrying, with the lips close to the mouthpiece.

4. Please replace the receiver gently when through talking.

HARMONY HOUSE VENETIAN BLINDS - SEARS ROEBUCK AND CO

1601 Arden Wy - WA 2-6211

Janak & Scurfield Inc 2980-35th - GL 6-3829

JOHN'S BUILDING SPECIALTIES

VENETIAN BLINDS

SERVICING & SUPPLIES

VERTICAL BLINDS

LINOLEUM - FLOOR

& WALL TILE

Free Estimates

517-12th - GI 8-9359

LEVOLOR VENETIAN BLINDS

Nationally advertised. Available in Lion-Flex or a full line of Solid Colors. Made by approved manufacturers only.

IDENTIFIED BY THE MEDALLION ON THE LIFT CORD AND THE SPIRAL TASSELS.

"WHERE TO BUY THEM"

DEALERS

DURA-LITE BLIND CO

Manufactured in Our Own Plant

2331 S - GL 1-6526

SACRAMENTO WINDOW SHADE MFG CO

Custom Made In Our Plant

1624 J - HI 4-8272

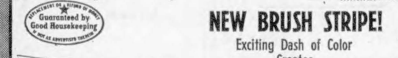
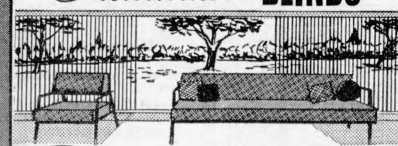
(Continued Next Page)

TO PAINT SCREENS

To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.

VENETIAN

Flexalum. BLINDS



NEW BRUSH STRIPE!

Exciting Dash of Color
 Creates
 Wonderful Window Witchcraft
 5 Year Guarantee

PACIFIC METAL AWNING & BLIND CO.

GL 2-3168

5050 Perry Ave.

VERTICAL

VERTICAL BLINDS

Kirsch Travers Verticals

VENETIAN BLINDS

• SALES • REPAIRS • CLEANING

PHONE
GL 2-6606
 NORTH AREA
IV 7-9389

- NEW -
 ALUMINUM
 ROLL-UP
 SHADES



OPEN ALL DAY SAT. FREE ESTIMATES - TERMS

Stimers WINDOW SPECIALTIES

SINCE 1947
 "Everything for the Window"

3116 STOCKTON BLVD. AT 7TH AVE.

LEVOLOR

Finer Products for Finer Venetians

SINCE 1921

Quality VENETIAN BLINDS*

AT LOW, LOW PRICES!

*MANUFACTURED IN OUR SHOP FOR FASTER SERVICE
 RENOVATING - RETAPING - REPAIRING
 MEASUREMENTS & INSTALLATIONS IN YOUR HOME - FREE ESTIMATES
 ROOM DARKENING & AUDIO-VISUAL BLINDS

Residential - Commercial

BANK TERMS

HI 4-8272

Sacramento WINDOW SHADE mfg. co.

MERV BYTHEWAY

1624 - J