

NEELANDS
 918 9th St.
 Only a fashion step away
Specialists in Ladies' Fashions
 Junior, misses, half sizes
DRESSES - SUITS - COATS - ACCESSORIES
 Sacramento's Home Owned
 Fashion Salon Since 1932
 Serving Sacramento for Over 26 Years
 We Validate Free Park & Shop Tickets

GI 8-2741

TALL & EXTRA LARGE SIZES FOR WOMEN
 DRESSES & SWEATERS TO SIZE 60
 BLOUSES - SKIRTS - PEDAL PUSHERS
 & SLACKS TO SIZE 46
 IF YOU DON'T SEE IT ASK FOR IT
JOE SUN & CO.
 ESTABLISHED 1918
GI 2-3754

Store Open Mon. & Fri. 9 P.M. Other Days 7 P.M.
 Corner 10th & J Sts.

King's FASHIONS
King's FASHIONS
 SIZES 7 TO 20 and MATERNITY also COCKTAIL DRESSES SPORTSWEAR
EM 3-1868
 RANCHO CORDOVA VILLAGE SHOPPING CENTER FOLSOM BLVD.

FASHION ALLEY IN FOOTHILL SHOPPING CENTER

Featuring Finest Name Brands In Women's Apparel Designed For Sacramento Living

SPORTSWEAR COCKTAIL LINGERIE

10 A.M. to 8 P.M. Monday thru Friday
 9 A.M. to 5:30 P.M. Saturday

ED 2-5379
 5337 Auburn Blvd. Sacramento

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving him time to answer.

Women's Wearing Apparel-Retail

Althea's Imports 2604 El Paso Ln. HI 4-2592
 Anita Shop 3414 El Camino Av. IV 7-2165
 Anita Shop 708 K. HI 6-4868
ARCEGA'S DRESS SHOP
 Misses & Women's Sizes 3950-60th GL 5-0196
 Arden's 700 K. GI 3-4472
 Arden's Woman's Apparel 4232 Florin Rd. GA 1-1139
B-BAR-K
 WESTERN WEAR FOR ENTIRE FAMILY SQUARE DANCE DRESSES Marconi Av. & Fair Oaks Bl(C) IV 7-8454
BETTY'S DRESS SHOP
 4333 Arden Wy. IV 7-9022
CANFIELD'S COUNTRY CLOTHES
 2930-35th GL 6-3873
 Country Club Plaza 2532 Watt Av. IV 9-9228
 Carter Girl 4306 Florin Rd. GA 6-4538
 Casual Corner 3374 El Camino Av. IV 7-4213
CLOTHES HORSE THE
 LADIES WEAR AT DISCOUNT PRICES DRESSES - SPORTSWEAR Near California Av. 6141 Fair Oaks Bl(C) IV 3-3061
 Crest Fashions 1025 K. HI 4-7650
 Crest Fashions 5829 Stockton Bl. GL 1-6492
 Davis Apparel Shop 5943 Watt Av(NH) ED 2-3008
 Dee Ann's Maternity Shops 22 Adobe Ct. IV 7-6728
 Donna's Boutique Located in Sacramento Inn 1401 Arden Wy. WA 2-9996
EASTERN THE
 We Give S & H Green Stamps 1114 J. GI 2-7641
 Ella's Ladies Apparel Shop 5709 Stockton Bl. GL 7-2776
 Ella's Ladies Apparel Shop 1012-9th. GI 3-5319
ELLEN'S ARDEN FASHIONS
 Fair Oaks Blvd. & Watt-Arden Town 546 La Sierra Dr. IV 9-0533
 Expectation Maternity Shop 1114-11th. GI 2-8882
FAE'S
 DISTINCTIVE WOMEN'S FASHIONS HOUSE OF BRIDES 1012-10th. GI 2-3302
 Fashion Alley 5337 Auburn Bl. ED 2-5379 (See Advertisement This Page)
FISHER'S TALL FASHIONS
 For Tall or Long Waisted Women Dresses - Sportswear - Lingerie Foundries - Coats & Suits 1010-12th. HI 6-5994
 Francesca Fashion Shop K. & 13th. GI 3-3721
 Frederick's of Hollywood 906 K. GI 2-1360
 Fruitridge Apparel Outlet 5640 Stockton Bl. GL 1-1487
GAIL GAINES APPAREL
 EXCLUSIVE APPAREL AND ACCESSORIES AT THE LANAI 5675 Freepoint Bl. GA 8-0325
GOOD WEAR STORE
 Ready to Wear for Entire Family 516 K. GI 3-8992
 Grayson's 716 K. GI 3-7933
 Grayson's 918 K. GI 2-3687
 Hartfields Country Club Centre 3350 El Camino Av. IV 7-5935
 Southgate Center 4372 Florin Rd. GA 1-4557
HOUSE OF NINE
 Small Size Specialists Sizes 3-5-7-9 Only 913 1/2 K. GI 3-7647
 Joe Sun & Co 1000 J. GI 2-3754 (See Advertisement This Page)
 Julius Readywear & Costume Jewelry 2539 Watt Av. IV 9-7527
 Kendall's Sportswear 2617 Marconi Av. IV 9-6065
 In Town & Country Village Shops 1333 Merkle Ave(WS) FR 1-6838
 King's Fashions 10079 Folsom Bl. EM 3-1868
 Rancho Cordova (See Advertisement This Page)
KNEELAND'S
 918-9th. GI 8-2741
 Lady Fair Fashions 2740 Marconi Av. IV 3-0915
LAWRENCE'S DEPARTMENT STORE
 Sportswear - By Kneel & White Stag Winner's & Berkshire Hosiery Charge Accounts - Open Nightly 711 9 4830 Freepoint Bl. GL 2-4886
LAWRENCE'S VARIETY STORE
 3121 Freepoint Bl. GL 5-1516
 Letter Shop 806 K. GI 1-2280
 Lewis' Women's Apparel 906 J. GI 8-3732
 Mademoiselle Sport Shop Lanz Originals 1024 K. GI 3-4515
 Magnin I & Co Hotel Senator. GI 3-4683
 Magnin Joseph Co Inc-Downtown Store 911 K. GI 3-2561
 Country Club Centre Shop 3330 El Camino Av. IV 9-3605
 Mary Ann Shop 1014-11th. GI 8-3703
 Maternity Shop The 1233 K. GI 3-6760
MAY GIM HAWAIIAN & ORIENTAL SHOP
 TOWN & COUNTRY VILLAGE HAWAIIAN & ORIENTAL FASHIONS SARONG DRESSES - KIMONOS ETC 28 Adobe Ct. IV 9-8521
MCDONALD'S J M DEPT STORE
 Fruitridge Shopping Center 5721 Stockton Bl. GL 1-6506
MILES N' MILES LADIES SPECIALTY SHOP
 DRESSES - COATS - SPORTSWEAR LINGERIE - ACCESSORIES Open Mon. & Fri. Eve's 7 to 9 P.M. 1014 Fulton Av. IV 1-3350
MODE O'DAY FROCK SHOPS OF HOLLYWOOD
 907 K. GI 1-1083
 Mode O'Day Frocks 3370 El Camino Av. IV 7-6061
 Mode O'Day Shop 5825 Stockton Bl. GL 1-7716
 Mythoppe 1918 Del Paso Bl. WA 5-0840
 Nicki Dress Shop 4301 Freepoint Bl. GL 1-0757
OAK PARK FASHION SHOP
 SUITS - COATS - DRESSES SKIRTS - BLOUSES - SPORTSWEAR SWEATERS - JACKETS - KNITWEAR 35th & 4th Av. GL 7-7537
 Paris Shop 913 K. HI 6-5919
 Phyllis Fashions Lanz Originals 2900 Pasadena Ln. IV 7-4473
RANSOHOFFS
 SACRAMENTO'S OWN LEADER OF FASHION 11th & K. HI 4-6551
 Rich's Women's Apparel 819 K. GI 2-3839
 Rich's Executive Offices 819 K. GI 2-8822
 Rich's Women's & Children's Apparel 3132 Arden Wy. IV 7-6380
 Rich's Women's & Children's Apparel 3925 Del Paso Bl(WS) WA 5-4772
 Roney's Women's Apparel Fruitridge Shopping Center 5643 Stockton Bl. GL 5-2611
ROOS-ATKINS
 Southgate Shopping Center Country Club Centre 1001 K. GI 8-9141
 (Continued Next Page)

Sara's Apparel 3720 J. GL 1-7902
 Nelly Don Dresses 5721 Stockton Bl. GL 2-1159
COMPLETE APPAREL FOR TALL WOMEN
 Fruitridge Shopping Center 5721 Stockton Bl. GL 2-1159
SHIRLEY O'KANES FASHION CENTER
 Opposite Country Club Centre 3333 Balmaral Dr. IV 3-0648
 Smart Shop 718 & J. HI 6-7783
 Standing's Emporium 2832-35th. GL 5-6713
 Surrey The 811 K. HI 6-4572
 Suzie's 4400 Del Rio Rd. GL 6-8953
TRESSLER FEDERATED STORES
 2948-35th. GL 6-1392
 Vanity Fair Gift Shop 2220 J. GI 2-1658
VOGUE THE
 SMART WEAR FOR JUNIORS Regular & Half Sizes COATS - SUITS - KNIT DRESSES SWEATERS & SKIRTS PARTY DRESSES PLAY CLOTHES LINGERIE - GIRDLES - BRAS 5005 Freepoint Bl. GL 5-6871

Walter Christensen 1106 K. HI 6-4617
WEINSTOCK-LUBIN & CO
 Watt Ave & El Camino 12th & K. HI 4-6881
WOMEN'S WORLD
 EXCLUSIVELY LARGE FASHIONS SIZES 16 1/2 to 28 1/2 & 18 to 32 2800 Marconi Av. IV 3-5089
 4401 Freepoint Bl. GL 2-3559
ZUCKER'S
 2942-35th. GL 6-1028

KEEP LIGHT FROM MILK
 Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.

When the NEED is URGENT
 Whether the situation requires a batteryman, garage, radio repairman, veterinarian or other service
 Look in the
Classified TELEPHONE SECTION

An extension telephone saves time and steps.
 Advertise in the YELLOW PAGES... it pays.

Women's Wearing Apparel-Retail- (Cont'd)

ROSE TREE THE B-Bar-K EXCLUSIVE WOMEN'S & JUNIORS FASHIONS
 Marconi Av. & Fair Oaks Bl(C) IV 7-8454
SALZMAN'S
 SMART WEAR FOR WOMEN REGULARS - JUNIORS TALLS COMPLETE APPAREL FOR TALL WOMEN Fruitridge Shopping Center 5721 Stockton Bl. GL 2-1159

Sara's Apparel 3720 J. GL 1-7902
 Nelly Don Dresses 5721 Stockton Bl. GL 2-1159
SHIRLEY O'KANES FASHION CENTER
 Opposite Country Club Centre 3333 Balmaral Dr. IV 3-0648
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Wood-See Firewood

Wood Turning
 Standard Planing Mill 415 X. GI 3-4957
Woodworkers
 See Also Cabinet Makers
COON JAS A
 See Our Large Ad for Machine Shops 929-11th(WS) FR 1-7464
 Woodcraft Specialties Co 4534 Auburn Bl. IV 9-6011
Woodworkers' Equipment & Supplies
 Haven Machinery & Supply Co 2033 J. GI 3-2003
 Sacramento Machinery Co 2000 Capitol Av. GI 3-1909
 Wisconsin Knife Works 2524 Cordova Ln. Rancho Cordova. EM 3-6216

Wool
 Pacific Fur & Wool Co 915 Front. GI 3-1437
Woolen Goods-Retail-See Yardage-Retail
Wrecking-Towing-Automotive
 See Road Service-Automotive; Towing-Automotive
Wrecking-Automobile
 See Automobile Wrecking
Wrecking Contractors
ARONS BUILDING WRECKING CO
 4245 W. Capitol Av(WS) FR 1-5473 (See Advertisement This Page)
BRICK & WRECKING
 4789-24th. GL 7-9620
 Calif Bldg Wrecking Co 3208 W. Capitol Av(WS) FR 1-4759 (See Advertisement This Page)
 Capital Lumber-Wrecking Co 1831-37th. GL 6-5728
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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.

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CALIFORNIA BUILDING WRECKING CO.
DEMOLITION ENGINEERS
 Estimates Gladly Given
 COMPLETE LINE OF NEW & USED BRICKS & BUILDING MATERIALS
 BRICK LUMBER DOORS PAINT WINDOWS - PIPE PLUMBING SUPPLIES
 OPEN ALL DAY SATURDAY
FR 1-4759
 3208 WEST CAPITOL AVE. W. SACRAMENTO

ARONS BUILDING WRECKING COMPANY
 ANY SIZE JOB FULLY INSURED FREE ESTIMATES
USED BUILDING MATERIALS
FR 1-5473
 4245 W. Capitol Ave. West Sacramento