

99
YEARS IN
BUSINESS

LOCALLY
MADE

GREEN
BUSINESS

SQUARE DEAL MATTRESS FACTORY

2ND GENERATION LOIS LASH
3RD GENERATION RICHARD LASH
4TH GENERATION JESSICA LASH
& JAMIE ANDERSON

FOR ALMOST 100 YEARS Square Deal Mattress Factory has been helping people get the rest they need to live the life they want. In 1920, Ennis Rife wanted to give people a "square deal" so he began Square Deal Mattress Factory & Custom Upholstery. In 1970, Richard Lash came to work for his Grandparents when he went to Chico State. In 1982, Ennis retired giving the business to his daughter, Lois Lash and grandson Richard. Upgrades were made to the mattress factory with new sewing machines, foam saws and quilters. In 2013, great granddaughters Jessica Lash and Jamie Anderson became "Dreamologists" carrying on the family's legacy and traditions. Since then, Square Deal's custom designs have attained a new level of firmness, consistency, breathability and durability that sets their products far apart.



They make mattresses engineered to provide a superior night's sleep, using proven craftsmanship, new sleep innovations and quality USA materials right here in Chico. Using a higher quality mattress means a higher quality sleep for you and your family—and a higher quality sleep equals a higher quality of life.



1354 HUMBOLDT AVE. | CHICO | 530.342.2510
WWW.SQUAREDEALMATTRESS.COM

52
YEARS IN
BUSINESS

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BUSINESS

GAUMER'S JEWELRY

Gaumer's Jewelry started out as an old-time classic rock shop founded by a family of rockhounds and gold miners. In the 52 years since, Gaumer's has evolved to include jewelry and jewelry services; rocks, minerals and fossils; and a mining and mineral museum to share with the public. Current owner Bill Gaumer is the third generation of the founding Gaumer family to head up the business.

Gaumer's knowledgeable staff is honest and passionate about the beauty, quality and workmanship of the jewelry they make, and the jewelry they repair and restore for others. They have an artful eye for design, and they can create custom designs using their stones or stones customers bring in. Gaumer's has three jewelers, allowing them to do their work in-house.



Gaumer's carries a great selection of fine gold and silver jewelry, original hand-crafted jewelry, semiprecious and precious stones, lapidary equipment and jewelry-making supplies. The giftware portion of the business offers books, coasters, vases, unique decorative items and beautiful hand-crafted jewelry boxes. Come in and see this treasure in your community.



78 BELLE MILL ROAD | RED BLUFF
530.527.6166 | WWW.GAUMERS.COM

41
YEARS IN
BUSINESS

LOCALLY
MADE

CAROL MUNSON OWNER

It all started in the Fall of 1978 on the corner of 5th and Salem, that Carol Lynn Rhodes open her doors for the first time. Little did she know she would become a Chico landmark. Since then, her business has grown, made a lasting impression at the Fashion Market and has become a premier retailer of Eileen Fisher on the west coast.

Carol's passion and style has drawn and entertained lifelong customers. Carol's influence extends into the next generation through her daughter Jennie. Who has the same passion for the business as her mother, she has become the ideal partner to continue the 5th Street Clothing legacy. Their partnership will ensure this local landmark will continue dressing women and changing lives for years to come.



With style, quality and customer service, 5th Street Clothing has the perfect selection to making your wardrobe just right. Follow us on Facebook and find us on BROADWAY!



328 BROADWAY | DOWNTOWN CHICO | 530.345.5754
WWW.5THSTREETCLOTHING.COM

15
YEARS IN
BUSINESS

LOCALLY
MADE

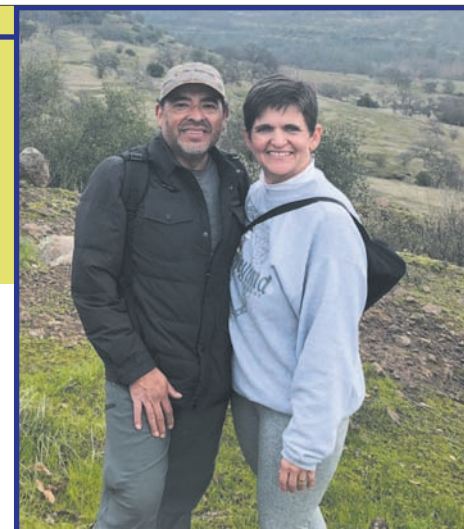
GREEN
BUSINESS

DAVE & KELLY GOMEZ OWNERS

For the past 15 years, David and Kelly Gomez have been committed to providing the freshest food and the finest service at their locally owned restaurant and catering company, Roots Catering and Restaurant.

They can they help you plan and execute the perfect event with their years of culinary expertise and appreciation for the best locally grown and produced food and products. In fact, David is a certified Executive Chef through the American Culinary Federation and holds a Culinary of Arts degree from The Culinary Institute of America in Hyde Park, NY.

"We went into this line of work for the love of food and the history and culture it carries with it! We enjoy the daily challenge and the satisfaction of making something delicious and authentic for someone. Our customers love that our food is not your normal catering fare, but dishes that are exceptional, on time and delivered with a smile." said Kelly.



Roots will definitely make your job easy and your guests happy with fabulous food and incredible service!



3221 ESPLANADE CHICO, CA 95973 | 530.891.4500
ROOTSCATERING.COM