

Famous United Classics



Featuring Fine Blue White
DIAMONDS
PHONE
GI Ibert 3-7935
Watch and Jewelry Repairing

United JEWELERS
802 K ST.

DIAL
GI Ibert 3-6791



For Guaranteed WATCH REPAIRING DIAMONDS RE-SET JEWELRY REPAIRED All Work Done on the Premises FINE DIAMONDS NATIONALLY ADVERTISED WATCHES Convenient Terms

DeVou's JEWELERS
816 K ST.



You can depend on **ROBERT POWELL** Jewelry The Finest QUALITY

DIAMONDS - JEWELRY SILVERWARE - CLOCKS WATCHES & GIFTS
GI Ibert 3-7939

★ Diamond Setting
★ Guaranteed Watch Repairing
Reasonably Priced

Robert Powell Jeweler

Buy with Powell's Budget Terms
1004 K STREET
In the Sacramento Hotel

WEST'S LARGEST JEWELERS STORES ALL OVER CALIFORNIA

GENSLER-LEE

In Sacramento
730 K Street
Corner 8th
Phone
GI Ibert 2-1825



DIAMOND SPECIALISTS

YES, GENSLER-LEE SELLS MORE DIAMONDS THAN ANY OTHER JEWELER IN THE WEST!

Jewelers-Retail-(Cont'd)

Del Paso Jewelry Store
2324 Del Paso Blvd N Sacramento, HI ckr 9-7282

DE VON'S JEWELERS
PERFECT BLUE WHITE DIAMONDS
USE YOUR CREDIT
OPEN AN ACCOUNT
No Interest or Carrying Charges
816 K GI Ibert 3-5791

De Von's Jewelers 816 K GI Ibert 3-5791
(See Advertisement This Page)

DIAMOND JEWELRY & LOAN CO
605 K GI Ibert 3-3417

DIAMOND'S FOR DIAMONDS
DIAMONDS OF QUALITY
JEWELRY & WATCHES
WATCH REPAIRING
Convenient Credit
1206 K GI Ibert 2-8784

Drive In Jwirs 16th & V GI Ibert 2-8738
EDISES JEWELERS 925 K GI Ibert 3-3931
(See Advertisement Page 187)

FARR NED S
DIAMONDS - WATCHES
WATCH REPAIRING
Special Order Work
Room 222
Forum Bldg GI Ibert 2-6612

FAVRE JACK
DIAMONDS - WATCHES
MANUFACTURING & REPAIRING
WATCH MAKERS ON PREMISES
Suite 201-202 Ochsner Bldg
719 K GI Ibert 3-7226

Feige & Johnson 1916 Del Paso Blvd . HI ckr 9-2885
FIFTH AVENUE JEWELERS
1230-4th HU dsn 4-4801
Fricke Fred 1019-9th HU dsn 4-0563
(See Advertisement Page 189)

Gascoyne Ronald E
Watch Repairing Our Specialty
2026 X HI Ibert 5-3060
GENSLER LEE JEWELERS 730 K GI Ibert 2-1825
(See Advertisement This Page)

GREBITUS JEWELERS 3108 J GI Ibert 2-9081
(See Advertisement Page 187)

HARGER H T
Authorized Railroad Watch Inspector
1028 K GI Ibert 3-1335
HARRIS JEWELRY CO 501 K GI Ibert 3-4775

HEATH HARRY R
DIAMONDS - WATCHES
Hamilton - Elgin - Longines - Wittnauers
WATCH REPAIRING
OUR SPECIALTY
JEWELRY REPAIRING
Convenient Terms
1010-9th GI Ibert 3-2861

(Continued Next Page)

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Jewelers-Retail-(Cont'd)

ILIFF JEFF A 1021-12th GI Ibert 2-3379
Johnson & Feige 1916 Del Paso Blvd. HI ckr 9-2885

JOHNSON-IRWIN
WATCHES - DIAMONDS
Sterling Silver-Plated Silver
Watch & Jewelry Repairing
Special Order Work
1125-12th GI Ibert 2-7586

Kay Jewelers 810 K GI Ibert 2-8919
LOVETT'S JEWELERS
Successor To Noack's
1217 K HU dsn 4-0492

MEL HARRIS JEWELRY CO
Ochsner Bldg HU dsn 4-4497
MELVIN JEWELRY 621 K GI Ibert 3-7596

MONK TOM B CO
The House of Perfect
DIAMONDS
HAMILTON - ELGIN - GRUEN
WATCHES
Jewelry for All Occasions
1006 J GI Ibert 2-1233

MORLEY JEWELERS 915 K GI Ibert 2-1074
Myers E W Co 1005-9th GI Ibert 3-8205
Nakamura Co 1313-4th GI Ibert 3-7532
(See Advertisement This Page)

OAK PARK JEWELERS
THE STORE WITH THE SENSIBLE PRICES
Jewelry of Distinction
We Specialize in Diamond Remounting
Watch Repairing
Our Years of Experience is Your Guarantee
WATCHES - DIAMONDS - JEWELRY
2924-35th HI Ibert 6-5703

Powell Robert 1004 K GI Ibert 3-7939
(See Advertisement Page 188)

RESHKE FRANK J SR
DRIVE IN JEWELERS
Diamonds - Watches - Jewelry
WATCH REPAIRING
Jewelry Repairing & Mig. - Diamond Setting
16th & V GI Ibert 2-8738

ROGERS JEWELRY CO OF SACRAMENTO
FRIENDLY CREDIT
FAMOUS FOR
DIAMONDS
WATCHES
SILVER
A YEAR TO PAY
818 K GI Ibert 3-1707

You'll find it fast in the **YELLOW PAGES.**

&

Incidentally

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

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Jewelers-Retail-(Cont'd)

SACTO LOAN & JWLRY CO INC
LOANS
on Watches - Diamonds
Jewelry - Silverware
Bargains
On Unredeemed Diamonds - Watches
531 K GI Ibert 2-6384

SENATOR JEWELERS
DIAMOND SETTING
WATCH REPAIRING
JEWELRY MANUFACTURING
ALL STANDARD MAKES OF WATCHES
PERFECT QUALITY DIAMONDS
910 K GI Ibert 3-8610

SILVER'S JEWELERS 800 K GI Ibert 2-1405
(See Advertisement This Page)

Smith Wayne L 1013-6th GI Ibert 3-4545
Travis Walter C 1317 J GI Ibert 2-8458

UNITED JEWELERS
EVERYTHING IN JEWELRY
All Standard Makes of Watches
Perfect Quality Diamonds
CONVENIENT CREDIT
United Jewelers - Next to Clinic Hotel
807 K GI Ibert 3-7935

United Jewelers 807 K GI Ibert 3-7935
(See Advertisement Page 188)

Vaandering Ben J 2917B-35th HI Ibert 6-3901

VILLAGE JEWELERS THE
Fulton & Marconi Av HI ckr 9-5376
Walhorst H & Co 926 K GI Ibert 3-4726
Wallis Leslie H 3840 Stockton Blvd. HI Ibert 5-8265
WRIGHT WATCHMAKERS 2905 J GI Ibert 3-7293
Wright Jewelry Store
Watch Repairing
Park Blvd. GI Ibert 3-2732

Jewelers' Supplies
Strutz Watchmakers & Jewelers Supply
2200 K GI Ibert 3-0838

Jewelers-Whse
Fave Jack 719 K GI Ibert 3-7226

Jewelry Engravers
Larson E O Forum Bldg. GI Ibert 3-2675

Jewelry Repairing
Daniels Jewelers 725 K GI Ibert 2-0062
Diamond's Jewelers 1206 K GI Ibert 2-8784
EDISES JEWELERS
See Our Ad Under Jewelers-Retail
929 K GI Ibert 3-3931

CREDITUS JEWELERS 1108 J GI Ibert 2-9081
MONK TOM B CO 1006 J GI Ibert 2-1233
Poole Jim 5232 H HI Ibert 6-5902

RESHKE FRANK J SR
16th & V GI Ibert 2-8738

Village Jewelers The
Fulton & Marconi Av HI ckr 9-5376
Zadorian Nick 724A California GI Ibert 2-0607

- 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.

FRED FRICKE
Jeweler



Fine Watches
Elgin
Gruen
Hamilton
Longines
Wittnauer

Diamond Rings
Bridal Sets
Silverware
Gifts for All Occasions

Expert Jewelry & Watch Repair
CONVENIENT BUDGET TERMS
Just off K St. on 91b
1019-9th Phone Hudson 4-0563

DIAMONDS - WATCHES WEDDING RINGS SILVERWARE - RADIOS

Take Advantage of the Silver War
A YEAR TO PAY
GI Ibert 2-1405

Silver's

"THE MAMMOTH STORE OF SACRAMENTO"
800 K STREET EST. 1904

PAT BAKER JEWELER!
Pay as you earn accounts

1222 K
GI Ibert 2-0463

Low Overhead — Savings to You

Guaranteed Full Value on Exchange of Diamonds Purchased From Us

Any Name Watch Unconditionally Guaranteed Two Years

Guaranteed Jewelry & Fine Watch Repairs
PAT BAKER JEWELER!
Pay as you earn accounts
1222 K GI Ibert 2-0463

Keepsake
DIAMOND RINGS



Sets Repairs Elgin Watches

NAKAMURA CO., Jewelers
GI Ibert 3-7532
1313-4th St. Sacramento