

SALES AND SERVICE

Expert Repairs
ALL MAKES

Conventional & Automatics
APEX LAUNDERALL
HOTPOINT THOR
BLACKSTONE
48-Hour Service
All Work Guaranteed
PICK-UP & DELIVERY

GI lbrt 3-4783

MOSS
APPLIANCE CO., INC.
2314-16TH

WASHING MACHINES REPAIRED



PARTS
FOR ALL MAKES
REPAIR WORK ONLY
"In the Repair Business
28 Years"

GI lbrt 3-3624

J. P. CEDARHOLM
1020 J Street



DON'T
GAMBLE

Let

Corrigan's Electrical
Repair Your Washing Machine
& Ironer

Call
HI lrcrct 5-2887

And Get Fast, Efficient, Reliable Service at
3128 BROADWAY

Washing Machines—Repairing— (Cont'd)

FINNESTEAD WASHER SERVICE
FACTORY AUTHORIZED PARTS & SERVICE
Maytag - Easy Ap - Thor - Conlon
Speed Queen - Little Giant
Largest Stock of Parts - All Makes
General Elec - Norge - Kenmore
Blackstone - Fullness - Etc.
Serving Sacramento Since 1929
1306 J GI lbrt 3-5061

FINNESTEAD WASHER SERVICE
1306 J GI lbrt 3-5061
(See Advertisement Page 396)

HARMS FURNITURE & APPLIANCE CO
4320 Stockton Blvd. HI lrcrct 5-4651

KENMORE WASHING MACHINE SERVICE—
SEARS ROEBUCK & CO 12th & K. GI lbrt 2-0461

Lam-Co Electric 1415-21st. GI lbrt 2-6361
(See Advertisement Page 399)

MOSS APPLIANCE CO-INC
2314-16th GI lbrt 3-4783
(See Advertisement This Page)

RASMUSSEN HANS
Authorized Frigidaire Service
1401-8th Av. GI lbrt 3-5006
SACRAMENTO ELECTRIC CO 1931 J. GI lbrt 3-1533

STAR APPLIANCE SERVICE CO

COMPLETE REPAIR SERVICE
ON ALL TYPES

ALL WORK GUARANTEED
Buy & Sell Used Washing Machines
Pick-Up & Delivery Service

3732-42d HI lrcrct 5-1680

STOVE MART 2323-16th. GI lbrt 2-2227
Todd's Repair Service
3350-26th Av. HI lrcrct 6-5808

VOGT ELECTRIC CO

Automatic Washing Repairs
Specializing in

Bendis and Launderiall
All Types Tub Washers Repaired

2316 J GI lbrt 3-5897

**WERRY'S REFRIGERATION & WASHING
MACHINE SERVICE**

We Repair All Makes
WASHING MACHINES

All Work Guaranteed
FORMERLY WERRY & O'NEILL
Free Pick-Up & Delivery

3169 Msvl Rd N Sacto. HI ckrly 9-5644

Washing Machines—Whsle

DALCO APPLIANCE CO 6th & Q. GI lbrt 2-3861
Maytag West Coast Co Agency
2551 Carlsbad Rd N Sacramento. HI ckrly 9-3387

Waste Paper

Independent Paper Stock Co
Whsle Buyers of Waste Paper
1916-20th HI lrcrct 5-1798

Watch Crystals

IN-2-STA WATCH CRYSTAL CO
Forum Bldg. GI lbrt 2-7398

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

Watches—Repairing

A & B Watch Repair Shop
All Watches Electrically Tested
1527-11th GI lbrt 3-5686

AMERICAN JEWELER'S
Larry Williams
211 GI lbrt 2-3569

BAKER JEWELER'S
See Our Ad Under Jewelers-Retail

1232 K GI lbrt 2-0663

BOB'S WATCH REPAIR SHOP
1324-4th GI lbrt 2-2075

BRAMBLE'S JEWELERS
1412 Broadway HU dsn 4-1413

Brandt Chester C 903 L. GI lbrt 2-0363

DANIEL'S JEWELERS 725 K. GI lbrt 2-0063

Darley J Marlon 1217 K. HU dsn 4-0492

DAVON'S JEWELERS 816 K. GI lbrt 3-5791

Diamond Jewellers 1206 K. GI lbrt 2-8784

EDISES JEWELERS
See Our Ad Under Jewelers Retail

925 K GI lbrt 3-3951

FAYRE JACK 739 K. GI lbrt 3-7226

FIFTH AVENUE JEWELERS
1230-4th HU dsn 4-4801

GASCOYNE RONALD E 2026 X. HI lrcrct 5-2060

GREBITUS JEWELERS 1108 J. GI lbrt 2-9081

Harger H T
Authorized Railroad Watch Inspector

1028 K GI lbrt 3-1335

HEATH HARRY R 1010 9th. GI lbrt 3-2861

HIFF JEFF A 1021-12th. GI lbrt 2-3379

JOHNSON-IRWIN
Across From The Senator Hotel

1125-12th GI lbrt 2-7586

K & T WATCH REPAIRING
1121-1/2-5th GI lbrt 3-2453

Langbehn Paul 1107-9th. HU dsn 4-1535

LOVETT'S JEWELERS
Successor To Noack's

1217 K. HU dsn 4-0492

Mayberry & Cooley 1224 J. HU dsn 3-9252

Morley Jewelers 915 K. GI lbrt 2-1074

MYERS W C 1005-9th. GI lbrt 3-8205

OAK PARK JEWELERS
2926-35th HI lrcrct 6-5703

Poole Jim 3232 H. HI lrcrct 6-5902

Reshke Frank J Sr
Drive In Jeweler

16th & V GI lbrt 2-8738

Rogers Jewelry Co Of Sacramento

815 K GI lbrt 3-1707

SILVER'S JEWELERS 800 K. GI lbrt 2-1405

SMITH WAYNE L 1013-6th. GI lbrt 3-4545

Sranahan Irvin G 2417-16th. HU dsn 4-4726

Strutz School Of Watchmaking
2200 K. GI lbrt 3-0838

STRUTZ WATCHMAKERS & JEWELERS
SUPPLY 2200 K. GI lbrt 3-0838

Travis Walter C 2317 J. GI lbrt 2-8458

Truitt Watch Shop 1027-8th. HU dsn 4-6653

VANDERING BEN J 2917-B-35th. HI lrcrct 6-3901

Wallis Leslie H 3840 Stockton Blvd. HI lrcrct 5-8265

WRIGHT WATCHMAKERS
Expert Repairing

2405 J. GI lbrt 3-7293

Wright's Jewelry Store Park Blvd. GI lbrt 3-2732

Other members of your household may be identified in the community by means of additional listings in the Telephone Directory.

HANDY MAN OR SPECIALIST

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE

Classified
TELEPHONE SECTION

Water Companies—Bottled

Clarks Water & Ice Co 1430-33d. HI lrcrct 5-9789
(See Advertisement This Page)
SHASTA WATER CO 7th & R. GI lbrt 2-0701
(See Advertisement This Page)

Water Companies—Public Utility

Ben All Water Co
2271 Pyramid Wy N Sacramento. HI ckrly 9-0116
Del Paso Water Co Inc
2828 Avalon Dr. HI ckrly 9-7580
Southern California Water Co
3908 Stockton Blvd. HI lrcrct 5-1923
Washington Water & Light Co
Jefferson Blvd W Sacramento. HU dsn 4-5438

Sometimes people place telephone calls and do not give the called person sufficient time to answer. Allow a few more seconds before hanging up!

Who SELLS IT?

When a specific product or service is needed and there is an uncertainty as to who sells it

The
Classified
TELEPHONE
SECTION
Will Direct You

When the Need is URGENT

You want to know these things about the concern you call: Hours of service, location, delivery, promptness of service, equipment, quality of service, reliability, years in business. Concerns mention these points in their advertisements in the Yellow Pages.

Look in the

Classified
TELEPHONE SECTION

Water Coolers & Fountains

FRIGIDAIRE WATER COOLING EQUIPMENT

Water coolers for factories, offices, stores, restaurants. Also display cases, reach-ins, air conditioners, beverage coolers, freezers and other refrigeration equipment.



"WHERE TO CALL"

SALES & SERVICE DEALERS

Acme Refrigeration & Equipment Co
619 J GI lbrt 3-0298
EDWARDS CASE CO
2965 Del Paso Blvd. HI ckrly 9-0173

GENERAL ELECTRIC WATER COOLERS

A complete line of mechanical water coolers to meet industrial and commercial requirements. Pressure and bottle types. General Electric designed and built.



"WHERE TO CALL"

DISTRIBUTORS

GENERAL AIR CONDITIONING & HEATING
CO 2001 Peralta Gascon
(Toll) Call "Operator" for Twin Oaks 3-4066
GENERAL ELECTRIC SUPPLY CORP
1131 S. HI lrcrct 5-9001

DEALERS

Air Conditioning & Refrigeration Co
4017 T HI lrcrct 5-6933
CALNOR REFRIGERATION INC
2009 J HU dsn 4-5921

OASIS ELECTRIC WATER COOLERS

are made in a size for every need by "ONE OF THE WORLD'S LARGEST MAKERS OF ELECTRIC DRINKING WATER COOLERS"



EMCO Wall Fountains

"WHERE TO BUY THEM"

DISTRIBUTOR

YORK PACIFIC COMPANY 1229 I. GI lbrt 2-0733

SUNROC WATER COOLERS

Tailored to every business, industrial and institutional need. Built by specialists, notable for modern styling, efficiency and economy. Available in wide range of AC and DC models.



"WHERE TO BUY IT"

BRANCH OFFICE

SUNROC COMPANY 420 Market S F
(Toll) Call "Operator" for Douglas 2-0055

DISTRIBUTOR

DALLMAN CO 6th & Q. GI lbrt 2-3861

DEALER

ADAMS EARL PLMBNG
29 11th W Sacramento. HU dsn 4-7715

Water Filters—See Filters

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.