

**FRED FRICKE**  
*Jeweler*

Expert Jewelry & Watch Repair  
**CONVENIENT BUDGET TERMS**  
New Location  
903 K St. Phone HUDSON 4-0563

**GENSLE-LEE**  
YES, GENSLE-LEE SELLS MORE DIAMONDS THAN ANY OTHER JEWELER IN THE WEST!  
730 K Street  
Cor. 8th & K  
Phone: Gilbert 2-1825  
"Take a Year to Pay"  
**DIAMOND SPECIALISTS**  
STORES ALL OVER CALIFORNIA  
"Over 50 Years of Service!"

**DIAMONDS**  
BUY - SELL - TRADE  
Select Your Diamond Ring From Distressed Stocks at Wholesale Prices

JACK  
Salle 701  
October Bldg.  
719 K

Call  
Gilbert 3-7226

**FAVRE**  
SACRAMENTO

**Simpson's**

HEADQUARTERS FOR GRUEN WATCHES AND LOVEBRIGHT DIAMOND RINGS  
America's Easiest Credit Terms  
"SEVEN STORES TO SERVE YOU"  
PHONE  
**Hudson 4-7242**

1206 "K" ST. SACRAMENTO

**Jewelers-Retail-(Cont'd)**  
**DEL PASO JEWELERS**  
In Business 32 Years  
WATCHES - DIAMONDS  
Bulova - Elgin - Hamilton - Longines  
Specialist in  
Watch & Jewelry Repairing - Engraving  
CONVENIENT TERMS  
Across from Star's Drive-In  
2324 Del Paso Blvd N. Sacto. WAbsh 5-7282

**DEMPSEY E W**  
Nine Twenty-Six J Bldg. Gilbert 2-7431

**DE VON'S JEWELERS**  
**MERKSAMER'S - DE VON'S**  
MANUFACTURING JEWELERS  
Perfect Blue-White Diamonds  
Wallace-International-Heirloom Sterling  
Hamilton-Omega-Elgin-Bulova-Longines  
DIGNIFIED CREDIT  
816 K ..... Gilbert 3-5791

**EDISES JEWELERS**  
"The Store With the Fine Reputation"  
Authorized Distributors for  
Hamilton - Elgin - Gruen - Bulova  
Omega - Nido - Longines - Eterna  
and Other Fine Makes  
Heirloom - Alvin & International Sterling  
The Finest Watch & Jewelry Repairing  
"THE HOME OF LOVELEST DIAMONDS  
AND WEDDING RINGS"  
**EDISES JEWELERS**  
Next Door to the Joseph Magain Store  
925 K ..... Gilbert 3-3931

**FARR S N**  
WATCHES - DIAMONDS  
Watch & Jewelry Repairing  
Diamonds & Old Gold Bought for Cash  
Forum Bldg. Gilbert 2-6612

Favre Jack 719 K ..... Gilbert 3-7226  
(See Advertisement This Page)

Felge & Johnson  
1916 Del Paso Blvd N Sacto. WAbsh 5-2885  
Fifth Avenue Jewelers 1230-4th ..... HUDsn 4-4801  
Four Oaks Jewelers  
2138 Grand Av Del Paso Hgts. WAbsh 5-7558  
Fricke Fred 903 K ..... HUDsn 4-0563  
(See Advertisement This Page)

**GENSLE-LEE DIAMONDS** 730 K ..... Gilbert 2-1825  
(See Advertisement This Page)

**GREBITUS EDW A & SON** 1108 J ..... Gilbert 2-9081  
Town & Country Shop  
Fulton & Marconi Av. IVnho 7-7107  
(See Advertisement Page 231)

**HAMILTON JWELRS**  
(Formerly Robert Powell)  
**BONDED BLUE-WHITE DIAMONDS**  
ALL FAMOUS MAKE WATCHES  
Guaranteed Watch & Jewelry Repairing  
1 Year to Pay  
1004 K ..... Gilbert 3-7939

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

**JOHNSON-IRWIN**  
**JEWELER**

WATCHES - DIAMONDS  
GIFT ITEMS

Personal attention given to emergency watch & jewelry repairing.

**Gilbert 2-7586**

12th & L ..... Francisco Bldg.

**HANSEN JEWELERS**  
Complete Line of Jewelry  
1806 1/2 Del Paso Bl N Sacto. WAbsh 5-0566

**HARGER H**  
Authorized Railroad Watch Inspector  
Southern Pacific - Western Pacific  
Watch & Jewelry Repair Done on Premises  
1028 K ..... Gilbert 3-1335

Harger's Jewelers 3396 El Camino Av. IVnho 7-1161  
Harris Jewelry Co 501 K ..... Gilbert 3-4475  
Harry's Watch Shop  
3814 Marysville Rd Del Paso Hgts. WAbsh 5-2229

**HEATH JEWELERS**  
Since 1884  
**DIAMONDS - WATCHES**  
Hamilton - Elgin - Longines - Wittnauer  
WATCH REPAIRING  
OUR SPECIALTY  
JEWELRY REPAIRING  
Convenient Terms  
1010-9th ..... Gilbert 3-2861

**Iliff Jeff A 912 J** ..... Gilbert 2-3379

**JEWEL BOX**  
Watch & Jewelry Repairing Guaranteed  
2917B-35th ..... Hillcrest 6-4083

**JEWELCRAFT JEWELERS**  
JEWELRY & WATCH REPAIR  
Diamond Setting & Jewelry Design  
Jewelry Repair on Premises  
515B K ..... HUDsn 4-7545

**JOE'S WATCH REPAIR**  
JOE H. TAKAKI - Owner  
FEATURING ORIENTAL GIFTS  
FINE IMPORTED JEWELRY  
1124 1/2 8th ..... HUDsn 1-1021

John's Jewelers 2951-35th ..... Hillcrest 6-7653  
Johnson & Felge  
1916 Del Paso Blvd N Sacto. WAbsh 5-2885  
Johnson-Irwin 1215 & L ..... Gilbert 2-7586  
(See Advertisement This Page)

Kay Jewelers 810 K ..... Gilbert 2-8919

**LILLIAN'S GIFT SHOP**  
DISTINCTIVE COSTUME JEWELRY  
Senator Hotel  
12th & L ..... Gilbert 2-5081

Little Shop The 1406-16th ..... HUDsn 4-2713

**LOVETT'S JEWELERS**  
Successor to Noack's  
1217 K ..... HU dsn 4-0492

**MELVIN JEWELERS**  
Jerome K. Melvin, Distrib.  
ELGIN - GRUEN - BENSUS  
Watch Repairing  
621 K ..... Gilbert 3-7596

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

**MORLEY JEWELERS** 915 K ..... HU dsn 4-9321  
MYRS E W TO 1005-9th ..... Gilbert 3-8208

**OK 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  
2941-35th ..... Hillcrest 6-5703

**POWELL BOB**  
DISTINCTIVE - BUT LOW IN PRICE  
"WISE BUYERS COMPARE"  
2nd Floor  
1020-10th ..... HUDsn 1-0879

**POWELL ROBT**  
See Hamilton Jewelers ..... Gilbert 3-7939  
(Continued Next Page)

Advertise here—it pays.

**Jewelers-Retail-(Cont'd)**

Ralph Thomas S Mrs  
2460 Robertson Av Carmichael ..... IVnho 9-9363

**RESKIE FRANK J SR**  
Since 1910  
**DIAMONDS**  
WATCHES - JEWELRY  
WATCH REPAIRING  
JEWELRY REPAIRING & MFG.  
DIAMOND SETTING  
1016 J ..... Gilbert 2-8738

**ROGERS JEWELRY CO OF SACRAMENTO**  
FRIENDLY CREDIT  
FAMOUS FOR  
DIAMONDS  
WATCHES  
SILVER  
NO MONEY DOWN  
92 WEEKS TO PAY  
815 K ..... Gilbert 3-1707

**ROPER GEO W CO**  
Public Mkt Bldg. Gilbert 2-7369

**SATHRE JEWELERS**  
2944 Fair Oaks Bl Carmichael ..... IVnho 9-8183

**SILVER'S JEWELERS**  
THE DIAMOND STORE OF SACRAMENTO  
DIAMONDS - WATCHES - JEWELRY  
Easy Credit Terms  
800 K ..... HU dsn 4-8211

Simpson Jewelry Co 1206 K ..... HUDsn 4-7242  
(See Advertisement Page 232)

Travis Walter C 1317 J ..... Gilbert 2-8458

**UNITED JEWELERS**  
Established Since 1920  
Omega-Hamilton-Elgin-Bulova  
DISTINCTIVE DIAMOND CREATIONS  
Credit Terms Arranged  
United Jewelers - Next to Clinica Hotel  
807 K ..... Gilbert 3-7935

Village Jewelers The 2628 Marconi Av. IVnho 9-6124  
Wachorsch H & Co 926 K ..... Gilbert 3-4726  
Walls Leslie H 3840 Stockton Blvd. Hillcrest 6-8626

**WIESEN OTTO F**  
42 Yrs. Jewelry Business in Sacto.  
DIAMONDS - WATCHES - JEWELRY  
SPECIAL ORDER WORK  
"Buy Upstairs and Save Money"  
2nd Floor  
1020-10th ..... Gilbert 3-5537

**WRIGHT WATCHMAKERS**  
Expert Repairing on All Makes  
Authorized Sales & Service for  
HAMILTON - ELGIN - BULOVA & WYLER  
2905 J ..... Gilbert 3-7293

**Jewelers-Wisla**  
Strutz Watchmakers & Jewelers Supply  
2200 K ..... HU dsn 4-3919

**Jewelry Engravers**

**BELL-CRAFT ENGRAVERS** 2618 F. Gilbert 3-5510  
**GREBITUS EDW A & SON** 1108 J ..... Gilbert 2-9081  
Town & Country Shop  
Fulton & Marconi Av. IVnho 7-7107  
Larson E O Forum Bldg. Gilbert 3-2675

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.

**Jewelry Repairing**

Bruns J D 1009 1/2-9th ..... HUDsn 1-0996  
DANIELS JEWELERS 725 K ..... Gilbert 2-0062  
Edises Jewelers 925 K ..... Gilbert 3-3931  
**GREBITUS EDW A & SON** 1108 J ..... Gilbert 2-9081  
Town & Country Shop  
Fulton & Marconi Av. IVnho 7-7107  
Harger H T 1028 K ..... Gilbert 3-1335  
Jewelrycraft Jewelers 515B K ..... HUDsn 4-7545  
MONK TOM B CO 1006 J ..... Gilbert 2-1233  
**RESKIE FRANK J SR** 1016 J ..... Gilbert 2-8738  
Sham's Watch Rep Shop 2013 J ..... HUDsn 4-3384  
**WIESEN OTTO F** 1020-10th ..... Gilbert 3-5537

Purchasing agents use the Classified Telephone Directory as their buying guide. Why not investigate the sales-building possibilities of advertising in the Classified Telephone Directory? Just call our nearest Business Office.

**JUNK & SCRAP METAL**  
WE PAY HIGHEST PRICES IN SACRAMENTO  
FOR ALL GRADES OF SCRAP

WE PAY BAY AREA PRICES FOR SCRAP METALS

WE HAVE THE FASTEST UNLOADING SERVICE IN TOWN

**Gilbert 3-4673**

**Associated Metals Co.**  
OF CALIFORNIA  
(Formerly Associated Iron & Metal Co.)  
R. L. (Bob) Novack, Manager  
200 JIBBOOM ST. (300 Yards North of "I" St. Bridge)  
Other Yards:  
Oakland 2730 Peralta  
Templebar 2-4343  
Richmond

for

**Your Convenience**

Directories for other cities are available in the Business Offices and at attended public telephone stations.

**Juice Extractors**

**MARVEL JUICER**  
W R LABORATORIES  
639 E Lockeford ..... Lodi 9-4638

**Junk Dealers**  
See also Scrap Metals

**ADELINE'S JUNK YARD**  
1800-6th ..... Gilbert 2-8237  
**ASSOCIATED IRON & METAL CO**  
See Associated Metals Company Of California  
200 Jibboom ..... Gilbert 3-4673  
(Continued Next Page)

**MAKE RUBBERS SHINE**  
A quick way to restore the shine to dingy looking rubbers or overshoes is to apply a coat of liquid shoe polish.

*Have You Thought*

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.