



EASIEST WAY TO GET SOFT WATER

1. Pour in salt
2. Flip a switch ... that's all!

That's all you do, each week or two, to get all the rain-soft water you want at every faucet, hot and cold. It's easier than dialing a phone! No hard-turning valves! Enjoy rich sudsy baths and shampoos. No more sticky bath-tub ring. Clothes wash cleaner and drier... with 50% less soap or detergent. Dishes drain to a sparkle. All cleaning chores are easier! Many families buy a Permutit for a few cents a day... and save twice that amount on soap, fuel, plumbing repairs and other items. Right now—hard water is costing you enough to pay for a Permutit. Why wait?

PERMUTIT® Water Softeners and Filters
rhymes with "compute it!"
We Service All Makes of Water Softeners

Phone FR 1-6721

WEST SACRAMENTO PLUMBING & HEATING CO.

1101-11th WEST SACRAMENTO

MODERNIZED WATER

LICENSED & INSURED PLUMBING CONTR. WATER ANALYSIS AUTOMATIC WATER CONDITIONING EQUIPMENT

BRUNER

RENTALS & SALES

SERVICING ALL MAKES & MODELS

FOR INFORMATION & EXACT COST CALL **IV 3-1612**

ALLEN ASSOCIATES

3301 HURLEY WAY SACRAMENTO

• NO EQUIPMENT TO PURCHASE
• NO WORK FOR YOU

SERVISOFT
SOFT WATER SERVICE
"We Soften the Water for You"

Also Home Owned Units Available

GL 2-1495
5127 FRANKLIN BLVD.

Ace - Water Softening Eq

RENTALS SALES - SERVICE

All Makes & Models
SOFTENERS - FILTERS

Household - Commercial

FREE WATER TESTS

IV 3-4285

Water Heaters—Repairing—(Cont'd)

NORTHERN WATER HEATER EXCH
WATER HEATER REPAIRS
ALL MAKES & MODELS
We Carry The Largest Supply Of Parts In Northern Calif.
Southwest Corner
Lisbon & Hobson Av Bryte---GL 2-9267

ROMACK PLUMBING CO

EMERGENCY SERVICE
Hoyt - General Electric - Crane
Other Nationally Known Makes
Sales - Installations & Repairs
Automatic Water Heaters
Thermostats Installed
NATIONALLY KNOWN BRANDS
Free Estimates Gladly Given
1313 Broadway---GL 3-1701
Emergencies call---GL 2-8880

Sarmento Joe Plumbing Co

1819-23d-GL 2-5005
Stephan's Plumbing 3999-3d Av---GL 1-7508

WHELAN DAVE PLUMBING & HEATING INC

WATER HEATER REPAIRS
CRANE WATER HEATERS
Repaired - Replaced - Installed
QUICK SERVICE
2940-36th---GL 2-2667

Water Heaters—Whis & Mirs

DALLMAN CO 6th & Q---GL 2-3661
General Water Heater Corp
1737 DuBoise Av-IV 7-3855
Mission Appliance Corp
2436-33d Av-GL 8-3788
Northern Water Heater Exch
Lisbon & Hobson Av Bryte-GL 2-9267
Rheem Mfg Co 2001 Fulton Av---IV 7-0915
SLAKEY BROS INC 1400 North C-GL 1-1481

Water Softening Equipment & Supplies

ACE-WATER SOFTENING EQ
1340 Fulton Av-IV 3-4285
(See Advertisement This Page)
ALLEN ASSOCIATES
3301 Hurley Wy-IV 3-1612
(See Advertisement This Page)
Bay Area Installation and Service Co
2532 Garfield Av(G)-IV 7-8909

BRUNER WATER SOFTENERS—FACTORY REPRESENTATIVES

TAMCO ENGINEERS
204 Davis SF-Yukon 6-5249

CULLIGAN SOFT WATER SERVICE

Completely automatic! Soft filtered water throughout your home on a service basis. Over 4 million users in more than 4500 communities.

CULLIGAN WATER CONDITIONING CO

Rust Control & Home Owned Softeners
Industrial Softeners
Chlorinating Equipment
Demineralizing Equipment
2009 Fulton Av---IV 9-4721

Culligan Water Conditioning Co

2009 Fulton Av-IV 9-4721

POPPING GOOD IDEA

Place kernels in the refrigerator an hour or so before using. Makes good popping certain.

Water Softening Equipment & Supplies

(Cont'd)

D I Y MANUFACTURING CO
WATER SOFTENERS
Manual or Automatic
At Low Cost
Unconditionally Guaranteed
BUY DIRECT & SAVE MONEY
Time Plan
917-29th---GL 2-0701

DURO PRODUCTS—FACTORY REPRESENTATIVE

DURO PRODUCTS 150 Victory Ln
Concord-MUberry 5-4501

ECONOMY ENTERPRISES

COMPLETE LINE OF
WATER CONDITIONING EQUIPMENT
Wholesale & Retail
AUTOMATIC & MANUAL EQUIPMENT
Sells & Oldest Water Softener Distr.
2016-16th---GL 8-2661
Or---GL 8-3190

FAIRBANKS MORSE SOFTENERS—MARTIN & GOODLEE EQUIPMENT CO

1300 C-GL 3-7963

L A WATER SOFTENERS—MACDONALD R F CO

1485 Bayshore Bl S F-JUnipr 4-0648

METRO SUPPLY CO

WE SOFTEN WATER
NO EQUIP. TO BUY - NO WORK
FREE WATER ANALYSIS & ESTIMATE
4953 Helen Wy---GL 7-1185

RHEEM SOFT WATER APPLIANCES

RELY ON RHEEM for soft water magic. Cleaner, brighter clothes, easier laundry care. Protects plumbing, pays for itself in savings. Automatic or semi-automatic model.



"WHERE TO BUY THEM"

WHOLESALE ONLY
Jenell Sales Corp 868 San Antonio Rd
Palo Alto-Dumont 2-9507

Servisoft 5127 Franklin Bl---

GL 2-1495
(See Advertisement This Page)
Thompson Marvin L
4737 Parker Av-GL 7-1421

WEBB WATER CONDITIONING CO

SOFTENERS - FILTERS
FEEDERS - CHLORINATORS
DOMESTIC AND COMMERCIAL
LAWRENCE G. MARCUS
General Manager
FOR 24-HR. SERVICE CALL
917-29th---GL 2-0701

WEST SACRAMENTO PLUMBING & HEATING CO

1101-11th(W.S.)---FR 1-6721
(See Advertisement This Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROGRAM

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.

Water Supply Systems

Ranney Method Western Corp
2015 J-GI 8-9226
RAINEY METHOD WESTERN OF CALIF INC 2015 J-GI 8-5825
(See Advertisement This Page)

Water Treating Service

Allen Associates 3301 Hurley Wy-IV 3-1612
D I Y Manufacturing Co 917-29th-GL 2-0701
METROPOLITAN REFINING CO INC
101 Sandburg Dr-GL 6-0295

PACKARD WATER CONDITIONER—DISTRIBUTORS

WATER CONDITIONERS OF CALIF INC
Call Collect
973 San Pablo Av
Albany-Lansce 4-1595

Servisoft 5127 Franklin Bl---

GL 2-1495
Webb Water Conditioning Co
917-29th-GL 2-0701

Water Well Drilling

Associated Pump Service
1808 Verano Wy(NS)-WA 5-4383

CUMMINGS A E

EXPERIENCED WATER WELL DRILLING LICENSED CONTRACTOR
Mailing Address
5000 Auburn Blvd, 21, Secto
5000 Auburn Bl---ED 2-2381

FAIRBANKS MORSE WELL PUMPS—MARTIN & GOODLEE EQUIPMENT CO

1300 C-GL 3-7963

GEORGE O'DELL'S PUMP SERVICE

WELL DRILLING
"Any Size" - "Any Place" - "Any Time"
PUMP SERVICE
"Free Estimates"
1623 Del Paso Bl(NS)---WA 5-1717

GREEN HACK

Licensed Contractor
TEST DRILLING - WATER WELLS
2500 Verna Wy---IV 9-0522

Handy's Well Drilling

Davis Rd(W)-FR 1-5655
Hedman D & Co 2901-32d Av---GA 8-8607
(See Advertisement This Page)

KEABLES EARL C

WELL DRILLING
37 Yrs. Experience in Sacto Valley
Free Estimates - Guaranteed Work
1700 Glenora Av(NS)---WA 5-5330

KEENER EXPLORATION DRILLING CO

WATER WELLS - PUMPS
"Cores That Tell"
Core - Sell Samples - Penetration Tests
Rotary & Cable Tool Rigs
LICENSED CONTRACTOR
3303 Fulton Av---IV 7-6162

KELLY L W

WATER WELLS - DRAIN WELLS
TEST DRILLING - PUMPS
3 INCH TO 7 FOOT DIAMETER
3493 Taylor(DPH)---WA 5-4488

KILE BROS

WELL DRILLING CONTRACTORS
PUMP SALES AND SERVICE
3130-34th Av---GA 8-7001

KIRCHGATER WALTER L

3992-14th Av-GL 6-4053
(See Advertisement This Page)

Water Well Drilling—(Cont'd)

KRANIG GENE Florin Rd---GA 8-0549
Residence---GL 3-8250

McGraw V J WELL DRILLING CO

WATER WELL DRILLING
Cleaning & Repairing
TEST DRILLING
304 W El Camino Av(NS)---WA 5-2202

PARKER PUMP CO

1808 Verano Wy(NS)-WA 5-4383

WATER SUPPLY Engineers & Contractors

RAINEY METHOD WATER COLLECTORS
For Municipal & Industrial Water Systems
PHONE
GI 8-5825
GI 8-9226

RAINEY METHOD WESTERN OF CALIFORNIA, INC.

Ranney Method Western Corp.
2015 J ST. SACRAMENTO

WELL DRILLING

AGRICULTURAL - INDUSTRIAL - DOMESTIC
Well Testing & Development
Pleier Drilling
30 YEARS EXPERIENCE
IN SACRAMENTO VALLEY
GL 6-4053
WALTER L. KIRCHGATER
Member A.D.C.
3992-14th AVE. SACRAMENTO

D. HEDMAN & CO.

• 4 RIGS AVAILABLE FOR FAST SERVICE
• LICENSED CONTRACTORS
• COMPLETE WELL SERVICE
• ROCK DRILLING - SAND PUMPING & TESTING BY COMPRESSED AIR
• Guaranteed Workmanship - Terms

THORO SYSTEM—DEALERS

PITT T H CO
Waterspung-Thoro-eel-Quicksal
371-11th
San Francisco-HEmlck 1-2550

Wax

COLUMBIA WAX PRODUCTS—COLUMBIA WAX COMPANY
2760 Fulton Av-IV 3-3500

Continental Chemical Company

225 Acorn(NS)-WA 5-3542
Sidener Ty Co 1921 Capitol Av---GL 7-8664
Sidener Ty Co 2114 K---GL 8-9104

Weather Forecasting Service

Weather Engineers Inc
6151 Freeport Bl-GA 8-7909

Water Well Drilling—(Cont'd)

Pitchey J N Co
Also Test & Core Drilling
6825 Mission Daily City---Plaza 5-0950

STAR PUMP CO

FAIRBANKS MORSE PUMPS & FOUNDRY PUMPS
47th Av & Hurley Blvd---GA 8-1957
If no answer call---GL 8-1143

WAGNER E C

Well Drilling
2353 Albatross Wy(NS)---WA 5-2025
WESTERN PUMP CO Stockton Bl-GA 8-1075

Water Well Supplies

Jackson-Markus Supply Co
Star-Keystone Mchcs & Cable Tools
3612 E 26th Los Angeles-Angelus 9-2151

Water Works Supplies

VIKING SUPPLY CORP
3987 Pacific Bl Sn Mateo-Firesd 5-8231

Waterproofing Contractors

ALLSTATE VINYLIZING CO
2353 Albatross Wy(NS)-WA 2-4747
Burr Hereford Painting & Roofing
719 K-GI 2-0166

CALIF COATINGS INC

4923 Folsom Bl-GL 1-6511
ELLIS CO The 1923 Stockton Bl-GL 7-6521
EHARDT ALEX 1349-56th---GL 5-3639
HEREFORD BURR
4923 Folsom Bl-GL 1-6511

INSUL-MASTIC—CALIF COATINGS INC

4923 Folsom Bl-GL 1-6511

MYER CHAS

96-26th---GL 1-9055
Schott W 5720 North Av(C)---IV 7-5612
SQUARE DEAL ROOFING CO
2726 Ellen(NS)-WA 5-1661

Sia-Zon Co

325 Morrison Av(DPH)-WA 5-7332
Zelinsky D & Sons 300 T---GI 1-3171

Waterproofing Materials

California Coatings Inc
4923 Folsom Bl-GL 1-6511
Pacific Cement & Aggregates Inc
16th & A-HI 4-6386

PERMA-BOND SALES & MFG CO

E-POXY WATERPROOFING COMPOUNDS
For Permanent Bonding of
All Structural Materials
STEEL - WOOD - METALS
CEMENT - STUCCO
Also for All Surface Coatings
COMPLETE CORROSION CONTROL
P.O. Box 153 Carmichael
2400 Fair Oaks Bl(C)---IV 7-1860
If no answer call---ED 2-4242

THORO SYSTEM—DEALERS

PITT T H CO
Waterspung-Thoro-eel-Quicksal
371-11th
San Francisco-HEmlck 1-2550

Wax

COLUMBIA WAX PRODUCTS—COLUMBIA WAX COMPANY
2760 Fulton Av-IV 3-3500

Continental Chemical Company

225 Acorn(NS)-WA 5-3542
Sidener Ty Co 1921 Capitol Av---GL 7-8664
Sidener Ty Co 2114 K---GL 8-9104

Weather Forecasting Service

Weather Engineers Inc
6151 Freeport Bl-GA 8-7909

Weather Stripping Contractors

A-1 WEATHERSTRIP CO 2401 N-GI 1-3910
A B C Awning & Insulating Co
5675 Freeport Bl-GA 8-4163
A B C Awning & Insulating Co
2015 J-GI 3-6939

ALBET VANCEY COMPANY

Complete Weatherstrip Service
Beautiful Brass Thresholds
Free Estimates - 26 Months to Pay
30th & B---GL 1-5255

ALUMA KRAFT OF SACRAMENTO

1715 Fulton Av-IV 9-3689
(See Advertisement Page 518)
Best Home Insulation Co 2015 J-GI 2-1187

CAPITAL WEATHER STRIP CO

COMPLETE WEATHERSTRIP SERVICE
COURTEOUS ESTIMATES
4729 Thor Wy(C)---IV 9-0900

ERICKSON HOME IMPROVEMENT CO

Interlock Weatherstripping
EXPERT WORKMANSHIP
FULLY GUARANTEED
Free Estimates
2521-38th Av---GA 8-4719

GRIMES WEATHER STRIPPING

WEATHER STRIPPING & REMODELING
All Types of Screens
Free Estimates - Work Guaranteed
2271 Pyramid Wy---WA 5-5016

(Continued Next Page)

GLASS ON FLOOR?

You can pick small fragments of broken glass off the floor with a wet cloth. (Throw the cloth away.)

WEATHERSTRIP

"VANCEY, Since 1892
A Leading Name in
the Building Industry"

COMPLETE WEATHERSTRIP SERVICE

All Types - All Sizes - All Kinds

THRESHOLDS & SADDLES IN
BRONZE AND ALUMINUM
WATERPROOF THRESHOLDS
Manufacturers & Distributors

FREE ESTIMATES - EASY TERMS
ALL WORK GUARANTEED

"We'll Be Here Tomorrow to
Back Up What We Do Today"

GI 1-5255

VANCEY COMPANY

30th & B Sts.