

Codes in listings indicate Sacramento (No Code) Carlsbad (C) North Highlands (NH) West Sacramento (WS) Communities as follows: Broderick (B) Del Paso Heights (DPH) North Sacramento (NS)

**Janitors' Supplies-(Cont'd)**

**EASTERDAY JANITORIAL PRODUCTS**  
 EVERYTHING FOR SANITATION & MAINTENANCE  
  
 Soaps, Insecticides, Disinfectants, Bleach, Waxes, Cleaners, Polishing Machines, Vacuum Cleaners, Paper Products.  
 "WHERE TO BUY THEM"  
 Easterday Supply Co Inc  
 923-20th GI 2-7484

**GENUINE GEMS**  
 ALL TYPES  
 "NO IMITATIONS OR SYNTHETICS"  
  
 Largest Selection in Northern California  
 ♦ STONES ♦ MOUNTINGS ♦ REPAIRS  
 Manufacturing & Diamond Setting  
 "Since 1924"  
**GEORGE W. ROPER CO.**  
 Phone GE 2-7369  
 Entrance 1012-13th  
 Public Mkts. Bldg. 13th & J

**Janitors' Supplies-(Cont'd)**

**HOCKWALD CHEMICAL CO**  
 811 1/2 T ----- GI 2-2375  
 (See Advertisement Page 313)  
 Holcomb J I Co Inc 6903-21st Av-GI 1-7643  
 Ike Janitorial Supply 5108-62nd-GI 6-6037  
 Johnson Distributing Co Inc  
 1508 El Camino Av(NS) WA 5-3509  
 (See Advertisement Page 313)  
**KENNY SUPPLY CO 221 X** -----GI 2-1165  
 (See Advertisement Page 313)  
**MAGIC CHEMICAL CO**  
 P O Box 1113 Sacramento -----GI 2-0096

**MULTI-CLEAN FLOOR MAINTENANCE MATERIALS & EQUIPMENT**  
 JOHNSON DISTRIBUTING CO INC  
 1508 El Camino Av(NS) WA 5-3509  
 National Blind & Home Products  
 2316-21st -----GI 5-3153  
**RALPH'S DISTRNG CO**  
 2425-24th-GI 6-9831  
 Robby's Snacks 4720-13th Av-----GI 5-8722  
**SCOTT-HAAKE PAPER CO** 216 W-GI 2-5801  
 Stoller Harold Ochsen Bldg-----GI 2-7988  
**SUPERIOR CHEMICALS INC**  
 515 W 12th -----HI 4-6850  
 (See Advertisement Page 313)  
**WEST CHEMICAL PRODUCTS INC**  
 West Disinfecting Division  
 1331 T -----GI 1-6477  
 Zellerbach Paper Company  
 1100 Richards Bl-GI 1-6761

**Jewelers-Mirs**

Alexander Jewelry & Clock Works  
 1714 Broadway GI 2-3681  
 Bezdeka Joe B 926 J Bldg-----GI 2-7431  
**BRUNS J D** -----HI 2-0218  
 719 K -----HI 6-2511  
 Carson's Jewelers 1217 K -----GI 8-5504  
**DANIELS JEWELERS**  
 15th & -----GI 3-1813  
 Dempsey Eugene W 926 J Bldg-----GI 2-7431  
 De Von's Jewelers-Sacramento  
 816 K -----GI 3-5571

**F H C DISTRIBUTING CO**  
 MANUFACTURERS OF  
**23 KARAT HAMMERED GOLD JEWELRY**  
 and  
**GOLD STONE JEWELRY**  
 1824 Venus Dr-----IV 7-6661

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

**ROPER GEO W CO** Public Mkt Bldg-GI 2-7369  
 (See Advertisement This Page)  
 Silver's Jewelers 800 K -----GI 8-8211  
 Sutter Watch & Jewelry Repair  
 1427-28th -----GL 2-0175  
**WERNER WHOLESALE JEWELERS**  
 15th & -----GI 3-1813  
**WIESEN OTTO F** 1020-10th-----GI 3-5537

**Jewelers-Retail**  
 Adrian Pope's Jewelers  
 At 5th Av & Franklin Blvd  
 3009 Franklin Bl-----GL 1-0796  
**ALEXANDER JEWELRY & CLOCK WORKS**  
 SINCE 1940  
 Repairing - Manufacturing  
 Diamond & Stone Setting  
 Jewelry Engraving  
 Watch Repairing  
 Authorized Gold Buyer  
 Clock Repairs of All Kinds  
 Reliable - Reasonable  
 1714 Broadway -----GI 3-3681  
 Arcade Jewelers 3447 Watt Av-----IV 3-1242  
**ARDEN TOWN JEWELER**  
 Specializing in Watch Repairing  
 Hamilton - Elgin - Longines Watches  
 Gilbert Ryder - Owner  
 576 LaSierra Dr-----IV 9-5107  
**BEZDEKA JOE B** 926 J Bldg-----GI 2-7431  
 Brock Ltn -----YUKON 5-2133  
 412 E Bidwell Folsom -----GL 2-1801  
 Brown Joe 4995 Stockton Bl-----GL 2-1801  
**CALIFORNIA LOAN & JEWELRY CO**  
 511 K -----GI 8-4481  
 (Continued Next Page)

ED=Edwood FR=Frontier GI=Gilbert HI=Hiatory WA=Wabash  
 EM=Emoire GA=Garden GL=Gladstone IV=IVanoh

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

**CORVADO JEWELERS**  
 WATCH & JEWELRY REPAIRING  
 ENGRAVING  
 WE SPECIALIZE IN BABY GIFTS  
 Open Mon. & Fri. Nites TII 9  
 Bathometer/Worler  
 Hamilton - City  
 10673 Folsom Bl  
 Rancho Cordova -----EM 3-1473

**CORNWELL JEWELERS**  
 Fine Watch & Jewelry Repairing  
 Hollywood Plaza Shopping Center  
 4806 Fremont Bl-----GI 1-9727  
**CROWN JEWELERS**  
 FINE DIAMONDS  
 Watch & Jewelry Repairing  
 UNREDEEMED JEWELRY  
 EASY CREDIT  
 802 J -----HI 6-4636  
**DANIELS JEWELERS**  
 OVER 40 YEARS IN SACRAMENTO  
 Locally Owned - Locally Operated  
 Authorized Dealer  
 Hamilton - Longines - Wittnauer  
 Bulova - Elgin  
 DIAMONDS OUR SPECIALTY  
 Credit? Why Certainly  
 725 K -----HI 6-2511  
 Dempsey Eugene W  
 Downtown Store 926 J Bldg-----GI 2-7431  
 Town & Country Village  
 2608 El Paseo Ln-----IV 9-7261  
 (See Advertisement This Page)

**HEATH JEWELERS**

SINCE 1856  
 DIAMONDS  
 WATCHES  
 HAMILTON - NIVADA - CROTON  
 BULOVA  
 Complete  
 JEWELRY & WATCH REPAIRS  
 1010-9th -----GI 3-2861  
**HORI T JEWELER**  
 2226-10th -----HI 7-0452  
**JACKSON'S TOWN & COUNTRY HAT SHOP**  
 COSTUME JEWELRY  
 OF DISTINCTION  
 2905 Pasatiempo Ln-----IV 9-6332

**JEWEL BOX**  
 Watch & Jewelry Repairing Guaranteed  
 2917-35th -----GI 6-4083  
 Joe's Watch Repair 1210-8th -----GI 1-1021  
**JOHN'S JEWELERS** 2951-35th-GI 6-7653  
**JOHNSON & FEIGE**  
 WATCHMAKERS - JEWELERS "Since 1927"  
 1916 Del Paso Bl(NS)-----WA 5-2885  
 410 El Camino Av(NS)-----WA 5-0024  
**KAKIGI TOSHIO**  
 1020-10th -----GI 3-2453  
 Kay Jewelers 3396 El Camino Av-IV 3-2413  
 Kay Jewelers 810 K -----GI 2-8919  
**KEEPSAKE DIAMOND RINGS**  
 Guaranteed perfect  
 center diamond in  
 every Keepsake en-  
 gagement ring for re-  
 placement assured. Certificate of Registration  
 with ring. Also loss insurance, exchange privilege  
 and Good Housekeeping Seal. Many smart styles.  
 Look for "Keepsake" in ring and on top.  
 "WHERE TO BUY THEM"  
 DEALERS  
**ARCADE JEWELERS**  
 347 Watt Av-----IV 3-1242  
**JEWEL BOX** 2917-35th-GI 6-4083  
 Truetime Watch Shop 1128-7th-GI 2-6781  
 Lai Ching Co Chinese Jewelry  
 1127-8th-GI 3-4700  
 Mandelhorff Paul 1714 Capitol Av-GI 1-2683

**Fine Jewelry & Gifts**



Elgin  
Hamilton  
Longines  
Diamonds  
Wedding  
Rings  
Lodge  
Rings  
Birthstones  
Pearls  
Trophies

**TOM B. MONK CO. Jewelers**  
 THE HOUSE OF PERFECT DIAMONDS  
 JEWELRY FOR ALL OCCASIONS  
 Serving Sacramento for Over 41 Years  
 Watch Inspector for Southern Pacific R.R.  
 1006 "J" Street GI 2-1233




**DIAMONDS FINE WATCHES CHINA STERLING CRYSTAL**

**Grebitus & Son**  
 REGISTERED JEWELER  
 American Gem Society

Free Gift Wrapping  
 Complete Repair  
 Jewelry Manufacture

Fine Jewelry from the Grebitus Family for 35 Years  
 1108 J STREET, DOWNTOWN GILBERT 2-9081  
 COUNTRY CLUB CENTER IVANHOE 7-7853

**GI 3-1813**



CREATORS & DESIGNERS OF FINE PLATINUM & GOLD JEWELRY  
 Insurance Appraisers... Manufacturing Jewelers

**DIAMOND SPECIALISTS**

WHOLESALE - SINCE 1912 - RETAIL

**WERNER WHOLESALE JEWELERS**  
 Importers and Distributors of  
 PERFECT DIAMONDS - WORLD'S FINEST WATCHES

BANKAMERICAN  
 CHARGE ACCOUNT PLAN

**CORNER 15th & EYE STs.**

Accurate Grading of All Diamonds With  
 GEOLOGICAL INSTITUTE OF AMERICA  
 60X "GEMSCOPE"

★ PRECISION WATCH REPAIR SERVICE ★

**DE VON'S JEWELERS-SACRAMENTO**  
 MERKSAMER'S - DE VONS  
 Manufacturing Jewelers  
 PERFECT  
**BLUE WHITE DIAMONDS**  
 WATCH REPAIRING  
 Hamilton - Omega  
 Bulova - Longines  
 DIGNIFIED CREDIT  
 2 Locations  
 816 K -----GI 3-5791  
 807 K -----GI 3-7935

DeVon's Jewelers-Sacramento  
 807 K -----GI 3-7925  
 El Jeweler 624 1/2 J-----GI 2-2666  
**FRICKE FRED**  
 903 K -----GI 8-0563  
 (See Advertisement This Page)  
 Gentler-Lee Diamonds 730 K-----HI 6-7587  
 George Goodenough Watch & Clock Repair  
 1255 Merklely Way(WC)-----FR 1-9323  
**GREBITUS & SON**  
 1108 J -----GI 2-9081  
 Country Club Centre  
 3332 El Camino Av-----IV 7-7853  
 (See Advertisement Page 314)

**HAMILTON JEWELERS**  
 CREDIT GLADLY  
 WATCHES - DIAMONDS - JEWELRY  
 Diamonds & Old Gold Bought for Cash  
 815 K -----GI 3-4083  
 Harris Jewelry Co 501 K-----GI 3-4775  
 Harry's Watch Shop  
 3814 Marysville Rd(DPH)-----WA 5-2229

Ads in the YELLOW PAGES bring more customers to your business. People turn to the YELLOW PAGES when they are ready to buy... read about your products and services.

**MANOR JEWELERS**  
 WATCHES & DIAMONDS  
 WATCH & JEWELRY REPAIRING  
 YOUR SOUTH AREA JEWELERS  
 FRUITRIDGE SHOPPING CENTER  
 OPEN 10 - 6  
 MON. & FRI. TIL 9  
 5691 Stockton Bl -----GL 1-6387

May Gim Hawaiian & Oriental Shop  
 Town & Country Village  
 28 Adobe Ct -----IV 9-8521  
 (Continued Next Page)

An extension telephone saves time and steps.

**Fred Fricke Jeweler**  
 Since 1943  
 DIAMONDS Fine Watches



OMEGA HAMILTON LONGINES WITTNAUER GIRARD PERREGAUX  
 BRIDAL SETS

GIFTS FOR ALL OCCASIONS  
 Expert Jewelry & Watch Repair  
 Budget Terms or BankAmericard

**GI 8-0563**  
 903 K STREET

**THE CLOCK SHOP**  
 SALES - SERVICE - REPAIRS



FINE WATCHES  
 LONGINES  
 WITNAUER  
 HAMILTON  
 ETERNA  
 LE COULTRE

- OVER 500 CLOCKS ON DISPLAY
- GERMAN & SWISS IMPORTS
- GRANDFATHER • CUCKOO • CHIME
- ANNIVERSARY & TRANSISTOR CLOCKS
- SETH THOMAS • G.E. • WESTCLOCK
- RESTORING OF ANTIQUE TIME PIECES
- CUSTOM MADE MODERN WALL CLOCKS
- ONE YEAR WRITTEN GUARANTEE
- 2 European Watchmakers At Your Service
- All Warranty Repairing Done In Our Shop

GUENTHER LAUDL - Owner

**GI 3-8190** 1006-11th Bet. J & K Sts.

**EUGENE W. DEMPSEY JEWELERS**



★ DIAMONDS  
 ★ WATCHES  
 ★ SILVER HOLLOWWARE

"WE DESIGN & MFG."

**COMPLETE REPAIR SERVICE**

2 LOCATIONS

DOWNTOWN  
**GI 2-7431**  
 926 J BLDG.

TOWN & COUNTRY VILLAGE  
**IV 9-7261**  
 2608 EL PASO LN.