

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

**Sewing Machines—Household—(Cont'd)**

**MORSE SEWING MACHINES**

From the Amazing **MORSE** DEDICATED TO THE SUPERIOR SUPER-DIAL & Unity model 228 COMPLETELY AUTOMATIC PUSH-BUTTON SEWING

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**  
Morse Sewing Machine & Supply Co of Calif Inc  
2901 El Monte Av Oakland—LO 8-5025

**DEALERS**  
A B C STORES INC 2941-35th GL 2-4967  
CAPITOL MORSE CO 4520 Folsom Bl—GL 7-6591  
NORTH AMER APPLIANCE CO 1004-28th GL 2-7666  
VALLEY VACUUM CO 2730 J—GI 3-8031

Good party-line neighbors are considerate party-line users. Remember these golden rules:  
• Space your calls instead of making several without a break.  
• Talk only as long as necessary on each call.  
• When you finish talking replace the receiver promptly.  
• Make certain, if you are using a dial telephone, that the line is clear before you dial.  
• Ask your youngsters to be considerate, too.

**Sewing Machines—Household—(Cont'd)**

**NECCHI-ELNA SEWING MACHINES**

See and try the new advance in sewing with **NECCHI** ELECTRO CONTROL SYSTEM on your **NECCHI-ELNA** dealer. Rentals, Expert Repairs and Parts for all makes.

**"WHERE TO BUY THEM"**

Dan's Sewing Center  
2436 Maryal Dr—IV 7-3215  
Hale's Department Store  
9th & K—HI 4-8686

**NEW HOME SEWING MACHINES—DAN'S SEWING CENTER**

2436 Maryal Dr—IV 7-3215  
North Amer Appliance Co 1004-28th GL 2-7666  
Park Sewing Machine Repair Shop 2541 Portola Wy—GL 5-3376  
Pfaff Sewing Machine Co 1022 J—GI 8-1683

**PFRAF SEWING MACHINES**

All automatic. Exclusive Dial-A-Stitch sews on buttons, seams straight, zig-zag, darts, embroidery thousands of decorative stitches. No dials, cams to change. Built-In Needle Threader! Nationwide Repair Service. The One in a Lifetime Sewing Machine.

**"WHERE TO BUY IT"**

**DISTRIBUTORS**  
Sacramento Sewing Machine Center 1022 J—GI 8-1683

**SACRAMENTO SEWING MACHINE CENTER** 1022 J—GI 8-1683  
(Please See Advertisement Page 557)

The Yellow Pages save you time.

**Sewing Machines—Household—(Cont'd)**

**SEWMOR SEWING MACHINES—**

**AUTHORIZED FACTORY SERVICE**  
NORTH AMER APPLIANCE CO  
1004-28th—GL 2-7666  
VALLEY VACUUM CO 2730 J—GI 3-8031

**SINGER SEWING MACHINES**

EXPERT SEWING MACHINE REPAIRS, SINGER Sales & Rentals; Parts and Service. For all your sewing needs—Look for the Famous "SINGER" and Red "S" Trademarks.

**"HERE TO CALL"**

Singer Sewing Machine Co 1011 K—GI 2-4723  
3356 El Camino Av—IV 9-7614  
Southgate Shopping Center Store—GA 8-0644

**UNITED GOOD HOUSEKEEPING STORES INC** 1011 J—GI 1-4813  
(Please See Advertisement This Page)

**WHITE SEWING MACHINES—**

SACRAMENTO SEWING MACHINE CENTER  
Sacramento's Exclusive Dealer  
1022 J—GI 8-1683

**Sewing Machines—Industrial**

A-1 Sewing Machine Co 2011 P—GI 2-0132

**ADLER MACHINES—**

MEISSNER WILLIAM SEWING MACHINE COMPANY  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132  
Capitol Morse Co 4820 Folsom Bl—GL 7-6591

**CHANDLER MACHINES—**

MEISSNER WILLIAM SEWING MACHINE COMPANY  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132

Empire Appliance Co 4515-42d Av—GA 1-8976

**MEISSNER WILLIAM SEWING MACHINE COMPANY**

Large Selection of COMMERCIAL MACHINES  
PARTS—NEEDLES & SUPPLIES  
SALES—SERVICE—RENTALS  
MACHINES  
FOR THE FOLLOWING TRADES  
Drapery—Carpets—Ginner Products  
Bags—Seat Covers—Alterations  
Upholstering & Related Businesses  
Authorized Dealer  
U.S. BLIND STITCH—CHANDLER  
ADLER—RIMOLDI—PAFF  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132

The Yellow Pages save you time.

**Sewing Machines—Industrial—(Cont'd)**

**PPAFF MACHINES—**

MEISSNER WILLIAM SEWING MACHINE COMPANY  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132

**RIMOLDI MACHINES—**

MEISSNER WILLIAM SEWING MACHINE COMPANY  
708 Houston(W.S.)—FR 1-7502

**SACRAMENTO SEWING MACHINE CO**

**COMMERCIAL MACHINES**

REPAIRS—SALES—SERVICE

Everything for the Trades

PPAFF DISTRIBUTOR

FREE PARKING IN REAR  
1022 J—GI 2-7715

**U S BLIND STITCH MACHINES—**

MEISSNER WILLIAM SEWING MACHINE COMPANY  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132

**Sewing Machines—Repairing**

**A-1 SEWING MACHINE CO**

HOUSEHOLD MACHINE REPAIRS  
SERVICE ON ALL MAKES  
708 Houston(W.S.)—FR 1-7502  
2011 P—GI 2-0132

A & A Sewing Machine Repairs  
2436 Maryal Dr—IV 7-5284

A B C STORES INC 2941-35th—GL 2-4967  
Blake's Sewing Machine Repair—GI 8-0419

**DAN'S SEWING CENTER**

Sewing Machines Rented & Repaired  
ALL MAKES & MODELS  
Open Mon & Fri Evenings 7:00-9:00 PM  
2436 Maryal Dr—IV 7-3215

**PARK SEWING MACHINE REPAIR SHOP**

Wm. Kothoff, Mgr.  
**REPAIRING**  
All Makes—Singer—White—Standard—etc.  
NEW & USED SEWING MACHINES  
Prompt Pick-Up & Delivery.  
If no answer call in the evening  
2541 Portola Wy—GL 5-3376

**SACRAMENTO SEWING MACHINE CENTER**

REPAIRS ON ALL MAKES  
One-Day Service—Free Parking in Rear  
1022 J—GI 8-1683

**UNITED GOOD HOUSEKEEPING STORES INC** 1011 J—GI 1-4813  
(Please See Advertisement This Page)

**Shafting**

Gunters Sales Division Inc  
Lindsay & Monroe Stktn—209 HO 4-8712

**Sharpening Service**

Ace Sharp Shop 2234 Northgate Bl—WA 7-1165  
Boe & Boe 1716 J—GI 3-1967  
M & M Saw & Knife Works 1711-2d—GI 2-0820  
Sacramento Saw Service 640 Market St—YUKon 2-6580  
Sathre Jewelers 7046 Folsom Bl—GL 6-3531  
West Saw & Mower Center 4700 Sacramento Bl—GL 7-0658

Tell your sales story in the **YELLOW PAGES**—they'll help you reach new prospects, promote new business, bring new profits.

**INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES**

**Shavers—Electric**

**ABBOTT'S ELEC SHAVER SHOP**

SALES—SERVICE  
PARTS—REPAIRS  
REMINGTON—SCHICK—NORELO  
SUNBEAM SHAVE MASTER  
RONSON ELECTRIC SHAVER  
1-HR. SERVICE  
RONSON LIGHTER SERVICE  
1100 J—GI 2-5998

**ELECTRIC SHAVER SHOP**

**SALES**

If It's for Electric Shaving We Have It

**ONE HOUR REPAIR SERVICE**

Remington—Schick  
Shavemaster—Norelco  
RONSON

724 Merchant—GI 3-8616

Electric Shaver Shop 724 Merchant—GI 3-8616  
(Please See Advertisement This Page)

**KIRBY SERVICE CO**

1938 Stockton Bl—GL 2-6691  
(Please See Advertisement This Page)

**Shavers—Electric, Repairing**

Abbott's Elec Shaver Shop 1100 J—GI 2-5998

**ELECTRIC SHAVER SHOP**

**SALES & SERVICE**

If It's for Electric Shaving We Have It

**ONE HOUR REPAIR SERVICE**

Remington—Schick  
Shavemaster—Norelco  
RONSON

724 Merchant—GI 3-8616

Heick Electric Shaver Repairs 3648 AN(H)—ED 2-2479

**NORELCO ELECTRIC SHAVER SERVICE**

FAST EFFICIENT SERVICE BY FACTORY TRAINED PERSONNEL ALL MODELS  
NORELCO AND PHILSHAVE

**"FOR SERVICE CALL"**

Electric Shaver Shop 724 Merchant—GI 3-8616

**REMINGTON ELECTRIC SHAVER SERVICE**

Nobody but Remington-Rand Gives Guaranteed Factory Service On Remington Electric Shavers. Don't Let Anyone But Remington Factory Trained Experts Service Your Shaver.

**"WHERE TO BUY THEM"**

Remington Rand Electric Shavers Division of Sperry Rand Corp 1302 J—GI 8-1782

Remington Rand Electric Shavers Division of Sperry Rand Corp 1302 J—GI 8-1782

**RONSON SERVICE OF CALIF**

640 Market St—YUKon 2-6580  
Sathre Jewelers 2942 Fair Oaks Bl(C)—IV 9-8183

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

**Shavers—Electric, Repairing—(Cont'd)**

**SCHICK ELECTRIC SHAVER SERVICE**

• WHILE-YOU-WAIT SERVICE  
• Low Factory Prices  
• Same-Day Mail Service  
• Factory Trained Experts  
• ONLY GUARANTEED FACTORY SERVICE

**"WHERE TO CALL"**

SALES & SERVICE  
Schick Service Inc 1129-9th—GI 8-3179

Schick Service Inc 1129-9th—GI 8-3179

**SUNBEAM SHAVEMASTER SERVICE**

AUTHORIZED FACTORY SERVICE for Sunbeam Shavemaster Shavers, Clipper-Hair Clip, Glimmer and other Sunbeam Products. This branch is a wholly owned subsidiary of Sunbeam Corporation and services Sunbeam Products exclusively.

**"FOR SERVICE CALL"**

Sunbeam Appliance Service Co  
Hours 8:30-5:00 Closed Sat  
926 T—GI 1-4937

**Sheet Metal Work**

**ACE SHEET METAL INC**

Stainless Steel Kitchen Equipment  
Vent Hood—Sinks & Steam Tables  
General Sheet Metal Work  
1615-2d—GI 1-4068

**AIR CON ENGINEERING RICHARD M DEBERTS & ASSOCIATES**

2332 Catalina Dr—IV 3-8112  
Amer Sheet Metal 3415 Fulton Av—IV 3-9121

**ANDREW RON SHEET METAL**

All Types of Sheet Metal  
Refrigeration—Air Conditioning—Heating  
Free Estimates—Guaranteed Work  
RON ANDREW—OWNER  
Not to Be Confused With Andrew Sheet Metal  
1650 Kathleen Av(NS)—WA 7-1335

**ANDREW'S LYMAN C SHEET METAL WORKS**

7301 E Levee Rd Rio Linda—WY 1-3268  
AUBURN SHEET METAL INC 2925 R—GL 1-8486  
B & B Sheet Metal Wks 1817-5th—GI 3-8856

**BERKAN & CLARK SHEET METAL**

RESIDENTIAL COMMERCIAL INDUSTRIAL  
AIR CONDITIONING & HEATING  
2544 Teala Wy—IV 3-0467

**BEST AIR CONDITIONING & SHEET METAL INC** 1213 Alhambra Bl—GL 2-6581

**BEUTLER SHEET METAL WORKS**

CONTRACT WORK ONLY  
Specialists in New Home Construction  
5936 Don Wy(C)—IV 3-2958

Bobo Sheet Metal Inc 4320-24th—GL 2-4951  
(Please See Advertisement Page 560)

Bos Sheet Metal 3323-52d Av—GA 8-4768

Burgess & Son Sheet Metal Service 2396 Fairfield(NS)—WA 2-5418  
(Please See Advertisement Page 560)

**C & M SHEET METAL**

EVERYTHING IN SHEET METAL  
Heating & Air Conditioning  
Free Estimates  
9328 Folsom Bl—EM 3-4471

Calif-Air Conditioning Inc 1326 Silica Av(NS)—WA 7-0111

California Blow Pipe and Steel Co Inc 3st Esch—TERace 8-7323

Camella City Sheet Metal 8015 Ramona Av—GL 2-5411

(Continued Next Page)

Advertise here—it pays.

**ELECTRIC SHAVER SALES OF MOST MAKES SERVICE**



**ONE HOUR REPAIR SERVICE**

COMPLETE STOCK OF PARTS FOR ALL MAKES

IF IT'S FOR ELECTRIC SHAVING WE HAVE IT

GI 3-8616

724 MERCHANT ST.  
FORMERLY CALIFORNIA ST.  
(At 8th) Between K and J



**ELECTRIC SHAVER SHOP**

What calls Did He MISS?

He'll never know, for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

**ELECTRIC SHAVERS**  
NEW & USED REPAIRS ALL MAKES & MODELS

**KIRBY SERVICE CO.**  
1-HOUR SERVICE CO.  
GI 2-6691  
1938 STOCKTON BLVD., SACRAMENTO

**"Why Hide?"**

Make sure your customers and friends can find you quickly, easily in the telephone directory. Call the telephone business office and order extra listings.  
Additional listings cost little

**SEWING MACHINES**

★ SALES ★ SERVICE ★ PARTS

★ LIBERAL TRADE-IN ALLOWANCES  
★ Sacramento's Only Authorized Viking Dealer  
★ "BERNINA" The Jewel of Switzerland  
★ REPAIRS & SERVICE ON ALL MAKES  
★ UNIVERSAL—ADLER—NEW HOME—MORSE—ANKER  
ASK ABOUT OUR RENT TO BUY PLAN—FREE LESSONS WITH PURCHASE  
CALL  
GI 1-4813

**UNITED GOODHOUSEKEEPING STORES INC.**

1011 J ST. "THE HOUSE THAT SERVICE BUILT"

**SEWING MACHINES**

**NEW & REBUILT**

**LIBERAL TRADE-INS**

Authorized Dealer For  
Morse—Sew More—Ambassador

1 DAY REPAIR SERVICE  
On All Makes & Models  
FREE PICK-UP & DELIVERY

**A B C STORES INC.**

Serving All of Sacramento. GL 2-4967

2941-35th ST. SACRAMENTO

**SEWING MACHINE REPAIRS**

**UNITED GOODHOUSEKEEPING STORES INC.**

• TREADLES ELECTRIFIED—1-DAY SERVICE  
• 1 YEAR GUARANTEE ON LABOR AND PARTS  
• SERVICE & REPAIR ALL MAKES, BOTH DOMESTIC & FOREIGN MAKES  
• OVER 15 YRS. EXPERIENCE IN OUR FIELD & THE SACRAMENTO AREA  
• LOCALLY OWNED & OPERATED

**"The House That Service Built"**

Free Estimates For Prompt Service GI 1-4813  
Call or Come In

1011 J ST., SACRAMENTO (BETWEEN 10th & 11th STREETS)