



REACH FRIENDS

How quickly you get back into your world when you get back into the telephone book! What pleasure it is to hear friends' voices—to call and be called!

Interior Decorator

A Complete Personal Service
CURTAINS, DRAPERIES, CARPETS
UPHOLSTERING & REFINISHING

CABINET MAKING

Telephone
MAIN **6787**

Duensing's
DECORATIVE
FURNISHINGS

1214-16th Street

AN EXTENSION TELEPHONE

is easy to use... handy
to answer. It costs but
a few cents a day.



HAND TELEPHONES Available in Two Styles

The familiar cradle-type hand telephone is a combination of utility, convenience and good looks. It is preferred in most homes and offices.

The hang-up type hand telephone allows more desk working space and yet is in easy reach for instant use. It is also ideal for home kitchens and other locations where there is no table space.

For information about this or any other telephone equipment call our Business Office.

Interior Decorating.

BREUNER JOHN CO
Custom Built Furniture
Draperies Made to Measure
UPHOLSTERING
DECORATORS TO ASSIST WITH
YOUR COLOR SCHEMES
Estimates Submitted
604 KMain-4800

Dumming's 1214-16thMain-6787
(See Advertisement This Page)

Interpreters.

Iwasaki Frank E
Japanese Interpreter & Translator
511 MMain-9547

Investments.

Blyth & Co Inc Calif St Life Bldg.Main-1542
Brush Stocumb & Co 1110-11th.Capital-9596
Investor Syndicate Calif St Life Bldg.Main-4286

Investments—Securities

Bankamerica Company Bank of Amer Bldg. Main-4444
Bates H J 2131 Alhambra Way.Capital-5332
Witcham Tully & Co
Calif State Life Bldg.Capital-33

Iron.

Alfing Iron Works 2415-5th.Main-7780
Palm Iron Wks 15th & S.Capital-1720
Small Iron & Metal Co 1731-25th.Main-5904

Iron—Ornamental

Alfing Iron Works 2415-5th.Main-7780
Hobrecht Lighting Fixture Co 3011 J.Capital-1720
PALM IRON WKS 15th & S.Capital-1720

Ironing Machines—Electric

IRONITE IRONERS—
Weinstock Lubin Co 12th & K.Main-8200
NORGE IRONERS—
Nock-Harger Co 1022 K.Main-8181

Irrigation Equipment.

CAMP W E CO 1210-28th.Capital-73
Munz Bros 12th & No C.Capital-1450
Shur-Rane Irrigation Inc Dealer
5010 Broadway.Capital-2418
Wintroath Pumps Inc 1401-2nd.Capital-1922

Janitor Service.

Acme Window & House Cleaning Serv
322-19th.Capital-1537
AMERICAN BUILDING MAINTENANCE CO
Wrie Bldg.Capital-5715
QUALITY HOUSE & WINDOW CLEANERS
3617-16th Av.Main-9651
**SCHICK'S WINDOW CLEANING &
JANITOR SERVICE** Sacramento Blvd. Main-1101

Janitors' Supplies.

Commercial Soap & Chemical Co 2018 J. Main-9498

Jewelry.

Budnick Joe B Cal St Life Bldg.Main-7886
Carson & Reshke 6013 K.Main-6348
DE VON'S JEWELRY CO

PERFECT
BLUE WHITE
DIAMONDS
OPEN AN ACCOUNT
NO MONEY DOWN
816-KMain-470

DE VON'S JEWELRY CO
TAKE A YEAR TO PAY
SACRAMENTO TO
**S. STURMER
JEWELRY CO.**
Established
In Sacramento 53 Years
816-KMain-470

De Von's Jewelry Co 810 K.Main-470
Dupen's 1028 K.Capital-1795
Eastern 1114 J.Main-1924

(Continued Next Page)

Jewelry.—(Cont'd)

FARR NED S

THE DIAMOND HOUSE
Diamonds • Watches • Jewelry
WATCH REPAIRING
Complete Repair Department
Diamonds and Old Gold
Bought for Cash

1019-9thMain-10370

Full Jewelry Co 1808-4th.Main-4269
Ginsler-Lee Jewelry Co 218 E.Main-9283
Goldstein Harry 818 K.Capital-2797

GREIBUS EDW A

Elgin -- Waltham -- Hamilton
Groves -- Bulova -- Tavannes
WRIST WATCHES

Diamond Rings and Wedding Rings
at Prices You Can Afford
Swiss and American Watch Repairing
We Give Cash Checks
Credit if You Wish
1004 K.Main-457

Heath Harry H 1010-9th.Main-2662

Johansen & Feige 1910 1st Paso Br. Capital-4365

MONK TOM B CO

Hamilton, Elgin, Groves, Waltham
1009 K.Main-71
Myers E W Co 1008-9th.Main-621
Nock-Harger Co 1022 K.Main-8181
NORMANS 815 K.Main-966

PUBLIC MARKET JEWELRY STORE

A. H. HOBBS
**EXPERT WATCH
REPAIRING**
On Swiss & American Watches
"If Hobbs Can't Repair Your Watch
Throw It Away"
Sacto Public Market
1234 J.Main-10354

Strick E W 618 1/2 J.Main-9077

UNITED JEWELERS

EVERYTHING
IN
JEWELRY
All Standard Makes of Watches,
Terms as Low as \$1.00 Per Week
United Jewelers—Next to Clunie Hotel
807 K.Main-4048

Wachholtz H & Co 820 K.Capital-1624
Wiesen Otto 1024-10th.Main-8348

Jewelry Manufacturing.

Budnick Joe B Cal St Life Bldg.Main-7886
Kneisel Herbert C Odessa Bldg.Main-8345

MONK TOM B CO

JEWELER
Specializing in Diamond Setting
Sacramento Northern Watch Inspector
Complete Jewelry Factory
on Premises
1009 K.Main-71

Nelson Thos E Forum Bldg.Capital-859

Jewelry—Wholesale.

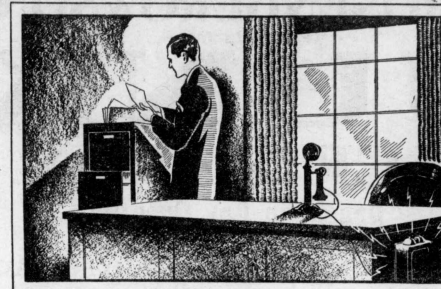
ZAMORE DAVID
DIAMOND APPRAISER
Wholesale Diamond and Platinum
Jewelry, Platinum Mountings,
Diamond Watches, Gold
Watches, Loose Diamonds—
Sold Direct to Retail Trade For Half
Purchase Price
Odessa Bldg.Main-1774

Johns-Manville Home Insulation

—Look On "I" pages under
"Insulating—Building"

Johns-Manville Roofing & Building Materials

—Look on "R" pages under
"Roofing"



You can never tell who is calling

THERE are men and women who get so engrossed in what they are doing that they let their telephones ring a minute or so before they answer.

A natural thing, sometimes, but don't you agree that friends, customers, business associates who come to you by telephone should be received at least as quickly as though they came in person?

Prompt answering shows alertness. It prevents needless crowding of your telephone entrance. A prompt answer is telephone hospitality.

You never know who it is at your telephone door; please open it promptly