

School of
UPHE Beauty Culture
"THE BEST"



Cleansing Cream
That penetrates and is non-irritating to the most delicate skin.

1110-8th Street
Phone **8108**
MAIN

Our Beautis Tonic
An astringent that keeps the skin in a soft smooth condition.

PROFESSIONAL
PERMANENT WAVING
AT NOMINAL PRICES
All Forms of Beauty Culture by Experienced Operators
Half Price Work by Advanced Students



UPTHEGROVE SCHOOL
OF
BEAUTY CULTURE

UPHE
GROVE

B81-3

Blue Bird Beauty Shop
"The Shop of Service"

Ladies EXCLUSIVELY Children

Permanent Waving
CIRCLINE METHOD

Guaranteed
PAPER WAVE DESIGNING
and HAIR DYEING

Given Special Attention
By Mrs. Clark

HAIR CUTTING AND ALL
OTHER BEAUTY PARLOR
WORK

Phone **Main 8910**
for Appointments

924 14TH ST. AT JAY ST.
B8-1



VOGUE
Beauty Parlors

PERMANENT
WAVING
ALL FORMS OF
BEAUTY CULTURE

Phone—
Main 6265
1415 K Street

B86-1

Layde Faire
Beauty Shoppe
1117-10th St.
Phone—**5209**
MAIN

Individuality in Beauty Culture
MARCELLING
Let Our Experts Help You Find Your
Type

B81-8

WHATEVER
YOU WANT

whatever you need, the
chances are you will find
it in the

Buyers Guide

Battery Business—(Cont'd)
Callie's Pulpit 224 E. 7th
PERET-B-LITE BATTERY SERV 777
414-12th. Main-1274

Prut-e-Lite Storage Battery Distr.
1024. Radio Br. Main-5542

Rickson's Battery Shop 3840 San Br. Main-9883

RUSSELL & LOGAN 1818 L. Main-354

Service Battery Co 613 M. Main-9821

Venta Battery Dealer 427 L. Main-5210-J

Willard Battery Store 2732 Sacto Br. Main-10048

WILLARD STORAGE BAY SERV 87N
1515 T. Main-594

WOODINGTON GEO L
1915 Del Paso Br. Capital-523

Zeffi Joe Battery Shop 3097 Y. Main-9848

Automobile Batteries
ELECTRIC GARAGE
OPEN DAY AND NIGHT
All Makes of Batteries
Repaired, Recharged, Rebuilt
Agents for
Hobbs Storage Batteries
1926 M. Main-608

K O B ELEC MFG CO
14th Ar & 42nd. Capital-1184

ZOPPI JOE BATTERY STATION
AUTO and
RADIO BATTERIES
We Repair — Rebuild — Recharge
Batteries Called for and Delivered
Free
We Give Cash Checks
3027 Y. Main-9848

Manufacturers, Battery
K O B ELECTRIC MFG CO
BATTERIES MADE
IN SACRAMENTO
If your dealer cannot supply you
order direct
QUALITY—NOT PRICE
GUARANTEES—NOT ALIBIS
14th Ar & 42nd. Capital-1184

Radio Batteries
Bierly Garage 3321 J. Main-7879
(See Advertisement Opposite Page)

SACTO RADIO & ELEC SERV CO
Radio Batteries Recharged \$1
Including Rent and Delivery
8 A. M. to 10 P. M.
Authorized Philco Socket
Power Service
725-10th. Capital-749

Bean Business
Russell & Macaulay 426 J. Main-3500

Cleaning, Bean
Hastett Warehouse Co The W Sacto Dock Main-693
OLD PIONEER MILL WISE CO
Frost & G. Main-490

Bearing Business
BEARINGS SUPPLY CO 1016-14th Main-1038

Automobile Bearings
See Automobile Equipment Business

Beauty Shops
Adolph's Beauty & Barber Shop
2101-2nd Ar. Main-10456

Alhambra Beauty Salon 720-8th. Main-9525

Allen M Wry 1831-11th. Capital-2752

Arctic Lily The 1020 H. Main-3815

Auditorium Barber & Bly Shop 1807 J Main-9950

Aveda Angie 2005 Del Paso Br. Main-10196

Bell Nell Beauty Shop 1127-9th. Main-2382

Blue Bird Beauty Shop 924-14th. Main-8910

Blue Rose Beauty Culture 3181 J. Capital-1254

Boulevard Beauty Salon 3758 Sacto Br. Main-10000

Calif Beauty College 7249 K. Main-9415

Capital Beauty Parlor 1418 J. Main-9646

Caribbea Adolph 2101-2nd Ar. Main-10456

Casandee John Hall Bldg. Main-10066

Coffey's Hairdressing Parlor 1237-28th Main-2453

Elder, Mae 3500 C. Capital-90

Elder's Beauty Parlor 2808 C. Capital-90

Fashion Beauty Shoppe 2807 J. Main-6238

Finnetts Beauty Shop 2813-26th. Main-9244-J

Francesca Bobbin Shoppe 1159-12th. Capital-544

GREENHORN'S BEAUTY SHOP
3224 Folsom Br. Main-773
(Continued next page)

Beauty Shops—(Cont'd)
Callie's Pulpit 224 E. 7th
HAIR BEAUTY BEAUTY FOLE 8th & K. Main-5100

Harper Method Shampoo Parlor
By Hair Tonic Par 11147-10th. Main-703

KIMBLE MARIE 2924-30th. Capital-1102

La Pelita Marcel Shop 7249 K. Main-3454

Layde Faire Beauty Shoppe 1117-10th Main-5209

Mariposa Beauty Shop 921 J. Main-2786

Maudie Marie Shops 3653 J. Capital-3379-J

Merit Beauty Shop 1524-8th. Main-10103

MOOREL BEAUTY & ROBBIN SHOPPE
1026-12th. Main-484

Mullet Beauty Shop 1009 K. Main-1331

NOMPAREIL THE 610 K. Main-4700

Oak Park Beauty Par 2030-35th. Capital-667-J

Palm Concrete 1 Mrs 3800 Sacto Blvd. Main-4599

Parvian Beauty Shoppe 1022-11th Main-3352-W

Patty Prim Beauty Shop 3861 J. Main-3102-W

Popular Beauty Shop 714 K. Main-8221

Semosa Bobbing Shop 8124 K. Main-8221

Square Deal Beauty Shoppe 619-10th. Main-9219

Sta-rite Beauty Salon 1022-22nd. Main-990

Strawhecker C A 2026 Y. Main-8234

Sutter Terrace Beauty & Barber Shop
2028 Y. Main-8234

Tricho Institute The 1197-8th. Main-2382

Uthegrove N M Mrs 1110-8th. Main-8108

VANITIE SHOPPE THE 2802 J. Main-7076

Vogue Beauty Parlor 1415 K. Main-6265

Winnstock Lubin & Co 12th & K. Main-8200

Werner's Hair Store 1120-10th. Main-1073

Wilson Beauty Shoppe 1120-10th. Capital-1073

Beauty Creations Beauty Shops
ARCTIC LILY THE
167 BEAUTY CREATIONS
WHY BE FAT
Reduce our way and feel fit
Arctic Lily Massage Parlors
1029 H. Main-3815

Beauty Culture Beauty Shops
SUTTER TERRACE BEAUTY & BARBER SHOP
VORAH DE NORMANDIE
Scientific Scalp and Facial
Treatment
All Phases of Beauty Culture
Private Barber in Connection
2026 Y. Main-8234

Beauty Culture Schools
See Schools

Facial Beauty Shops
Model Beauty & Bobbin Shoppe
1026-12th. Main-484

Hair Bobbing Beauty Shops
Blue Bird Beauty Shop 924-14th. Main-8910
(See Advertisement Opposite Page)

Hair Dressing Beauty Shops
ELDER'S BEAUTY PARLOR
Expert
Marcelling, Shampooing, Facials
Eyebrow Arcn, Finger Wave
Neck Clips, Manicuring
Hair-Again Shampoo
Hair-Again Paste and Liquid in
Stock
2900 C. Capital-90

IVY HAIR TONIC PARLOR
PERMANENT WAVING
All Beauty Parlor Work
Expert Operators
Hair and Scalp Treatments
1114 1/2-10th. Main-703

WERNER'S HAIR STORE
and
BEAUTY PARLORS
Permanent Waving, Hair Dressing
Hair Dyeing, Bleaching
Shampooing, Scalp Treatments
Facials, Manicuring
Toupees, Wigs, Pompadours, Switches
Transformations, etc.
1122-8th. Capital-1836

Beauty Shops—(Cont'd)
Marcelling Beauty Shops
Layde Faire Beauty Shoppe 1117-10th Main-5209
(See Advertisement Opposite Page)

Permanent Waving Beauty Shops
MODEL BEAUTY & ROBBIN SHOPPE
Mrs. L. GRAY, Manager
PERMANENT WAVING
Marcelling — Shampooing
Paper Curling — Facials
Manicuring
1026-12th. Main-484

Uthegrove N M Mrs 1110-8th. Main-8108
(See Advertisement Opposite Page)

Vogue Beauty Parlor 1415 K. Main-6265
(See Advertisement Opposite Page)

Scalp Treatment
See Hair and Scalp Treatment

Bed Business
Bell Chesterfield Bed Co 1021 J. Capital-3317

Belting Business
Rubber Belting
U S Rubber Co 11th & E. Main-840

Bibles
See Book Business

Bicycle Business
Cameron H Jr 609 J. Main-3650
Harrison Wm H Jr 1015-15th. Main-9674-J
L & M O'Leary 1215-4th. Main-234
Murray Frank J 908 J. Main-1951

Repairs, Bicycle
Langley's Repair Shop 1015-5th. Main-1236

Billiard Parlors
Ammie J O 209 L. Main-10148
Brooklyn Louie 207 K. Main-9876
Capital City Pool Hall 413 K. Main-9575
Crown Billiard Parlor 910 K. Main-111
Gavara S 226 K. Main-10294
Gavara Stepano 405 K. Main-9093
Kikumoto S 1222-3rd. Main-10417
Kraigh & Babich 1020-4th. Main-10117
Omays K 318 M. Main-3881-M
Papini W 1023-2nd. Main-9819
Pete's Billiard Hall 504 K. Main-9739
Shelton's Pocket Billiards 1014-28th. Main-9070

Blackboards
Weber C F & Co Inc 4th & J. Main-5508

Blacksmith Shops
Nelson & Sons 311 B. Main-3274-J
Sacto Saco Forge & Blsmith Shop 315 O Main-4492

Blue Print Business
Atlas Blue Print Co Moll Bldg. Main-1465
Brown E L Moll Bldg. Main-1465
Farrest Blue Print Co Forum Bldg. Main-2810

Blue Prints
ATLAS BLUE PRINT CO
BLUE PRINTING
PHOTOSTAT PRINTS
If in a Hurry Phone
10th & L Sta
Moll Bldg. Main-1465

FORREST BLUE PRINT CO
BLUE PRINTS, CLOTH PRINTS,
MAPS, PHOTOSTAT COPYING,
MAP MOUNTING, ELECTRIC and
VACUUM EQUIPMENT. WE
COPY ANYTHING, RAPID SER-
VICE.
Room 1101
Forum Bldg. Main-2810

Boarding Houses
Edwell H 280 M. Main-9951
Feldman H 411 O. Main-9613
Hoskman S 308 M. Main-9931
Imoto T 1400-4th. Main-5618
Kobata K Y Canal 809 M. Main-2269
Miyamoto H 234 M. Main-2204
Orla Roy 292 L. Main-6577
Sakuma Kiyotaro 1626-2nd. Main-10211
Selma U 2084 L. Main-9701
Sota T 427 H. Main-9961
Takata K 332 M. Main-9727
Talmont Y 1218-8th. Main-3504
Uruski V 113 J. Main-8991

Boat Business
Motor Boat Builders
ALBRIGHT S S CO
FAMILY AND
SPEED BOAT
Building and Repairing
Speed and Safety
1300 U. Main-709

Motor Boat Equipment
KIMBALL-UPSON CO
AGENTS
Evinrude Motors
Albright Motor Boats
and a General Line of Oars,
Paddles, Row Locks, Life
Saving Vests, etc.
609 K. Main-4660

Boiler Business
Phoenix Iron & Boiler Works 21st & E. Main-1022

Repairs, Boiler
BYER-ANDERSON CO
OLD BOILERS MADE
NEW
Used Boilers for Sale
Retubing — Welding
Tanks, Pipe Lines, Smoke-
stacks Manufactured
100 N 16th. Main-2267

Bond Business
Birth Witter & Co Forum Bldg. Main-5416
Bond Goodwin & Tucker Cap Nat Bk Bldg. Main-4818
Cavalier Wm & Co Cap Nat Bank Bldg. Main-314
Dean Witter & Co Cal St Life Bldg. Main-6480
Foshey W B Co Calif State Life Bldg. Main-2492
Freeman Smith & Camp Co
Cap Nat Bk Bldg. Main-3890
Gary Meigs & Co Cap Nat Bk Bldg. Main-6400
Michigan Mutual & Co Cal St Life Bldg. Capital-33
Pierce Fair & Co Cap Nat Bk Bldg. Main-153
Rollins E H & Sons Cal St Life Bldg. Main-7720
Sacto Ball Bonding Co 609 I. Capital-1709
Schwabacher & Co Forum Bldg. Main-843
Templeton H C Cal St Life Bldg. Capital-35
Watson Kenneth C Cal St Life Bldg. Main-7720

Bail Bonds
Sacto Ball Bonding Co 600 I. Capital-1709

Surety Bonds
See Insurance Business

Book Business
Geoff Trumpp Co 2541 Sacto Br. Main-10256
Jones Book Store 1412 J. Main-4029-W
Lemman's Book Store 1013 K. Main-4260

The Buyers Guide is a good advertising medium for almost any business.