

UPthegrove School of BEAUTY CULTURE

The Upthegrove School has stood the test for years and is one, if not the oldest School of Beauty Culture in Northern California. It has not changed hands since its first opening and the rapid growth is a sign of success.

Individual attention to each student insures perfect technique. The supervisors and instructors of this School have had many years of experience.

806 K Street
Mezzanine Floor
Insurance Building

Phone Home 8108
MAIN 8108 Capital 2526

Permanent Waving
at Half Price by Advanced Students

Beauty Culture is today one of the World's Leading Industries and Holds Splendid Opportunities.



B-31

BLUE BIRD BEAUTY SHOP

A Better Shop at Standard Prices.

924 - 14th Street at J Street

Phone MAIN 8910

PERMANENT WAVING

Hair Dressing
Hair Dyeing
Bleaching
Shampooing
Scalp Treatments
Facials, Manicuring



Toupees, Wigs, Pompadours, Switches Transformations, Etc.

WERNER'S HAIR STORE BEAUTY PARLORS

1115-8th (New Location) Capital 1838

B-49

BUYER'S GUIDE

Battery Business

Brewer & Killis 2501-30th.....Main-9885
DOLCO BATTERY SALES & SERVICE 1411 J.....Capital-6666
DRIVE-IN-SERVICE STN 1014 Alhambra Br.....Main-7397
Durke-Thomas Corp 1908 M.....Capital-2606
ELECTRIC GARAGE 1926 M.....Main-608

EXIDE BATTERIES

Manufactured by The Electric Storage Co., world's largest manufacturer of storage batteries for every purpose. Dependable for your car and radio.



"WHERE TO BUY IT"

WHOLESALE DISTRIBUTOR Henderson Bros 1501 K.....Main-787

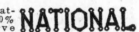
DEALERS

CRAWFORD-HOOKE CO 911-10th.....Main-705
Francis & Ferris 218 & L.....Main-9816

GOODYEAR SERVICE INC 1530 L.....Capital-769
Green L & Son 2024 Santa Br.....Main-1073
Habibula Bros 1518-34th.....Main-3210
Hona Storage Battery Serv Stn 1928 M.....Main-608
Koch Bros 1540-33rd.....Capital-1819
LANUS-LUNDOLF CO 1411 J.....Capital-6666
Marcus Auto Supply Co Battery & Elec Dept 709-12th.....Main-9944

NATIONAL BATTERIES

Long Life Batteries with 50% more reserve power. Every Battery backed with a written Guarantee.



"WHERE TO BUY IT"

DEALERS AND SERVICE Cahalan & Pierson 1731 J.....Main-1072
Mitchell Peter E 1731 J.....Main-1072

Pratt-Lite Storage Battery Distr 2624 Sacto Br.....Main-1073
RUSSELL & LOGAN 1515 I.....Main-394
Sears Roebuck & Co 12th & K.....Capital-364
SMITH ED SUPER SERVICE STN 23rd & F.....Main-5112
Union Garage 1122 I.....Capital-3140
WILLARD STORAGE BATTERY STN 1515 I.....Main-394
Woodington Geo L Exide Serv Stn 1915 Del Pan Blvd.....Main-7496
Zoufi Joe Battery Stn 3037 T.....Main-9848

Automobile Batteries

ELECTRIC GARAGE
OPEN DAY AND NIGHT
All Makes of Batteries Repaired, Recharged, Rebuilt
Hobbs Storage Batteries GENERATORS REPAIRED
1926 M.....Main-608
If no answer call.....Main-6956-W

Bean Business

Sixteenth St Pub Bean & Grain Ctr 16th & North C.....Main-1207

Cleaning, Bean

Hastett Warehouse Co W Sacto.....Main-693
OLD PIONEER MILL WISE CO Front & O.....Main-4600
Sixteenth St Pub Bean & Grain Ctr 16th & North C.....Main-1207

Bearing Business

Bearings Supply Co 1018-14th.....Main-1470

Automobile Bearings

BEARINGS SUPPLY CO
New Departure - Hyatt
Timken - Plain
1018-14th.....Main-1470

Beauty Shop Supply Business

Baker Cosmetic & Drug Sundry Co 725-10th.....Main-8292
Ex-Cel-Cis Beauty Products Dist 1130-8th.....Main-1658
Sacto Barber & Beauty 1019-10th.....Main-4548

Beauty Shops

Adolph's Beauty & Barber Shop 2101-2nd Av.....Main-10436
Art Beauty Shops Marinello System 1531-11th.....Capital-2752
Arela Beauty Shop 2085 Del Paso Br.....Main-10196
Balfew Edith 1108-18th.....Main-7923
Belmont Sally 917-12th.....Main-9525
Blue Bird Beauty Shop 924-14th.....Main-8910
Blue Rose Beauty Culture 3071 J.....Capital-1634
Boulevard Day Salon & Barber Shop 2758 Sacto Br.....Main-10000
Byrds Beauty Salon 1927-21st.....Main-2966
C & C Barber & Beauty Shop 1404 D.....Capital-7019-W

CALIF BEAUTY SALON 2928-35th.....Capital-6201
Capital Beauty Parlor 1418 J.....Main-9644
Cassandre John 1728 L.....Main-1006
Clementine Beauty Shoppe 2122 Del Paso Blvd.....Capital-8866
Co-Ed Beauty Shoppe 1128-9th.....Capital-8346
Craig's Beauty Salon 1017-8th.....Main-2842
Dolores Beauty Shop 909-18th.....Main-9932
Dorothy May Beauty Shoppe 2129 J.....Main-9298
Elder's Beauty Parlor 2900 C.....Capital-90
El Rio Beauty Shoppe 2745 Riverside Blvd.....Main-2709
Fathers Jodie 925-26th.....Main-1812
Fashion Beauty Shoppe 2807 J.....Main-6238
Francesa Bobbin Shoppe 1129-13th.....Capital-544
Fuller's Bob & Beauty Salon 1018-10th.....Capital-1518
Gean Marie Beauty Shoppe 1928-10th.....Main-8218
Gisela Sister's Beauty Salon 3722 Sacto Blvd.....Capital-1601
Greenon's Beauty Shop 3226 Polson Br.....Main-773
Guilford Pauline 2740 M.....Capital-6764
Hotel Senator.....Capital-2000
Huddleston's Beauty & Barber Shop 924-24th.....Main-8866
IRISH'S BEAUTY SHOP 917-12th.....Main-9525
Iris Beauty Shoppe 618-16th.....Main-3202
Ivy Hair Tonic Par 1114-1/2-10th.....Main-7037
Kay Beauty Studio 1400 P.....Main-3240
Lashure Mahel 2007 H.....Main-1922
Lay Clair Beauty Shop 2954-24th.....Main-8874
LADY FAIR BEAUTY SHOP 719 K.....Main-5209
Laverdy Beauty Shop 4192-32nd.....Capital-5448
Layde Faire Beauty Shoppe 719 K.....Main-5209
Lemhart Beauty Shoppe 1117-9th.....Capital-1560
Lefroy Gordon Beauty Salon Forum Bldg.....Capital-306
Lockhoff Beauty & Barber Shop 1820 Del Paso Blvd.....Main-9065
Logan's Beauty Shoppe Forum Bldg.....Main-421
Luis Lee Beauty Shop 2954-35th.....Main-6174-J
Lulus Blotsum Beauty Shoppe 725 J.....Main-725
Margaret Myrtle Beante Salon 1007-13th.....Main-9306
Marigold Beauty Shoppe 921 J.....Main-3786
Maude Marie Shoppe 3053 J.....Capital-3379
Medico Beauty Shop 1123-10th.....Main-1331
Minnie's Beauty Parlor 1410-7th.....Main-6045
Model Beauty Shop 1028-12th.....Main-484
Modern Beauty Shoppe 3011 Franklin Blvd.....Main-8258
Natura Program Dermetics 1208-8th.....Capital-1503
Nora Lee Beauty Shop 2638 J.....Main-2152
Oak Park Beauty Shop 2930-35th.....Capital-667
Dede's Beauty Shoppe 2618 T.....Capital-5947
Olex's East Terrace Kiosk & Kiosk Shop 744-30th.....Main-6966
Orchid Beauty Shoppe 1127-11th.....Capital-9449
Palm Genievre I Mrs W Del Paso Blvd.....Main-4599
Peter Pan Beauty Shop 1120 I.....Capital-4822-W
Pina's Grace Marinello Shop 3021 P.....Main-2152
Popula Beauty Shop 714 K.....Capital-221
Powder Puff Beauty Shop 1531-10th.....Main-9659
Roz Beauty Shoppe 1108 J.....Main-436
St-Rite Beauty Shop 1108-18th.....Main-9221
STORZ JUANITA & MRS 2928-35th.....Capital-6201
Sunbeam Beauty Salon 1106-8th.....Main-9963
Sutter Terrace Beauty & Barber Shop 2028 Y.....Main-8234
Taverna Beauty Shop 2728 M.....Main-6764
Twenty-Fourth St Beauty & Barber Shop 924-24th.....Main-8866
Upthegrove N M Mrs 806 K.....Main-8910
Vanille Shoppe 3061 J.....Main-7076
Vogue Beauty Parlor 1415 K.....Main-6265
Wanstock Labin & Co 1208 & K.....Main-6260
Werner's Hair Store 1115-8th.....Capital-1836
Wigham's Beauty & Barber Shop 1093 P.....Main-1325
Wilson Beauty Shop 1120-10th.....Main-10431
Woodmansee F D Cal St Life Bldg.....Capital-1808

Beauty Culture Schools

See Schools (Continued Next Page)

Beauty Shops—(Cont'd)

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

CAPITAL BEAUTY PARLOR
NATURAL PERMANENT WAVING
All Other Beauty Work Evening Work by Appointment
1418 J.....Main-9644
Werner's Hair Store 1115-8th.....Capital-1836
(See Advertisement Opposite Page)

Hair Dressing Beauty Shops

LOTUS BLOSSOM BEAUTY SHOPPE
PERMANENT WAVE \$1.50 up
Finger Wave (40) Wet (20) Marcel 30
Evening Appointments Taken Daily
725 J.....Main-725

Permanent Waving Beauty Shops

Upthegrove N M Mrs 806 K.....Main-8108
(See Advertisement Opposite Page)

Beltng Business

Rubber Beltng
GOODYEAR TIRE & RUBBER CO OF CALIF INC 1724-10th.....Main-6040
Johnnery Bob Co 1012-10th.....Main-840

Beverages

FORT SUTTER ICE CO AGENT FOR NAPA SODA in the Old Bar Bottle NAPA SODA Sparkling
1973-36th.....Capital-83

Bibles

See Book Business

Bicycle Business

Camron H Jr 609 J.....Main-3650
Capital Cyclery 1022-10th.....Main-6693
Harrison Wm H Jr 1013-13th.....Main-2423
Murray Frank J 815-12th.....Main-1951
Pet's Rent-A-Bike Shop 1205-21st.....Main-8281
Thom's Cyclery 3401-2nd Av.....Main-9953

Repairs, Bicycle

Lampier's Repair Shop 1581 O.....Main-1236
Murray Frank J 815-12th.....Main-1951
THOM'S CYCLERY
"Everything for the Bicycle"
Rentals—Ladies & Gents Clean, Trouble Proof Bicycles Insure Your Pleasure. DON'T DIET—HIDE A BIKE New and Rebuilt Bicycles GUARANTEED REPAIRING
3401-2nd Av.....Main-9953

Billiard Parlors

Brodnick Cafe 324-4th Blvd.....Main-3419
Capital City Pool Hall 413 K.....Main-9775
Crown Recreation Parlors 910 K.....Main-111
Kroer's Billiard Parlor 1014-28th.....Main-9070
United Billiard Academy 929-9 K.....Main-10162
West End Pool Hall 405 J.....Main-10273

Nothing can show more clearly the selling power of the Buyer's Guide than the proven experience of the firms that use it.

BUYER'S GUIDE

Blacksmith Shops

Automobile Blacksmithing
See Automobile Service Business

Blanket Business

Cleaning, Blanket
See Cleaning Business

Blue Print Business

Atlas Blue Print Co 1028 J.....Main-1465
Brown E L 1928 J.....Main-2810
Forest Print Co Forum Bldg.....Main-2810
Forest Fred C Forum Bldg.....Main-2810

Blue Prints

ATLAS BLUE PRINT CO
BLUE PRINTING
PHOTOSTAT PRINTS
ROTAPRINT
If in a Hurry Phone 1028 J.....Main-1465

FORREST BLUE PRINT CO

PHOTOSTAT SERVICE
CALL AND DELIVER WORK
Blue Prints - Cloth Prints
Maps
Oldest Established Firm
Room 1101 Forum Bldg.....Main-2810

Boarding Houses

Enghel H 230 M.....Main-9951
Imoto T 1406-4th.....Main-9616
Kavo Saito 1228-3rd.....Main-3506
Matsuda H 1925-30th.....Main-10211
Matsumaga S 415 O.....Main-9611
Ogata R 308 M.....Main-9951
Ortle Roy 222 L.....Main-607
Seto I 427 M.....Main-9961
Takata K 320 M.....Main-9727

Boat Business

M St Boat Shop Front & M.....Main-8290
Superior Boat Livry Shop & B Brod.....Capital-6970

Rentals, Boat

SUPERIOR BOAT LIVRY
Marine Service Station
BOATS & MOTORS RENTED
Marine Equipment
FISHING TACKLE & SUPPLIES
(One Block South "I" St. Bridge)
Front & E Broderick.....Capital-6970

Boiler Business

BLAIR J N & CO 1000 Front.....Main-52

Repairs, Boiler

BREECH'S WELDING & BOILER WORKS
BOILER SPECIALIST
Hoffman & Prosperity Presses
Repairs
ALL WORK GUARANTEED
Rt. 3, Box 102
Am River & N 16th.....Main-7471
Residence.....Capital-835-J

BYER ANDERSON & STOCKER CO

Successors to
Phoenix Iron & Boiler Wks.
WELDED and RIVETED TANKS and SMOKE STACKS
Second-Hand Boilers and Equipment
Boiler Repairing a Specialty
508 Y.....Main-2267

Make a habit of studying these pages. You will be surprised by the great variety of things and services represented here.

BEA-BOX 11

Bond Business

Bankamerica Co 8th & J.....Capital-3500
Bates H J 2923 Highland Av.....Capital-5332
Byrds & Co Inc Cal St Life Bldg.....Main-1542
Brown William J Cal St Life Bldg.....Main-2403
Chapman & Co Bk of Amer Bldg.....Capital-603
Dean Witter & Co 1014-8th.....Capital-2000
Elwerth & Co 2923 Highland Av.....Capital-5332
McDuffee H S Forum Bldg.....Main-5410
Mitchum Tully & Co Cal St Life Bldg.....Capital-33
Sacto Bail Bonding Co 600 I.....Capital-600
United Suretyty Co Forum Bldg.....Capital-1863
Watson Kenneth C Forum Bldg.....Main-3570

Bail Bonds

See Brokers

Surety Bonds

See Insurance Business

Book Business

Gossett Trummet Co 2801 Alhambra.....Capital-1065-J
Jones Book Store 1220 J.....Main-1669
Levinson's Book Store 1017 K.....Main-169
Sacto Bible House 2516 J.....Capital-2318

Bookbinding Business

Fleming Chas M Co Inc 2982-35th.....Main-7446
Flynn Jas E 918-6th.....Main-374
Higgins John M 924-6th.....Capital-4718
Silvius & Schenackler 423 J.....Main-429

Loose Leaf Binding

Flynn Jas E 918-6th.....Main-374

Paper Ruling

Higgins John M 924-6th.....Capital-4718

Re-Binding, Book

Flynn Jas E 918-6th.....Main-374

Bookkeeping Machine Business

Burroughs Adding Machine Co Calif Prt Bldg.....Main-3514
National Cash Register Co 1206 K.....Main-993
Remington Rand Inc 1107 J.....Capital-1423

Bottle Business

Rosenberg R & Sons 1701 R.....Main-535
Sacto Junk & Mach Co 2720 R.....Main-7995

Bottlers' Supply Business

Grunewald A 1808 J.....Main-6005

Bottling Business

Coca Cola Bottling Co Ltd 3216 Sacto Blvd.....Capital-840
Elite Bottling Works 6424 J.....Capital-8139-W
Glen Bottling Wks 1017 V.....Main-5149
Golden State Soda Wks 1715-15th.....Main-1295
NIRES BOTTLING CO 1800-15th.....Main-1385
Nehi Bottling Co 918-20th.....Capital-614
ORANGE CRUSH BOTTLING CO
Sacto Beverage Co 919-20th.....Capital-614
Sacto Water Co 708 & R.....Main-511
Sunrise Soda Works 82 Jas Allen.....Main-3633
TAGOMA BOTTLING CO 1715-15th.....Main-1385
White Bottling Wks 1715-15th.....Main-1295
White Star Soda Wks 310 M.....Main-3187

Bowling Alleys

Forum Bowling Alley 1107-9th.....Main-3403-W

Box Business

Cliff Pine Box Distr Forum Bldg.....Main-830
Capital Box Factory 2nd & O.....Main-878
Davis-Johnson Lumber Co 16th & Nor B.....Capital-1834
Sacto Box & Lumber Co 65th & R.....Main-7690
Sacto Box Co 2570-3rd.....Capital-829
Western Paper Box Co 1021 Front.....Capital-2020

Paper Boxes

Bachman Printing & Box Co 417 J.....Main-3212
Western Paper Box Co 1021 Front.....Capital-2020

Just as others have found—You'll find your advertisement in the Buyer's Guide a real producer of results at low cost.