

# UPHRE School of BEAUTY CULTURE

● The Uptre 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  
Elevator Service  
Insurance Building

Phone **8108** Home Phone: **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.



# DUFFUS



**FAMILY SCALP FOOD**

Guarantees  
**HEALTHY HEADS**

Eliminates Itchy Scalp, Excess Oil or Dry Dandruff of All Kinds  
Prevents Baldness, Falling Hair

**DUFFUS' SCALP FOOD**  
Solves  
**Your Scalp Problems**

Sold Through Special Representatives, Barber Shops and Beauty Salons

**WE TEACH YOU NOW**

Office: 2515 T St. Main 1141  
B-59 Res. Phone: Main 1272

BUYER'S GUIDE

**Battery Business**

A A A Emergency Road Service  
Union Garage Open Day & Night  
1112 ..... Capital-3140  
Ben's Battery Service 812 E. .... Main-1086  
Greer & Kilzer 290-30th ..... Main-9885  
**DELCO BATTERIES**  
Lamus-Landine Co 1411 I. .... Capital-6666  
**DRIVE-IN-SERVICE STN**  
1014 Alhambra Br. .... Main-7597  
Electric Garage 1920 M. .... Main-6008  
**EXIDE BATTERIES**

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

**Exide BATTERIES**

"WHERE TO BUY IT"  
**WHOLESALE DISTRIBUTOR**  
Henderson Bros 1501 K. .... Main-787

Golden State Battery Co 1908 M. .... Capital-244  
Green L A & Son 2824 Sacto Br. .... Main-1073  
Habibula Bros 1314-3rd. .... Main-3210  
Hobbs Battery Co 1220 C. .... Capital-2606  
Hobbs Storage Battery Serv Svn 1926 M. Main-608  
Marx Auto Supply Co  
Batteries & Elec Dept 700-12th. .... Main-9944  
Mitchell Peter E 1731 J. .... Main-1072  
National Battery Distrib 120 & 4. .... Main-44  
**PREST-O-LITE BATTERIES**  
**GOODYEAR SERVICE**  
530 L. .... Capital-769  
Prest-o-Lite Storage Battery Distrib 1024 Sacto Br. .... Main-1073  
**RUSSELL & LOGAN 1515 I. .... Main-3910**  
Sears Roebuck & Co 12th & K. .... Capital-364  
**SMITH ED SUPER SERVICE STN**  
23rd & F. .... Main-97

**WILLARD BATTERIES**  
**AUTHORIZED SALES AND SERVICE**  
Expert, reliable battery service on any make at the following Willard Stations—no charge. Also rental and new Willard Batteries.

"WHERE TO BUY THEM"  
**WHOLESALE-RETAIL**  
**RUSSELL & LOGAN 1515 I. .... Main-394**

**RETAIL**  
Baker Bros Stockton Blvd & T. .... Main-728  
Davis L B 3856 Sth Blvd. .... Capital-1275  
Oakes Wm H & Son 800 Alhambra. .... Main-3425  
Woodington Geo L Exide Serv Stn 1915 Del Paso Blvd. .... Main-7496  
Zorfi Joe Battery Stn 3027 Y. .... Main-9848

**Automobile Batteries**

**ELECTRIC GARAGE**  
**OPEN DAY AND NIGHT**  
All Makes of Batteries  
Repaired, Recharged, Rebuilt  
Hobbs Storage Batteries  
GENERATORS AND STARTERS  
REPAIRED

1926 M. .... Main-608  
If no answer call. .... Main-6969-W

**Manufacturers, Battery**  
**GOLDEN STATE BATTERY CO**  
1908 M. .... Capital-244

**Bean Business**

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

**Cleaning, Bean**  
Haslett Warehouse Co W Sacto. .... Main-693  
**OLD PIONEER MILL WASH CO**  
Front & G. .... Main-4600  
Sixteenth St Pub Bean & Grain Ctr 16th & North C. .... Main-1207

*Buyer's Guide advertising offers you an opportunity of drawing your share of orders from thousands of buyers who make this book their shopping guide.*

**Bearing Business**

Bearings Supply Co 1016-14th. .... Main-1470  
Casey George C Co 1121-16th. .... Capital-1512

**Automobile Bearings**

**BEARINGS SUPPLY CO**

**BEARINGS**  
New Departure - Hyatt  
Timken - SKF - Plain

1016-14th. .... Main-1470

**Beauty Shop Supply Business**

Ex-Cel-Cis Beauty Products Distr 2510-4th Av. .... Main-1568  
Sacto Barber & Beauty Supply Co 1919-10th. .... Main-4848

**Beauty Shops**

Arnold's Kot & Karl Shop 1120-10th. Main-10451  
Art Beauty Shop  
Martello System 1031-11th. .... Capital-2752  
Anita Beauty Shop  
2005 Del Paso Br. .... Main-10196  
Avenue Beauty Parlor 2101-2nd Av. .... Main-8897  
**AVENUE MARGARET BEAUTY SHOP**  
2401 Sloat. .... Main-9882  
Ballou Edith 1108-18th. .... Main-7921  
Belly Marie Beauty Salon 1901 1/2 M. Capital-1745  
Blue Bird Beauty Shop 924-14th. .... Main-8910  
Blue Rose Beauty Culture 3671 J. .... Capital-1634  
Boulevard Div Salon & Barber Shop 2758 Sacto Blvd. .... Main-10000  
Byrd's Beauty Salon 11th & K. .... Main-2986  
C & C Barber & Beauty Shop  
2404 D. .... Capital-7019-W  
Calif Beauty Salon 110-8th. .... Main-9419  
Capital Beauty Parlor 1409 J. .... Main-9644  
Casandra John 1738 L. .... Main-1006  
Clementine Beauty Shop  
2122 Del Paso Blvd. .... Main-8846  
Co-Ed Beauty Shop 1138-9th. .... Capital-965  
Craig's Beauty Salon 1017-6th. .... Main-2842  
Dorothy May Beauty Shop 2190 J. .... Main-9298  
**DUFFUS SCALP FOOD DISTRIBUTOR**  
2515 T. .... Main-1141  
Elder's Beauty Parlor 2900 C. .... Capital-90  
Ely Beauty Shop 1237-21st. .... Main-1200  
**EMMA MARIE BEAUTY SALON**  
Every Lady's Beauty Shop 1300-9th. .... Main-9932  
1016 1/2 J. .... Capital-4994

Fabery Josie 825-26th. .... Main-1312  
Fashion Beauty Shoppe 2807 J. .... Main-9427  
Flanette Beauty Shoppe 2000 Y. .... Capital-3419  
Francesca Bobbin Shoppe 1129-12th. Capital-544  
Fry Myrtle Beauty Shop 2721 E. .... Capital-2042  
Fuller's Bob & Beauty Salon 1019-10th. .... Capital-1518  
Gean Marie Beauty Shoppe 1026-16th. .... Main-8218  
Green Sister's Beauty Salon 2722 Sacto Blvd. .... Capital-1601  
Grenson's Beauty Shop 3226 Poloma Br. Main-775  
Guillier Pauline 2720 M. .... Main-6764  
Hazel Lois Beauty Salon 1006-24th. .... Main-1342  
**IRISH BEAUTY SHOP 917-12th. .... Main-9526**  
Ivy Hair Tonic Par 1114 1/2-10th. .... Main-703  
**JOHANNES BEAUTY SALON**  
Hilmar. .... Main-421  
If no answer call. .... Capital-5374-J  
Johnnie Residence. .... Main-1300  
Key Beauty Studio 1400 P. .... Main-783  
Kinble Beauty & Dress Shop 2712 J. Capital-1132  
Lahard Mabel 2507 H. .... Main-7327  
Lay Clay Beauty Shop 2054-24th. .... Main-8574  
**LADY FAIR BEAUTY SHOP 719 K. Main-5209**  
Larwood Beauty Shop 4035-32nd. .... Main-8568  
Layne Fair Beauty Shoppe 719 K. .... Main-5209  
Lehart Beauty Shoppe 1117-9th. .... Capital-1250  
Lefroy Gordon Beauty Salon Fremont Blvd. Capital-395  
Lois Lee Beauty Shop 2954-35th. .... Main-6174-J  
Lougan Beauty Salon 2611 H. .... Main-2071  
M & W Beauty Salon Forum Blvd. .... Capital-1328  
Margie Beauty Shoppe 821 J. .... Main-2786  
Marie Beauty Shoppe 9858 S. .... Main-9636  
Maricopa Beauty Shop 1123-11th. .... Main-1351  
Model Beauty Shop 1023-12th. .... Main-484  
Modern Beauty Shoppe  
3011 Franklin Blvd. .... Main-8258  
Nadine Beauty Shop 1127-7th. .... Main-9977  
Nora Lee Beauty Shop 2528 J. .... Main-8688-W  
Oak Park Beauty Shop 2930-35th. .... Capital-667  
Oddy's Beauty Shoppe 2918 F. .... Main-1638  
Orchid Beauty Shop 1127-9th. .... Capital-504  
Palm Grooming 1 Mrs 615-15th. .... Main-4599  
Pauline's Beauty Shop  
4808 Poloma Blvd. .... Main-10101  
Peter Pan Beauty Shop 120 1/2 N. Capital-4828-W  
Pike's Grace Martello Shop 2021 P. .... Main-2152  
Pondus Beauty Shop 714 K. .... Capital-221  
Powder Puff Beauty Shop 1303 1/2-10th. .... Main-9639  
(Continued Next Page)

**Beauty Shops—(Cont'd)**

Richina Olive J Kot & Karl Shop 744-29th. .... Main-6966  
Rose Beauty Shoppe 1108 J. .... Main-436  
Silhouette Beauty Salon 2518 F. .... Main-1536  
St-Rite Beauty Shop 1108-18th. .... Main-7921  
Sunbeam Beauty Salon 1108-18th. .... Main-9963  
Sutter Terrace Beauty & Barber Shop  
2020 Y. .... Main-8234  
Tavern Beauty Shop 2726 M. .... Main-8108  
Uptre Beauty Shop 8861 J. .... Main-7076  
Valley Beauty Parlor 1312 J. J. .... Main-6255  
Waldorf Beauty Shop 527-12th. .... Main-9244  
Westwood Lash Co & 12th & K. .... Main-8200  
Whipman's Beauty & Barber Shop  
1902 F. .... Main-1325  
Woodmansee F D Cal St Lido Bldg. .... Capital-1808

**Hair Dressing Beauty Shops**

**AVENUE MARGARET BEAUTY SHOP**  
MARGARET SEBASTIAN  
My Personal Attention Given All Customers

**NATURAL PERMANENT WAVING**  
and ALL OTHER BEAUTY WORK  
Please Phone for Appointment  
2401 Sloat. .... Main-9882

Duffus Scalp Food Distributor 2515 T. Main-1141  
(See Advertisement Opposite Page)

**Permanent Waving Beauty Shops**

**ELDER'S BEAUTY PARLOR**  
Specializing in ZOTOS  
New Method Permanent Waving  
No Machine—No Electricity  
You Can Read or Telephone While This Wave Is Being Given—Also  
INJECTO Rapid MOXO DYE  
"Colors hair inside where Nature does"  
Applied by Licensed Hair Dyer  
2900 C. .... Capital-90

Uptre Beauty Shop M Mrs 808 K. .... Main-8108  
(See Advertisement Opposite Page)

**Bedding Business**

Bedding Shop The 1020-12th. .... Main-1799

**Beer Business**

**A B & BEER—SACRAMENTO DISTRIBUTING CO**  
1031 D. .... Main-428  
Amor Tavern 3000-4th Av. .... Main-9427  
**ANHEUSER BUSCH BEER**  
Calif Distributing Co 831 D. .... Main-783  
**BLATZ OLD HEIDELBERG BEER**  
Levy A & Zentner J Co  
Wholesale Distributor  
16th & Nor B. .... Capital-2000  
Bleak's Tavern 1832 Sth Blvd. .... Main-10099  
**BUDWEISER BEER**  
Calif Distributing Co 821 D. .... Main-783  
**BUFFALO BREWING CO 214 & R. .... Main-512**  
Calif Distributing Co 821 D. .... Main-783  
Five-O-Five Club 605-12th. .... Main-10031  
Fisher Chat Club Cafe  
1917 Del Paso Blvd. .... Main-9632  
Franklin A J 4107 Sth Blvd. .... Main-10025  
Frederickburg Brewing Co 1500-18th. .... Main-1389  
Globe Distributing Co 116 L. .... Main-540  
**GRADE BROS BEER**  
1115-15th. .... Main-1295  
Green Lantern Beer Garden  
5827 Poloma Blvd. .... Main-9428  
Graftall Gilde 1908 E Broadway. .... Main-8568  
Heckes Wholesale Co 1734-34th. .... Main-1300  
Hoke Distributing Co 2831 H. .... Capital-1515  
Leslie Tavern  
Leo Horrell Proprietor  
2533 Franklin Blvd. .... Main-9702  
Little Room The 225 L. .... Main-9464  
Manhattan Cafe 227 N 16th. .... Main-8904  
Marcel & John's Beer Garden  
1830-6th. .... Main-9621  
Moore Jack 1325 K. .... Main-9972  
**PACIFIC BREWING & MALTING CO**  
1800-18th. .... Main-1383  
Green Lantern Beer Garden  
**REGAL DISTRIBUTING CO**  
1901 Front. .... Capital-661  
River Inn 220 S. .... Main-10271  
St Claire Brewing Co 315 E. .... Capital-83

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

**Beer Business—(Cont'd)**

**SCHLITZ BEER**

America's purest, most wholesome beer. At the club, restaurant, tavern, or in your home treat on SCHLITZ—The Beer That Made Milwaukee Famous.

"WHERE TO BUY IT"  
**DISTRIBUTOR**  
**SACTO DISTRIBUTING CO**  
A E Johnson & A Grunwaldt  
1031 D. .... Main-428

Silva A J 230 Q. .... Main-10298  
**TACOMA BREWING CO DISTR**  
1721-18th. .... Main-160  
Tambusner Beer Garden 500 N 16th. .... Main-9772  
Tavern The 2900-35th. .... Main-9731  
Two Eagles 1017 J. .... Main-9358  
Valley Brew Co 416-28th. .... Capital-5376

**Manufacturers, Beer**

Buffalo Brewing Co 21th & R. .... Main-512  
(See Advertisement This Page)

**Wholesale Beer**

Acme Beverage Co 400 N 16th. .... Main-603  
Calif Brew Assn 400 N 16th. .... Main-603  
East Side Beer Distr 1734-34th. .... Main-1300  
(See Advertisement This Page)

**Beer Cooling Equipment**

Electric Appliances Inc 1212 K. .... Main-3118

**Beer Dispensing Equipment**

**CRYSTAL ICE & COLD STORAGE CO**  
16th & R. .... Main-5391

**Belting Business**

**Rubber Belting**

**GOODYEAR TIRE & RUBBER CO OF CALIF INC 1724-18th. .... Main-604**  
Johnson Rubber Co 1012-10th. .... Main-840

**Bicycle Business**

**Cameron H Jr 609 J. .... Main-3650**  
Harrison Wm H Jr 1013-13th. .... Main-2423  
Levy's Cyclery 1730 L. .... Main-9161  
Murray Frank J 815-12th. .... Main-1091  
Oak Park Cyclery 2721 Sacto Blvd. .... Main-9016  
Thom's Cyclery 3401-2nd Av. .... Main-9953

**Repairs, Bicycle**

Bell & Bell Cyclery & Repair Shop 3001 J. .... Capital-2123  
Langley's Repair Shop 1521 O. .... Main-1236  
Murray Frank J 815-12th. .... Main-1951

**DAK PARK CYCLERY**

**RENT A BICYCLE**  
By the Hour, Day or Week  
Rebuilt Bikes With a New Guarantee  
LIBERAL TRADE ALLOWANCES  
Repairing and Accessories  
10 Years Factory Experience  
Wesley Graham, Mgr.  
2727 Sacramento Blvd. .... Main-9016

**THOM'S CYCLERY**  
**NEW AND DEPENDABLE REBUILT BICYCLES**  
Easy Terms  
**EXPERT REPAIR SERVICE**  
on Bicycles and Toy Vehicles  
Rental Service  
8401-2nd Av. .... Main-9953

**Billiard Parlors**

Brodwick Cafe 234-3rd Blvd. .... Main-3419  
Central Ctr Pool Hall 415 E. .... Main-976  
Kroner's Billiard Parlor 1014-28th. .... Main-9070  
West End Pool Hall 405 J. .... Main-10273

**Blue Print Business**

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

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**Blue Print Business—(Cont'd)**

**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

**Eastside Beer**

**EASTSIDE**

The Mark of QUALITY

**EASTSIDE BEER**

Lime Rickey and Ginger Ale  
LIQUORS—WINES—CORDIALS

**HECKES WHOLESALE CO.**

Wholesale  
Distributors for Northern California and Nevada

Phone **1300**  
MAIN 1734-34th St.

**Two Old Friends Here Again**

**Buffalo and Gilt Edge BEERS**

Main 512  
Buffalo Brewing Co, Sacramento  
B-57 Brewers for 46 Years

