

Beauty Shops—(Cont'd)

**NETTIE'S ALHAMBRA BEAUTY SALON**  
NETTIE STAPP  
ZOTOS & FREDERICK'S  
PERMANENTS  
Distinctive & Individual  
Hair Cutting & Styling  
TO SUIT YOUR PERSONALITY  
724 Alhambra Blvd. .... Capital-319

**O K Beauty Salon 426 1/2 L.** ..... Main-9299  
**Oak Park Beauty Shop**  
Kathryn Shelley-Manager  
3937-35th ..... Main-10067  
**Ochilich Beauty Salon 1713-10th.** ..... Capital-5945  
**Palm Greenery 1 Mrs 1220 1/2 L.** ..... Main-4599  
**Pauline's Beauty Shop 4801 U.** ..... Main-10101  
**Peacock Beauty Salon 917-25th.** ..... Main-9100  
**Pecking Barber & Beauty Shop**  
1926-16th. .... Main-10172  
**Polly's Beauty Shop**  
2829 Del Paso Blvd. .... Capital-1455  
**Powder Puff Beauty Shop 1921-11th.** ..... Main-9658  
**Robert's Beauty Salon Forum Bldg.** ..... Capital-3167  
**Rose Beauty Shop 1934 P.** ..... Main-9562  
**SERENITY HOTEL BEAUTY SALON**  
12th & L. .... Main-553  
**Silhouette Beauty Shoppe 305 W.** ..... Main-9375  
**Sponsorone Wilma Beauty Salon**  
1126-21st. .... Main-9851

**Sta-Rite Beauty Shop**  
Edith Johannsen  
1617-16th. .... Main-9221  
**Steff's Beauty Salon 215 D Broderick.** ..... Main-1778  
**STYLE ART BEAUTY SALON**  
Forum Bldg. .... Capital-1189  
**Sunbeam Beauty Salon 1127-8th.** ..... Main-9963

**UTTNER TERRACE BEAUTY & BARBER SHOP**  
VORAH M. deNORMANDE  
**COMPLETE BEAUTY SERVICE**  
2026 Broadway ..... Main-8234

**Suzanne's Beauty Salon**  
4804 Pulman Blvd. .... Main-8668  
**Tavern Beauty Shop 2728 M.** ..... Main-6764

**TOWER THEATRE BEAUTY SALON**  
RUTH CHANEY  
Complete Beauty Service  
Specializing in Permanent Waving  
Evenings by Appointment  
EASY PARKING  
1508 Broadway ..... Capital-1060

**Traveler's Hotel Beauty Shop 430 J.** ..... Main-573  
**UPTHEGROVE N N MRS 806 K.** ..... Main-8108  
**Vanity Shop 9841 J.** ..... Main-7076  
**Venus Beauty Shoppe 1421-4th.** ..... Main-10406  
**Vivian Beauty Shop 606-16th.** ..... Main-9474  
**Vogue Beauty Salon 2105-35th.** ..... Capital-1497  
**Waldorf Beauty Shop 527-12th.** ..... Main-9244  
**Wildroot Lullin & Co 12th & E.** ..... Main-6200  
**Wigham's Beauty & Barber Shop**  
8311 Pulman Blvd. .... Main-1525  
**Wilma Sponsorone Beauty Salon**  
1125-21st. .... Main-9851  
**Winters Ethel 1527-21st.** ..... Main-1280  
**Wonder Beauty Salon 3314 Pulman Blvd.** ..... Capital-185  
**Woodmanse F D Cal S Life Rldg.** ..... Capital-1808

Beauty Shops—Permanent Waving

**Andra's Beauty Shop 1113-8th.** ..... Main-6410  
(See Advertisement Preceding Page)  
**Clara's Beauty Salon 1005-10th.** ..... Main-9654  
(See Advertisement Preceding Page)  
**Helen Beauty Court**  
3220 Pulman Blvd., Comstock-1224  
(See Advertisement Preceding Page)  
**Jan-Tone Beauty Salon 1019-12th.** ..... Main-421  
(See Advertisement Preceding Page)  
**Upthegrove N M Mrs 806 K.** ..... Main-8108  
(See Advertisement Page 12)

Bees Keepers.

**Triumph Bess Ltd 2336 Del Paso Blvd.** Main-9261

The opportunity to discuss things back and forth by telephone often brings details to a quick conclusion which otherwise might drag on for weeks or never be completed at all.

Beer.

**AGME BEVERAGE CO**  
Distributors of  
**A C M E**  
**RAINIER**  
BEER -- WINES  
16th & Spear ..... Main-6013

**Acme Cafe 130 K.** ..... Main-10090  
**Auriferum Tavern 1524 J.** ..... Main-8966  
**Avilla & Cunha 531 O.** ..... Main-9861  
**Bakers Club Saloon 1923-10th.** ..... Main-9796  
**Beretta Tony 2214-6th.** ..... Main-10309  
**Bleam's Tavern 1833 8th Blvd.** ..... Main-10099  
**Blue Ribbon Cafe 528-18th.** ..... Main-9711  
**Bob's Cafe 1001 M.** ..... Main-9598  
**BUFFALO BREWING CO 21st & E.** ..... Main-512  
**Buffalo Club 1831 S.** ..... Main-10108  
**Cap's Eight Hundred Club 800 E.** ..... Main-9084  
**Castle Inn 827 J.** ..... Main-9256  
**Coak's Tavern 1704 Broadway.** ..... Main-8859  
**Ed's Cafe 3000 Broadway.** ..... Main-9669  
**Emerald Buffet 1612 E.** ..... Main-4156  
**El Rey Club 3245 J.** ..... Main-9526  
**Fair View Tavern 2900 8th Blvd.** ..... Main-6984  
**Fire-O-Five Club 505-13th.** ..... Main-10031  
**Four Rivers J Club 411 J.** ..... Main-9540  
**Frank's Bookers Cafe 1217 J.** ..... Main-7512  
**Frasinetti A J 4107 8th Blvd.** ..... Main-10025  
**Fried's 600-2nd Broderick.** ..... Main-4935  
**Frog The 1018-5th.** ..... Main-9515  
**Gabrielli Fiori 1017 J.** ..... Main-9358

**GRACE BROS BEER AGENCY**  
1100 Q. .... Main-1295  
**Green Lantern 5827 Pulman Blvd.** ..... Main-9971  
**Hugin Inn Rm Linda Blvd.** ..... Main-9830  
**Hiway The 905 S.** ..... Capital-6299  
**Winsky Diney Cafe 8938 8th Blvd.** ..... Main-10056  
**Jitter Bug Cafe 326 1/2 L.** ..... Main-9202  
**Joe & Joe's Cafe 520-2nd Blvd.** ..... Main-9563  
**Joe's Cafe 206 K.** ..... Main-10196  
**Joyland Inn 2710 Sacto Blvd.** ..... Main-9482  
**Joe's Tennis Club 8th & J.** ..... Main-9515  
**Lakewood Inn Upr 8th Blvd.** ..... Main-2-712  
**Lesla Tavern**  
Lee Horrell Proprietor  
3585 Franklin Blvd. .... Main-9702

Make engagements by telephone.


**Sacramento and Yolo Counties**  
Distributors For  
  
The Beer  
That Made Milwaukee Famous  
**RAINIER -- BURGERMEISTER**  
PILSINGOLD  
Mok-Hill Sparkling Water, Sodas,  
Wines, Liqueurs, Etc.  
**DEAN DISTRIBUTING CO.**  
Formerly STAR DISTRIBUTING CO.  
1117-R St. CAPITAL-1271  
If No Answer call Capital 3459 or Capital 7394-W

DISTRIBUTORS FOR  
  
**Burgermeister**  
Pilsengold Budweiser  
  
**GOLDEN GLOW BEER AND ALES**  
Cordova and Sacconi Wines  
Telephone  
MAIN 540  
**SACCANI DISTRIBUTING CO.**  
1031 D Street

Beer—(Cont'd)

**LENZ DISTRIBUTING CO**  
WIELAND'S  
PABST BLUE RIBBON  
COORS  
REGAL - AMBER  
SPARKLING WATER and SODAS  
645 FANSKA  
1414 E. .... Capital-1442

**Lea's Tavern 33rd Ar & Flin Blvd.** ..... Main-8959  
**Little Roma Restaurant 525 L.** ..... Main-9197  
**Lucky Lager Dist Co 1800-21st.** ..... Main-785  
**Lucky Star Cafe 1730 S.** ..... Main-10003  
**Mahon's Place 801 E.** ..... Main-10266  
**Hannel & John's Beer Garden**  
1830-8th. .... Main-9621  
**Mars Edith A 3000 Broadway.** ..... Main-9669  
**Mecca Cafe 4115 Franklin Blvd.** ..... Main-10450  
**Meyer, C D 530-2nd Blvd.** ..... Main-8312  
**Widge's Cafe 2106 L.** ..... Main-9271

**MILLER HIGH LIFE BEER**  
"THE  
CHAMPAGNE OF  
BOTTLED BEER"  


"WHERE TO BUY IT"  
DISTRIBUTORS  
**ARGONAUT LIQUOR CO 517 I.** Capital-716  
**Lenz Distributing Co 1414 E.** Capital-1442

**Moer's Tavern 5708 8th Blvd.** ..... Main-9571  
**Monaghan Cafe 330 K.** ..... Main-9830  
**Monte Carlo Cafe 1430 S.** ..... Main-10385  
**Motley Diney Cafe 430 N 13th.** ..... Main-8799  
**O'Kane's White House**  
2833 Riverdale Blvd. .... Main-9516  
**Old Homestead 328-10th.** ..... Main-1193  
**Otto's Cafe 1018-6th.** ..... Main-10401  
**Otto's Place 710 1/2 L.** ..... Main-9475  
**Pier Mfg Co 3030 Q.** ..... Capital-7307  
**Pelican Club 2281-10th.** ..... Main-9706  
**Pepper's Cafe 1530-9th.** ..... Main-10267  
**Railway Inn 701-7th.** ..... Main-9194  
**RAINIER BREWING CO 16th & Spear.** ..... Main-9931  
**Ram 302 L.** ..... Main-9501

**REAL DISTRIBUTING CO**  
A United Prop  
1301 Front ..... Capital-661  
**Ringside Grill 1712 C.** ..... Main-9948  
**Riley's Buffet 1117-6th.** ..... Main-10275  
**River Inn 220 S.** ..... Main-10171  
**Rockey Ford Inn 418-10th.** ..... Main-9920  
**Resonant Grill 1011-9th.** ..... Main-6725  
**Riley's Cafe 427 Broderick.** ..... Main-9925  
**Sacconi Distributing Co 1093 D.** ..... Main-540  
(See Advertisement This Page)  
**Sammy's Eighteen Nineteen Club**  
1819 Del Paso Blvd. .... Main-9041  
**Shorty's Place 613 1/2 M.** ..... Main-9040  
**Siva A J 820 Q.** ..... Main-10238  
**Silver Dollar Cafe 2030-16th.** ..... Main-10082  
**Silver Moon Cafe 231 J.** ..... Main-10416  
**Soldiers-Retreat-Inn 300-16th.** ..... Main-9275  
**Stadium Cafe Sacto/Bldg Bld.** ..... Main-10235  
**Subway Cafe 5681 N.** ..... Main-10227  
**Torch Club 603 J.** ..... Main-2821  
**Two Eagles 1017 J.** ..... Main-9238  
**Viers W J 1914-2nd.** ..... Main-10412  
**Viking Club 1445-3rd.** ..... Main-10163  
**Wagner Cafe 517 K.** ..... Main-9475  
**Wiers's Drive In Del Paso Blvd.** ..... Main-10289  
**White Horse Cafe 1306-3rd.** ..... Main-9242  
**Wittembrock A W 5227 Pulman Blvd.** ..... Main-10244

Beer-Distributing

Dean Distributing Co 1117 R. .... Capital-1271  
(See Advertisement This Page)

Beer Taverns

**Bill & Joe's Lunch 2780 Sacto Blvd.** ..... Main-10247  
**Bleam's Tavern 1833 8th Blvd.** ..... Main-10099  
**Bridge House Cafe 208 D Broderick.** ..... Main-2389  
**Bright Spot The 424 K.** ..... Main-5132  
**Cohr's Beer Parlor 2955-30th.** ..... Main-9646  
**Coak's Tavern 1704 S.** ..... Main-9271  
**Equipoise 415 K.** ..... Main-948  
**Grady's Nineteenth Hole Auburn Blvd.** ..... Main-8978  
**Honey Hole Tavern 208 N 12th.** ..... Main-7587  
**Jos Cafe 208 K.** ..... Main-10196  
**Log Cabin Tavern 161 J.** ..... Main-9589  
**Nine-O-Five Club 905-2nd.** ..... Main-10488  
**Otto's Place 710 1/2 L.** ..... Main-9042  
**Pastime Club 4440 10th Blvd.** ..... Main-9570  
**Riley's Buffet 1117-9th.** ..... Main-9455  
**Schnab's Buffet 523 R.** ..... Main-9276  
**Schiro's Buffet 4430 8th Blvd.** ..... Main-9058  
**TUNNEL INN 1018-2nd.** ..... Main-10113  
**Turf Club 1921-6th.** ..... Main-10420  
**Two Eagles 1017 J.** ..... Main-9358  
**White Cabin**  
Alec Spawns as Golden Tavern  
625 K. .... Capital-1029

Belting.

**GOODYEAR TIRE & RUBBER CO INC THE**  
Hindshaw Supply Co  
Refrigeration & Heating Supplies  
1316 J. Capital-1528

Belting-Rubber

**Johnson Rubber Co 1012-10th.** ..... Main-840

Beverages.

**Capital Beverage Co 1017 V.** ..... Capital-1809  
**Mires Bottling Co 1801-21st.** ..... Main-1912  
**Kimura W 321 L.** ..... Main-2094  
**La Vida Bottling Co 2141 N.** ..... Capital-235

**NEHI BEVERAGE & BOTTLING CO**  
**NEHI**  
PAR-T-PAK  
ROYAL CROWN COLA  
ROCK AND RYE  
UPPER TEN  
Cor Durina Ar  
2310 Del Paso Blvd. .... Main-2526

Be-Lt Orange Drink Shop 931 K. .... Main-9866  
Pie Mfg Co 3030 Q. .... Capital-7307

**REGAL DISTRIBUTING CO**  
Distributor of  
BELFAST SPARKLING WATER  
BELFAST DRY GINGER ALE  
BELFAST SLETZER WATER  
BELFAST ROOT BEER  
Complete Line of Belfast Products  
1301 Front. .... Capital-661

**Rigg's Fresh Lemon Juice & Lime Co**  
4517 Marston Ar. .... Capital-5399  
**Solander's 3081 P.** ..... Main-5591  
**Vernor's Ginger Ale Co 3021 M.** ..... Capital-1123

Beverages-Carbonated

**Wait's Geo Z Wholesale Drug Co**  
W Sacramento. .... Main-578

Bicycles.

**Beil & Bell Cycles & Repair Shop**  
1311 Broadway. .... Capital-2125  
**Bell F W 8001 J.** ..... Capital-2125  
**Cameron H Jr 809 J.** ..... Main-3650  
**Harrison's Cycles**  
Iver Johnson Bicycles  
1013-13th. .... Main-2423  
**Meyers Cycles & Fixit Shop**  
1509 Broadway. .... Main-10425  
**Murray Frank J 815-12th.** ..... Main-1951  
**Oak Park Bicycle Store**  
New-Used-Repaired  
2706 Sacto Blvd. .... Main-9016

**Thor Cycles**  
Best Repairs New & Used  
3401-2nd Ar. .... Main-9953

Bicycles-Repairing

**Cameron H Jr 809 J.** ..... Main-3650  
**Langley's Repair Shop 1031 O.** ..... Main-1236  
**Murray Frank J 815-12th.** ..... Main-1951

Billiard Parlors.

**Capital City Pool Hall 413 K.** ..... Main-9575  
**Club Billiard Parlor 1004 1/2 S.** ..... Main-10384

Blacksmith Shops.

**Hanley H Spring Shop 1211 G.** ..... Main-9779

Blue Printing.

**Atlas Blue Print Co 1028 J.** ..... Main-1465  
(See Advertisement This Page)

**FOREST BLUE PRINT CO**  
Oldest Established Firm  
PHOTOSTAT SERVICE  
WE CALL AND DELIVER WORK  
Blue Prints -- Direct Black Line  
-- Prints -- Negatives and Maps  
EASY PARKING  
1514-9th ..... Main-2810

**Forest Fred C 1011 H.** ..... Comstock-1918  
(See Advertisement This Page)

Telephone appointments save dis-appointments -- and they are mighty good insurance against wasted time and traveling expense.

**Need Blue Prints Quickly? Call MAIN 1465**  
PHOTOSTAT PRINTS  
ROTAPRINTS  
DRAWING MATERIAL  
**ATLAS BLUE PRINT COMPANY**  
1028 J

**BLUE PRINTING**  
● BLUE LINE MAPS  
● DIRECT BLACK LINE  
● PHOTOSTATS  
...Enlarged - Reduced  
ENGINEERS' & ARCHITECTS' SUPPLIES  
Complete Equipment  
DAY AND NIGHT SERVICE  
**FRED C. FORREST**  
Phone COMSTOCK 1918  
NEW LOCATION--NEW EQUIPMENT  
Free Parking Lot 1011 H St.

**M ST. BOAT SHOP**  
BOAT BUILDING & DOCKAGE  
Towing and Dry Dock Service  
Engine Repairs  
GAS - OILS & GREASES  
**MAIN 8280**  
**McGILL and SON**  
Front & M By Tower Bridge in Broderick

**Additional Listings**  
... for the growing-up son or daughter, for the relative or friend who lives under your roof ... what nicer thought than a separate listing in the Telephone Book?

Boarding Houses.

**--See also Lodging Houses**  
Lily Inn 1410 P. .... Main-9036  
Matungas 5 415 O. .... Main-9611  
Orvis Roy 222 L. .... Main-9017

Boat Equipment

**Superior Boat Livry**  
Superior Boat Livry  
R & E Broderick. .... Capital-6970

Boats.

**Hunter Boat Corporation**  
Manufacturers of Cabin Cruisers  
Ketches Sloop  
(Thru) call "Operator" for ..... Suisun-630  
**Marina Boat Works Broderick.** ..... Main-10317  
**McGill & Son Front & M.** ..... Main-8280  
**Superior Boat Livry Front & E Brod.** ..... Capital-6970

Boats-Renting

**Superior Boat Livry Front & E Brod.** ..... Capital-6970

Boats-Repairing

**Marina Boat Works Broderick.** ..... Main-10317  
**McGill & Son Front & M.** ..... Main-8280  
(See Advertisement This Page)

Boilers-Repairing

**BYER'S-BOILER & WELDING WORKS**  
BOILERS  
Specializing in  
REPAIRING and RE-TUBING  
ON ALL TYPES of BOILERS  
By Registered Welders  
USED BOILERS for SALE  
832 Broadway ..... Main-2876

Bonds.

**Baker H R & Co Inc Forum Bldg.** ..... Capital-1937  
**Bates H J 2748-10th Ar.** ..... Capital-5332  
**BURNS PUBLISHING CO Calif State Life Bg.** Main-1542  
**CAVALIER WA & CO**  
Members N Y Stock Exchange  
1111-10th ..... Capital-1256  
**CORRAD BRUCE & CO**  
Cap Natl Bk Bldg. .... Main-974  
**DEAN WITTER & CO**  
Members N Y Stock Exchange  
1074-8th ..... Capital-5200  
**Elworthy & Co 2766-10th Ar.** ..... Capital-5332  
**Knowlton Frank & Co**  
Cap Natl Bk Bldg. .... Main-1377  
**Mason Brothers**  
Partners & Mechanic Bldg. .... Capital-700  
**MITCHELL TULLY & CO**  
Cal St Life Bldg. .... Capital-93  
**Sachs Bail Bond Co 900 I.** ..... Capital-600  
**Tomassini & Co Forum Bldg.** ..... Capital-1863  
**Wulff Hanson & Co Forum Bldg.** ..... Main-6

Bonds-Surety

**--See Insurance--Surety Bonds**

Bookbinding.

**Flynn Jas E 916-6th.** ..... Main-374  
**Ivanovich P S Co 611 J.** ..... Capital-2609  
**NEWS PUBLISHING CO 1218 H.** ..... Main-226  
**Scott C F Co Cap Natl Bk Bldg.** ..... Main-891  
**Silvius & Schoenbaker 423 J.** ..... Main-429

Bookkeeping Machines.

**BURROUGHS AUTOMATIC BOOKKEEPING AND ACCOUNTING MACHINES--**  
BURROUGHS ADDING MACHINE CO  
910-8th. .... Main-3514  
**Capital Office Equip Co 1111 J.** ..... Capital-2225  
**INTERNATIONAL ELECTRIC ACCOUNTING MACHINES--**  
**INTERNATIONAL BUSINESS MACHINES CORP**  
1015-15th ..... Capital-1367  
**News Calculating Machine Co Inc**  
1802 M. .... Main-753  
**NATIONAL BOOKKEEPING AND ACCOUNTING MACHINES--**  
**NATIONAL CASH REGISTER CO THE**  
UNDERWOOD ELLIOTT FISHER CO  
1413 J. .... Main-348  
**National Cash Register Co The 1208 K.** ..... Main-999  
**Resington Rand Inc 1107 J.** ..... Capital-1423