



# Betty Engle Beauty Salon

Offers the BEST in  
Permanent Waving  
TEST CURLS GIVEN

PAPER CURLING  
MARCELLING  
SPIRAL PERMANENTS

## "Cold Waving"

WE CARRY A COMPLETE LINE OF  
DERMATIC COSMETICS

"Air Conditioned for Your Comfort"

FOR APPOINTMENT

Dial  
**3-1767**

1013 Eleventh St.

# BRUNO'S Beauty Salon

For Individual Charm  
PERSONALITY  
PERMANENTS



Specialists in  
THE NEW  
COLD PERMANENT  
WAVE  
Finger Waving  
Hair Tinting.

PARTICULAR ATTENTION  
GIVEN TO SHAMPOOING

Telephone **3-9373**  
2129 J St. Near 22nd St.



SPECIAL  
STEAM OIL PERMANENTS  
**\$3.50** 5.00  
7.50  
Other Waves up to 20.00  
All Waves Include:  
• Haircut  
• Finger Wave  
• Shampoo

Beautiful Ringlet Ends, finest materials, expert  
licensed operators.

VERY FAST EUGENE DRYERS  
**LORDS BEAUTY SALON**

DIAL 1118 BETWEEN  
2-4373 7TH STREET K and L



## AGNES BEAUTY SHOP

Beautiful  
Permanents  
By  
AGNES SWANSON  
& Her Staff

A Complete and Thoroughly Satisfying  
BEAUTY SERVICE  
Ample Parking Space

Phone **5-0556**

3736 Stockton Blvd.

### Beauty Shops—(Cont'd)

CO-ED BEAUTY SHOPPE  
Interpreters of the Latest,  
Most Flattering Trends in  
PERMANENT WAVING  
AND  
HAIR STYLING  
2713 Riverside Blvd. . . . . 2-7741

College Beauty Salon 2970 Freeport Blvd. . . . . 3-7801  
Colonial Beauty Nook  
Evelyn Carter—Manager—Owner  
3510 Stockton Blvd. . . . . 6-7212  
Cut-N-Kurl Beauty Shop 2044-48th. . . . . 6-1658  
DAINTY LADY BEAUTY SHOP  
2246 Stockton Blvd. . . . . 5-9707  
Daisy Belle Beauty Parlor 115 Rio Linda Bl. . . . . 9-9853  
DE BONAIR BEAUTY SALON  
Olive Holmes & Corrine Phillips—Props  
2829 Del Paso Blvd. . . . . 9-9821

DE LUXE BEAUTY SHOP  
SPECIALIZING IN  
COLD WAVES  
HAIR STYLING  
HAIR TINTING  
Open Evenings  
3100 N. . . . . 5-7576

Dol's Beauty Salon 3714 J. . . . . 5-0667  
Dot's Beauty Shoppe 744-39th. . . . . 5-7849  
DOTTIE ANN'S BEAUTY SALON 501-10th. . . . . 2-1246  
East Side Beauty Shop 1005-10th. . . . . 6-7369  
ELDA'S BEAUTY SHOP 1114 1/2-10th. . . . . 2-3205  
ELEANOR'S BEAUTY SHOP 1114 1/2-10th. . . . . 2-3205  
Ellen's Beauty Shop 3229 1/2 Sacramento Bl. . . . . 5-9756  
(Continued Next Page)

Keep the Classified Telephone Direc-  
tory handy; it can save you time and  
effort.

## Milady's Wave Shop

COMPLETE BEAUTY SERVICE  
No Fussy Permanents



Permanent Waves  
**\$7.50 - Up**

Hair Styling a Specialty  
DOROTHY DOHERTY, Prop.  
Formerly of Hollywood

AIR CONDITIONED — FREE PARKING  
Open Evenings by Appointment  
1307-18th Dial **2-9620**  
If no answer Dial 4-3446

### Hairstylist

International Awarded Highest Honors  
in Hair Styling

MACHINE  
MACHINELESS  
and  
COLD WAVE  
PERMANENTS

# Johannes BEAUTY SALON

1928 P St. Phone **2-6437**

### Beauty Shops—(Cont'd)

EL RAINE BEAUTY SHOP  
ETHEL WINTERS  
PERMANENT WAVING  
and  
COMPLETE BEAUTY SERVICE  
Dial 3-7778  
1527-21st . . . . . 3-7738

El Rio Beauty Shop 2743 Riverside Blvd. . . . . 2-0876  
EMMA MARIE BEAUTY SALON  
Emma Furhop—Prop  
2110-11th Av. . . . . 2-2782  
Engle Betty Beauty Salon 1013-11th. . . . . 3-1767  
(See Advertisement Opposite Page)  
Fashionette Beauty Nook 190 1/2 Capitol Av. . . . . 2-1639  
Ficca's Beauty Salon  
Albert E. Ficca  
2716 J. . . . . 3-3019  
Fleurette Beauty Shoppe 2600 Broadway. . . . . 5-3910  
Foto's Barber & Beauty Shop 4904 J. . . . . 5-9955  
Francesca Beauty Shoppe 1129-12th. . . . . 2-1408  
Fry Myrtle Beauty Shop 2721 E. . . . . 3-2769  
Gordon Leroy Beauty Salon 1024 1/2-10th. . . . . 3-2304

GRANT UNION BEAUTY SHOP  
MRS. GRACE ACKERMAN  
Former Owner Miller's Beauty Shop  
HELENE CURTIS  
MACHINELESS PERMANENT WAVES  
FREDERICKS' MACHINE PERMANENTS  
Phone for Appointment  
Del Paso Hgts. . . . . 9-9849

GREEN'S BEAUTY SHOP  
JOSEPHINE GREEN, Owner  
Specializing in  
PERMANENT WAVING AND TINTING  
COLD WAVING - MACHINELESS  
Hair Stylist in Attendance  
815-18th . . . . . 2-6638

Guillier Pauline 2726 Capitol Av. . . . . 2-9707  
Gwen Francis Beauty Shop 523 Capitol Av. . . . . 2-5676  
HAZELTON BEAUTY SHOP 1600-24th. . . . . 6-1623  
HELEN BEAUTY COURT 3226 Folsom Blvd. . . . . 6-3811  
(See Advertisement Page 23)  
Hershey's Beauty & Barber Shop 4734 J. . . . . 6-4825

HOMELAND BEAUTY SALON  
Specializing  
PERMANENT WAVING  
All Lines of Beauty Culture  
Work Done By Expert Operators  
JESSIE ZINE, MANAGER  
CALL 3-7528  
1710 Broadway. . . . . 3-7528

INGRIM'S BEAUTY SHOP  
2726-10th N. Sacramento . . . . . 9-1263

JACK'S BEAUTY SALON  
SPECIALIZING  
in  
INDIVIDUAL COIFFURES  
Room 226, 9th & K  
Forum Bldg. . . . . 2-8664

Jennings' Leo Beauty Shop 2712 J. . . . . 2-8741  
Jeri's Beauty Bar 2029 X. . . . . 5-9896  
JOHANNES BEAUTY SALON 1928 P. . . . . 2-6437  
(See Advertisement Opposite Page)  
KATHRYN'S BEAUTY SALON 1019A-10th. . . . . 3-8256  
KAY'S BEAUTY SHOPPE  
Kitty Rogers—Sole in Permanent Waving  
2722 Sacto Blvd. . . . . 6-2384  
LA DONE BEAUTY SALON 3084-33d. . . . . 5-8527  
Lady Claire Beauty Shop  
25th Av. Sacramento Blvd. . . . . 5-9705  
Lady Faire 1509-16th. . . . . 2-5787  
Laroco's Beauty Shop 1630-7th. . . . . 3-9428  
Lavender Beauty Salon  
Celia Houx Frates  
3248-12th Av. . . . . 5-7528  
Leftridge Beauty Salon  
3102 Sacramento Blvd. . . . . 5-9622  
Leilani Beauty Salon 1123-5th. . . . . 3-1550

LENHARD BEAUTY SALON CARLOTTA'S  
1123-9th. . . . . 3-9505  
LEROY GORDON BEAUTY SALON  
1024 1/2-10th. . . . . 3-2304  
Lillian's Alhambra Bty Salon  
724 Alhambra Blvd. . . . . 3-9716  
Lily's Beauty Shoppe 4139-4th Av. . . . . 6-2350  
LOIS LEE BEAUTY SHOP 2944-35th. . . . . 6-6301  
LORDS BEAUTY SALON 1118-7th. . . . . 2-4373  
(See Advertisement Opposite Page)  
LUCILLE'S BEAUTY SALON 2338-2d Av. . . . . 5-5791  
LYNCH EVA DEE Forum Bldg. . . . . 2-2881  
Mabel's Beauty Shop 4704 Sacramento Bl. . . . . 5-5516  
Maben Ferre Beauty Salon 2421 F. . . . . 2-9203  
Marie's Beauty Salon 2033 Vallejo Wy. . . . . 2-4094  
Maude Marie Beauty Shoppe 1017-9th. . . . . 3-3382  
Maude Marie Beauty Shoppe 3314 Folsom Bl. . . . . 5-0344  
May Bel Beauty Shop 606-16th. . . . . 3-9824  
MERLE NORMAN COSMETIC STUDIO  
For Studio See Cosmetics  
2126 Del Paso Blvd. . . . . 9-1154

MERLE NORMAN COSMETIC  
STUDIO OF CHARM  
Teaches You The  
Art of Applying Your Daily Makeup  
Featuring  
Rolley Perfumes & Colognes  
Truly America's Finest  
1012-11th. . . . . 3-2029

Nickey's Beauty Shop 1232 P. . . . . 2-5232  
Milady's Permanent Wave Shop 1307-18th. . . . . 2-9620  
(See Advertisement Opposite Page)  
Mildred's Beauty Shop 4900-10th Av. . . . . 6-2347  
Minton's Ivy Beauty Shop 1220H. . . . . 2-8532  
Model Beauty Shop  
Now Betty Engle Beauty Salon  
1013-11th. . . . . 3-1767  
Modern Beauty Shoppe 3020-5th Av. . . . . 6-7555  
Myra's Beauty Salon 1208 O. . . . . 3-9756  
Nanette's Beauty Parlor 1214-5th. . . . . 2-9975  
Naoma May Beauty Salon 1806 Del Paso Bl. . . . . 9-0895  
Oak Park Beauty Shop  
Kathryn Shelley—Manager  
2937-35th. . . . . 5-9706  
Orchid Beauty Salon 1713-10th. . . . . 2-4265  
PEACOCK BEAUTY SALON 2527 J. . . . . 2-9360  
Pearl's Beauty Shop 1008-7th. . . . . 2-5457  
Peter Pan Beauty Shop 1120 I. . . . . 3-8727  
Peterson Verda  
Formerly Capital Beauty Parlor  
2813-65th. . . . . 5-9735  
Powder Puff Beauty Shop 714-25th. . . . . 3-3540  
PRISCILLA'S BEAUTY SALON 1305-4th. . . . . 3-9594

ROBERTA'S BEAUTY SALON  
PHYLLIS DALY, Mgr.  
A COMPLETE  
BEAUTY SERVICE  
SPECIALIZING IN COLD WAVES  
Room 208  
Forum Bldg. . . . . 3-2441

Ruth Ann Beauty Salon 1462-33d. . . . . 5-4487  
SENATOR HOTEL BEAUTY SALON  
12th & L. . . . . 3-3628  
Silhouette Beauty Shoppe 2623 Broadway. . . . . 5-9638  
Sta-Rite Beauty Shop  
Edith Johansen  
1617-16th. . . . . 2-8391  
Style Art Continental Beauty Salon  
1006 1/2-9th. . . . . 3-1552  
STYLE ART VICTORY BEAUTY SALON  
1009 1/2-9th. . . . . 2-0554  
(See Advertisement Page 23)  
Sunbeam Beauty Salon 1127-8th. . . . . 3-9596  
Suzanne's Beauty Salon 4804 Folsom Blvd. . . . . 6-6716  
Tavern Beauty Shop 2726 Capitol Av. . . . . 2-9707  
Taylor Ruth 2500 O. . . . . 5-0768  
Theima's Beauty Shoppe 3608 McKinley Bl. . . . . 5-9825  
Thomas Beauty Shop  
Available For Appointments 8 AM-12 Noon  
3216 Santa Clara. . . . . 6-6207  
Three Sisters' Bty Shop 1006-24th. . . . . 3-3477  
TOWER BEAUTY SALON  
Frances Rypynski  
1510 Broadway. . . . . 3-3820  
Vanity Box Beauty Shop 1048-34th. . . . . 6-0523  
Vogue Beauty Salon 2108-28th. . . . . 6-3657  
Waldorf Beauty Shop 527-12th. . . . . 2-9738  
Weinstock-Lubin & Co 12th & K. . . . . 3-6881

Beds—Hospital  
See Hospital Equipment & Supplies

Beer & Ale Distrs  
Acme Beverage Co 2630-5th. . . . . 3-1925  
(See Advertisement Following Page)  
ARGONAUT LIQUOR CO 517 I. . . . . 2-2933  
BELLESI DISTRIBUTING CO 1300-11th. . . . . 2-3972  
(See Advertisement Following Page)  
BOTTLE SHOP THE 301 Capitol Av. . . . . 2-4411  
BUFFALO BREWERY INC 1717-21st. . . . . 2-0765  
BURGERMEISTER BEER—  
SACCANI DISTRIBUTING CO 1031 D. . . . . 3-4210  
Cal-Sac Distributing Co 1515-18th. . . . . 2-1048  
(See Advertisement Following Page)  
DiNapoli Bros 1726 L. . . . . 2-7332  
GOLDEN GLOW BEER—  
BELLESI DISTRIBUTING CO 1800-11th. . . . . 2-3972  
(Continued Next Page)

Help win the war with the money you  
save—buy War Bonds.

## REGAL PALE BEER

Dial 3-1566

Light & Mellow

### REGAL PALE DISTRIBUTING CO.

1116 Q St.

## WIELAND'S Coors

GAS TANKS

# LENZ

DISTRIBUTING CO.

1414-E Telephone 2-9265