Beauty Shops–(Cont'd)

LENHART BEAUTY SALON
See Lavonne Beauty Salon
1123-9th 3-9505
LILLIAN'S ALHAMBRA BTY SALON
Specializing In All Types Of Permanents
724 Alhambra Blvd 4-2361
Lil's Beauty Shoppe 3908 Broadway 6-2350
LOIS LEE BEAUTY SHOP
Specializing In Permanent Waving
2944-35th 6-6301
LORDS BEAUTY SALON 1118-7th 2-4373
(See Advertisement Preceding Page)

LUCILLE'S BEAUTY SALON
featuring
HELENE CURTIS COLD WAVE
ZOTOS and JAMAL PERMANENT WAVES
Helaine Seager's Matched Make-up
Complete Line of Revlon Products
2338-2d Av. 5-5791

Luella Beauty Shop 3733 Rio Linda Blvd 9-1892
Mabel's Beauty Shop 1052 Proctor Av 2-8079
Mabel's Beauty Shop 4704 Sacramento Blvd 5-5516
Manor Beauty Salon 5530 Fruitridge Rd 5-8847
MARCEL'S BEAUTY SALON 1817 K 3-6635
(See Advertisement Page 48)
Marie's Beauty Salon 2033 Vallejo Wy 2-4094

MARIAN'S BEAUTY SHOP
MARIAN MEZZANARES, Owner
Specializing in
PERMANENT WAVING AND TINTING
COLD WAVING - MACHINELESS
Hair Stylist in Attendance
5211½-18th 2-6638

Martha's Beauty Salon 1004-33d 7-2435
Mary Lou's Beauty Shop 2415 H 2-0801
Mary's Beauty Shop
1806½ Del Paso Blvd N Sacramento 9-0895
(See Advertisement Preceding Page)
MASTER'S BEAUTY SHOP
Venezuela Spates
526A Capitol Av 2-9342
Maude Marie Beauty Shoppe 3314 FolsomBl 5-0344
May Bel Beauty Shop 606-16th 3-9824
MERLE NORMAN COSMETIC STUDIO
For Studio See Cosmetics
2118 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

MICKEY'S BEAUTY SHOP 1232 P 2-5232
MILADY'S PERMANENT WAVE SHOP
1307-18th 2-9620
If no answer call 4-1019
Minton's Ivy Beauty Shop 1220H 2-8532
Modern Beauty Shoppe 3020-5th Av 6-6755
MYRA'S BEAUTY SALON 1208 O 3-9756
Nanette's Beauty Parlor 1214-5th 2-9975
Neta's Beauty Salon
3727 Marysville Rd Del Paso Hts 9-1344
Orchid Beauty Salon 1713-10th 2-4265
Palm Beauty Salon 1910-28th 7-1628
Pearl's Beauty Shop 1008-7th 2-5457
(See Advertisement Page 47)
Peter Pan Beauty Shop 1905-16th 3-8727
Peterson Verda 2994-65th 6-8631
PRISCILLA'S BEAUTY SALON 1305-4th 3-9594
Roberta's Beauty Salon Forum Bldg 4-5371

RUTH ANN BEAUTY SALON
HELENE CURTIS COLD WAVE
HAIR STYLING
ELECTROLYSIS & THERMOLYSIS
1725 L 4-3036

SACTO SCHOOL OF BEAUTY CULTURE
1630 O 3-4583
(See Advertisement Page 48)

Beauty Shops–(Cont'd)

Salon Agnes 3200 Riverside Blvd 3-7791
(See Advertisement Page 48)
SAN CARLAS BEAUTY SALON 3258 J 7-1784
(See Advertisement Page 48)
SENATOR HOTEL BEAUTY SALON
FEATURING COLD WAVES
HAIR TINTING & DYEING
FACIALS
MANICURING
Permanents In Evening By Appointment
LOCATED ON MEZZANINE
12th & L 3-3628

Silhouette Beauty Salon
Bernice Richter & Helen Enzler
2623 Broadway 6-5571
Smith Betty 3135 Del Paso Blvd 9-1785
Smith's Center Beauty Parlor
2500 Grand Av Del Paso Hts 9-5247
Stanford Beauty Shop
Cora Baker-Owner
3229½ Sacto Blvd 5-9756
Sta-Rite Beauty Shop
Edith Johannsen
1617-16th 2-8391
STYLE ART BEAUTY SALON 1017-9th 2-0554
SUNBEAM BEAUTY SALON 1127-8th 3-9596
Suzanne's Beauty Salon
Specializing Helene Curtis Cold Wave
4804 Folsom Blvd 6-6716
Theodore's Beauty Salon
2450 Del Paso Blvd 9-8621
Thomas Beauty Shop 3142 Snta Cruz 6-6207
Three Sisters' Bty Shop 1006-24th 3-3477
TOWER BEAUTY SALON 1510 Broadway 3-3820
(See Advertisement Page 48)
Trudy's Beauty Studio 1010-23d 2-5604
Town & Country Beauty Shop
2934 Fulton Av N Sacramento 9-3396
(See Advertisement Preceding Page)
Twiggs Beauty Center 421 Capitol Av 2-9508
UP THE GROVE SCHOOL OF BEAUTY CULTURE
913½ K 3-1401
(See Advertisement Page 46)
Verda's Beauty Shop 2994-65th 6-8631
Vi's Beauty Shop Carmichael 9-5956
Vogue Beauty Salon 2105-28th 6-3697
Waldorf Beauty Shop 527-12th 2-9738
WEINSTOCK-LUBIN & CO 12th & K 3-6881
Whitey's Salon of Beauty 2003 L 3-5854
Yo's Beauty Shoppe 1205-4th 2-7451

Beds–Hospital

See Hospital Equipment & Supplies

Beer & Ale Distrs

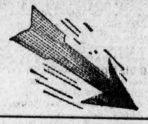
Acme Beverage Co 2630-5th 3-1925
(See Advertisement Opposite Page)
ARGONAUT LIQUOR CO 517 I 2-2933
ATLAS DISTRIBUTING CO INC 1430 Front 4-3369
(See Advertisement Opposite Page)
BELL DISTRIBUTING CO 1527 North C 2-4913
(See Advertisement Opposite Page)
BOTTLE SHOP THE 301CapitolAv 2-4411
BUDWEISER BEER—
ATLAS DISTRIBUTING CO INC
1430 Front 4-3369
BUFFALO BREWERY INC 1717-21st 2-0765
BURGERMEISTER BEER—
SACCANI DISTRIBUTING CO 1031 D 3-4210

(Continued Next Page)

Good neighbors are considerable party-line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

REGAL PALE BEER



Dial 3-1566

Light & Mellow

REGAL PALE DISTRIBUTING CO.
1116 Q St.

Premium Pale
GB
of SANTA ROSA
High MILLER Life
GUILD WINES
Mills & Beaumille Wine
CANADA DRY PRODUCTS
DIAL
2-1048
Distributed by
CAL-SAC DISTRIBUTING CO.
1619 E Street
SACRAMENTO

Beer & Ale Distrs–(Cont'd)

Cal-Hi Beverage Co W Sacramento 3-4081
(See Advertisement This Page)
CAL-SAC DISTRIBUTING CO 1619 E 2-1048
(See Advertisement Opposite Page)
Di Napoli Bros 25th & R 5-0963
(See Advertisement Following Page)
GOLDEN GLOW BEER—
BELL DISTRIBUTING CO 1527 North C 2-4913
LENZ DISTRIBUTING CO 1414 E 2-9265
(See Advertisement This Page)
Lucky Lager Distr Co 1800-22d 6-3845
Marinoff Beer 1606 D 3-0128
PABST BLUE RIBBON BEER DIST
2301-19th 3-9026
(See Advertisement This Page)
PAR-MAC DISTRIBUTING CO
1708 Thornton Av 2-3972
(See Advertisement This Page)

(Continued Next Page)

LUCKY LAGER
LUCKY LAGER
GRAPE GOLD WINES
Grape Gold
FINE CALIFORNIA WINE
Blatz
MILWAUKEE BEER
Distributor
STERLING BRANDS
Phone
6-3845
GEORGE F. GOTHMANN
Managing Owner
1800-22nd St.

SCHLITZ
GOLDEN GLOW
SICK'S SELECT

Beer
Beer
Beer & Ale
BEER & WINE
DIAL 2-4913
BELL DISTRIBUTING CO.
1527 North C Sacto

DISTRIBUTORS FOR
VALLEY BREW BEER
Draft & Bottled
Harvard Export
BEER IN CANS & BOTTLES
NAPA SODA & CALSO WATER
PAR-MAC DISTRIBUTING
1708 Thornton Ave.
2-3972

Distributor of
ACME
HAMM'S - BLATZ
BEER

BALLENTINE'S
ALE
CANADA
DRY
FRASINETTI WINES
Phone . . . 3-1925
ACME BEVERAGE CO.
FARMERS PRODUCE MARKET
2630 - 5th

WIELAND'S
Coors
CALSO WATER
GAS TANKS
LENZ
DISTRIBUTING CO.
1414-E Telephone 2-9265

RAINIER
BEER
ALE - STOUT
WINES - BEER
EXCLUSIVE DISTRIBUTORS OF RUPPERT BEER
Wholesale Only
CAL-HI BEVERAGE CO.
Warehouse 600 Ft. South of Tower Bridge
WEST SACRAMENTO
P.O. Box 1523
3-2894 or 3-4081
Sacramento

King of Bottled Beer
Budweiser
TRADE MARK REG. U. S. PAT. OFF.
and
Belfast Beverages
ATLAS DISTRIBUTING CO., INC.
1430 Front Phone 4-3369

Pabst Blue Ribbon
PABST
BLUE RIBBON
BEER
Telephone
3-9026
PABST BLUE RIBBON BEER DISTRIBUTOR
BLUCHER BROS. BEVERAGE CO.
FORMERLY LIME COLA BOTTLING CO.
2301 - 19TH