

Jack's Beauty Salon
Specialists in Individual Coiffures
ONLY EXPERT OPERATORS TO RENDER A COMPLETE PERSONALIZED SERVICE
ELECTROLYSIS - THERMOLYSIS TREATMENTS
ROOMS - 224 TO 228 DIAL
FORUM BLDG. GI lbrt 2-8664



PERMANENT WAVES
Our Specialty
WE FEATURE PERMANENTS FOR DYED, BLEACHED OR FINE HAIR & HAIR TOO DIFFICULT TO CURL
Individual Hair Styling COMPLETE BEAUTY SERVICE
Dial GI lbrt 3-7528
HOMELAND BEAUTY SALON
JEANETTE M. GALLAGHER, Owner
1710 BROADWAY



Town & Country BEAUTY SHOP
2437 EL PASO LN
In Town & Country Village
HELENE CURTIS & RAYETTE PERMANENT WAVES
ANN BARCOCK, Prop.
Dial HICKORY 9-3396



A COMPLETE BEAUTY SERVICE
OPEN EVENINGS
Call
GI lbrt 3-3628
HOTEL
Senator BEAUTY SALON
12th & L Mezzanine Floor



Beauty Shops—(Cont'd)
PETER PAN BEAUTY SHOP
Open 9 AM To 8 PM
Forum Bldg. GI lbrt 3-8727
Peteren Verda 2994-65th HI lcrst 6-8631
PRISCILLA'S BEAUTY SALON
1305-4th GI lbrt 3-9594
QUEENIE'S BEAUTY SHOP
Specialists in All Phases of BEAUTY CARE
(Located in North Sacramento's New Horseshoe Shopping Center)
Corrine Magee, Owner
2021 Del Paso Blvd N Sacto. HI ckrly 9-9951

For full use of your telephone, please keep your instrument "hung up"—ready for service

ELIZABETH FOR BEAUTY
"WE NEED YOUR HEAD IN OUR BUSINESS"
Permanent Waving For Women Who Are Particular
Complete Beauty Service
PHONE
HI ckrly 9-0895
ELIZABETH NASH
N. Sacramento
1806 1/2 Del Paso Blvd.



Your House of Beauty
Specializing in...
★ PERMANENTS
★ DYEING
★ COCKTAIL SHAMPOO
Permanents from \$5.00 Up
Shampoo & Wave \$1.25
Open Evenings by Appointment
"The Shop for Beautiful Women"
La Belle Beauty Salon
Located in the Travelers Hotel
Dial HUDSON 4-3567
430 J Street



El Rancho Beauty Salon
Specializing in
★ PERMANENT WAVING
★ HAIR TINTING
★ HAIR CUTTING
Elsaine Rose, Mgr.-Owner
DIAL
HUDSON 4-1621
Just Beyond El Rancho Motel Turn Left
1/2 Block on: W. Sacramento
Jefferson Blvd.,



Beauty Shops—(Cont'd)
RUTH ANN BEAUTY SALON
HELENE CURTIS COLD WAVE HAIR STYLING
ELECTROLYSIS & THERMOLYSIS
1725 L.....HU dsn 4-3036

SACTO SCHOOL OF BEAUTY CULTURE
1630 O.....GI lbrt 3-4583
(See Advertisement Page 49)
Salon Agnes 3200 Riverside Blvd.....GI lbrt 3-7791
Salon Arden 3590 Fair Oaks Blvd.....HI ckrly 9-9461
SAN CARLOS BEAUTY SALON
3258 J.....HI lcrst 7-1784
(See Advertisement Page 48)
Silhouette Beauty Salon
Bernice Richter & Helen Enzler
2623 Broadway.....HI lcrst 6-8571
Stanford Beauty Shop
Cora Baker-Owner
3229 1/2 Sacramento Blvd.....HI lcrst 5-9756
STAR BEAUTY SALON
4912 Sn Francisco Blvd.....HI lcrst 5-0556
(See Advertisement Page 49)
Sia-Rite Beauty Shop
Edith Johansen
1617-16th.....GI lbrt 2-8391
STYLE ART BEAUTY SALON
1017-9th.....GI lbrt 2-0554
SUNBEAM BEAUTY SALON
1127-8th.....GI lbrt 3-9596
Suzanne's Beauty Salon
4804 Folsom Blvd.....HI lcrst 6-6716
THEODORE'S BEAUTY SALON
PERMANENT WAVING
HAIR STYLING
HAIR TINTING & BLEACHING
PERSONALIZED SERVICE
Evening Appointments Taken for Thursdays & Fridays
2450 Del Paso Blvd.....HI ckrly 9-8621

Thomas Beauty Shop 2908-36th.....HI lcrst 5-9990
Three Sisters Beauty Shop 1006-24th.....GI lbrt 3-3477
TOWER BEAUTY SALON
1510 Broadway.....GI lbrt 3-3820
(See Advertisement Page 49)
Town & Country Beauty Shop
2437 El Paseo Ln.....HI ckrly 9-3396
(See Advertisement This Page)
Travelers Hotel Beauty Salon 430 J.....HU dsn 4-3567
Twilogs Beauty Center 421 Capitol Av., GI lbrt 2-9508
UPTHEGROVE SCHOOL OF BEAUTY CULTURE
913 1/2 K.....GI lbrt 3-1401
(See Advertisement Page 46)
Verda's Beauty Shop 2994-65th.....HI lcrst 6-8631
Vi's Beauty Shop Carmichael.....HI ckrly 9-5956
Vogue Beauty Salon 2105-26th.....HI lcrst 6-3697
Walldorf Beauty Shop 527-12th.....GI lbrt 2-9738
WEINSTOCK-LUBIN & CO
12th & K.....GI lbrt 3-6881
Yo's Beauty Shoppe 1205-4th.....GI lbrt 2-7451
Zella's Beauty Salon 3228 Broadway.....HI lcrst 5-5965

Beds-Disappearing
Builders & Manufacturers Mart
Rollaway-Recess-Jam Beds
600-16th Oakland
(Toll) Call "Operator" for.... Glencourt 1-1174

Beds-Hospital
See Hospital Equipment & Supplies
FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—
1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Beer & Ale Distrs
Acme Beverage Co 2630-5th.....GI lbrt 3-1925
(See Advertisement This Page)
ATLAS DISTRIBUTING CO INC
1430 Front.....HU dsn 4-3369
(See Advertisement Page 52)
BELL DISTRIBUTING CO
1527 North C.....GI lbrt 2-4913
(See Advertisement This Page)
BUDWEISER
ATLAS DISTRIBUTING CO INC
1430 Front.....HU dsn 4-3369
BUFFALO BEER—
ATLAS DISTRIBUTING CO INC
1430 Front.....HU dsn 4-3369
BUFFALO BREWERY INC 1717-21st. GI lbrt 2-0765
BURGERMEISTER BEER—
SACCANI DISTRIBUTING CO
1031 D.....GI lbrt 3-4210
CAL-HI BEVERAGE CO
W Sacramento.....GI lbrt 3-4081
(See Advertisement Page 52)
CAL-SAC DISTRIBUTING CO 1619 E GI lbrt 2-1048
(See Advertisement This Page)
Di Napoli Bros 25th & R.....HI lcrst 5-0963
Grace Bros Brewing Co
1005 El Monte Av N Sacramento.....HI ckrly 9-8501
LENZ DISTRIBUTING CO 1414 E.....GI lbrt 2-9265
(See Advertisement Page 52)
Lucky Lager Distr Co 1800-22d.....HI lcrst 4-3845
MILLER HIGH LIFE BEER—
STERLING BRANDS 1800-22d.....HI lcrst 6-3845
PABST BLUE RIBBON BEER DIST
2301-19th.....GI lbrt 3-9026
(See Advertisement Page 52)
Rainier Distributors W Sacramento... GI lbrt 2-3964
PAR-MAC DISTRIBUTING
1708 Thornton Av.....GI lbrt 2-3972
If no answer call.....GI lbrt 2-7308
If no answer call.....HI lcrst 6-6673
(Continued Next Page)

IT'S LUCKY When You Live in California
LUCKY LAGER
LUCKY LAGER
MADRONE SUPREME GRAPE GOLD FINE WINES
Enjoy Life with
Miller's HIGH LIFE
Distributor
STERLING BRANDS
Phone
HI lcrst 6-3845
GEORGE F. GOTHMANN, Managing Owner
1800 - 22nd Street



GOLDEN GLOW BEER & ALE
ALT HEIDELBERG BEER
Regina Wines
KINGSBURY BEER
CANADA DRY PRODUCTS
DIAL
GI LBRt 2-1048
Distributed by
CAL-SAC DISTRIBUTING CO.
1619 E STREET
SACRAMENTO



SCHLITZ SICK'S SELECT
BEER & WINE
GI lbrt 2-4913
BELL DISTRIBUTING CO.
1527 North C Sacto



REGAL PALE BEER
GI lbrt 3-1566
Light & Mellow
REGAL PALE BEER
REGAL PALE DISTRIBUTING CO.
1116 Q St.



Distributor of
ACME-BLATZ BEER
BALLENTINE'S ALE CANADA DRY
GI lbrt 3-1925
ACME BEVERAGE CO.
FARMERS PRODUCE MARKET
2630 - 5th

