Beauty Shops—(Cont'd)

LOIS LEE BEAUTY SALON
Specializing in
PERMANENT WAVING
Hair Shaping & Styling
OPEN EVENINGS BY APPOINTMENT
4 Operators to Serve You
In the Oak Park District
2944-35th ..... HIlcrest 6-6301

LORD'S BEAUTY SALON 703½ J...GI lbrt 2-4373
(See Advertisement Page 55)

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..... HI lcrst 5-5791

Madelline's Beauty Salon 394-45th ...HIlcrst 7-6659
Mademoiselle Beauty Salon
Evening Appointments
501-10th ..... GIlbrt 2-1246
Manor Beauty Salon
5430 Fruitridge Rd..... HI lcrst 5-8847

MAR-EVE BEAUTY SALON
NEW OWNER
RUTH PERRY
724 Alhambra Blvd..... HU dsn 4-2361

Mar-Eve Beauty Salon
724 Alhambra Blvd..... HU dsn 4-2361
(See Advertisement Page 57)

MARCEL'S BEAUTY SALON
2322-21st ..... HI lcrst 7-2979
(See Advertisement Page 57)

MARIAN'S BEAUTY SHOP
521½-18th ..... GIlbrt 2-6638
Marie Kay's Beauty Salon 1123-5th... GI lbrt 3-1550
Marie's Beauty Salon 2033 Vallejo Wy. GI lbrt 2-4094

MASTER'S BEAUTY SHOP
526A Capitol Av..... GI lbrt 2-9342

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting — Styling — Tinting — Curling
Evenings by Appointment
3314 Folsom Blvd..... HI lcrst 5-0344

May Bel Beauty Shop 612-15th..... HUdsn 4-1801
May's Beauty Shop 215 Hobson Bryte.. GI lbrt 2-5470

MEDICO-DENTAL BEAUTY SALON
Medico-Dental Bldg ..... HUdsn 1-0309

MERLE NORMAN COSMETIC STUDIO
2118 Del Paso Blvd..... HI ckry 9-1154

MERLE NORMAN COSMETICS
Teaches You The
Art of Applying Your Daily Makeup
Complete Complexion Analysis Given
Free of Charge
1012-11th ..... GI lbrt 3-2029

MICKEY'S BEAUTY SHOP 1230 P...GI lbrt 2-5232

MILADY'S PERMANENT WAVE SHOP
OPEN EVENINGS
Complete Beauty Service
Styling - Shaping - Tinting - Cutting
1307-18th ..... HU dsn 4-6230

MIQUEL'S HEALTH STUDIO
2030-16th ..... GI lbrt 3-3092
(See Advertisement Page 57)

Modern Beauty Shoppe 3020-5th Av..HI lcrst 6-6755
MYRA'S BEAUTY SALON 1208 O.... GI lbrt 3-9756
Nanette's Beauty Parlor 1214-5th.... GI lbrt 2-9975
Nellie's Beauty Shop 2121-30th..... HI lcrst 5-7446

NETA'S BEAUTY SALON
HELENE CURTIS PERMANENTS
LATEST HAIR STYLING
9 to 6 - Open Evenings by Appt.
3727 Msvl Rd Del Paso Hgts.. HI ckry 9-1344

Nova's Beauty Shop
Eastern & Robertson Av..... IV nhoe 9-0962
Opal's Beauty Salon 1221B-4th..... HU dsn 4-3006
Orchid Beauty Salon 1713-10th..... GI lbrt 2-4265

Beauty Shops—(Cont'd)

Pearl's Beauty Shop 1008-7th..... GI lbrt 2-5457
(See Advertisement Page 54)
Personality Beauty Shop
1140 Grand Av Del Paso Hgts..... HI ckry 9-0728

PETER PAN BEAUTY SHOP
SPECIALISTS IN
PERMANENT WAVING
Open 9 A.M. to 8 P.M.
Forum Bldg. ..... GIlbrt 3-8727

Petersen Verda 2994-65th..... HI lcrst 6-8631
PRISCILLA'S BEAUTY SALON
1305-4th ..... GI lbrt 3-9594
QUEENIE'S BEAUTY SHOP
457 W El Camino Av..... HI ckry 9-9951

RALPH'S BEAUTY SALON
Hair Cutting A Specialty
PERMANENT WAVES
HAIR TINTING
Open Evenings
Upstairs
1020-10th ..... HU dsn 4-9901

RICKS W 3515 Fair Oaks Blvd..... IVnhoe 9-4262
RIVIERA SALON OF BEAUTY
2713 Riverside Blvd..... GI lbrt 2-7741
(See Advertisement Page 57)

RUTH ANN LEWIS
HELENE CURTIS COLD WAVE
HAIR STYLING
ELECTROLYSIS & THERMOLYSIS
2423-21st ..... HI lcrst 7-4920

Ruth's Beauty Salon 3000-65th..... HIlcrst 6-2016
SACTO BEAUTY SCHOOL 1630 O... GI lbrt 3-4583
(See Advertisement Page 57)

SAK'S SALON OF BEAUTY
For the Smartest In Hair Styling
Grace Anderson, Prop.
1006-24th ..... GIlbrt 3-1238

Salon Agnes 3200 Riverside Blvd..... GI lbrt 3-7791
SALON ARDEN 3515 Fair Oaks Blvd.. IVnhoe 9-4262
SAN CARLAS BEAUTY SALON
3258 J ..... HUdsn 1-1061
(See Advertisement Page 56)

SENATOR BEAUTY SALON
Located On Mezzanine Floor
12th & L..... GI lbrt 3-3628
Hotel Senator..... GI lbrt 2-5081
Silhouette Beauty Salon
Berniece Williams
2623 Broadway ..... HI lcrst 6-5571
Stanford Beauty Shop
Cora Baker-Owner
3229½ Sacramento Blvd..... HI lcrst 5-9756

STAR BEAUTY SALON
4912 San Francisco Blvd..... HI lcrst 5-0556
If no answer call..... HIlcrst 6-4324
Sta-Rite Beauty Shop
Edith Johannsen
1617-16th ..... GI lbrt 2-8391

STYLE ART BEAUTY SALON
MR. MITCHELL & DON
Hair Stylists
Across from Hales
1017-9th ..... GI lbrt 2-0554

SUNBEAM BEAUTY SALON
1122-8th ..... GI lbrt 3-9596
Suzanne's Beauty Salon
4804 Folsom Blvd..... HI lcrst 6-6716

TALLAC SQUARE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cold Wave & Machineless Permanents
Hair Styling — Hair Tinting
Willodean (Willy) Brazell
14th Av & 60th..... HI lcrst 7-3933

THEODORE'S BEAUTY SALON
2444 Del Paso Blvd..... HIckry 9-8621
Thomas Beauty Shop 2908-36th..... HI lcrst 5-9990

Beauty Shops—(Cont'd)

TOWER BEAUTY SALON
1510 Broadway..... GI lbrt 3-3820
(See Advertisement Page 57)
TOWN & COUNTRY BEAUTY SHOP
2437 El Paseo Ln..... IV nhoe 9-5189
Twigg's Beauty Center 421 Capitol Av. GIlbrt 2-9508
UPTHEGROVE SCHOOL OF BEAUTY CULTURE
913½ K..... GI lbrt 3-1401
(See Advertisement Page 54)
VANITY BEAUTY SALON
4945 Folsom Blvd..... HI lcrst 5-8507
(See Advertisement Page 57)
Vaughan's Beauty Shop
1907 Marconi Av N Sacto..... HI ckry 9-7314
Residence ..... HIckry 9-7951
Verda's Beauty Shop 2994-65th..... HI lcrst 6-8631
Vina & Zella's Colonial Beauty Nook
3510 Stockton Blvd..... HI lcrst 6-7212
VIRGINIA'S BEAUTY SALON
2613 Harkness Av..... GIlbrt 2-2416
Vogue Beauty Salon 2105-28th..... HI lcrst 6-3697

WAGON WHEEL BEAUTY SHOPPE
"For People Who Appreciate the Finest"
COMPLETE BEAUTY SERVICE
Arlene De Wilde - Owner
3418 Marysville Rd Haggnwd. HI ckry 9-0175

Waldorf Beauty Shop 527-12th..... GI lbrt 2-9738
WEINSTOCK-LUBIN & CO
12th & K..... GI lbrt 3-6881
Wynona's Beauty Shop
3100 Mountain View Av..... IVnhoe 9-2667
Yo's Beauty Shoppe 1205-4th..... GI lbrt 2-7451
ZELLA'S BEAUTY SALON
3326 Bdwy ..... HIlcrst 5-5965

Bedding

See also Mattresses Headings

Claude Gordon's Village Home Store
2645 El Paseo Ln..... IVnhoe 9-4843
JACKSON FURNITURE CO 14th & K.. GI lbrt 2-7604

VALLEY MATTRESS CO
Mattresses Rebuilt - Sterilized
Recovered Like New
One Day Service
Lowest Prices
4160-14th Av..... HI lcrst 5-3019

Beds

ABBEY RENTS
EXTRA SLEEPING ACCOMMODATIONS
ROLLAWAY - BABY - HOSPITAL BEDS
24-Hour Service — Rentals — Sales
1827 J ..... HUdsn 4-9151

SUPERIOR AMBULANCE SERVICE
HOSPITAL BEDS — FRACTURE BEDS
Wheel Chairs — Crutches — Walkers
24-Hour Rental Service
1221-30th ..... HIlcrst 6-6434

WILSON RENTS & SELLS
ROLLAWAY & HOSPITAL BEDS — CRIBS
1309 J ..... GI lbrt 3-5709
Nite calls ..... HI lcrst 5-6244
Or ..... IV nhoe 9-6598

Beds-Disappearing

Marshall-Stearns Pacific Co
Murphy-Rollaway-Recess-Wall Beds
600-16th Oakland
(Toll) Call "Operator" for.... Glencourt 1-1174

Beds—Hospital

See Hospital Equipment & Supplies

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nation-wide unity of method and spirit means a telephone service of the utmost dependability.

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 Advertisements Page 60)
BALLANTINE ALE—
STERLING BRANDS 1800-22d ... HIlcrst 6-3845
BELL DISTRIBUTING CO
1527 North C..... GI lbrt 2-4913
(See Advertisement This Page)
BLUCHER BROS BEVERAGE CO
112 Bdwy ..... HUdsn 1-2071
(See Advertisement Page 60)
BUDWEISER—
ATLAS DISTRIBUTING CO INC
1430 Front..... HU dsn 4-3369
BURGERMEISTER BEER—
SACCANI DISTRIBUTING CO
2600-5th ..... HU dsn 1-0213
CAL-HI BEVERAGE CO
W Sacramento..... GI lbrt 3-4081
(See Advertisement Page 60)
Capital Cigar & Liquor Co 320 J..... GI lbrt 3-3761
(See Advertisement Page 60)
EASTSIDE BEER—
BLUCHER BROS BEVERAGE CO
112 Bdwy ..... HUdsn 1-2071
GOEBEL BEER 1527 North C..... GI lbrt 2-4913
Grace Bros Brewing Co
Blue 'n Gold Beer
1005 El Monte Av N Sacramento. HI ckry 9-8501
If no answer call..... HI lcrst 6-3758
HEIDELBERG BEER—
ATLAS DISTRIBUTING CO INC
1430 Front ..... HUdsn 4-3369
Lenz Distributing Co 1414 E..... GIlbrt 2-9265
Lucky Lager Distr Co 1800-22d..... HI lcrst 6-3845
(Continued Next Page)

The Yellow pages save you time.

Distributor of
ACME-BLATZ
BEER
CANADA DRY PRODUCTS
GI lbert 3-1925
ACME BEVERAGE CO.
FARMERS PRODUCE MARKET
2630 - 5th

LUCKY LAGER
LUCKY LAGER
LUCKY LAGER
LUCKY LAGER
LUCKY LAGER
HIllcrest 6-3845 or HIllcrest 6-3847
BALLANTINE ALE
PURITY BODY FLAVOR
America's Largest Selling Ale
Enjoy Life with
Miller's HIGH LIFE
DISTRIBUTOR
STERLING BRANDS
GEORGE F. GOTHMANN Managing Owner
1800 - 22nd ST. P. O. BOX 48

PHONE
GI lbert 2-4913
SCHLITZ the Beer that Made Milwaukee Famous
GOEBEL a Great National Beer at Western Prices
BELL DISTRIBUTING CO.
1527 NO. C SACRAMENTO