→ Codes in listings indicate Communities as follows: Sacramento (No Code) Broderick (B) Carmichael (C) Del Paso Heights (DPH) North Highlands (NH) North Sacramento (NS) West Sacramento (WS)

Jean's Beauty Salon
AIR CONDITIONED
Complete Beauty Service By Expert Beauticians

GI 8-9901
FREEPORT BLVD. AT 11th AVE.
2108-11th AVENUE
Easy Parking

Norma's Beauty Salon

Serving the FRUITRIDGE AREA
THE LATEST IN HAIR STYLES
Open Tues. through Sat. - Also Thursday Evenings by Appointment
Phone GL 5-7649
6928 FRUITRIDGE RD.

IN **WEST SACRAMENTO** for **COMPLETE BEAUTY SERVICE**
HAIR CUTTING & STYLING
PERMANENT WAVING
TINTING - DYEING - BLEACHING
El Rancho Beauty Salon
FR 1-6270
814 MERKLEY AVE. W. SACTO

FRUITRIDGE AREA
Continental Hairstylists

EXCLUSIVE HAIRCUTTING
NEW STOP'N SHOP CENTER
COMPLETE BEAUTY SERVICE
4 OPERATORS TO SERVE YOU
MR. JAN & MR. BERT
GL 7-7049
5805 STOCKTON BLVD.

OAK PARK *complete* **BEAUTY** *service*
Specializing in PERMANENT WAVING
HAIR SHAPING & STYLING
9 Operators to Serve You
OPEN EVENINGS BY APPOINTMENT
CALL GL 6-6301

LOIS LEE BEAUTY SALON
2944-35TH SACRAMENTO

Helen's Salon of Beauty
Downtown Location
COMPLETE BEAUTY SERVICE FOR MOTHERS & DAUGHTERS
MAGIC MIRROR TRAINED STYLISTS

Open Evenings By Appt. Only
CALL GI 1-1036
2404 J ST.

CARMICHAEL BEAUTY SHOP

Specializing In
• HAIR SHAPING
• STYLING
• PERMANENT WAVES
OPEN MON. & THURS. EVENINGS
CALL IV 7-5572
6139 Fair Oaks Blvd. Carmichael

TOWER BEAUTY SALON
Distinctive HAIR STYLING

COMPLETE BEAUTY SERVICE
Specializing In
COLD WAVES — CUTTING — TINTING
MR. ORLY, *Hair Stylist*
MRS. FRYE, *Manicurist*
Evening Appointments For Permanent Waves
FREE PARKING IN TOWER LOT
GI 3-3820
1510 BROADWAY

Helene's **beauty salon**

"For That Extra Touch of Glamour"
HAIR STYLING
TINTING — WAVING
Personalized Beauty Service
EVENINGS BY APPOINTMENT
1218-21 St. HI 7-8766
Between Capitol & L St.

Ballerina
SALON OF BEAUTY

PERSONALIZED PERMANENT WAVING
HAIR STYLING
HAIR COLORING
OPEN EVENINGS BY APPOINTMENT
MINARD WILSON
IV 7-9892
4616 EL CAMINO AVE.

Art Beauty Salon
"OPPOSITE COUNTRY CLUB CENTER"
IV 7-4956
3331 BALMORAL DRIVE

Beauty Shops—(Cont'd)

LUCILLE'S BEAUTY SALON
PERMANENT WAVING
TINTING
HAIR CUTTING
STYLING
½ Block From Motor Vehicle Dept
2338-2d Av ----------GL 5-5791

Lucy's Beauty Salon
575 Eleanor Av(NS)-WA 5-7647

MADELINE'S BEAUTY SALON
See Classic Beauty Salon
394-45th ----------GL 7-6659

Magic Kurl Beauty Shop
1624-11th-GI 2-2318

Magnin Joseph Co Inc-Downtown Store
931 K-GI 1-2126

MARCEL'S BEAUTY SALON
2322-21st-GL 7-2979

Mar-Eve Beauty Salon
724 Alhambra Bl-GI 8-2361

MARIAN'S BEAUTY SHOP
521½-18th-GI 2-6638

Marie Kay's Beauty Salon
1123-5th-GI 3-1550

Marie's Beauty Salon
2033 Vallejo Wy-GI 2-4094

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting Specialists — Tinting
Cold & Machine Permanents
3416 Folsom Bl ----------GL 5-0344

Maxine's Beauty Shop
6025 Stanley Av(C)-IV 7-5486

May Bel Beauty Shop 612-15th----GI 8-1801

May's Beauty Shop
725 N Hobson Av Bryte-GI 2-5470

McMILLAN EVE HAIR-DO 1307 H-GI 3-2662

MELBA'S BEAUTY SHOP
6228 Birks Ln Orangvl-YUkon 8-1687

The Yellow Pages—meeting place of buyers and sellers.

MERLE NORMAN COSMETIC & PERFUME STUDIO
Teaches You The ART OF APPLYING YOUR DAILY MAKE-UP
Complete Complexion Analysis Given Free of Charge
1012-11th ----------GI 3-2029
2118 Del Paso Bl(NS)-----WA 5-1154

Mickey's Beauty Shop 1230 P-----GI 2-5232

Milady's Silver Scissors 1307-18th-GI 8-6230

Milly's House of Beauty 2015-10th-GI 8-5856

MIQUEL'S SLENDERIZING SALON
2030-16th-GI 3-3092

Modern Beauty Shoppe
3020-5th Av-GL 6-6755

NELLIE'S BEAUTY SHOP 1611 P-GI 2-1646

NETA'S BEAUTY SALON
3727 Marysville Rd(DPH)-WA 5-1344

Ninette Salon Of Beauty 4734 J----GL 6-4825

Nola's Beauty Salon 3084-33d ----GL 7-5456

NORMA'S BEAUTY SALON
6928 Fruitridge Rd-GL 5-7649
(See Advertisement This Page)

North Highlands Beauty Salon
5620 Watt Av-ED 2-1264

Nova's Beauty Shop
3109 Eastern Av-IV 9-0962

OAK PARK BEAUTY BANK
2847-35th-GL 6-6267

Opal's Beauty Salon 3522-5th Av-GL 7-2078

Patty Ray's Penthouse of Beauty
2412 Mission Av(C)-IV 7-9714

PAULINE'S BEAUTY SALON
3036 Auburn Bl-IV 7-5317

PEARL'S BEAUTY SHOP
1008-7th-GI 2-5457
(See Advertisement Page 75)

PERRY RUTH K
MAR-EVE BEAUTY SALON
"If Your Hair Isn't Becoming to You, You Should be Coming to Us"
724 Alhambra Blvd---------GI 8-2361

Personality Beauty Shop
1140 Grand Av(DPH)-WA 5-0728

PETER PAN BEAUTY SHOP
Open 9 AM to 6 PM-Closed Mondays
Forum Bldg ----------GI 3-8727

Petersen Verda 2994-65th-------GL 6-8631

PETITE BEAUTY SALON 5528 H-GL 1-8000

Petite Paree 1640 Castec Dr-----IV 7-0476
(See Advertisement Page 74)

PRISCILLA'S BEAUTY SALON
2310-16th-GI 3-9594

RAMONA'S BEAUTY SHOP
8825 Central Av Orangvl-YUkon 8-1665

RICKS W 3515 Fair Oaks Blvd----IV 9-4262

RIVER PARK BEAUTY SALON
5493 Carlson Dr-GL 2-2511

RIVIERA SALON OF BEAUTY
2713 Riverside Bl-GI 2-7741

ROSE'S BEAUTY SALON
2306½-28th-GL 1-8622

RUBY'S BEAUTY SHOPPE
3020 Marysville Rd(NS)-WA 5-5374
(Continued Next Page)

Answer promptly, speak clearly hang up gently—three friendly telephone habits.

Beauty Shops—(Cont'd)

RUTH ANN BEAUTY SALON
HELENE CURTIS COLD WAVES
Hair Shaping & Styling
KREE MULTIPLE SYSTEM OF ELECTROLYSIS & THERMOLYSIS
Ruth Ann Lewis, R. E.
1285 Seville Wy----------GL 7-4920
If no answer call---------GL 7-5110

Ruth's Beauty Salon 3000-65th---GL 6-2016

RYAN'S BEAUTY SALON
NORTH SACRAMENTO
BEAUTY CARE
We Specialize in Pleased Customers
SOFT WATER SHAMPOO
Evenings by Appointment
BETWEEN DEL PASO & ARDEN
2260 Oxford(NS) --------WA 2-4015

SACRAMENTO SCHOOL OF BEAUTY CULTURE 1630 O----------GI 3-4583
(See Advertisement Page 72)

SAK'S SALON OF BEAUTY
For the Smartest in Hair Styling
Grace Anderson, Prop.
709-28th ----------GI 3-1238

SALLY'S BEAUTY BOX 2414-21st-GL 7-4946

SALON AGNES
BEAUTY SERVICE BY EXPERTS
Specializing in Hair Shaping & Styling
Guaranteed Permanent Waves
Air Conditioned Salon
AGNES RICKERT & STAFF
MEZZANINE STOP-N-SHOP MARKET
3200 Riverside Bl---------GI 3-7791

SALON ARDEN
The Finest In BEAUTY CARE
For the Discriminating Woman
Specialists In HAIR SHAPING & STYLING
GUARANTEED PERMANENT WAVES
OPEN EVENINGS
Air Conditioned Salon
Arden Town Shopping Center
3515 Fair Oaks Bl----------IV 9-4262

SALON D'ELLEN
IN CARMICHAEL SHOPPING AREA
EXPERT BEAUTY SERVICE
Dorothy E. Kurz - Owner-Operator
5743 Marconi Av(C)---------IV 9-0947

SAN CARLAS BEAUTY SALON
3258 J-GI 1-1061
(See Advertisement Page 75)

SANTA RITA BEAUTY SALON
5613F S Haven Dr(NH)-ED 2-2042
(See Advertisement Page 74)

SENATOR HOTEL BEAUTY SALON
MR CHARLES Hotel Senator----GI 8-2829

SHEPARD JOHN HAIR STYLIST
5743 Marconi Av(C)-IV 7-5977

SILHOUETTE BEAUTY SALON
BERNIECE WILLIAMS
HELEN ENZLER — JO BARNES
Just off Broadway — Eves. By Appt.
2424-27th ----------GL 6-5571

SILVER SCISSORS BEAUTY SALON
1107-21st-GI 1-2242
(See Advertisement Page 74)

Beauty Shops—(Cont'd)

Sixteenth St Beauty Nook
2009-16th-HI 7-7904

SMART-CUT BEAUTY SALON
2914 Watt Av-IV 7-1029

SMART SET FASHIONS IN HAIR
MEN AND WOMEN
COLOR TECHNICIANS AND HAIRSTYLISTS
OPEN 6 DAYS A WEEK
EVENINGS BY APPOINTMENT
TWO LOCATIONS TO SERVE YOU
3419 El Camino Av---------IV 7-6900
If no answer call---------IV 7-7071
1009-12th ----------GI 1-3573

Smart Set Fashions In Hair
3419 El Camino Av-IV 7-7071
1009-12th ----------GI 1-3573

Sta-Rite Beauty Shop
Edith Hightower
1617-16th ----------GI 2-8391

Stanford Beauty Shop
Nanette Ford-Owner
3229½ Sacramento Bl---------GL 2-9561

Stella's Beauty Salon
2412 Edison Av-IV 3-2072

STUDIO 9
TOWN & COUNTRY VILLAGE
9 Adobe Ct ----------IV 7-8240

STUDIO OF BEAUTY
FRANCHISED DERMETICS
HAIRCOLOR SPECIALISTS
CONTOUR CUTTING
STYLING
PERMANENT WAVING
Evening Appointments
Next to Ken's Red Barn
3415 Fulton Av----------IV 7-0279

STYLE ART BEAUTY SALON
COIFFURES OF THE STARS
FEATURING
SOCIETY HAIR CUTTING
1020-10th ----------GI 2-0554

Style Art Beauty Salon 1020-10th -GI 2-0554
(See Advertisement Page 71)

Suzanne's Beauty Salon
4804 Folsom Blvd-GL 6-6716

TAHOE BEAUTY SALON
HAIR STYLING BY MARIE
EVENINGS BY APPOINTMENT
SPECIALISTS IN PERMANENT WAVING
HAIR COLORING
FACIALS — MANICURING
Marie Sharp — Owner, Operator
5776 Broadway ----------GL 1-1286
If no answer call---------GL 1-2567

TALK OF THE TOWN BEAUTY SALON
1126-10th-GI 1-5251
(See Advertisement Page 72)

Talk of the Town Beauty Salon
1126-10th-HI 6-7387

Talk of the Town Beauty Shop
5657½ Stockton Bl-GL 2-5465

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.

Beauty Shops—(Cont'd)

TALLAC VILLAGE BEAUTY SALON
WE SPECIALIZE IN ADVANCED HAIR DESIGN
Evenings By Appointment
127 Tallac Village Sq-----GL 5-7025

Terry's Beauty Shop 11041½ T----GI 8-5601

The Hair Cutter Beauty Shop
1020-8th-GI 8-0543

Theodore's Beauty Salon
2444 Del Paso Blvd(NS)-WA 5-8621

Thomas Beauty Shop
Lulu Thomas-Owner
3333 Sacramento Bl---------GL 2-9895

TOWER BEAUTY SALON
1510 Broadway-GI 3-3820
(See Advertisement Page 76)

TOWN HOUSE BEAUTY SALON
721 Sutter Flsm-YUkon 5-2711

VAL-LORE BEAUTY SALON
Near Town & Country Village
COMPLETE BEAUTY SERVICE
Velma Romero & Lorena Jeffcott
3091 Fulton Av----------IV 9-7148

VANITY BEAUTY SALON
4945 Folsom Blvd-GL 5-8507

Vaughan's Beauty Shop
Open Evenings by Appointment
2825 Howe Av----------WA 5-7314

VELOY'S BEAUTY SALON
WEST SACRAMENTO
HAIR STYLING
PERMANENT WAVES
FOR APPOINTMENT CALL
FR 1-6570
Closed Monday
Open Tues. Thru Sat.
Behind the Cracker-Anglo Bank
1420 Merkley Av(WS)------FR 1-6570

Velvatex Beauty Parlor
3418 Sacramento Bl-GL 2-9733

Verda's Beauty Shop 2994-65th --GL 6-8631

VILLAGE BEAUTY SHOP
Located In Town & Country Shopping Center
Call EXIE NEWLIN
For Appointment on All Your BEAUTY NEEDS
2637 El Paseo Ln----------IV 9-5189

Virginia's Beauty Salon
2613 Harkness-GI 2-2416

Vogue Beauty Salon 2105-28th --GL 6-3697

Waldorf Beauty Shop 527-12th ---GI 2-9738

WAVA'S BEAUTY SHOP
1509-16th-GI 1-3222
(See Advertisement Page 74)

WEINSTOCK-LUBIN & CO
12th & K-HI 4-6881

William's Beauty Salon 1400 F---GI 8-8785

WOODMANSE 2819 L----------GL 1-7054

Wynona's Beauty Shop
3100 Mountain View Av-IV 3-2471

Yo's Beauty Shoppe 1205-4th ----GI 2-7451

Bedding

See also Mattresses Headings

Double E Furniture Exchange
3550 Marysville Rd(DPH)-WA 5-9446

Weinstock-Lubin & Co 12th & K--HI 4-6881

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? Simply call the Business Office of the telephone company and ask for the Directory Advertising Representative. He will help you plan a sales-building message.

Beds

AARO-RENTAL SERVICE
BEDS
Rollaway - Hospital
Baby Beds - Sanitary
Reasonable Rates
We Rent Most Anything
AARO
"WHERE TO RENT THEM"

ARROW RENTALS
Open 7 Days A Week
N/W Cor Fruitridge Rd & 24th
5500-24th ----------GL 7-1909

UNITED RENT-ALLS
2039 Fulton Av-IV 7-8641

ABBEY RENTS
BEDS RENTED
ROLLAWAY — HOSPITAL — BABY
HOTEL BEDS & NURSES' COTS
"Everything for the Sickroom"
Wheel Chairs — Walkers — Crutches — Etc.
24-HOUR SERVICE RENTALS & SALES
1827 J ----------GI 8-9151

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

WILSON'S RENT & SELL
STERILIZED — HOSPITAL BEDS
ROLLAWAY BEDS — BABY CRIBS
Since 1912
1309 J ----------GI 3-5709

Beds—Hospital
See Hospital Equipment & Supplies

Bedspreads

Irene's Draperies & Interiors
2163 Fulton Av-IV 7-7574

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

- Space your calls instead of making several without a break.
- Talk only as long as necessary 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 before you dial.
- Ask your youngsters to be considerate, too.

Who SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE *Classified* TELEPHONE SECTION
Will Direct You