

Codes in Listings Indicate Communities as follows: Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 E=Edgewood FR=Frontier GI=GIbert HI=Hickory WA=Wabash
 EM=Empire GA=Garden GL=Gladstone IV=IVonhoe

Beauty Shops—(Cont'd)

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

SAN CARLOS BEAUTY SALON
 3298 J-GI 1-1061
 (See Advertisement Page 84)

San Juan Beauty
 4209 San Juan Av Fair Oaks-----IV 9-4914

SANTA RITA BEAUTY SALON
 NORTH HIGHLANDS DISTRICT
 Eva Budmark - Owner
 5806 Watt Av (NH)-----ED 2-2042

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

SHEPARD'S PENTHOUSE OF BEAUTY
 10579 Folsom Bl-----EM 3-3267
 (See Advertisement Page 84)

SHERAL'S SALON OF BEAUTY
 5670 Stockton Bl-----GL 7-0447
 (See Advertisement Page 83)

SHIRLEY'S BEAUTY BAR
 2444 Del Paso Blvd (NS)-----WA 2-5351
 (See Advertisement Page 87)

Silhouette Beauty Salon
 2424-27th-----GL 6-5571
 (See Advertisement Page 87)

SILVER SCISSORS BEAUTY SALON
 1107-21st-----GI 1-2242

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 7-4900
 If no answer call-----IV 7-7071
 1009-12th-----GI 1-3573

SOUTH HILLS BEAUTY CENTER
 CORA BAKER COMPLETE

BEAUTY SERVICES
 AIR CONDITIONED DRYERS
 South Hills Shopping Center
 Evenings By Appointment

5982 S Land Park Dr-----GA 8-9665

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

Beauty Shops—(Cont'd)

Stanford Beauty Shop
 Nanette Ford-Owner
 3229 1/2 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
 MARTHA REITMEYER
 HAIRCOLOR SPECIALISTS
 CONTOUR CUTTING
 STYLING
 PERMANENT WAVING
 DERMETICS COMPLEXION CARE
 Next to Ken's Red Barn
 3415 Fulton Av-----IV 7-0279

STYLIE 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 85)

SUMMERS VI BEAUTY SHOP
 1991 Grand Av-IV 5-2584

Suzanne's Beauty Salon
 5630 Folsom Bl-----GL 1-6514

Suzanne's Beauty Salon
 Southgate Shopping Center-----GA 8-1727

Tahitian Beauty Salon
 2615 Edison Av-----IV 9-4084

TAHOE BEAUTY SALON
 COMPLETE BEAUTY CARE
 Marie Shero - 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 80)

Talk of the Town Beauty Shop
 5637 1/2 Stockton Bl-GI 2-5465

TALLAC VILLAGE BEAUTY SALON
 Thursday Evenings by Appointment
 14th Ave. at 60th St.
 3914-60th-----GL 5-7025

Terry's Beauty Shop 1104 1/2 T-----GI 8-5601

The Bob Shop Beauty Salon
 2920-4 Fair Oaks Bl(C)-----IV 7-6371

THEODORE'S BEAUTY SALON
 2021 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 84)

VAL-LORE BEAUTY SALON
 Near Town & Country Village
 COMPLETE BEAUTY SERVICE
 Valma Bimboomer - Lorena Jeffcott
 3091 Fulton Av-----IV 9-7148
 If no answer call-----FR 1-7941
 If no answer call-----WA 2-4814

VALENTINE BEAUTY SALON
 4945 Folsom Blvd-GL 5-8507

VAUGHAN'S BEAUTY SHOP
 "EXCLUSIVE - BUT NOT EXPENSIVE"
 We Specialize in Tinting
 Open Evenings by Appointment
 2825 Howe Av-----WA 5-7314

Velvetex Beauty Parlor
 3418 Sacramento Bl-----GL 2-9733
 Verda's Beauty Shop 2994-65th-----GL 6-8631

The oldest of all the telephone industry's traditions is Service.

Beauty Shops—(Cont'd)

VICKI LEE BEAUTY SALON
 EXCLUSIVE BUT NOT EXPENSIVE
 Complete Beauty Service
 Open Even. by Appointment
 Helen Exler, Manager & Operator
 2906 Franklin Bl-----GL 5-2713

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

VINA'S COLONIAL BEAUTY NOOK
 By Appointment Only
 3715 Stockton Bl-----GL 6-7212

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

WAWA'S BEAUTY SHOP
 1509-16th-GI 1-3222
 (See Advertisement Page 83)

WEINSTOCK-LUBIN & CO
 Watt Ave & El Camino
 12th & K-----HI 4-6881

Whitney's Beauty Shop
 4417-4th Av-----GL 2-9318

WOODMANSE 2819-----GL 1-7054

WRIGHT HAIR FASHIONS BEAUTY SALON
 2163 Fulton Av-----IV 2-9225

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

Yo's Beauty Salon Jackson Rd-----EM 3-7045
 (See Advertisement Page 87)

Bed Springs
 See Springs-Coil, Flat, Etc.-Distrs & Mfrs

Bedding
 See also Mattresses Headings
 Double E Furniture Exchange
 9550 Maryville Blvd(DPH)-WA 5-9446

RIP VAN WINKLE SLEEP SHOP
 ALL NATIONALLY ADVERTISED SPRINGS AND MATTRESSES
 CUSTOM MADE SETS
 IN ANY SIZE OR SHAPE
 Also Contract Dept.
 2021 Fulton Av-----IV 9-0510

VALLEY MATTRESS CO
 BOX SPRINGS REPAIRED
 RECOVERED - STERILIZED
 ONE-DAY SERVICE
 4160-14th Av-----GL 5-3019

Weinstock-Lubin & Co
 Watt Ave & El Camino
 32th & K-----HI 4-6881

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

Beds

ABBEY RENTS
 "SIMMONS" BEDS RENTED
 HOSPITAL - ROLLAWAY - BABY HOTEL BEDS & NURSES' COTS
 High-Low-VariHite Electric Hosp. Beds
 Inexpensive & Foam Rubber Mattresses
 COMMODES - WHEEL CHAIRS - WALKERS
 24-Hour Rentals - Sales - Budget Terms
 1827 J-----GL 8-9151

ARROW RENTALS
 BEDS RENTED
 Hospital - Rollaway - Baby Beds
 Sanitary - Reasonable Rates
 OPEN 7 DAYS A WEEK
 N/W Cor Fruitridge Rd & 24th
 5500-24th-----GL 2-3501

SUPERIOR AMBULANCE SERVICE
 HOSPITAL BEDS - FRIGER BEDS
 Wheel Chairs-Crutches-Walkers-Oxygen
 24-Hour Rental Service
 1221-30th-----GL 6-4334

UNITED RENT-ALLS
 ONE CALL - RENTS ALL SUPREME QUALITY ROLLAWAYS
 HOSPITAL - ETC. BEDS FOR ANY NEED - SANITIZED
 FULL SIZE - 1/2 SIZE TWIN SIZE - LINK & COIL
 FREE DELIVERY
 2039 Fulton Av-----IV 7-8641

WILSON'S RENT & SELL
 Since 1912 - Free Delivery
 STERILIZED - HOSPITAL BEDS
 ROLLAWAY BEDS - BABY CRIBS
 1309 J-----GI 3-8061

Beds-Disappearing
 DOYLE SERVICE
 PACIFIC COAST DISTRS.
 MURPHY WALKERS
 Store 541 Octavia
 SF-----MA 6-0139

Beds-Hospital
 See Hospital Equipment & Supplies

NEWSPAPER FIREWOOD
 To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

Go to the Church of your choice...
 TAKE REMOVED WITH YOU. YOU'LL LOVE TO REUSE THEM TOO.

Additional Listings
 ... for the growing-up son or daughter, for the relative or friend who lives under your roof... what nicer thought than a separate listing in the Telephone Book?

BELL & Ale Distrs
BELL DISTRIBUTING CO
 1527 North C-GI 2-4913
 (See Advertisement This Page)

BLATZ BEER
PABST BREWING CO
 2240 Colfax(NS)-----WA 2-2195

BURGERMEISTER BEER
SACCANI DISTRIBUTING CO
 2600-5th-GI 1-0213

CAPITAL LIQUOR CO
 320 J-----GI 3-3761

EASTSIDE OLD TAP LAGER BEER
 OLD TAP THE NAME THE FLAVORS THE SAME
 On Draft, In Bottles, In Cans
 "WHERE TO BUY IT"
PABST BREWING CO
 2240 Colfax(NS)-----WA 2-2195

FALSTAFF DISTRIBUTING CO OF SACRAMENTO 1908 D-----GI 3-7458
 (See Advertisement This Page)
Foster Co The 860 S River Rd(WS)-FR 1-8164
 (See Advertisement This Page)
HAMMS DISTRIBUTING CO OF SACTO
 1115 Fee Dr(NS)-----WA 2-7101
 (See Advertisement This Page)

IMPERIAL BEVERAGE CO OF SACRAMENTO 910 Mill Rd(WS)-FR 1-7116
K & L BEVERAGE CO
 1115 Fee Dr(NS)-----WA 2-7101
 (See Advertisement This Page)

LUCKY LAGER BEER
 STERLING BRANDS
 5001-24th-----GL 6-3845

MILLER HIGH LIFE BEER
 STERLING BRANDS
 5001-24th-----GL 6-3845

BELL & Ale Distrs
BELL DISTRIBUTING CO
 1527 North C-GI 2-4913
 (See Advertisement This Page)

BLATZ BEER
PABST BREWING CO
 2240 Colfax(NS)-----WA 2-2195

BURGERMEISTER BEER
SACCANI DISTRIBUTING CO
 2600-5th-GI 1-0213

CAPITAL LIQUOR CO
 320 J-----GI 3-3761

EASTSIDE OLD TAP LAGER BEER
 OLD TAP THE NAME THE FLAVORS THE SAME
 On Draft, In Bottles, In Cans
 "WHERE TO BUY IT"
PABST BREWING CO
 2240 Colfax(NS)-----WA 2-2195

FALSTAFF DISTRIBUTING CO OF SACRAMENTO 1908 D-----GI 3-7458
 (See Advertisement This Page)
Foster Co The 860 S River Rd(WS)-FR 1-8164
 (See Advertisement This Page)
HAMMS DISTRIBUTING CO OF SACTO
 1115 Fee Dr(NS)-----WA 2-7101
 (See Advertisement This Page)

IMPERIAL BEVERAGE CO OF SACRAMENTO 910 Mill Rd(WS)-FR 1-7116
K & L BEVERAGE CO
 1115 Fee Dr(NS)-----WA 2-7101
 (See Advertisement This Page)

LUCKY LAGER BEER
 STERLING BRANDS
 5001-24th-----GL 6-3845

MILLER HIGH LIFE BEER
 STERLING BRANDS
 5001-24th-----GL 6-3845

PABST BLUE RIBBON BEER
 BREWERS OF FINE BEER SINCE 1844
 "WHERE TO BUY IT"
PABST BREWING CO
 2240 Colfax(NS)-----WA 2-2195

Pabst Brewing Co
 2240 Colfax(NS)-----WA 2-2195

PAR-MAC DISTRIBUTING
 DRAFT BEER
 1708 Thornton Av-----GI 2-3972

(Continued Next Page)

"largest selling Eastern Beer in California"

GL 6-3845
STERLING BRANDS
 5001-24th ST. SACRAMENTO
NOW ON DRAFT

THE CHAMPAGNE OF BOTTLE BEER

Budweiser
 TRADE MARK. BEER. U. S. PAT. OFF.
 King of Beers
MICHELOB
 ANHEUSER-BUSCH
The Foster Company
FR 1-8164
 860 SO. RIVER ROAD WEST SACRAMENTO

Schlitz Enjoy **OLYMPIA BEER**
 THE BEER THAT MADE MILWAUKEE FAMOUS
COUNTRY CLUB MALT LIQUOR
 PHONE **GI 2-4913**
BELL DISTRIBUTING CO - BEER DIV.
 1527 NORTH C STREET SACRAMENTO

Ask About Hamm's Draft

Hamm's BEER
K & L BEVERAGE CO.
 HAMM'S DISTRIBUTING CO. OF SACRAMENTO
WA 2-7101

"largest selling Eastern Beer in California"

GL 6-3845
STERLING BRANDS
 5001-24th ST. SACRAMENTO
NOW ON DRAFT
 THE CHAMPAGNE OF BOTTLE BEER

FALSTAFF
 America's Premium Quality Beer

CALSO WATER
 DIAL **GI 3-7458**
FALSTAFF DISTRIBUTING CO. OF SACRAMENTO
 1908 D Sacramento

ON DRAFT
 * LUCKY *

 * LAGER *
LUCKY LAGER
 the real lager beer

STERLING BRANDS
 CALL **GL 6-3845**
 5001-24th ST. SACTO.
 BANKER'S ALE
 FISHER'S BEER
 AVAILABLE ON DRAFT
 WURZBURGER HOF BRAU
 TUBORG