

Hi Fashion BEAUTY SALON

Personalized Hair Styling
Tinting - Custom "Fam" Wave
Hair Long or Short We Will Design



Open Evenings by Appointment

IV 3-0497
2630 MARCONI AVE.
Town & Country Village Area

Madison Center HAIRSTYLISTS

KENNETH BLUE
Owner

Quality Instead of Quantity

EVENINGS BY APPOINTMENT

ED 2-4809
If Busy Call ED 2-9139

UNLIMITED PARKING
5051A AUBURN BLVD.
AT MADISON AVE.

HAIR STYLING

For the Discriminating Woman

SERVING THE TOWN & COUNTRY AREA

Specializing in HIGH FASHION COLORING

MANICURIST

OPEN EVENINGS BY APPOINTMENT

Wright Hair Fashions
Beauty Salon
IV 9-2925
2163 FULTON AVE.

FOR AN OUTSTANDING BEAUTY SERVICE CALL



DIAL **FR 1-6141**

1040 W CAPITOL AVE.
WEST SACRAMENTO

NORTH HIGHLANDS AREA COMPLETE BEAUTY SERVICE



By Expert Staff

ED 2-1935

MR. SEPHUS' HOUSE OF BEAUTY
6011 WATT AVE.
(Next To Farmers Market)

NORTH SACRAMENTO JERE'S BEAUTY SALON

Specialists in Haircutting and Permanent Waving by JERE



WA 5-7601

2425 Rio Linda Blvd. N. Sacramento

IN WEST SACRAMENTO

- A Complete Service
- Hair Styling & Cutting
- Permanent Waving
- Hair Color Work

Miss Suzanne's Salon of Beauty

Hours: Tues. thru Sat. 9 AM to 5:30 PM
Even. Appt.ointments Wed. & Thurs.

CLOSED MONDAY

For Appt.ointments
FR 1-6442
Miss Suzanne Sarmento - Owner
JEFFERSON BLVD.
(Just Post Club Phosent)

Bouffant Beauty Salon

Complete Service

- PERMANENT WAVING
- CREATIVE HAIR CUTTING & STYLING
- HAIR TINTING

OPEN 7 DAYS A WEEK
Evenings by Appt.ointments

Owners
• DELLA WALKER • VADA BOYER

Six Operators & 10 Chairs To Serve You

IV 3-0845

2427 Marconi Ave. (Young Building)
Across From Hart's Drive-in

Beauty Salons (Cont'd)

Silhouette Beauty Salon
2424-27th ----- GL 6-5571
(Please See Advertisement Page 97)

Sixteenth St Beauty Nook
1915-16th ----- HI 7-7904

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

Smart Set Beauty Salon Bernice's
3419 El Camino Av. ----- IV 7-7071

Sophisticate The 1233 K ----- 443-6641

SOUTH HILLS BEAUTY CENTER
CORA BAKER
COMPLETE BEAUTY SERVICES
AIR CONDITIONED DAYER
South Hills Shopping Center
Evenings by Appointment

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

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

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

STUDIO OF BEAUTY
MARTHA REITMEYER MAIN
HAIRCOLOR SPECIALISTS
CONTOUR CUTTING STYLING
PERMANENT WAVING
DERMATICS COMPLEXION CARE

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
(Please See Advertisement Page 95)

SUMMERS W/ BEAUTY SHOP
1991 Grand Av(DPH) ----- WA 5-2584

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

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

TANTIAN BEAUTY SALON
2615 Edison Av ----- IV 9-4084

TALK OF THE TOWN BEAUTY SALON

1126-10th ----- GI 3-9023
(Please See Advertisement Page 89)

Talk of the Town Beauty Shop
5657 1/2 Stockton Bl ----- GL 2-3519

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

Theodore's Beauty Salon
2021 Del Paso Bl(NH) ----- WA 5-8621

Thomas' House of Beauty
Lulu Thomas-Owner
Tower Beauty Salon ----- GL 2-9895

TOWER BEAUTY SALON
3329 Broadway ----- GI 2-1809
(Please See Advertisement Page 97)

Who handles that brand? Most widely advertised products are listed in the YELLOW PAGES.

TOWN & COUNTRY SALON OF BEAUTY

Marie Howard Owner
2060 Auburn Bl ----- WA 7-0128

VAL-LORE BEAUTY SALON

Near Town & Country Village
COMPLETE BEAUTY SERVICE
Valma Binbauer - Lorena Jeffcott

3091 Fulton Av ----- IV 9-7148
If no answer call ----- FR 1-7941
If no answer call ----- WA 2-4814

Van Greene Hair Fashions
1626 Broadway ----- GI 3-5371

VANITY 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

Vehatex Beauty Parlor
3418 Sacramento Bl ----- GL 2-9733

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

VICKI LEE BEAUTY SALON

EXCLUSIVE BUT NOT EXPENSIVE
Complete Beauty Service
Open Eves. by Appointment
Helen Enzler, 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

Viola's Beauty Salon
820 Peac(NH) ----- FR 1-4565

Virginia's Beauty Salon
2613 Harkness ----- GI 2-2836

Vogue Beauty Salon 2105-20th ----- GL 6-2637

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

WAVA'S BEAUTY SHOP
(Please See Advertisement Page 94)

WEINSTOCK-LUBIN & CO
Watt Ave & El Camino
1218 & K ----- HI 4-6881

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

WOODMAN'S BEAUTY SALON
2163 Fulton Av ----- IV 9-2925
(Please See Advertisement This Page)

Wymona's Beauty Shop
3100 Mountain View Av - IV 2-4711

YO'S BEAUTY SALON

HAIR STYLING for the Discriminating Woman
Serving Rancho Cordova & The East Area
A Complete Beauty Service
9 Till & Tues. Thru Sat.
Open Thursday Evenings Till 9 P.M.

YOSHIE KAIDA Owner
Call for an Appointment Today
Jackson Rd ----- EM 3-7045

Please distinguish between the letter "O" and the numeral "0" when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Beauty Salons—Equipment & Supplies

DECKELMAN BROS

LA MAUR - WILLAT PRODUCTS
SWIFT TANTIAN DRYERS - BELVEDERE
HAMMOND MODCRAFT EQUIPMENT
BARBER SUPPLIES
JEAN DOBRE WAVES - YAFAXUL
CONTOUR BEAUTY PRODUCTS
Frank De Barros Rep - Call Collect
226 9 Webster Oakland ----- HI 4-1711
Nights call Modesto ----- LA 3-1965

DEL'S BARBER & BEAUTY SUPPLY CO

Distributors of
LA MAUR - CARYL RICHARDS
KOKEN - TURBINATOR LINE
Custom Shop Installation

1013 Alhambra Bl ----- GI 1-2797

Gonzalez Richard N
7350 Center Parkway - GA 8-4962

Havall Scalp Medication Co
597 1/2 11th Av - GL 7-9961

HELENE CURTIS PRODUCTS

WEST COAST BEAUTY SUPPLY CO
3250 J - GI 1-2212

L'OREAL PRODUCTS

WEST COAST BEAUTY SUPPLY CO
3250 J - GI 1-2212

MITCHELL BEAUTY SUPPLY CO

7350 Center Parkway - GA 8-4962

S SOMMER & CO

BONAT
REVION
VITA FLUFF
CARYL RICHARDS
MODCRAFT EQUIPMENT

1330 Del Paso Bl(NH) ----- WA 5-0687

SACRAMENTO BARBER & BEAUTY SUPPLY

BRECK - DUART
RAYETTE - REVION
BEAUTY SHOP EQUIPMENT

1801 Capitol Av ----- GI 2-8949

WEST COAST BEAUTY SUPPLY CO

Distributors for
HELENE CURTIS
L'OREAL

3250 J ----- GI 1-2212

Bed Springs

See Springs—Coil, Flat, Etc.—Distrib & Mfrs

Bedding

See also Mattresses Headings
Double E Furniture Exchange
3550 Marysville Rd(DPH) WA 5-9446

Rip Van Winkle Sleep Shop
2021 Fulton Av ----- IV 9-0510

VALLEY MATTRESS CO

VALLEY MATTRESS CO.
Wholesale Mfrs.

4160-14th Av ----- GL 5-3019

Weinstock-Lubin & Co
Watt Ave & El Camino
12th & K ----- HI 4-6881

Beds

ABBEY RENTS

"SIMMONS" BEDS RENTED
HOSPITAL - HOLLOWAY - BABY
HOTEL BEDS & NURSES' COTS
High-Low-Yeildie-Electric Heat, Beds
Innersprings & Foam Rubber Mattresses
COMMODIES - WHEEL CHAIRS - WALKERS
24-Hour Rentals - Sales - Budget Terms

1831 J ----- GI 8-9151

ARROW RENTALS

BEDS RENTED

Hospital - Holloway - Baby Beds
Sanitary - Reasonable Rates
OPEN 7 DAYS A WEEK

N/W Cor Fruitridge Rd & 24th
5500-24th ----- GL 2-3501

SUPERIOR AMBULANCE SERVICE

AMBULANCES - FRACTURE BEDS
Wheel Chairs-Crutches-Walkers-Oxygen
24-Hour Rental Service

1221-30th ----- GL 6-6434

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

West Sacto Rentals
101-11th(WS) ----- FR 1-6787

WILSON'S RENT & SELL

STERILIZED - HOSPITAL BEDS
ROLLAWAY BEDS - BABY CHAIRS
1309 J ----- GI 3-8061

4300 Fair Oaks Bl Fair Oaks - YO 7-1286

Beds-Disappearing

MURPHY WALLBEDS

DISTRIBUTORS
DOYLE SERVICE
541 OCTAVIA SF ----- MA 6-0139

Beer & Ale Distrib

BELL DISTRIBUTING CO

1527 North C - GI 2-4913
(Please See Advertisement This Page)

BURGERMEISTER BEER

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

FALSTAFF DISTRIBUTING CO OF SACRAMENTO

1908 D - GI 3-7458
(Please See Advertisement This Page)

FISHER'S UTAH BEER

STERLING BRANDS
5001-24th ----- GL 6-3845

Foster Co The
860 S River Rd(WS) ----- FR 1-8164
(Please See Advertisement This Page)

HANNA'S DISTRIBUTING CO OF SACTO

See Ad this Classification
1115 Feo Dr(NH) ----- WA 2-7101

K & L BEVERAGE CO

1115 Feo Dr(NH) ----- WA 2-7101
(Please See Advertisement Page 100)

LUCKY LAGER BEER

STERLING BRANDS
Lucky Lager on Draft
5001-24th ----- GL 6-3845

(Continued Next Page)

You can shop at home... easily and comfortably... by thumbing through the YELLOW PAGES. It lists most every store in town... helps you find everyone who sells and serves.

America's Premier Quality Beer

FALSTAFF

PARTY BLUE RIBBON
BLAZED
ASTRID
HEINIKEN
AMSTEL
IMPORTERS



FALSTAFF DISTRIBUTING CO. OF SACRAMENTO

FOR PROMPT SERVICE CALL **GI 3-7458** 1908 D SACRAMENTO

Budweiser Coors

TRADE MARK REG. U. S. PAT. OFF.

King of Beers AMERICA'S FINE LIGHT BEER

MICHELOB

ANHEUSER-BUSCH

Rainier

ALE

The Foster Company

860 SO. RIVER ROAD WEST SACRAMENTO

FR 1-8164

Schlitz Enjoy OLYMPIA BEER

THE BEER THAT MADE MILWAUKEE FAMOUS

IT'S THE WATER

COUNTRY CLUB MALT LIQUOR

PHONE **GI 2-4913**

BELL DISTRIBUTING CO - BEER DIV.

1527 NORTH C STREET SACRAMENTO