

Beauty Shops—(Cont'd)

Rita's Beauty Salon
In Alhambra Theatre Bldg
2320 Polk.....GR ayton 4-5775
Ritz Beauty Salon 5141 Geary Blvd. SK yline-1-8262
Robertson Gladys 126 Post.....DO uglas-2-5359
Rodgers Styling Salon 750 Clement. BA yview 1-1734
Rohrer Louise C Beauty Shop
408 Stockton.....DO uglas 2-7227
Roosevelt Beauty Salon 295 Eddy. PR ospect-5-5365
Rosalie's Beauty Bar
353 Divisadero.....HE mlock 1-6201
Rosaland Beauty Salon
Margie Herber-Owner
1701 San Jose.....DE laware 3-5231
Rose Beauty Salon 4026-24th.....VA lencia-4-3366
Rose Beauty Shoppe 702 Bush.....GA rfid-1-3454
Rose Miss Beauty Salon 177 Post.....SU tter-1-0853
Rose's Beauty Salon
All Types Of Beauty Work
1759 Fillmore.....JO rdn 7-9852
ROSSI BEAUTY SHOP
708 Vallejo.....EX brook 2-9754
Royal Beauty Shop
1710 Sacramento.....PR ospect-5-9916
Rubinstein Helena Facial & Bath Salon
Geary & Stockton.....DO uglas 2-4500
RUDDOLPH'S HOUSE OF BEAUTY
816 Sutter.....PR ospect 5-7840
Russ Big Beauty Shop Russ Bldg. EX brook-2-9613
Russell Viola
Specialist In Paper Waving
166 Geary.....GA rfid-1-9624
S Beverly Marina Beauty Yacht
2373 Chestnut.....FI lmar-6-8323
ST FRANCIS HOTEL BEAUTY SALON
WEST PORTAL DISTRICT
COMPLETE BEAUTY SERVICE
Helena O'Brien - Owner
815 Ulloa.....MO ntrose 4-7071

ST FRANCIS HOTEL BEAUTY SALON
St Francis Hotel.....DO uglas-2-0122
ST MORITZ BEAUTY SALON
323 Geary.....SU tter 1-9917
Or Call.....GA rfid 1-7022
Sally's Beauty Shop 3276 Mission. AT water 2-5533
Salon De Paris 715 Broadway.....GA rfid-1-1857
Sammie's Beauty Salon
1235 Egbert Av.....VA lencia 6-9712
S F BEAUTY CENTER
11 S Van Ness.....MA rket 1-9409
Or.....UN drhl 1-1640
Sarah's Beauty Shoppe
Cor Market St
2093-15th.....MA rket-1-7955
Scelzi Jenny 117 Post.....DO uglas-2-3677
SEAYTON BEAUTY SALON
530 Ellis.....GR ayton-4-9565
SEYMOUR BEAUTY SALON
1340 Haight.....MA rket 1-9157

SHANGRI-LA BEAUTY SALON
SHANGRI-LA
BEAUTY SALON
HAIR STYLING
PERMANENT WAVING
Expert Hair Shaping • Bleaching
Tinting
At Polk.....Nob Hill District
1677 Washington.....GR ayton-4-8122

SHA-RI BEAUTY SALON
3390-18th.....MA rket-1-5387
Shea Alice 209 Post.....DO uglas-2-2547
Silhouette Beauty Salon
2136 Sutter.....FI lmar-6-9814
Silver Mist Beauty Salon The
773 Cabrillo.....SK yline-1-5792
Simmons Beauty & Barber Shop
1046 Irving.....MO ntrose-4-9231
SIR FRANCIS DRAKE SALON
Sir Francis Drake Hotel.....EX brook 2-9880
Sisterette Beauty Shop
1200 Vermont.....MI ssn-7-6172
Siv-Aud's Beauty Salon
3180-16th.....HE mlock-1-0284
Smart Set Beauty Shop
1555 California.....GR ayton-4-6008
Smart Style Beauty Shop
829 Geary.....OR dway-3-3941
Snowgrass Lullabies
340 Stockton.....EX brook-2-9746
Sonia Beauty Salon
Cold Waves A Specialty
564 Hayes.....HE mlock 1-6329
SOPHIE'S BEAUTY PARLOR
Spec In Perm On Dyed & Bleached Hair
437 Ellis.....OR dway-3-7342
Southern Heights Beauty Shop
799 Kansas.....VA lencia-4-2575

Today in the United States approximately 420,000 men and women are employed in the 6,156 telephone companies serving the nation.

Beauty Shops—(Cont'd)

STANLEY-WARD BEAUTY SALON
PERMANENT WAVE
SPECIALISTS
Coiffures of Distinction
Mr. Ward.....Mr. Stanley
Florence Anthony.....Raye McLean
Closed Mondays
133 Geary.....GA rfid 1-7430

Star Beauty Salon 443 Balboa.....SK yline-1-5843
Star Way Beauty Salon 3124-24th.....MI ssn 7-5682
Steadman's Beauty Salon 2276 Bush. FI lmar 6-9827
STEWARTS BEAUTY SALON
Verna Anderson-Mgr
Between Ellis & O'Farrell
1441 Fillmore.....WA lnut-1-9726
STIVER MADAME
Spec In Removal of Superfluous Hair
133 Geary.....EX brook 2-3380

STREAMLINE BEAUTY SALON
WEST PORTAL
Hollywood Famous
Cold Permanent Wave
Hair Bleaching - Tinting
Modern Methods
Permanent Waves Any Evening
By Appointment
318 W Portal Av.....MO ntrose 4-3232

Style Beauty Studio 3637 Sacramento. WE st-1-5653
STYLE CENTER BEAUTY SALON
722 Geary.....TU xedo-5-6974
Style Rite Beauty Salon 2137 Union. WA lnut-1-2244
STYLIST BEAUTY SHOP
552 Jones.....OR dway-3-4537
SUN RAY BEAUTY SALON
1338 Judah.....LO mbard 4-4170
SUNLIGHT BEAUTY SHOP
Orle Schweiger
4655 Mission.....JU niper 7-9962
Sunny Beauty Shoppe 1938 McAllister. WE st 1-7130
Sunset Beauty Salon 4110 Judah. SE abright 1-1002
SUN-OURLINE PERMANENT WAVE SHOP
177 Post.....GA rfid 1-4919
Sutter Beauty Salon 988 Sutter.....OR dway-3-9988
Suzanne's Beauty Service 710 Oak. UN drhl-1-1422
Sylvia Beauty Shop 388-4th Av.....BA yview 1-5187
TAMARA'S BEAUTY SALON
4029 Balboa.....EV rgreen-6-9748
Tanya Madame Beauty Booth
786 Sutter.....PR ospect 5-0185
Taraval Beauty Shop 809 Taraval. OV erland-1-9032

TASINO'S STUDIO OF BEAUTY
A. Mauricio - Mgr.
Complete Beauty Service
SPECIALIZING IN COLD WAVES
1807 Post.....WA lnut 1-5741

Taylor Betty 133 Geary.....DO uglas-2-8150
Temple Beauty Salon 199 Guerrero. HE mlock 1-1962
Terrace Beauty Salon
2377 Ocean Av.....JU niper 5-9811
Theatre Beauty Salon 1409 Irving. LO mbard 4-1960
Theresa's Beauty Salon
150 Powell.....YU kon 2-4257
Thomas Naomi 233 Post.....SU tter 1-8691
THOMPSON DOROTHY BEAUTY SALON
2201 Chestnut.....WE st 1-5767
Thonholt Katharine 177 Post.....DO uglas-2-4124
Tibby's Beauty Shoppe 4540-3d.....AT water-2-4604
Tillie's Beauty Salon 830 Market. EX brook-2-8581
Tin Heong Beauty Salon
Helene Curtis Cold Wave Permanent
872 Jackson.....YU kon 2-5797

TOWN HOUSE BEAUTY SALON THE
DOWNTOWN SAN FRANCISCO
Distinctive Hair Styling
Permanents - Expert Tinting
Shampooing - Manicuring
SOFT WATER USED
Suites 601-602-603
278 Post.....SU tter 1-7950

Travers Beauty Salon
5650 Geary Blvd.....BA yview-1-2661
Travers Beauty Salon
5650 Geary Blvd.....EV rgreen 6-9895
Tremain Salon Of Beauty
609 O'Farrell.....PR ospect 5-2225

Consult the Yellow Pages before buying. It's one of the quickest ways to locate a local source of supply.

Beauty Shops—(Cont'd)

TRIPLE MIRROR BEAUTY SHOPPE
2803 Sn Jose Av.....JU niper 4-6254
TRU-ART BEAUTY SALON
EXPERT COLD WAVING
All Types of Beauty Work
Face Lifting
216 Church.....HE mlock-1-8272

TURNER BEAUTY SALON
Specializing In Spiral
All Types Of Permanents
& Beauty Service
Suite 202
150 Powell.....EX brook 2-2820

TURNER'S NORMA JEAN BEAUTY STUDIO
Spiral Permanent Waving
By Mr. Turner
Also Complete Beauty Service
703 Market.....YU kon 6-0635

Twin Beauty Salon
6019 Mission Daly City.....JU niper-7-0077
Ultra Beauty Shop 1066 Sutter.....GR ayton-4-9090
United Artists Beauty Studio
Grace A Burgess Prop
2635 Ocean Av.....DE laware 4-0558

UNITED ARTISTS COLLEGE OF BEAUTY
CULTURE 1069 Mkt.....KL ondike-2-0653
Upton Beauty Shoppe
1918 Market.....HE mlock-1-4036
Vanity Box Beauty Studio
5116 Geary Blvd.....BA yview-1-5252

VANITY FAIR BEAUTY SALON
Lillian M Kraebel Owner
1387 California.....OR dway-3-5119
Van Ness Beauty Salon
2109 Van Ness Av.....GR ayton 4-3152
Van's Barber & Beauty Salon
2830 Diamond.....JU niper-7-8584
Velvet Brown's Electro Way-Vac-Facials
2528 Ocean Av.....DE laware 4-0929

Venables Haircutting & Beauty Salon
150 Powell.....GA rfid-1-5043
Vendome Beauty Salon 1813 Polk. GR ayton-4-9911
Vera's Beauty Shop 380-16th Av.....BA yview-1-0745
Vera's Beauty Studio 723 Shrader. SK yline-1-6487
Vern's Beauty Shop 610 Irving.....OV erland-1-7672
Victoria Beauty Shop
Helen G Marwell-Owner
1026 Market.....UN drhl 1-1921
Vienna Beauty Shop
Mission-Excelsior District
587 Vienna.....JU niper 4-5809

Viers Dolores Beauty Salon
687 Geary.....PR ospect 5-9803
VILLAGE BEAUTY SALON
207 Hahn.....DE laware 3-2827
Village Beauty Shop The
35 Vicente.....MO ntrose-4-3181
VIOLA'S BEAUTY SALON
133 Geary.....GA rfid 1-9847

VIOLET'S BEAUTY SALON
Hair Dyeing Specialists
Tinting - Bleaching
Suite 611
133 Geary.....EX brook 2-5692

VIRGINIA MARIE BEAUTY SALON
789 Monterey Blvd.....JU niper 7-9759
Vogue Beauty Salon
Mission-Excelsior District
1953 Sutter.....FI lmar 6-1551
Vonnie's Beauty Salon 1587 Waller. LO mbard 6-4025

WALDORF BEAUTY
Richmond District - Permanent Specialists
At 10th Av
848 Clement.....EV rgreen 6-9534
Or.....SK yline 2-2585

Waldorf Beauty Shop 848 Clement. SK yline 2-2585
WALDORF BEAUTY SHOP
Johanna Cavanna-Owner
Store No 2 1412 Polk.....GR ayton-4-1166
Walker Kathryn W 133 Geary.....SU tter 1-7243
WALLACE BEAUTY SALON
Wigs-Transformations Made To Order
170 Geary.....SU tter-1-5095
Walters Mildred Beauty Shop
251 Post.....GA rfid-1-8040

WARD-STANLEY BEAUTY SALON
133 Geary.....GA rfid 1-7430
Wave Salon Of Beauty 1777 Fulton. WA lnut 1-4041
Wave-Rite Beauty Shoppe
3977-24th.....AT water 2-5005
West Portal Beauty Shop
75 W Portal.....OV erland-1-4373

WESTERN SCHOOL OF BEAUTY CULTURE
See Our Display Adv Under Schools
2595 Mission.....AT water 2-1709
WHITCOMB HOTEL BEAUTY SALON
1237 Market.....HE mlock-1-5854
WHITE HOUSE Sutter & Grant.....EX brook-2-5000
Williams Emily 126 Post.....DO uglas-2-5359

Beauty Shops—(Cont'd)

Williams Lucille
Paper Waving
166 Geary.....GA rfid 1-2881
Winie's Beauty Salon 1706 Geary. JO rdn 7-9667
Winifred's Beauty Shop
Spec Hair Dyeing & Bleaching
Permanent Waving-Evenings
By Appointment-Closed Mon
165 Post.....EX brook 2-0452
Wong Mae 166 Geary.....YU kon 6-6348

WORTHINGTON'S BEAUTY SHOP
Hair Removing A Specialty
2254 Clement.....BA yview 1-9622
Wrightway Beauty Shop 794 Haight. UN drhl 1-4797
Wyman Frances Beauty Salon
150 Powell.....GA rfid 1-1414
Ynes Beauty Shop 2012 Hyde.....GR ayton 4-1763
Yvonne's Beauty Shop
1681 Oakdale Av.....AT water-2-5412
Yvonne's Hair Stylist 1500 Ellis.....WA lnut-1-9721
Zec's Beauty Salon 133 Geary.....DO uglas-2-0732

ZELLA'S BEAUTY SHOPPE
1411-18th.....MI ssn 8-1319
ZENZI'S BEAUTY SALON
Open 9 AM To 10 PM
Mrs Edith G Butler-Owner
1191 Market.....UN drhl-1-4814
Zoye's Beauty Shop 1347 Divisadero. WE st-1-9383

Bed Springs

SIMMONS COMPANY 295 Bay.....GA rfid-1-7800
SUPERIOR SLEEPERITE CORP
1355 Market.....HE mlock 1-5356
If no answer call.....KL ondike 2-2311
YOUNG L A SPRING & WIRE CORP
See Our Adv Under Springs
111 Sn Leandro Bl Sn Leandro. LO ckham 9-2112
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise 10987

Please make sure your telephone receiver is on the hook when it is not in use. Anything that causes the receiver to be out of place interrupts your service — perhaps causes you to lose calls that are important.

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified TELEPHONE SECTION

Bedding

See also Mattresses Headings
A & A Bedding & Upholstering Co
1044 Howard.....HE mlock 1-4330
ASSOCIATED BEDDING CO
CALL A & C FIRST
Complete Renovating Service
Free Pick-Up & Delivery
1248 Geary.....PR ospect 5-0922

CALIFORNIA BEDDING CO
Complete Renovating-City Wide Service
2831 Army.....AT water 2-3556
WORTHINGTON'S BEAUTY SHOP
Hair Removing A Specialty
2254 Clement.....BA yview 1-9622
Wrightway Beauty Shop 794 Haight. UN drhl 1-4797
Wyman Frances Beauty Salon
150 Powell.....GA rfid 1-1414
Ynes Beauty Shop 2012 Hyde.....GR ayton 4-1763
Yvonne's Beauty Shop
1681 Oakdale Av.....AT water-2-5412
Yvonne's Hair Stylist 1500 Ellis.....WA lnut-1-9721
Zec's Beauty Salon 133 Geary.....DO uglas-2-0732

DREAMLAND BEDDING CO
534 Bay Shore Blvd.....AT water-2-1312
(See Advertisement This Page)
Levi Strauss & Co 98 Battery.....GA rfid-1-6200
Modern Quilt & Bedding Co
Quilts Recovered-Mattresses
& Pillows Renovated.
2115 Polk.....GR ayton 4-6085
PETERSEN GEO & SONS FURNITURE CO
4947-3d.....MI ssn-7-9080
Rummelsburg G E Co 718 Mission. GA rfid-1-2730
S F Bedding Co 1731-15th.....MA rket-1-5700
SINOW MATTRESS MFG CO
1777 Yosemite Av.....MI ssn-7-4242
SLEEP-CRAFT INC
245 S Van Ness Av.....MA rket 1-5342
Sloane W & J 224 Sutter.....GA rfid 1-2827
Specialty Manufacturing Co
361 Shotwell.....MA rket 1-1211

Bedspreads
Levi Strauss & Co 98 Battery.....GA rfid 1-6200
MANASSE MAX
Mill Agent
1355 Market.....HE mlock 1-4522

Bee Keepers
SEMMENS BEE REMOVAL SERVICE
210 Post.....GA rfid 1-5084
Beer & Ale Distrs
AGOME BREWERIES 762 Fulton.....FI lmar-6-3711
(See Advertisement Page 96)
BALLANTINE ALE
RATHJEN HARRY F CO
2607 Cypress Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise 10155
BALLANTINE BEER
RATHJEN HARRY F CO
2607 Cypress Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise 10155
BASS' ALE
TOKNIN AND MODLIN.....MA rket 1-7400
440-9th.....

BETTER BRANDS INC 1650-3d.....GA rfid 1-2100
(See Advertisement Page 96)
BUDWEISER
BETTER BRANDS INC 1650-3d. GA rfid 1-2100
(Continued Next Page)

ABBEY BENTS
Rollaway-Baby-Hospital Beds
Rentals-Sales
1314 Post.....GR ayton 4-2525
Bell Chesterfield Bed Co 1020 Geary. OR dway-3-1025
Bell Wall Bed Co 751-40th Av.....BA yview-1-7716
SIMMONS COMPANY 295 Bay.....GA rfid 1-7800
SUPERIOR SLEEPERITE CORP
1355 Market.....HE mlock 1-5356
If no answer call.....KL ondike 2-2311
Wall-Bed Service Co 49 Geary.....EX brook 2-0540

Beds-Disappearing

BELL WALL BED CO
Repair-Service-Sales-Parts-All Makes
751-40th Av.....BA yview-1-7716
MARSHALL-STEARN'S PAPIFIG CO
Rollaway-Recess-Jamb Beds
600-16th Oakland.....GL encort 1-1174

Beds-Hospital
See Hospital Equipment & Supplies


Bee Keepers
SEMMENS BEE REMOVAL SERVICE
210 Post.....GA rfid 1-5084

Beer & Ale Distrs
AGOME BREWERIES 762 Fulton.....FI lmar-6-3711
(See Advertisement Page 96)
BALLANTINE ALE
RATHJEN HARRY F CO
2607 Cypress Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise 10155
BALLANTINE BEER
RATHJEN HARRY F CO
2607 Cypress Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise 10155
BASS' ALE
TOKNIN AND MODLIN.....MA rket 1-7400
440-9th.....

BETTER BRANDS INC 1650-3d.....GA rfid 1-2100
(See Advertisement Page 96)
BUDWEISER
BETTER BRANDS INC 1650-3d. GA rfid 1-2100
(Continued Next Page)

ABBEY BENTS
Rollaway-Baby-Hospital Beds
Rentals-Sales
1314 Post.....GR ayton 4-2525
Bell Chesterfield Bed Co 1020 Geary. OR dway-3-1025
Bell Wall Bed Co 751-40th Av.....BA yview-1-7716
SIMMONS COMPANY 295 Bay.....GA rfid 1-7800
SUPERIOR SLEEPERITE CORP
1355 Market.....HE mlock 1-5356
If no answer call.....KL ondike 2-2311
Wall-Bed Service Co 49 Geary.....EX brook 2-0540

Light AND Mellow



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REGAL AMBER BREWING CO. - SAN FRANCISCO

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Valencia 4-8080

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GOOD NIGHTS
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ATwater 2-7688

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