

**Beauty Shops—(Cont'd)**

Village Beauty Shop 35 Vicente... MO ntrose 4-3181  
**VIOLA'S BEAUTY SALON**  
 133 Geary... GA rfd 1-9847  
**VIOLET'S BEAUTY SALON**  
**HAIR DYEING SPECIALIST**  
 Tinting - Bleaching  
 VIOLET BORG, Owner  
 Hair Styling - Permanent  
 Helen Rae Perry, Manicurist  
 Closed Mondays  
 Suite 611  
 133 Geary... EX brook 2-5692

**VIRGINIA MARIE BEAUTY SALON**  
 789 Monterey Blvd... JU niper 7-9759  
 Vogue Beauty Salon  
 Artilla Benton  
 1953 Sutter... FI Imor 6-1551

**WALDORF BEAUTY**  
 848 Clement... EV rgreen 6-9534  
 848 Clement... SK yline 2-2585  
 (See Advertisement Page 93)

**WALDORF BEAUTY SHOP**  
 Johanna Cavanna-Owner  
 Store No 2 1412 Polk... GR ayton 4-1166  
 Walker Kathryn W 133 Geary... SU tter 1-7243  
 (See Advertisement Page 93)

**WALLACE BEAUTY SALON**  
 Wigs-Transformations Made To Order  
 170 Geary... SU tter 1-5095  
 (See Advertisement Page 93)

**WARD-STANLEY BEAUTY SALON**  
 133 Geary... GA rfd 1-7430  
 Wayco Salon Of Beauty 1777 Fulton.WA Inut 1-4041

**WAVE-RITE BEAUTY SHOPPE**  
 (Formerly Fleur-De Lis Beauty Shoppe)  
 16 Yrs. Permanent Wave Work  
 Pauline Duke - All Work Guaranteed  
 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  
 2995 Mission... AT water 2-1709

**WHITCOMB HOTEL BEAUTY SALON**  
 1217 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 rfd 1-2881  
 Winick'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  
 2323 Clement... BA yview 1-9622  
 Wrightway Beauty Shop 794 Haight.UN drhl 1-4797  
 Wyman Frances Beauty Salon  
 386 Geary... GA rfd 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 Inut-1-9721  
 Zec's Beauty Salon 133 Geary... DO uglas-2-0732  
 Zella's Beauty Shoppe 1340-18th... UN drhl 3-4720  
 Zenz's Beauty Salon 1191 Market... UN drhl 1-4814  
 Zoia Beauty Salon 1819 Balboa... SK yline 2-0250

**Bed Springs**  
**SIMMONS COMPANY** 295 Bay... GA rfd-1-7800  
**SUPERIOR SLEEPRITE 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 khavn 9-2112  
 From S F Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10987

**Bedding**  
 See also Mattresses Headings  
**A & A Bedding & Upholstering Co**  
 1044 Howard... HE mlock 1-4330  
**ASSOCIATED BEDDING CO**  
 1245 Geary... PR aspt 5-0922  
 (See Advertisement This Page)

**ATLAS MATTRESS & UPHOLSTERING CO**  
 Makers of  
 QUALITY MATTRESSES  
 & BOX SPRINGS  
 539 Hayes... UN drhl 1-6978

**CALIFORNIA BEDDING CO**  
 Complete Renovating-City Wide Service  
 2831 Army... AT water 2-3556

**Bedding—(Cont'd)**

**DEPENDABLE MATTRESS & UPHOLSTERING CO**  
 Renovated & New Furniture & Mattresses  
 35 Years of Guaranteed Workmanship  
 1576 Market... UN drhl 1-3800

**DREAMLAND BEDDING CO**  
 534 Bay Shore Blvd... AT water 2-1312  
 (See Advertisement This Page)  
 Lee's Bon Marche 837 Clement... SK yline 1-4220  
 Modern Quilt & Bedding Co  
 Quilts Recovered-Mattresses  
 & Pillows Renovated  
 2115 Polk... GR ayton 4-6085  
 4947-3d... MI ssn-7-9080

**PETERSEN GEO & SONS FURNITURE CO**  
 Rummelsburg G E Co 718 Mission... GA rfd-1-2730  
 S F Bedding Co 1731-15th... MA rket-1-5700  
**SIMON 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 rfd 1-2827  
 Specialty Manufacturing Co  
 361 Shotwell  
**STERLING BEDDING CO**  
 410 Divisadero... MA rket 1-1211  
 Sunshine Mattress Co 236 Clement... BA yview 1-5821

**Beds**  
**ABBEY RENTS**  
 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 rfd 1-7800  
**SUPERIOR SLEEPRITE 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 PACIFIC CO**  
 Rollaway-Recess-Jamb Wall Beds  
 600-16th Oakland... GL encort 1-1174

The Yellow pages save you time.

**Beds-Hospital**  
 See Hospital Equipment & Supplies

**Bedspreads**  
**Amer Needlecrafts Inc** 833 Market... YU kon 2-0772  
**MANASSE MAX**  
 Mill Agent  
 1355 Market... HE mlock 1-4522

**Be Keepers**  
**SEMENS BEE REMOVAL SERVICE**  
 210 Post... GA rfd 1-5084

**Beer & Ale Distrs**  
**ACME BREWERIES** 762 Fulton... FI Imor 6-3711  
 (See Advertisement Page 100)  
**ANHEUSER-BUSCH INC** 1650-3d... GA rfd 1-2100  
 (See Advertisement Page 100)

**BALLANTINE ALE & BEER**  
**RATHJEN HARRY F CO**  
 2607 Cypress Oakland  
 From telephones served from S F Zone  
 only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10155

**BASS' ALE**  
**TONKIN AND MODLIN**  
 440-9th... MA rket 1-7400

**BETTER BRANDS INC** 1650-3d... GA rfd 1-6176

**BUDWEISER**  
**ANHEUSER-BUSCH INC**  
 1650-3d... GA rfd 1-2100

**BURBANK & CO** 204 Davis... YU kon 6-1573

**BURGERMEISTER BEER**  
 A TRULY FINE  
 PALE BEER  
 Made The Long, Slow  
 Natural Way

"FOR INFORMATION CALL"  
**MAIN OFFICE**  
**S F BREWING CORP**  
 490-10th... MA rket 1-0505

**DISTRIBUTORS**  
**DENVER BOTTLING CO**  
 251 Francisco... GA rfd 1-6289  
**GOLDEN BRAND BOTTLING CO INC**  
 275 Barneveld Av... AT water 8-1660

**GAL-HI BEVERAGE CO**  
 127 Montgomery... YU kon 6-4306  
 Cervelli N & Co 3309 Fillmore... FI Imor 6-3880  
 (See Advertisement Page 100)  
 Chelini Bros 1981 Union... WE st 1-4745

**CONSUMERS NORTH STAR BOTTLING CO**  
 Distributors For  
 MILLER HIGH LIFE  
 TORNBERG'S  
 OLD GERMAN  
 LAGER BEER  
 RAINIER BEER & ALE  
 3337-26th... MI ssn 7-0953

**CONSUMERS NORTH STAR BOTTLING CO**  
 3337-26th... MI ssn 7-0953  
 (See Advertisement Page 100)

**COORS BANQUET PILSENER**  
**RATHJEN HARRY F CO**  
 2607 Cypress Oakland  
 From telephones served from S F  
 Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10155

**Drexel Distributing Co** 235 Kansas. KL ondike 2-3380  
 (Continued Next Page)

You'll get your party more often  
 if you look up each telephone number  
 before you dial, wait for the  
 dial tone, and give the other person  
 plenty of time to come to the telephone.

**Beer & Ale Distrs—(Cont'd)**

**EASTSIDE BEER**  
 DRINK  
 EASTSIDE  
 PUT  
 INSIDE  
 "WHERE TO BUY IT"

**EASTSIDE BEER DISTRIBUTORS**  
 475 Main... GA rfd 1-8844

**EASTSIDE BEER DISTRIBUTORS** 475 Main. GA rfd 1-8844  
**GOEBEL DISTRIBUTING CO OF S F**  
 715 Brannan... UN drhl 3-4414  
 From telephones served from the following  
 Peninsula Central Office names only  
 Diamond 3 Diamond 4 Fireside 5  
 JUno 8 (No Inter-City Charge)  
 Ask "Operator" for Entrprise 11288  
 (See Advertisement Page 100)

**GOLDEN BRAND BOTTLING CO INC**  
 275 Barneveld Av... AT water 8-1660  
 (See Advertisements Pages 99 & 100)  
 Goldie Edw J 127 Montgomery... YU kon 6-4306  
 Grace Bros Brewing Co Of Santa Rosa  
 1078 Hampshire... AT water 2-4006

**HAMM'S BEER**  
**MONTEREY DISTRIBUTING CO**  
 Bottled & Draught  
 155 Barneveld Av... VA lencia 4-4442

**LAMPE VICTOR J**  
 1078 Hampshire... AT water 2-4006  
 Lathan Edw Jr Mills Bldg... EX brook 2-1676  
 Llanes Franklin C 1548 Market... UN drhl 3-0287  
 Los Angeles Brewing Co 475 Main... GA rfd 1-8844  
**LUCKY LAGER BREWING CO**  
 2601 Newhall... DE lavare 3-6000

Purchasing agents and other  
 buyers of materials and parts find  
 the Yellow Pages of the Telephone  
 Directory invaluable in locating  
 local sources of supply.

**GOLDEN BRAND BOTTLING CO. INC.**  
 Distributors for  
 Burgermeister  
 Wieland's  
 Blatz  
 Telephone  
 ATwater 8-1660  
 275 BARNEVELD AVENUE • SAN FRANCISCO

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**Rainier**  
 BEER, ALE & STOUT  
 Telephone your  
 nearest dealer  
 or call:  
 Rainier Brewing Company  
 HE mlock 1-6500 1550 Bryant

**Beer & Ale Distrs—(Cont'd)**

**MARINO EDWIN J**  
 Distributor For Regal Pale Beer  
 1600 McKinnon Av... VA lencia 4-9134

**MILLER HIGH LIFE BEER**  
**CERVELLI N & CO**  
 3309 Fillmore... FI Imor 6-3880  
**CONSUMERS NORTH STAR BOTTLING CO**  
 3337-26th... MI ssn-7-0953

**MONTEREY DISTRIBUTING CO**  
 Distributors For  
 HAMM'S BEER  
 Bottled & Draught  
 SICKS' SELECT BEER  
 Bottled & Draught  
 RAINIER BEER & ALE  
 155 Barneveld Av... VA lencia 4-4442  
 Or... VA lencia 4-9680

**MONTEREY DISTRIBUTING CO**  
 155 Barneveld Av... VA lencia 4-4442  
 (See Advertisement Page 100)

**NATIONAL PREMIUM BEER**  
**RATHJEN HARRY F CO**  
 2607 Cypress Oakland  
 From telephones served from S F  
 Zone only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10155

**Northern Calif Beer Distributors Association**  
 1231 Market... UN drhl 1-9632

**OLYMPIA**  
**HAAS BROS 3d & Channel**... GA rfd 1-1224

**PABST BLUE RIBBON BEER**  
 BREWERS OF  
 FINE BEER  
 SINCE 1844

"WHERE TO BUY IT"  
**BAY SALES COMPANY**  
 475 Main... SU tter 1-6334  
 (Continued Next Page)

**tops... in Taste Flavor and Refreshment**



**REGAL PALE BEER**

**Valencia 4-8080**  
 3250 20TH STREET  
 REGAL AMBER BREWING COMPANY • SAN FRANCISCO

**GOLDEN BRAND BOTTLING CO. INC.**  
 Distributors for  
 Burgermeister  
 Wieland's  
 Blatz  
 Telephone  
 ATwater 8-1660  
 275 BARNEVELD AVENUE • SAN FRANCISCO

**never had it so good!**  
**Rainier**  
 BEER, ALE & STOUT  
 Telephone your  
 nearest dealer  
 or call:  
 Rainier Brewing Company  
 HE mlock 1-6500 1550 Bryant

**LUCKY LAGER**  
**LUCKY LAGER**  
**LUCKY LAGER**

**LUCKY LAGER**  
 ATwater 2-7688  
 PREMIUM PRODUCTS  
 1298 SHOTWELL STREET  
 SAN FRANCISCO  
 IT'S LUCKY when you live in California

**NOW! YOUR MATTRESS RENOVATED**  
 AS LOW AS  
**\$200**  
 REGARDLESS OF CONDITION  
 ALL WORK GUARANTEED  
 Convert your old mattress and coil spring into modern  
 innerspring mattress and covered box spring.  
 Innerspring mattresses recovered, too.



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 Peninsula Service  
**KEEP YOUR CASH CHARGE IT AT DREAMLAND**  
 SEE OUR NEW FACTORY-TO-YOU MATTRESS & BOX SPRING  
 Endorsed with  
**10 Year Guarantee**  
**FEEL GRAND! CALL DREAMLAND**  
**DREAMLAND BEDDING CO.** 534 540 BAYSHORE BLVD  
 LARGEST IN THE WEST **AT 2-1312**

**Call ABC First**  
 For Complete Renovating Service

**MATTRESSES**  
 RENOVATED & RECOVERED  
 COIL SPRING CONVERTED  
 TO BOX SPRINGS  
 PILLOWS RECOVERED

**UPHOLSTERING**  
 RECOVERING RESTYLING  
 REPAIRING REMODELING

**CLEANING**  
 RUG - MATTRESS - CHESTERFIELD  
 Guaranteed Workmanship  
 Free Pick-Up & Delivery

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**PROspect 5-0922**

**A**ssociated  
**B**edding & Upholstery  
**C**ompany  
 1245 GEARY Between Franklin & Gough