

Mitchell Beauty Supply Co.
 RAYETTE & CARYL RICHARDS
 WELLA - ROUX - OZON - COLOR RICH
 COMPLETE BEAUTY SALON
 INSTALLATIONS
OR 3-6846
 134 Golden Gate Ave. S. F.

S. SOMMER & CO.
 Since 1911
 Serving Greater Northern California
 Beauty Supplies & Equipment
**REVLON COSMETICS
 AND HAIR COLORING
 BONAT - VITA FLUFF
 MODECRAFT EQUIPMENT**
 Shop Installation - Free Estimate
HE 1-3473
 320 - 10th Street

Beauty Salons—Equipment & Supplies
ACME BEAUTY SUPPLY CO
 1095 The Alameda St. S.F. 3-1727
 Bauer Mfg Co 134 Golden Gate Av. ORdy 3-6846
BAY BEAUTY SUPPLY
 SUPPLIES & EQUIPMENT
 CARYL RICHARDS PRODUCTS
 LAPIN AL - CLAIROL
 3974 Piedmont Av. Oakland - Olympic 8-3656
BAY CABINETS & FIXTURES
 CUSTOM BUILT
 STYLING SECTIONS & BOOTHS
NEW & REMODELING
 Free Layout & Designing Service
 Work Done at Your Convenience
 377 Bay - GA 1-7714
BEAUTILITIES INC 11-1st EXbrk 2-5153
 (Please See Advertisement This Page)
BRECK HAIR PREPARATIONS—
 REID & SIBELL INC 357 Ellis TUxedo 5-0611
CARYL RICHARDS PRODUCTS—
 WHOLESALERS
 CONTINENTAL BEAUTY SUPPLY INC
 548 Mission YU 1-4397
 Cherry Jack 786 Mission DO 2-7855
CLAIROL HAIRCOLORING CENTER
 207 Powell EX 7-6052
CONTINENTAL BEAUTY SUPPLY INC
 548 Mission YU 1-4397
 (Please See Advertisement This Page)
 De Pend On Laboratories
 Mrs Of Beauty Shop Preparations
 1824 Divisadero Fllmr 6-7723
 Eves After 7 call LOMBrd 6-2860
 Duart Mfg Co Ltd 984 Folsom YU 6-0260
FENSKY GEO CO
 CUSTOM FIXTURES
 Remodeling & New
 Fixtures
 FREE
 ESTIMATES & DESIGNING
 761 Tehama UN 1-1671
HAMMOND BEAUTY SALON EQUIPMENT
 Since 1946
HAMMOND
 Designers - Mrs.
 Installers of Beauty Salon Furnishings! Choice
 Locations for New Salons on File. Complete
 Service for New Salons and Remodeling. Free
 Estimates and Floor Planning.
"FOR INFORMATION CALL"
 AUTHORIZED DEALERS
BEAUTILITIES INC EX 2-5153
DECKELMAN BROS INC HJgate 4-1711
REID & SIBELL INC TU 5-0611
 Heatless Permanent Wave Co
 1077 Howard UN 3-4823

Beauty Salons—Equipment & Supplies—
(Cont'd)
HELENE CURTIS INDUSTRIES EX brook 2-0963
 786 Mission
HUNTINGTON BEAUTY SUPPLY CO INC DO 2-5963
 272 O'Farrell St. (Please See Advertisement This Page)
L'OREAL—
WEST COAST BEAUTY SUPPLY CO EX 2-0963
 786 Mission
MITCHELL BEAUTY SUPPLY CO OR dway 3-6846
 134 Golden Gate Av.
 From telephones served by the
 following exchanges
 East Bay Richmond
 Hayward
 (No Intercity Charge)
 Ask Operator for Entrance 12107
 (Please See Advertisement This Page)
 Moya's Kits 1751 Market UN 3-7439
PACIFIC BARBER SUPPLY CO UN drhil 1-5422
 343 Golden Gate Av.
PEROXIDE & SPECIALTIES CO AT 2-9257
 1400 Carroll Av.
RAYETTE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO OR dway 3-6846
 134 Golden Gate Av.
 WHOLESALERS
CONTINENTAL BEAUTY SUPPLY INC YU 1-4397
 548 Mission
REGAL BARBER & BEAUTY SUPPLIES JO 7-0164
 2035 Fillmore
REID & SIBELL INC 357 Ellis TUxedo 5-0611
 (Please See Advertisement This Page)
 S J Products 6242 Geary Bl SK 1-0669
 Solar Electric Mfg Co JUNipr 7-5055
 2655 San Jose Av.
SOMMER S & CO HE 1-3473
 320-10th (Please See Advertisement This Page)
 Steve Liggett Beauty Supplies
 1607-4th St Rafi 453-4351
STOCKTON'S BEAUTY SUPPLY DE 3-1200
 Lustrasilk - P.C.K. - Hair Strate
 Wella - Helene Curtis - Lapin Al
 Redken Lab Products - Persulan
 98 Broad
 West Coast Beauty Supply Co EX 2-0963
 786 Mission (Please See Advertisement This Page)
 West Coast Beauty Supply Co EX 2-0963
 786 Mission (Please See Advertisement This Page)
WEST COAST BEAUTY SUPPLY CO EX 2-0963
 786 Mission (Please See Advertisement This Page)
WILLAT CO THE UN 3-4822
 1077 Howard

Beds
ABBY RENTS
 HOSPITAL - ROLLAWAY - BABY BEDS
 FREE DELIVERY & PICK-UP
 24-Hour Service Rentals - Sales - Terms
 1314 Post GR 4-2525
 Alan Doran Co 1625 Pacific Av. PR 1-1200
 Bedline Inc Central Welding & Mfg Co KL 2-1207
 1355 Market
 Central Welding & Mfg Co 1355 Market-KL 2-1207
MEDICO SUPPLY CO THE
 Rollaway & Hospital Beds - Baby Cribs
 Free Delivery & Pick-Up Service
 Rentals
 535 Mason PR 6-1465
 San Francisco Ambulance Service WE 1-9900
 2310 Post

Beer & Ale Distrs—(Cont'd)
BURGERMEISTER-BURGIE-SCHLITZ MA 1-8658
 CITY SALES 1501 Harrison
 Calif Beer Wholesalers Assn Inc EXbrk 2-4170
 111 Sutter
CARLING'S RED CAP ALE & BLACK LABEL
 BEER—
 ROYAL DISTRIBUTING CO MI 7-3736
 923 Valencia
CERVELLI N & CO 945 Front YUkon 6-4280
 (Please See Advertisement This Page)
CONSUMERS DISTRIBUTING CO
 CALSO WATER - GOEBEL
 WURZBURGER - DORTMUNDER
 UNION - DOS EQUIS - CHAMPALE
 WALTER'S - ABC - MAIER SELECT
 BULLDOG STOUT & ALE
 3337-26th MI 7-0953
COORS BEER—
 WESTERN BEVERAGE CO YU 2-9101
 1650-3d
COUNTRY CLUB STOUT MALT LIQUOR &
NEAR BEER—
 MARKSTEIN DISTRIBUTING CO S F YU 2-2411
 559-6th
ROSSI DISTRIBUTING CO MI 8-3085
 155 Barneveld Av.
DENVER BOTTLING CO GA 1-6289
 Burgermeister Beer
 Schlitz Beer
 251 Francisco
EASTSIDE OLD TAP LAGER BEER—
 PABST BREWING COMPANY SU 1-6334
 475 Main
FALSTAFF BEER
 "THE CHOICEST
 PRODUCT OF THE
 BREWERS' ART"
"WHERE TO CALL"
 DISTRIBUTORS
FALSTAFF BREWING CORP 540 Hampshire UNdrhl 3-0460
 Falstaff Brewing Corp 540 Hampshire UN 3-0460
 (Please See Advertisement This Page)
GOLDEN BRAND BOTTLING CO INC VA 6-1660
 Olympia-Burgermeister-Heinken's
 275 Barneveld Av.
HAMM'S BEER
 HAMM'S . . .
 The Beer Refreshing
 In All Popular Packages
 And Light and Dark Draft
"WHERE TO BUY"
MARKSTEIN DISTRIBUTING CO S F YU 2-2411
 559-6th
ROSSI DISTRIBUTING CO MI 8-3085
 155 Barneveld Av.

Regal Select BEER
COOL AS THE HIGH SIERRA!
VA 4-8080
 3250-20TH STREET
REGAL PALE BREWING COMPANY • SAN FRANCISCO

West Coast Beauty Supply Company
HELENE CURTIS L'OREAL
 786 MISSION Near 4th St. EX 2-0963
 BERKELEY STORE
 2809 TELEGRAPH AVE. 843-1101

BEAUTILITIES INC.
 RILLING - DERMETICS - ESKA
 HAZEL BISHOP - PARKER HERBEX
 HAMMOND FIXTURES
 ADMIRACION
 HALLIWELL
 QUICK CHANGE COSMETIC
 Specializing in
REMODELING & NEW INSTALLATIONS
EXbrook 2-5153
 11-1st STREET - S. F.

Beauty Salons—Equipment & Supplies—
(Cont'd)
REGAL BARBER & BEAUTY SUPPLIES JO 7-0164
 2035 Fillmore
REID & SIBELL INC 357 Ellis TUxedo 5-0611
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 Redken Lab Products - Persulan
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WEST COAST BEAUTY SUPPLY CO EX 2-0963
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WILLAT CO THE UN 3-4822
 1077 Howard

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Beds—Disappearing
DOYLE BEDS
 Distributor
MURPHY WALL BEDS
 SALES - SERVICE - PARTS
 Also Marshall & Stearns & Other Makes
 Reconditioned & Used Wall Beds
 Complete Line of Wall Bed Mattresses
 541 Octavia MA 6-0139
Bedspreads
AAMES INTERIORS OV 1-3277
 93 Stonestown
 Acker Leon 2240 Palou Av. MI 7-1411
 Bell Textile Co-Div of Bell Industries
 Manufacturers & Distributors
 1352 Market KL 2-3067
CASSIDY'S INTERIORS & DRAPERIES
 Custom Only-Retail
 678 Mission DOuglas 2-2931
 Cattan J Co 741 Mission SUtr 1-3548
CHARLOTTE INTERIORS
 Custom & Ready-made Bedspreads
 1032 Clement SK 2-5826
 Clavos Inc
 Wholesale Only YU 2-4094
 451 Jackson
 Drapery Associates 2130 Fillmore WA 2-0588
 Fitzgerald J F Co 1150 Folsom KLondke 2-1701

GLOBE QUILTING CO
 Manufacturer of
BEDSPREADS - DRAPES
BOLSTERS - PILLOWS - ETC.
 2240 Palou Av. MI 7-1411
 India Imports of San Francisco YU 2-7777
 429 Sutter
 Jackson Ida Slip Covers 2821 Calif FI 6-3144
 Lady O'Or Ltd DO 2-5511
 Wholesale & Mrs Only
 133 Geary YUkon 6-5003
 Manasse Max 833 Market YUkon 6-4982
 Peerless Curtain Mfg Co 575 Mission MA 6-0820
 Western Curtain Mfg Co 257-8th
 Wilshire Mfg Corp
 Wholesale & Mrs Only DO 2-5511
 133 Geary

Miller HIGH LIFE
Rainier BEER & ALE
 FROM SEATTLE
YU 6-4280
N. CERVELLI & CO.
 945 FRONT

REID & SIBELL INC.
 BEAUTY SHOP EQUIP. & SUPPLIES
 Distributors of
REVLON - TIARA - BRECK
REALISTIC - ZOTOS
TURBINATOR - DUART
 Complete Installations
 Free Estimates
 Long Term Payments
 PHONE
TU 5-0611
 357 ELLIS ST.

HUNTINGTON
 formerly House of DECKELMAN
LA MAUR PRODUCTS
 Coprice - Automatic - Duo Curl
 Specialized Style Wave
 Style PVP Wave
 Clairol Products
 Lapin Products
 Style Spray & Waves
 Nestle Products
 Distributors of Beauty
 Supplies & Equipment
 Designed & Financed
 By Huntington
DOuglas 2-5963
HUNTINGTON BEAUTY SUPPLY CO., INC.
 272 O'FARRELL ST. - SAN FRANCISCO

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Bee Keepers
 Bee Removal Service 26 O'Farrell GA 1-3091
 Westmoreland Merle R 3101 San Jose Av. PL 6-4525
Beer & Ale Distrs
Ansor Corporation
 Importers-San Miguel Beer
 120 Montgy DOuglas 2-1688
ASAHI BEER—
 DISTRIBUTORS
TAIYO TRADING CORP 1656 Post JO 7-1221
 Bayview Associates
 2444 San Bruno Av. JUNipr 7-2273
BLATZ BEER—
 PABST BREWING COMPANY SUtr 1-6334
 475 Main
BUDWEISER BEER—
 MARKSTEIN DISTRIBUTING CO S F YU 2-2411
 559-6th
ROSSI DISTRIBUTING CO MI 8-3085
 155 Barneveld Av.

HEINEKEN'S BEER—
GOLDEN BRAND BOTTLING CO INC VA 6-1660
 275 Barneveld Av.
 Houghton Wm 3448 Balboa SKYln 2-8360
LUCKY LAGER
 THE REAL LAGER BEER
"WHERE TO BUY IT"
PREMIUM PRODUCTS 411 Allan JUNipr 6-7000
MARINO EDWIN J
 Distributor For Regal Pale Beer
 1600 McKinnon Av. VA lencia 4-9134
 (Continued Next Page)
 Advertise here—it pays.

AMERICA'S PREMIUM QUALITY BEER
FALSTAFF
 DISTRIBUTED BY
FALSTAFF BREWING CORP.
 540 HAMPSHIRE
 SAN FRANCISCO CALIF.
 UN 3-0460
San Miguel BEER
 a real...good beer
 world famed for quality
 WESTERN BEVERAGE CO.
 DISTRIBUTORS
 1650-3rd St. YUkon 2-9101

Continental BEAUTY SUPPLY
 Wholesale Distrs. For
 • RAYETTE • CARYL RICHARDS
 • CLAIROL • WELLA • LAPINAL
 • JHERRI REDDING
 SPECIALIZING IN
 NEW SALONS
 EQUIPMENT AND SUPPLIES
 visit our spacious showroom
YU 1-4397
 548 MISSION ST. S.F.

HELENE CURTIS
West Coast BEAUTY SUPPLY
EX 2-0963
 786 MISSION Near 4th St.
 BERKELEY STORE
 2809 Telegraph Ave. 843-1101

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West Coast BEAUTY SUPPLY
EX 2-0963
 786 MISSION Near 4th St.
 BERKELEY STORE
 2809 Telegraph Ave. 843-1101

Bed Welfing Control Systems
 Nite-Dri Div 5 Village Ln Orinda 254-0686
Bedding
 See Also Mattresses Headings
BEST REST MATTRESS INC MIxan 8-3841
 245 Bayshore Bl
 Modern Quilt & Bedding Co 2450 Clement BA 1-5187
PETERSEN GEO & SONS FURNITURE &
APPLIANCE CO 4947-3d MIson 7-9090
R G S INC EX 2-5963
 539 Mission
 S F Bedding Co 1731-15th MA rket 1-5700
SEA BREEZE SUPPLY CO VA 4-5905
 Bedspreads-Blankets-Pillows-Sheets
 1302 Castro
 Sterling Mattress Co 1919 Bryant UN 1-5541
 Style Craft Custom Upholstery 2859-22d Missn 8-4023
 Zais Henry M Furniture Co 118-4th EXbrk 2-6512