

HELENE CURTIS L'OREAL of PARIS



CLAIROL PRODUCTS
Free Planning & Interior Decorating
NEW & USED EQUIPMENT

Phone
EX 2-0963

786 MISSION NEAR 4th ST.
BERKELEY STORE: 2809 Telegraph Ave. 843-1101

S. SOMMER & CO.

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



BEAUTY-UTILITIES
Distributors of
Clairol Admiration Vita Fluff
Lapinal Rilling Redkin-Prod
Roux Eksa Hammond
Tiz Rinses Hattiwell Hartling
Wellatone Dermetics Florence
Color Magic Lanolin Plus Royal Chrome
Parker Herber Alberto Culver Belvedere
COMPLETE BEAUTY SALONS INSTALLED
Easy Payment Call: **EX 2-5153**
Terms 11 First Street Between Market & Mission

CONTINENTAL BEAUTY SUPPLY

Wholesale Distrs. For
• Rayette • Caryl Richards
• Clairol • Wella • Lapinal
• Jherri Redding
Specializing in
New Salons Equipment & Supplies
visit our spacious showroom
YU 1-4397
548 MISSION ST., S.F.

Beauty Salons—Equipment & Supplies

BAY BEAUTY SUPPLY
SUPPLIES & EQUIPMENT
CARYL RICHARDS PRODUCTS
LAPIN AL - CLAIROL
4184 Piedmont Av Oakland - 658-3656

BAY CABINETS & FIXTURES
CUSTOM BUILT
STYLING SECTIONS & BOOTHS
NEW & REMODELING
Free Layout & Designing Service
Work Done at Your Convenience
377 Bay - GA 1-7714

BEAUTILITES INC 11-1st - EXbrk 2-5153
(Please See Advertisement This Page)

HAMMOND HAIR PREPARATIONS—
REID & SIBELL INC 357 Ellis - TUxedo 5-0611



RAYETTE CARYL RICHARDS LA-MAUR
WELLA - ROUX - OZON - COLOR RICH
COMPLETE BEAUTY SALON
INSTALLATIONS
OR 3-6846
134 Golden Gate Ave. S. F.

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
957 ELLIS ST.

MARTY SHERMAN'S BEAUTY SALON EQUIPMENT & SUPPLIES

(Formerly DECKELMAN BROS.)
BEAUTY SHOP
SUPPLIES & EQUIPMENT
Give Us Your 4 Walls
We'll Do the Rest
* LA MAUR * CONTOURE
* BONAT * CLAIROL
* WILLAT * ROUX
* LAPINAL * TECHNIQUE
Complete Shop Installation
and Remodeling Service
Free Planning Service
444-1711
2269 WEBSTER OAKLAND

Beauty Salons—Equipment & Supplies

CARDINAL WM V
210A Kittow Dr Mtn Vw - 968-0817

CARYL RICHARDS PRODUCTS—
WHOLESALE
CONTINENTAL BEAUTY SUPPLY INC
548 Mission - YU 1-4397

Cherney Jack 786 Mission - DO 2-7855
CLAIROL HAIRCOLORING CENTER
207 Powell - EX 7-6052

CLAIROL PRODUCTS—
WEST COAST BEAUTY SUPPLY CO
786 Mission - EX 2-0963

CONTINENTAL BEAUTY SUPPLY INC
548 Mission - YU 1-4397
(Please See Advertisement This Page)

De Pend On Laboratories
Mfrs Of Beauty Shop Preparations
1826 Divisadero - Flimr 6-7723
Eves After 7 call - Lombd 6-2860
Duart Mfg Co Ltd 904 Folsom - YU 6-0260

HAMMOND BEAUTY SALON EQUIPMENT
Since 1946
HAMMOND
Designers - Mfrs.
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"
FACTORY REPRESENTATIVE
RAMIREZ PHILIP R
1768 Rex St Mts - 341-1069

AUTHORIZED DEALERS
BEAUTILITES INC - EX 2-5153
REID & SIBELL INC - TU 5-0611

Heatless Permanent Wave Co
1077 Howard - UN 3-4823

HELENE CURTIS INDUSTRIES
786 Mission - EX brook 2-0963

HUNTINGTON BEAUTY SUPPLY CO INC
272 O'Farrell - DO 2-5963
(Please See Advertisement This Page)

JERRY'S CABINET & FIXTURE CO—
WE SPECIALIZE IN CUSTOM-MADE
CABINETS FOR BEAUTY SALONS
ALL TYPES OF FORMICA WORK
511 E San Bruno Av Sn Brno - 583-7075

Lady Godiva Cosmetics - SK 2-2223
Lan-Lay Inc 55-11th - UN 3-2345
Lausoncin Equipment Co
See Our Ad For Laundry Equipment
340-4th - DO 2-6229

L'OREAL—
WEST COAST BEAUTY SUPPLY CO
786 Mission - EX 2-0963

**MARTY SHERMAN'S BEAUTY SALON
EQUIPMENT & SUPPLIES**
2269 Webster Oakland - 444-1711
(Please See Advertisement This Page)

MITCHELL BEAUTY SUPPLY CO
134 Golden Gate Av - OR dway 3-6846
From the following exchanges only
East Bay Richmond

(No Charge) Ask Operator for - Entprize 12107
(Please See Advertisement This Page)

Moya's Kits 1751 Market - UN 3-7439

PABFIS BARBER SUPPLY CO
945 Golden Gate Av - UN dhril-1-5422

PEROXIDE & SPECIALTIES CO
1400 Carroll Av - AT 2-9257

RAYETTE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
134 Golden Gate Av - OR 3-6846

WHOLESALE
CONTINENTAL BEAUTY SUPPLY INC
548 Mission - YU 1-4397

REGAL BARBER & BEAUTY SUPPLIES
2035 Fillmore - JO 7-0164

REID & SIBELL INC 357 Ellis - TUxedo 5-0611
(Please See Advertisement This Page)

Solar Electric Mfg Co
2655 San Jose Av - JUNipr 7-5055

SOMMER S & CO
320-10th - HE 1-3473
(Please See Advertisement This Page)

Steve Liggett Beauty Supplies
1607-4th St Rafi - 453-4351
(Continued Next Page)

The Yellow Pages save you time.

HUNTINGTON
formerly House
of DECKELMAN

Distributors of
NESTLE
LA MAUR
WILLAT
CLAIROL-ROUX
OZON

Distributors of Beauty
Supplies & Equipment
Designed & Built
Equipped & Financed
By Huntington

DOuglas 2-5963

HUNTINGTON BEAUTY SUPPLY CO., INC.
372 O'FARRELL ST. - SAN FRANCISCO

Beauty Salons—Equipment & Supplies— (Cont'd)

STOCKTON'S BEAUTY SUPPLY
Lustrasil - P.C.K. - Hair Stroke
Wells - Helene Curtis - Lapin Al
Redken Lab Products - Peruvian
98 Broad - DE 3-1200

WEST COAST BEAUTY SUPPLY CO
786 Mission - EX 2-0963
(Please See Advertisement Page 148)

WILLAT CO THE
1077 Howard - UN 3-4822

Beauty Salons—Equipment & Supplies— Repairing

E Y'S BEAUTY SHOP REPAIR SERVICE
HAIR DRYERS
OUR SPECIALTY
Service Representative for
RAYETTE - HELENE CURTIS
TURBINATOR - SWIFT
BONAT - DEGRAFF - CARYL RICHARDS
CENTRAL BEAUTY EQUIPMENT CO.
& MAYHEW
Free Pick-Up & Delivery
540 Fulton - WA 1-7192

JIM & RAY'S ELECTRIC APPLIANCE

3150-22d - ATwr 2-1889

Bed Wetting Control Systems

Nite-Dri International Div
998 Hough Av Lafayette - 254-0686

Bedding

See Also Mattresses Headings

BEST REST MATTRESS INC
245 Bayshore Bl - MIsn 8-3841

California Bedding Co 1919 Bryant - UN 1-5541

**PETERSEN GEO & SONS FURNITURE &
APPLIANCE CO** 4626 Mission - JU 6-0178

R G S INC
539 Mission - EX 2-5983

S F Bedding Co 1731-15th - MA rket-1-5700

SEA BREEZE SUPPLY CO
Bedspreads-Blankets-Pillows-Sheets
1302 Castro - VA 4-5905

Styie Craft Custom Upholstery
Zais Henry M Furniture Co 257-8th - MA 6-0820

Bees

ABBEY RENTS
HOSPITAL - ROLLAWAY - BABY BEDS
FREE DELIVERY & PICK-UP
24-Hour Service Rentals - Sales - Terms
1314 Post - GR 4-2525

DUO-BED—
R G S INC 539 Mission - EX 2-5983

MEDICO SUPPLY CO THE
Rollaway & Hospital Beds - Baby Cribs
Free Delivery & Pick-Up Service
Rentals
535 Mason - PR 6-1465

San Francisco Ambulance Service
2310 Post - WE 1-3900

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

Ames Interiors 93 Stonestown - OV 1-3277
Acker Leon 2240 Palou Av - MI 7-1411
Bell Textile Co-Div of Bell Industries
Manufacturers & Distributors
1355 Market - KL 2-3067

Bedspreads—(Cont'd)

BERESSI SALVATOR
Manufacturers of Bedspreads
1324 Moraga - MO 4-0727

CASSIDY'S INTERIORS & DRAPERIES
Custom Only-Retail
678 Mission - DOuglas 2-2931

CATALAN CO 741 Mission - SUtr 1-3548

CHARLOTTE INTERIORS
Custom & Ready-made Bedspreads
1032 Clement - SK 2-5826

Clavos Inc
Wholesale Only
451 Jackson - YU 2-4094

Draperies Associates 2130 Fillmore - WA 2-0588

Fitzgerald J F Co 1150 Folsom - KLondie 2-1701

GLOBE QUILTING CO

Manufacturer of
BEDSPREADS - DRAPES
BOLSTERS - PILLOWS - ETC.
2240 Palou Av - MI 7-1411

INDIA IMPORTS INC

Wholesale Retail - HAND-WOVEN COTTON
BEDSPREADS, Stripes, Solids, Prints
Over 100 Colors, Several Qualities
429 Sutter - YU 2-7777

IRENE'S STUDIO

2438 Taraval - OV 1-3617
Jackson Ida Slip Covers 2821 Calif - FI 6-3144
Lady O'Or Lid
Wholesale & Mfrs Only
133 Geary - DO 2-5511

Manasse Max 833 Market - YUkon 6-5003

Marie's Distinctive Draperies
401 Brazil Av - JU 7-2736

Sunset Drapery Service 1336-9th Av - SE 1-1178

T & B A Inc 355 Adrian Rd Milbra - 697-1354

Western Curtain Mfg Co 257-8th - MA 6-0820

Wilshire Mfg Corp
Wholesale & Mfrs Only
133 Geary - DO 2-5511

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 Montgomery - DOuglas 2-1688

BLATZ BEER—
PABST BREWING COMPANY
475 Main - SUtr 1-6334

BUDWEISER BEER—
MARKSTEIN DISTRIBUTING CO S F
548-5th - YU 2-2411

BURGERMEISTER-BURGIE-SCHLITZ CITY SALES

1501 Harrison - MA 1-8658

BUSCH BAVARIAN—

MARKSTEIN DISTRIBUTING CO S F
548-5th - YU 2-2411

Calif Beer Wholesalers Assn Inc

111 Sutter - EXbrk 2-4170

CARLING'S RED CAP ALE & BLACK LABEL BEER—

ROYAL DISTRIBUTING CO
923 Valencia - MI 7-3736

CERVELLI N & CO 945 Front - YUkon 6-4280

(Please See Advertisement This Page)

CONSUMERS DISTRIBUTING CO

PABST - BLATZ
REGAL - CALSO
IMPORTED BEERS
3337-26th - MI 7-0953

Consumers Distributing Co 3337-26th - MI 7-0953
(Please See Advertisement This Page)

Beer & Ale Distrs—(Cont'd)

DENVER BOTTLING CO
Burgermeister Beer
Schlitz Beer
251 Francisco - GA 1-6289

EASTSIDE OLD TAP LAGER BEER—

PABST BREWING COMPANY
475 Main - SU 1-6334

FALSTAFF BEER

"THE CHOICEST
PRODUCT OF THE
BREWERS' ART"

"WHERE TO CALL" DISTRIBUTORS

FALSTAFF BREWING CORP
540 Hampshire UNdhril 3-0460

Falstaff Brewing Corp 540 Hampshire - UN 3-0460

(Please See Advertisement This Page)

FRANZISKANER REAL BAVARIAN BEER—

DISTRIBUTORS
ACCESSORY SUPPLY CO 65 Page - MA 1-1626

GOLDEN BRAND BOTTLING CO INC

Olympia-Burgermeister-Heineken's
275 Barneveld Av - VA 6-1660

HAMM'S BEER

HAMM'S ...
The Beer Refreshing

In All Popular Packages And Light and Dark Draft

"WHERE TO BUY"

CERVELLI N & CO 945 Front - YU 6-4280

ROSSI DISTRIBUTING CO
155 Barneveld Av - MI 8-3085

Beer & Ale Distrs—(Cont'd)

HEINEKEN'S BEER—
GOLDEN BRAND BOTTLING CO INC
275 Barneveld Av - VA 6-1660

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
1330 Donner Av - VA 4-9134

MARKSTEIN DISTRIBUTING CO S F

Distrs Busch Bavarian Beers
Country Club Stout Malt Liquor
Michels-Draft Only
548-5th - YU 2-2411

MICHELO'S DRAFT BEER—

MARKSTEIN DISTRIBUTING CO S F
548-5th - YU 2-2411

MILLER HIGH LIFE BEER—

CERVELLI N & CO 945 Front - YUkon 6-4280

NEAR BEER—

ROSSI DISTRIBUTING CO
155 Barneveld Av - MI 8-3085

Nomura & Co 35 Main - YUkon 6-6495
(Continued Next Page)

BAKERS' SPECIAL

To keep cake fillings from soaking
into cake, sprinkle layers lightly
with powdered sugar before
spreading on filling.

YU 6-4280

N. CERVELLI & CO.
945 FRONT

AMERICA'S
PREMIUM QUALITY
BEER

DISTRIBUTED BY
FALSTAFF BREWING CORP.
540 HAMPSHIRE
SAN FRANCISCO CALIF.
UN 3-0460

IMPORTED
San Miguel
BEER
a real good beer
world famed for quality
Distributors
CONSUMERS DISTRIBUTING CO.
3337-26th - MI 7-0953
ROYAL DISTRIBUTING CO.
923 Valencia - MI 7-3736