

Automobile Washing & Polishing—(Cont'd)

Broadway Auto Wash
Steam Cleaning & Granitizing Polishing
Pick Up & Delivery
2418-23dHI lcrst 7-3093

CAPITAL CAR WASH

WASHING & POLISHING
SIMONIZING & GLAZING
STEAM CLEANING

Pick-Up & Delivery

1420 I.....GI lbrt 2-7066

Capital Simonizing Service
831 Broadway.....GI lbrt 2-9538

CARL REICHEL AUTOMOTIVE SERVICE
3409-2d Av.....Hlcrst 5-5464

Elleby & Lewis Auto Laundry
200 E El Camino N Sacramento....HI cky 9-2487
Jordan's Jiffy Auto Wash 2010 J.....GI lbrt 3-1324
(See Advertisement Page 39)

Ming Auto Paint Plating 22d & Bdwy.Hlcrst 7-3543
(See Advertisement Page 39)

SACTO STEAM CLEANING CO

STEAM CLEANING
WASHING & POLISHING
SIMONIZING - WAXING
GLAZING

Pick-Up & Delivery Service
WHOLESALE & RETAIL

16th & Broadway
2419-16thGI lbrt 3-2917

SAFETY AUTO LAUNDRY H & 11th..GI lbrt 3-9862
(See Advertisement Page 39)

SHERMAN'S MINIT MAN CAR WASH
2410-30th.....HI lcrst 7-4721
(See Advertisement Page 39)

Spee-Dee Automatic Auto Wash
1812 L.....GI lbrt 2-8242
(See Advertisement Page 39)

Tognotti Al Shell Service 7th & L.....GI lbrt 3-9989

Automobile Welding—See Welding

Automobile Wheel, Axle & Frame Repairing

ANDREWS MOTORS
Bear System Wheel Alignment
4921 Folsom Blvd.....HI lcrst 6-4037

AUTO SAFETY CENTER

COMPLETE SAFETY SERVICE
PORTER-SPRAGUE CO.

Wheel Aligning - Dynamic Wheel
Balancing
Frame Repairing - Brake Service

1115 H.....GI lbrt 2-9218

B & M AUTOMOTIVE SPECIALISTS

NORTH SACRAMENTO

Specializing in
WHEEL ALIGNING & BALANCING

1416 Del Paso Blvd N Sacto..HI cky 9-7581

BABCOCK'S

BRAKE SERVICE
WHEEL ALIGNING

Official Brake Station
No. 3466

Alhambra & H
800 Alhambra Blvd.....HU dsn 1-0081

Use the latest directory. Get the right number...right away.

Automobile Wheel, Axle & Frame Repairing—(Cont'd)

BEAR SYSTEM—
ANDREWS MOTORS
4921 Folsom Blvd.....HI lcrst 6-4037
EVERETT STRAIN SERVICE GARAGE
810-57th.....Hlcrst 6-0523

BOWMANS

WHEEL ALIGNING
WHEEL BALANCING
FRAME STRAIGHTENING

1515 I.....GI lbrt 2-5895

C & D SERV 1830 L.....GI lbrt 3-4737
Chamberlin & Reed Shell Service

Alhambra & J.....GI lbrt 3-9671

CHILDS TIRE SERVICE
Specializing In Wheel Balancing
1201 Alhambra Blvd.....Hlcrst 7-5013

CLARK-BEAMER CO 1225 H.....Huds n 1-1468

Cuilla Brake Service 2930 L.....HI lcrst 6-4988

CUILLA BROS 2413 J.....GI lbrt 3-6323

G-12 SHOP

H. A. "HAL" LUND
Wheel Alignment Specialists

1210 G.....GI lbrt 2-1700

Hoff Paul Automotive Serv Center
1601 H.....GI lbrt 2-1387

HOUSE OF BRAKES 1950 Broadway.HI lcrst 5-3457
Johnnie's Body Shop 2019 O.....GI lbrt 3-6597

NASH SALES & SERVICE—
SACRAMENTO NASH CO
Service Entrance 1616 K St
1619 L.....GI lbrt 2-3887

NIELSEN AL 1615 L.....GI lbrt 2-7689

PARELL & FRIES 815 Bdwy.....GI lbrt 3-4695

The Yellow pages save you time.

Automobile Wheel, Axle & Frame Repairing—(Cont'd)

PRECISION BALANCING SERVICE
AUTOMATIC BRAKE ALIGNMENT
WHEEL BALANCING
Weaver Safety Lane Testing Equipment
1422-16th.....Huds n 4-5895

SACTO WHEEL SERVICE CO

WHEEL ALIGNMENT & BALANCE
WHEEL STRAIGHTENING
BRAKE SERVICE
GENUINE REPLACEMENT WHEELS
SALES & SERVICE
Sacramento Since 1933

1121-16th.....GI lbrt 2-7694

Automobile Wreckers

ACE AUTO WRECKERS

WE BUY WRECKS
Parts for All Makes of Cars

Folsom Blvd at
Perkins.....HI lcrst 6-6655

Acme Auto Wreckers 1212 North B...GI lbrt 3-8417
(See Advertisement Page 41)

AL'S AUTO SALES
3941 Ivy E Del Paso Hgts.....HI cky 9-0597

AMERICAN WRECKERS
Stockton Blvd.....Hlcrst 7-2565
(See Advertisement Page 41)

B & W AUTO PARTS
1101 Del Paso Blvd.....HI cky 9-2736
(See Advertisement This Page)

BELL'S USED CAR LOT

USED AUTO PARTS
OF ALL KINDS

Just Beyond Drive-In Theatre on
Davis Hwy W Sacto.....GI lbrt 2-5739

(Continued Next Page)

For better service, speak directly and clearly into the telephone mouthpiece.



*If you don't trade
with us—
we both lose*

WANTED —

LATE MODEL WRECKS

Guaranteed Used Parts
For Late Model Cars

7 Stores to
Serve You

BERKELEY
NAPA
SACRAMENTO
SAN RAFAEL
SAN FRANCISCO
VALLEJO
STOCKTON



Dial
**Hickory 9-
2736**

**B & W AUTO PARTS
AUTO WRECKERS**

1101 Del Paso Blvd.
North Sacramento

Automobile Wreckers—(Cont'd)

CALIF AUTO WRECKING CO

NEW and USED
AUTO PARTS

Safety Glass Installed
PARTS FOR LATE WRECKS
Opposite Memorial Auditorium

1520 J.....GI lbrt 2-1013

CAPITAL AUTO WRECKING & SUPPLY CO

MOTORS and PARTS
TIRES -- GLASS

Guaranteed Parts for All Makes of
Cars and Trucks — Low Prices
GOOD USED CARS AND TRUCKS
2 LOCATIONS

34th & Stockton Blvd.....HI lcrst 6-6447
412 E El Camino Av.....HI ckry 9-1814

Jensen H C Davis Hwy.....GI lbrt 2-9619

MIDWAY AUTO WRECKERS

USED PARTS - ALL MAKES
BATTERIES - ACCESSORIES
WE BUY ALL CARS
& TRUCKS TO WRECK
WELDING & TRAILER AXLES

Route 7, Box 1074
Near E El Camino Av Bet 14th & 15th on
Auburn Blvd.....HI ckry 9-7222

MILLS AUTO WRECKERS

47th Av & Stockton Blvd.....HI lcrst 6-5038
(See Advertisement This Page)

ORIGINAL AUTO PARTS & WRECKING CO

1309 Del Paso Blvd.....HI ckry 9-3016
(Continued Next Page)

SEWING ON BUTTONS

While sewing a button on a garment
keep a pin stuck between the cloth and
the button. This will leave enough play
for easy buttoning.

AUTO PARTS



**USED CARS
OR
WRECKED CARS
BOUGHT FOR CASH**

1936 TO 1951 IN ANY CONDITION
WE PICK UP CAR, RUNNING OR NOT

GUARANTEED USED PARTS

WHOLESALE - RETAIL

Fenders - Radiators
Transmissions - Rear Ends
Starters - Generators
Motors - Batteries,
Glass, Etc.

FREE DELIVERY OR SHIPMENT ANYWHERE

**Hillcrest 6-5038
MILLS AUTO WRECKERS**

47th Ave. & Stockton Blvd., Sacramento

**ACME
AUTO WRECKERS**

NEW & USED AUTO PARTS
FOR ALL MAKES OF
CARS & TRUCKS

Ignition Parts
Batteries - Generators

GLASS - TIRES

GOOD USED CARS

TRUCK PARTS
RECONDITIONED RADIATORS

PHONE

GI lbert 3-8417

**ACME
AUTO WRECKERS**

1212 NORTH B
Corner 12th & North B

**AUTO
WRECKERS**

AUTO PARTS



GUARANTEED USED PARTS
WHOLESALE & RETAIL

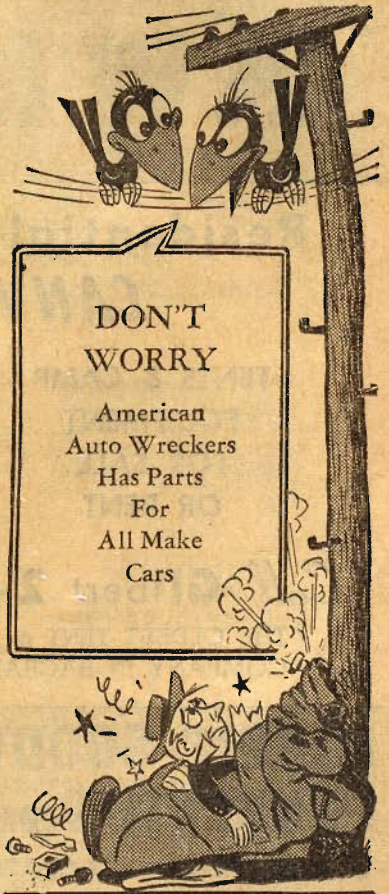
**USED CARS OR WRECKED CARS
BOUGHT FOR CASH**

FREE DELIVERY
MAIL ORDERS ACCEPTED
Reasonable Prices

HI llcrest 7-2565

**AMERICAN
WRECKERS**

STOCKTON BLVD.
1/2 Mile South of City Limits



**DON'T
WORRY**

American
Auto Wreckers
Has Parts
For
All Make
Cars



FRED E. CARNIE

PHONE
Gilbert 3-
3802

Note New Location
2012 K



FRED E. CARNIE, JR.

AWNINGS

RESIDENTIAL—STORE—FACTORY

Wall & Umbrella **TENTS** for Sale or for Rent
CANVAS COVERS

Insulated - Shaped - Waterproofed Tarps - Wind Breaks, Etc.

OUTDOOR LIVING ROOMS
CANOPIES for WEDDINGS & PARTIES
Lawn Furniture, Camp Equipment for Sale or Rent
LIFETIME Aluminum Awnings Installed

2012 K St. **CARNIE** AND SON PHONE
Gilbert 3-3802

AWNINGS

Residential and Commercial
CANVAS GOODS

TENTS & CAMP
EQUIPMENT
FOR SALE
OR RENT

GARDEN FURNITURE
AND WATERPROOF
TRUCK TARP
SLEEPING BAGS

Call **Gilbert 2-8924**

"THE OLDEST TENT & AWNING
COMPANY IN SACRAMENTO"

**CARNIE-GOODWIN
PENDLETON COMPANY**
515 L STREET • SACRAMENTO



Automobile Wreckers—(Cont'd)

PETERS BROS BODY & FENDER SHOP

WE BUY
WRECKED CARS

3717 Rio Linda Blvd. HI ckry 9-5693
If no answer call. HI ckry 9-4958

PETE'S AUTO WRECKING

GOOD AUTO PARTS
REASONABLE PRICES

430 Sacramento Av Bryte. GI lbrt 2-2415

Russell's Home & Auto Supply Co

1200 S. GI lbrt 3-9312

S & S AUTO WRECKERS

Cars & Trucks Bought And Sold

211 N 12th. GI lbrt 3-9425

Sacto Salvage Co

1300 E El Camino Av N Sacto. HI ckry 9-0884

Sacto Truck Wrecking 520 N 16th. GI lbrt 2-6740

STAPP WRECKING YARD

Wrecked Cars Wanted

Stockton Blvd. HI lcrst 5-9674

SUBWAY AUTO WRECKERS

Auto & Truck Wreckers—Used Parts

795 Del Paso Blvd. HI ckry 9-0458

Thurman & E 52d Av. HI lcrst 5-9034

Awnings

ALBEST YANCEY COMPANY

ALSYNITE PLASTIC AWNINGS
CANOPIES — PARTITIONS — CABANAS

KOOLSHADE
SUNSCREEN

Lets in Light and Air
Keeps Out Heat and Glare
Goes on Windows Like Insect Screen
Ask for Free Demonstration

2116 K. GI lbrt 3-6518

ALUMAROLL AWNINGS—

RICKMAN-LEE CO OF SACTO

2031 Fulton Av. IVnhoe 9-3689

ALUMINUM AWNING & PRODUCTS CO

SIERRA ALUMINUM AWNINGS
Northern California's Original Aluminum
Awning Manufacturer

AWNINGS — SHELTERS — CANOPIES
CUSTOM MADE FOR ANY PURPOSE
Residential — Commercial

Route 7, Box 1167—Bet Fulton & Bell on
Auburn Blvd. HIckry 9-0749

Aluminum Awning & Products Co

Auburn Blvd. HI ckry 9-0749
(See Advertisement Page 44)

AMER HOME SERVICE 620-56th. HI lcrst 7-2870
(See Advertisement Page 44)

(Continued Next Page)

TASTY TIP

A dash of hot coffee added to pan
drippings enriches flavor and color of
gravy from steaks, chops or ham.



Incidentally

Prompt answering of
a telephone's ring is
thoughtful, courteous
—and good business.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Awnings-(Cont'd)

CAPITOL TENT & AWNING CO
 3904 Stkn Blvd. HUltr 6-2801
 (See Advertisement Page 45)
CARNIE CO TENTMAKERS 515 L.... GI lbrt 2-8924
CARNIE FRED E & SON COMPANY

See Advertisement Preceding Page

Phone GI lbrt 3-3802
 2012 "K" Street

2012 K..... GI lbrt 3-3802

Carnie Fred E & Son Company
 2012 K..... GI lbrt 3-3802
 (See Advertisement Page 42)
 (Continued Next Page)

I Get My Long Distance
 Call Completed
 QUICKLY
 When I KNOW the
 Number



... Keep a list of often-called
 Long Distance numbers and
 help yourself to
 better service.

Who
SELLS IT?

When a specific product or service
 is needed and there is an uncer-
 tainty as to who sells it

The
**Classified
 TELEPHONE
 SECTION**
Will Direct You

AWNINGS

HI lcrest 6-3034

JANAK & SCURFIELD



CANOPIES
 TENTS
 TARPAULINS
 GARDEN
 FURNITURE
 UPHOLSTERING
 VENETIAN BLINDS

FOR HOMES • STORES • CLUBS

Waterproof Covers Sleeping Bags
 Canvas for All Purposes – Camp Equipment For Sale or Rent
 Free Estimates and Samples

Phone HI lcrest 6-3034
 or Call HI lcrest 6-9834

2980 - 35TH ST.



AND

YOU GET YEAR AROUND PROTECTION!

WITH

FOUR WAY

**VENTILATED ALUMINUM
 AWNINGS**



WINDOWS



DOORS



PATIOS



CARPORTS

FOUR WAY Ventilated Aluminum Awnings are custom built to meet your particular needs. Individual design harmonizes with all styles of buildings. Beautiful and protective for doors, windows, patios and outdoor shelters.

U.S. Pat. No. 2441081

DIAL
 HI lcrest 6-
9545

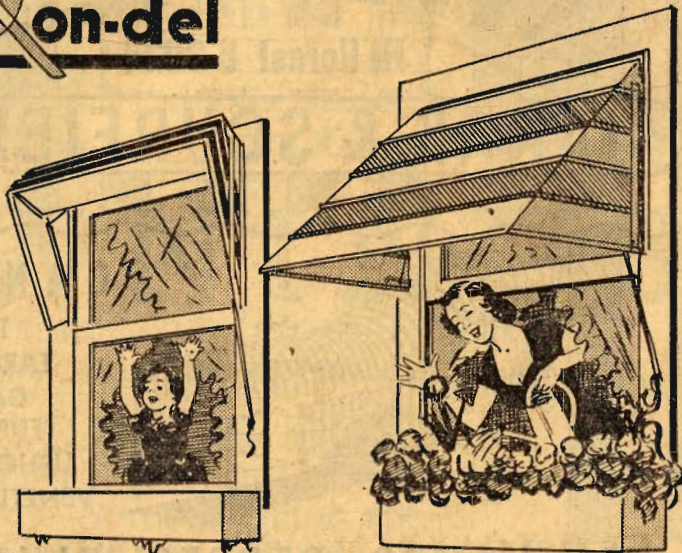
PACIFIC METAL AWNING CO.
 Manufacturing & Sales • 5050 Perry Ave. off Stockton Blvd.

BEFORE YOU BUY ANY OTHER AWNING SEE

Ron-del

FOLDING ALUMINUM AWNINGS

Rainproof
Windproof
Will Not Rattle
More Ventilation
Heavier Metal
Modern Lines
Baked Colors



UP IN WINTER

DOWN IN SUMMER

LET US DEMONSTRATE
THIS OUTSTANDING
AWNING TO YOU

FREE ESTIMATES

HILLCREST 7-2870

AMERICAN HOME SERVICE CO.

Jim Westergaard

620 - 56th STREET

SACRAMENTO

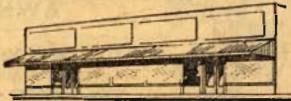


Sierra

aluminum AWNINGS

Cool! . . . Weatherproof! . . . Everlasting!

... THE IDEAL AWNING



FOR YOUR HOME . . . OR PLACE OF BUSINESS!

Windows • Door Hoods • Store
Fronts • Canopies • Patio Covers
Car Ports • Drive Ins • Office Bldgs.

"Northern California's ORIGINAL
Manufacturer of Aluminum Awnings"

FOR FREE ESTIMATE
PHONE
Hlckory 9-0749

ALUMINUM AWNING AND PRODUCTS CO.

AUBURN BLVD.

(Opp. Municipal Golf Course)

SACRAMENTO

Awnings-(Cont'd)

CARNIE-GOODWIN-PENDLETON CO

AWNINGS - TENTS
"Everything That's Canvas"
Custom Built Awnings & Canopies
For Home & Store
For Over A Quarter of A Century
Free Customer Parking

515 L. GI lbrt 2-8924

Carnie-Goodwin-Pendleton Co 515 L. . . GI lbrt 2-8924
(See Advertisement Page 42)

JANAK & SCURFIELD

AWNINGS - CANOPIES
GARDEN FURNITURE
TENTS - TARPAULINS

"We Manufacture Anything in Canvas"
2980-35th HI lcrst 6-3034
If Busy call HI lcrst 6-9834

(Continued Next Page)

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

When You Have
FORGOTTEN... A NAME

*Recommended
By Someone*

You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE

Classified
**TELEPHONE
SECTION**

*You will probably recognize
the name when you see it.*

Awnings—(Cont'd)

JANAK & SCURFIELD 2980-35th... HI lcrst 6-3034
 (See Advertisement Page 43)
PACIFIC METAL AWNING CO
 5050 Perry Av..... HI lcrst 6-9545
 If no answer call..... IV nhoe 9-1181
 (See Advertisement Page 43)
SIERRA ALUMINUM AWNINGS—
ALUMINUM AWNING & PRODUCTS CO
 Auburn Blvd..... HIckry 9-0749

Baby Attendant Service

BABY SITTERS SERVICE AGENCY

Bonded Agency
**FOR A COMPETENT, INVESTIGATED
 BABY SITTER CALL US**
 between 9 A.M. & 5 P.M. for appointments
 Days — Evenings — Week-Ends
REFINED OLDER WOMEN
 Personal Shoppers Agency
 Our 8th Year in Business
 626 Fremont Wy..... HUdsn 1-2626
 Or..... GI lbrt 2-8059

Bea's Services Unlimited Agcy
 Baby Sitters-Domestic Help
 Ochsner Bldg..... GI lbrt 2-2804

Baby Shoe & Memento Preserving

Dyson's Hobby Shop 4801 J..... HI lcrst 5-5329

Baby Shops

See also Children's & Infants' Garments—Retail

ABBEY RENTS

Scales-Cribs-Hi Chairs-Play Pens
 Strollers Dri-Aire Lamps Rentals-Sales
 1827 J..... HU dsn 4-9151

Babee-Tenda Sales 16th & I Rio Linda
 (Toll) Call Long Distance for..... Rio Linda 5172

BABY BUTLERS 2200-57th..... HI lcrst 7-4986
 (See Advertisement This Page)

Baby's Own and Ceramic Shop
 2918-35th..... HI lcrst 5-4918

BOBER'S KIDDIE SHOP

New & Used Juvenile Furniture
SOLD - RENTED - BOUGHT
 3204 Broadway..... HI lcrst 5-8804

CANDY CANE TOT SHOP THE

Store No 1
 815 Grand Av Del Paso Hgts. HIckry 9-8724
 Store No 2 3220 Riverside Blvd. GI lbrt 2-3089
 Store No 3 2914-35th..... HI lcrst 6-4427
 (See Advertisement This Page)
 Carmichael Tot Shop Fair Oaks Blvd. IVnhoe 9-5361

DALEY'S CHILDREN SHOP

INFANTS' FURNITURE RENTED

Cribs - Hi-Chairs
 Play Pens - Taylor-Tots
 Nursery Scales
WE BUY - SELL & RENT
 Service To 10 P.M. ...
 4115-55th..... HI lcrst 6-7611

ERWIN'S YOUTH SHOP

2007 Del Paso Blvd N Sacto. HI ckry 9-4933
 (See Advertisement This Page)
 (Continued Next Page)

The Small Fry Shop

Infants' & Children's Wear

Layettees - Juvenile Furniture
 Baby Carriages - Strollers & Toys
 Dresses - Infants to 14 Years
AUTH. DLR. LIONEL TRAINS
 Complete Boys Department

REMEMBER! Everything for the Small Fry!

FREE GIFT WRAPPING

We Give Cash Checks

USE OUR LAY AWAY PLAN

Easy Parking

HIckory 9-4446

3728 MARYSVILLE ROAD
 Near Grand Ave.

EAST DEL PASO HGTS.



**RESIDENTIAL
 &
 COMMERCIAL**

CANVAS & ALUMINUM

CANOPIES

WATERPROOF TAPPS

HAY STACK COVERS

TRUCK COVER & REPAIR

CAMPING EQUIPMENT FOR SALE OR RENT

GARDEN FURNITURE—

SWINGS • UMBRELLAS • GARDEN CUSHIONS RECOVERED

FREE ESTIMATES

CAPITOL TENT & AWNING CO.

One of the Newest & Most Modern in Sacramento

HU nter 6-2801

BOB COYLE — BERT WHITE — JIM SIMONS

3904 STOCKTON BLVD.

**Candy Cane
 TOT SHOP**

COMPLETE CHILDREN'S
 CLOTHING

Best Quality at Low Prices

Shoes - Layettes - Furniture

Always Convenient Parking

815 Grand Ave., Del Paso Hgts., HIckory 9-8724

3220 Riverside, GI lbrt 2-3089

2914 - 35th St., HI lcrst 6-4427

THE STORK SHOP

"Most Complete Exclusive Child-
 ren's Shop in Northern California"

- Maternity Fashions
- Boy's & Girl's Wearing Apparel to 12 Years
- Shoes
- Infants' Wear
- Complete Layettes
- Toys
- Juvenile Furniture



**WE GIVE
 CASH CHECKS**

**FREE DELIVERY AND
 GIFT WRAPPING**

PLENTY OF FREE PARKING

HI lcrest 6-1800

3710 J ST.

SACRAMENTO



HI lcrest 7-

4986



T. V. LEWIS 2200-57th ST. SACRAMENTO

**Erwin's
 YOUTH SHOP**

Everything in Infants' and
 Children's Wear to 14 Years

COMPLETE LAYETTES

JUVENILE FURNITURE

SHOES - TOYS

Free Delivery

We Give Cash Checks

Open Friday Evenings

HIckory 9-4933

2007 Del Paso Blvd.

N. Sacramento



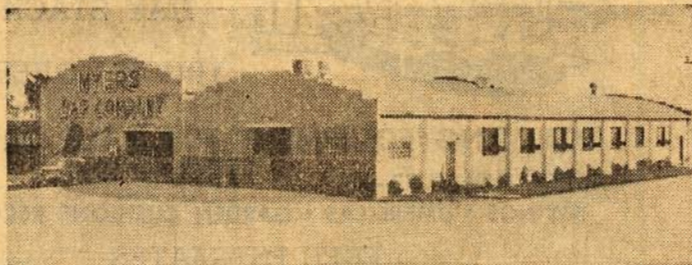
BAGS

Every Sack Thoroughly
Vacuum Cleaned
Reconditioned &
Guaranteed

Used Bags
of All Types

You Are Invited to
Inspect Our New Modern
Reconditioning Plant

Day Phones Hickory 9-4205 or Hickory 9-2329



"Best by Test"

Myers Bag Company

For Complete Satisfaction Try Us
P. O. Box 518 N. Sacramento
Silica & S. P. Tracks
1 Block South of Ben Ali Underpass
"Watch for Our Signs"

LEE SHAPIRO GEORGE MYERS
Night Phones
HI lcrest 6-4837 - HI lcrest 6-9976

ANTICIPATING Your Emergency SITUATIONS...

Most business firms advertise in
the **YELLOW PAGES** to make it easy
for you to find them.

They would appreciate your telling
them that you called because of
their advertising in the

Yellow Pages

Baby Shops—(Cont'd)

- Juvenile Shops Ltd 1121 K.....HU dsn 4-8837
- KID-E-KORRAL**
In Town & Country Village Shops
2609 Marconi Av.....IV nhoe 9-5353
- LAWRENCE'S** 5121 Freeport Blvd...HI lcrst 5-1931
- Nelson Gift Shop 2718 J.....GI lbrt 2-0026
- NOBLE'S KID'E SHOP**
3523 Fair Oaks Blvd.....IVnhoe 9-4112
- Robinson's 716 K.....GI lbrt 3-7933
- SMALL FRY SHOP THE**
3728 Marysville Rd E Del Paso Hts. HI ckry 9-4446
(See Advertisement Page 45)
- STORK SHOP THE** 3710 J.....HI lcrst 6-1800
(See Advertisement Page 45)
- TALBOTS FOR CHILDREN**
5669 Stkn Blvd.....HI lcrst 5-6932
- WEINSTOCK-LUBIN & CO**
Visit Our Youth Center
12th & K.....GI lbrt 3-6881

Badges

- CAPITAL FIRE EQUIPMENT CO**
1014-28th.....GI lbrt 2-0723
- Patrick & Moise-Klinkner Co
560 Market S F
(Toll) Call "Operator" for....Exbrook 2-2641
- STAR ENGRAVING CO**
Union Buttons-Identification Badges
177 Minna S F
(Toll) Call "Operator" for....Douglas 2-1727

Baggage

See Luggage Headings; also Trunks Headings

Baggage Transfer

- Acme Transfer & Storage Co 912-4th..GI lbrt 3-4647
- Loris Transfer & Storage Co 907-2d...GI lbrt 3-1495

Bags—Burlap & Cotton

- AMERICAN BAG CO** 228 Harrison Oakland
(Toll) Call "Operator" for....Glencourt 1-1286
- Bemis Bro Bag Co 3610 West Wy....IV nhoe 9-3263
- Calif Bag Co 590 Minnesota S F
(Toll) Call "Operator" for....Market 1-6427
- Capital Bag Co Auburn Blvd.....HI ckry 9-8654
- Farmers Bean & Grain Co 1000-4th...GI lbrt 3-7425
- FRIEDMAN BAGS—**

BRANCH OFFICE

- FRIEDMAN BAG CO INC**
New & Used Burlap Cotton Bags
Open Mesh Bags & Twine
130 W Channel Stockton
(Toll) Call "Operator" for...Stockton 4-3438

MAIN OFFICE

- FRIEDMAN BAG COMPANY INC**
600 Aliso Los Angeles
(Toll) Call "Operator" for....Michigan 3996

MYERS BAG CO

- Silica Av N Sacramento.....HI ckry 9-4205
- If no answer call.....HI ckry 9-2329
- Sacramento Bag Mfg Co 810-2d....GI lbrt 2-6566

Bags—Burlap & Cotton—Used

- Beagle Products Co 223 L.....HU dsn 4-0433
- Myers Bag Co Silica Av N Sacramento..HI ckry 9-4205
- If no answer call.....HI ckry 9-2329
(See Advertisement This Page)

SACRAMENTO BAG MFG CO

MANUFACTURERS & DEALERS
NEW & USED
BURLAP & COTTON BAGS
OF ALL TYPES
Twine

810-2d.....GI lbrt 2-6566

WOODLAND BAG CO

Dealers in Used Burlap & Cotton Bags
Also Reconditioned Sacks to Order
Rt. 1 Box 2494 1 Mile East of Causeway
Davis Hwy.....GI lbrt 2-3767

GREASE BEFORE USING

Caps of nail polish and glue bottles
won't stick if the screw threads are
greased with cold cream or oil.

Bail Bonds

A BOYD PUCCINELLI 916½-6th...GI lbrt 3-2321

BAIL BOND AGCY SACRAMENTO

AUSTIN D. VANCE LEE J. WELSON

**SACRAMENTO
BAIL BOND
AGENCY**

Corner 6th & Eye Day & Night

600 I.....GI lbrt 2-3287

CAPITOL BAIL BOND AGENCY THE

BAIL BONDS

Any Time

Any Place

916½-6thGI lbrt 3-2321

CAPITOL BAIL BOND AGENCY THE

916½-6thGI lbrt 3-2321

(See Advertisement This Page)

RUMMELSBURG ROLAND A

916½-6thGI lbrt 3-2321

SACRAMENTO BAIL BOND AGCY

IMMIGRATION SURETY BONDS

Austin D. Vance Lee J. Welton
600 I.....GI lbrt 2-3287

SACRAMENTO BAIL BOND AGCY

600 I.....GI lbrt 2-3287

(See Advertisement This Page)

VANCE AUSTIN D 600 I.....GI lbrt 2-3287

Bait—Fishing—See Fishing Bait

Bakers—Doughnut—See Doughnuts

Bakers' Equipment

Hobart Manufacturing Co 1916-16th...GI lbrt 3-2287

Bakers—Pie—See Pies—Pastry

TO REPAIR LINOLEUM

If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

When an
EMERGENCY ARISES

The convenient and quick way to locate someone in the immediate neighborhood is to

LOOK IN THE

Classified
**TELEPHONE
SECTION**

Tells "Where To Buy It"

Bail Bonds

STATE - FEDERAL & IMMIGRATION BONDS

Any Time — Anywhere

Phone

GI lbert 3-2321

CAPITOL BAIL BOND

AGENCY

916½ - 6th St.

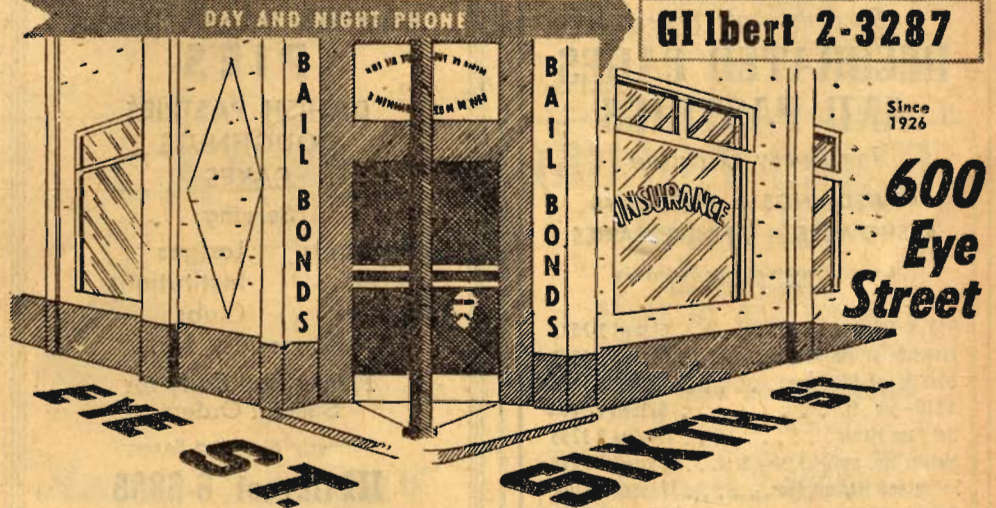
R. A. Rummelsburg - A. Boyd Puccinelli

SACRAMENTO BAIL BOND

AGENCY

DAY AND NIGHT PHONE

GI lbert 2-3287



AUSTIN D. VANCE

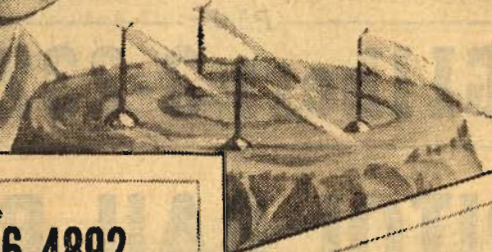
LEE J. WELSON

CAKES

Our Specialty . . .

One of Northern California's Oldest Retail Bakeries, Having Served Four Generations of Discriminating Pastry Lovers.

For Thorough Satisfaction Order Your Wedding - Birthday - Party Cakes and Danish Pastries at Philipps.



Phone
HI Ilcrest 6-4892

NAME YOUR HOBBY
WE'LL DESIGN IT . . .
IN ICING

Philipps
BAKERY
3300 FOLSOM BLVD.

Bakers-Retail

BUTTER CREAM BAKING CO

Bakers Of Sunbeam Bread
1009-28th HU dsn 1-0121
Butter Crust Bakery
4643 Freeport Blvd. HI lcrst 6-6888
(See Advertisement This Page)

CHANNEL BAKERS 3110 O HI lcrst 5-3011

DEL PASO HGTS PASTRY SHOP

Full Line of Bakery Goods
Home Baked Pies and
Potato Donuts A Specialty
Decorated Cakes to Order
3724 Rio Linda Blvd
Del Paso Hts. HI ckry 9-6542

Dimitra Bakery 1531-4th. GI lbrt 3-5464

DRAKE'S PASTRIES

DELICIOUS DELICACIES
CAKES FOR EVERY OCCASION
Located in Inks Bros. Store
4751 J. HI lcrst 7-3755

Esther's Pastry Shop 3412-3d Av. HI lcrst 5-9283
(See Advertisement Page 49)

FISHER BEULAH D

Wedding Cakes a Specialty
Cakes Made to Order for
Anniversaries - Showers - Birthdays
Petits Fours - French Pastry
3138 Ben Ali Av. HIckry 9-6101

(Continued Next Page)

SCARE AWAY RUST

To prevent rust in trash or garbage cans, pour melted paraffin (or old candles) in bottom of container. Rotate to coat bottom and sides.



Sacramento's Finest
**DECORATED CAKES
AND PASTRIES**
for Every Occasion

- WEDDINGS • BIRTHDAYS
- SHOWERS • ANNIVERSARIES

*Largest Variety of Fine Pastries in
Northern California*

- 919 K Street GI lbert 3-2521
- Riverside at 7th Ave. GI lbert 2-6073
- 60th St. at 14th Ave. HI Ilcrest 6-4634
- 1210 - 5th St. GI lbert 2-5654
- Del Paso Manor IVanhoe 9-3255
- Meister Wy. and McKinley Blvd. HI Ilcrest 5-3398
- Fulton and Marconi Aves. IVanhoe 9-1204
- Del Paso Heights HI Ilcrest 9-5478

Butter-crust Bakery



Bakers of
America's Favorite Dessert
PIES

DANISH PASTRIES
DOUGHNUTS
CAKES

Serving

- Restaurants Lodges
- Caterers Institutions
- Churches Clubs

Groceries, Etc.

Please Call Early for
Special Orders

Formerly Blue Bird Bakery

HI Ilcrest 6-6888
4643 FREEPORT BLVD.

Martin's



For

"Fashions in Food"

- WEDDING CAKES
- PARTY CAKES
- COOKIES - PIES - BREAD
- DANISH PASTRY
- ANNIVERSARY CAKES

Delivery Service on Special Orders

2934 Freeport Blvd.
HUdson 4-6359

— or —
1126 - 9th Street
HUdson 4-6630

Bakers—Retail—(Cont'd)

HARPERS MANOR PASTRY SHOP

SPECIALIZING IN DANISH PASTRIES
CAKES FOR ALL OCCASIONS

5647 Stockton Blvd. HI lcrst 7-1393

Hart's Restaurant & Pastry 919 K. GI lbrt 3-2521
Branch Fulton Av & Marconi Av. IVnhoe 9-1204
Branch Grand & Palmetto Av
Del Paso Hgts. HIckry 9-5478

Branch
Meister Wy & McKinley Blvd. HI lcrst 5-3398
Branch Riverside Blvd & 7th Av. GI lbrt 2-6073
Branch 4120 El Camino Av N Sacto. IVnhoe 9-3255
Branch 60th & 14th Av. HI lcrst 6-4634
Branch 1210-5th. GI lbrt 2-5654

(See Advertisement Page 48)

HEINTZ BAKERY 1206 J. GI lbrt 3-5323
(See Advertisement This Page)

HOLLYWOOD PASTRY SHOP

Distinctive Cakes & Pastries
by **RUDDY**

for all memorable occasions

Birthdays - Weddings - Anniversaries - Etc.

"We do our own baking on premises"

5031 Freeport Blvd. HI lcrst 6-4690

Market Bake Shop

Salt Rising & Specialty Breads

13th & J. GI lbrt 3-3242

MARTIN'S CAKE BOX

2934 Freeport Blvd. HUdsn 4-6359
(See Advertisement Page 48)

Martin's Cake Box 1126-9th. HUdsn 4-6630

Mary's Pie Shop 1800 L. GI lbrt 2-5366

Matsuda Tofu Co 1326-4th. GI lbrt 2-5241

MERRICK'S PASTRY SHOP

Birthday & Wedding Cakes & Specialty
Angel Food Cakes - French Apple Pies
Special Attention to Party Orders

3669 J. HI lcrst 5-6508

New Paris French Bakery 1915-6th. GI lbrt 3-4408

NEW ROMA FRENCH BAKERY

SPECIALIZING IN
BIRTHDAY - WEDDING
& PARTY CAKES

DELICIOUS DANISH PASTRIES

1800 E. GI lbrt 3-2346

NEW SACTO BAKERY

VARIETY OF
ROLLS - BREAD & PASTRIES

Baked Fresh Daily

Pies & Cakes Too

Hours 11 A.M. to 6:30 P.M.

Sundays & Holidays 8 A.M. to 2 P.M.

Closed Tuesdays

2416 K. GI lbrt 2-9324

PASTRY SHOP THE

NORTH SACRAMENTO
WEDDING CAKES
BIRTHDAY CAKES

Our Specialty
PIES & PASTRIES

Across From Bank of America
2016 Del Paso Blvd N Sacto. HI ckry 9-1787

PHILIPP'S BAKERY

3300 Folsom Blvd. HI lcrst 6-4892

(See Advertisement Page 48)

PORTUGUESE BAKERY 522-10th. HUdsn 4-2556

SUNBEAM BAKERS 1009-28th. HU dsn 1-0121

Thistle Bakery 3842 Stockton Blvd. HI lcrst 5-9919

VILLAGE PASTRY PANTRY

Mrs. Edith Campbell - Prop.

DECORATED CAKES

&

SPECIAL PARTY ORDERS

Only Complete Line of Bakery Goods

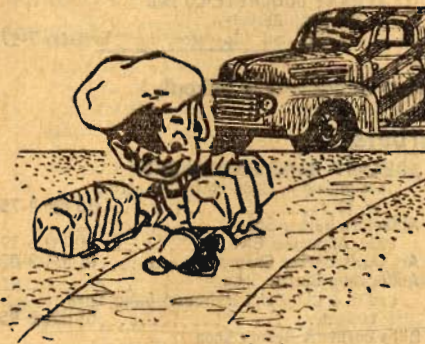
Baked In

TOWN & COUNTRY VILLAGE

Fulton Av & Marconi. IV nhoe 9-5475

Goldenfresh

to your door



Enriched Golden Fresh
Bread, Pies, Pastries,
Cookies, Cakes and
Donuts.

• HI lcrst 5-3011 •

Esther's
PASTRY SHOP



Our
DECORATED
CAKES
Are As Good
As They Look

HI lcrst 5-9283

3412-3rd Ave.

CAKES



Birthday - Wedding
Party Cakes

BREAD, PIES &
PASTRIES

GI lbrt 3-5323

Heintz **BAKERY**

1206 J

Bakers' Supplies

BAKERS SUPPLY

Wilson's General Food Lines

All The Pie Fruits
Shortening • Eggs
Extracts - Nuts • Etc.

4529 Parker Av. HI lcrst 7-3006

Sherwood Co 1751 Oregon. HI lcrst 5-7041

Bakers—Whlse

BETSY ROSS BREAD—

OLD HOME BAKERS

3226 Montgomery Wy. HI lcrst 6-3863

BUTTER CREAM BAKING CO

Bakers Of Sunbeam Bread

1009-28th. HU dsn 1-0121

BUTTER CRUST BAKERY

4643 Freeport Blvd. HI lcrst 6-6888

CHANNEL BAKERS 3110-0. HI lcrst 5-3011

Chicken Pie Shop The 1504 Broadway. GI lbrt 3-4749

Continental Baking Co 14th & R. GI lbrt 3-7434

GOLDEN CRUST BREAD—

U S BAKERY 2016 H. GI lbrt 2-4664

Golden Poppy Bakery

Rt 7 Box 1299

Pasadena Av. IV nhoe 9-5290

Hostess Cake & Wonder Bread Co

14th & R. GI lbrt 3-7434

LANGENDORF UNITED BAKERIES

1251 E El Camino N Sacto. HIckry 9-2769

MUZIO BAKERY

Specialize French Rolls - Sour Dough Bread
Joe Fochetti - Mgr.

1708-34th. HI lcrst 7-1451

If no answer call. GI lbrt 3-8354

New Paris French Bakery 1915-6th. GI lbrt 3-4408

OLD HOME BAKERS

3226 Montgomery Wy. HI lcrst 6-3863

PORTUGUESE BAKERY 522-10th. HUdsn 4-2556

SUNBEAM BAKERS 1009-28th. HU dsn 1-0121

U S BAKERY 2016 H. GI lbrt 2-4664

(See Advertisement This Page)

Wonder Bread & Hostess Cake Co

14th & R. GI lbrt 3-7434

Balancing Service

DORAN CO OF CALIF 1899-7th Oakland

(Toll) Call "Operator" for. Glencourt 1-8219

PRECISION BALANCING SERVICE

1422-16th. HUdsn 4-5895

Ball Bearings—See Bearings Headings

Balloons

Weideman F & R 1315 Bdwy. GI lbrt 2-2451

CAKE KEEPER

A slice of fresh bread fastened with
toothpicks will help keep a cut cake
from getting stale.

**GOLDEN CRUST
BAKERS**

U. S. BAKERY

ROLLS OF ALL KINDS

You Name Them - We Make Them

FRENCH AND MILK BREAD

Wholesale & Retail

GI lbrt 2-4664

2016 H Street

You'll find it fast in the **YELLOW PAGES.**

Ballrooms

DON & ART'S CLUB

WESTERN DANCING - FREE ADMISSION
Every Wed. Fri. Sat. Sun. Eve.
Restaurant Open 6 A.M. to 6 P.M.

4800 Franklin Blvd. HJlcrst 5-9935

DREAMLAND DANCE HALL

Taxi Dancing Only
Beer & Soft Drinks
Open Every Evening 8 PM-2 AM

917-6th GI lbrt 2-7536

WILLS POINT BALLROOM & PLUNGE

DANCING

Every Saturday 9 P.M. to 1 A.M.
HOME OF BOB WILLS
AND HIS TEXAS PLAYBOYS
Swimming - 11 A.M. to 10 P.M.
Picnic Grounds - Barbecue Pits

At Del Paso Park on
Auburn Blvd. IV nhoe 9-4767

Banks

AMERICAN TRUST COMPANY

Sacramento Main Office
1011-10th HU dsn 4-6941

Alhambra-Broadway Office
3031 Broadway HU dsn 4-6941

North Sacramento Office
1501 Del Paso Blvd. HI ckrly 9-3525

ANGLO CALIFORNIA NATIONAL BANK

Capital Ofc 7th & J HUdsn 1-1441
Fruitridge Ofc 5693 Stockton Blvd. HJlcrst 7-9861
Oak Park Ofc 35th & 4th Av. HJlcrst 7-5721

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION

8th & J. GI lbrt 3-6841
See Alphabetical Section
For List Of Branch Offices

MERCHANTS NATIONAL BANK THE

1015-7th GI lbrt 2-3883

Bar Equipment

See Restaurant Equipment & Supplies

Bar Supplies

DAN-GOOD DISTRNG CO

Lemon Juice - Fresh Orange Juice Daily
Sweet and Sour Mix - Lime Juice
Syrup - Grenadine
Fresh Calif. Seedless Limes
"If It's Good It's Dan-Good"
Used by Leading Bars
REX WILLIS

1506 F. HU dsn 4-5575

Dohrmann Hotel Supply Co 1723 L. GI lbrt 3-3564

FINEGOLD SAM 122 K. HUdsn 4-8548

Hinshaw Cabinet & Fixtures Co
111-11th W Sacto. HUdsn 4-7465

LEE R E HOTEL SUPPLY CO

BAR EQUIPMENT & SUPPLIES
Glassware - Accessories - Mixers
Sinks - Upholstered Booths & Stools

508 J. HU dsn 4-6641

McKESSON & ROBBINS INCORPORATED-SACRAMENTO DIVISION

801 Richards Blvd. HUdsn 4-9117

Oison Food Products
Sea Food Cocktails-Cello Pked Bar Snacks

1506 F. GI lbrt 2-2346

Ralph's Distring Co 2217 Broadway. HJlcrst 6-9831

SACTO GLASS & CROCKERY CO

Established 1885

WHOLESALE & RETAIL
BAR - RESTAURANT SUPPLIES

BAR STOOLS

Most Complete Line of
GLASSWARE & STEMWARE IN
NORTHERN CALIFORNIA

814 L. GI lbrt 2-0611

For full use of your telephone, please keep your instrument "hung-up," ready for service!

Barbecue Equipment

FORD CHARCOAL BRIQUETS-

DISTRIBUTOR

S & S FARM SUPPLY

Also Eclips Charcoal Grills
2441 Rio Linda Blvd N Sacto. HI ckrly 9-2842

MASONRY SUPPLY & EQUIP CO

See Our Ad Under Brick-Common Face
1320 Del Paso Blvd N Sacto. HI ckrly 9-6524

PACIFIC BARBECUES & EQUIPMENT-

MANUFACTURER-WHOLESALE

ALBANY CONCRETE CO INC

1840-4th Berkeley
(Toll) Call "Operator" for. Berkeley 7-5733

Barber Schools-See Schools

Barbers

ABBANAT JOHNS BARBER SHOP

Specializing in Children's Haircutting
2930 J. HU dsn 4-7542

Alhambra Barber Shop
1231 Alhambra Blvd. HU ntr 6-1762

Art Davis Barber Shop 3015 1/2 J. GI lbrt 2-0208

Auditorium Barber Shop
Ladies & Children's Haircutting Our Spec

1609 J. GI lbrt 2-9596

Bill's Barber & Beauty Shop
4600 Stockton Blvd. HI lcrst 5-9880

Bonini's Barber Shop 1470-48th. HI lcrst 5-1972

Bud's Barber Shop 1115-7th. GI lbrt 3-9447

Cal State Barber Shop
California State Life Bldg. GI lbrt 2-9427

Capital Barber Shop 2330-21st. HJlcrst 5-9687

Crystal Palace Barber Shop 1317-6th. HU dsn 4-4567

Delavan's Barber Shop 4420-4th Av. HI lcrst 6-3715

DOYLE'S JIM BARBER SHOP

LADIES' & CHILDREN'S HAIRCUTTING

Hrs. Week Days 8 a.m.-6 p.m. - Sun 8 a.m.-1 p.m.
WM. VARIEN - Co-Owner-Manager

2001 L. GI lbrt 3-7001

DRIVE IN BARBER SHOP

Facials - Scalp Massage & Treatments

Men's - Women's & Children's Haircutting

Open 9 A.M. to 6 P.M. Monday Thru Saturday

1123A Del Paso Blvd. HJlcrst 9-9805

Earl's Barber Shop
2104 Alhambra Blvd. HJlcrst 5-9977

Family Barber Shop Carmichael. IVnhoe 9-2173

Foster Frank Barber Shop
1820 Stockton Blvd. HI lcrst 7-1587

If no answer call. HI lcrst 6-1036

Franks Barber Shop
4808 Folsom Blvd. HI lcrst 6-5496

Frank's Barber Shop 2302-19th. GI lbrt 3-6212

Freddy Martin's Barber Shop 707 P. GI lbrt 2-8864

Fruitridge-Manor Barber Shop
Ladies & Childrens Haircutting

5420 Fruitridge Rd. HJlcrst 5-9518

Furchtenicht Mans 2500 O. HI lcrst 6-9671

George's Barber Shop Auburn Blvd. IVnhoe 9-4724

Hackett Ray 3671 J. HI lcrst 5-9714

Haywood's Barber Shop 1503-10th. GI lbrt 2-0811

Hendricks Barber Shop
Ladies & Childrens Haircutting

3200 Riverside Blvd. GI lbrt 3-3029

Hotel Clunie Barber Shop 8th & K. GI lbrt 3-6541

Hotel Land Barber Shop 1112-10th. GI lbrt 2-9594

Hunt Thos F Barber Shop 2360-33d. HI lcrst 5-0974

Loheit Robt 3716 J. HI lcrst 5-9974

Master's Barber Shop
526A Capitol Av. GI lbrt 2-9587

Moler Barber College 311 J. GI lbrt 2-9838

Oak Barber Shop 1001B-8th. GI lbrt 3-9339

Orines Sixto 321 1/2 L. HUdsn 4-6262

Palace Barber Shop 1234 J. GI lbrt 3-9878

Sal's Barber Shop 4080 Stockton Blvd. HI lcrst 5-9552

Sam's Barber Shop 414 L. GI lbrt 3-9884

Saylor's Barber Shop 2419-27th. HI lcrst 6-8621

Tahoe Barber Shop 2917-59th. HJlcrst 5-9560

Tom's Barber Shop 328 Capitol Av. GI lbrt 3-9468

Town & Country Village Barber Shop
Harry C Freiberg-Owner

2681 El Paseo Ln. IV nhoe 9-5902

United Artist Barber Shop
310A Capitol Av. GI lbrt 3-9650

Voss Ed Barber Shop 1400 1/2 J. GI lbrt 3-9939

Need a number? First, check the Directory or your personal number list before calling "Information."

Barbers' Supplies

DEL'S BARBER & BEAUTY SUPPLY CO

INDIAN HAIR TONIC
Complete Line of
Barbers' Equip. & Supplies

1013 Alhambra Blvd. HUdsn 1-2797

Sacto Barber & Beauty Supply Co

1801 Capitol Av. GI lbrt 2-8949

Barrels & Drums

CONTINENTAL CAN CO

Fibre Drums
N 7th. GI lbrt 3-1916

MYERS BARREL CO

Drums Bought-Sold-Reconditioned
6549 San Pablo Av Oakland

(Toll) Call "Operator" for. Olympic 2-6847

MYERS DRUM CO

Mfr New Steel Drums-Pails-Call Collect
6549 San Pablo Av Oakland

(Toll) Call "Operator" for. Olympic 2-6847

Standard Barrel Co 1325-18th. HUdsn 4-9839

(See Advertisement This Page)

Barrels & Drums-Used

BAUER COOPERAGE CO 2345 Keith S F

(Toll) Call "Operator" for. Valencia 4-6505

Maslow Cooperage Corp 41-14th S F

(Toll) Call "Operator" for. Underhill 1-7273

Standard Barrel Co 1325-18th. HUdsn 4-9839

Baseball Clubs & Parks

Sacto Baseball Assn Inc

Riverside & Broadway. GI lbrt 3-3929

Batching Equipment

BODINSON MANUFACTURING CO

Concrete Batching Plants

2401 Bay Shore Blvd S F

(Toll) Call "Operator" for. Juniper 5-9641

Bath Room Fixtures

SACRAMENTO BATHROOM ACCESSORIES

Everything for Your Bathroom

Shower Doors

Shower Curtains

2522 J. GI lbrt 3-4420

SACRAMENTO PLUMBING SUPPLY CO

615 J. GI lbrt 3-8251

SACTO WRECKING & PLUMBING SUPPLY CO

417-12th. GI lbrt 2-3441

Bathing Suits-See Sportswear Headings

PREVENT THAT ACCIDENT

To make a safe, convenient rack for your glass coffee maker top, remove the cover and cross supports from an old lamp shade.

USED
DRUMS & BARRELS
Bought & Sold
STANDARD BARREL CO.



DIAL
HUdsn 4-9839

1325 - 18th St.

WAREHOUSE
629 N. 16th St.

"Buyer of Steel
Barrels & Wood
Barrels"

Baths

FINLAND STEAM BATHS

SWEDISH MASSAGE
One Block West Off Stockton Blvd
4626-14th Av. Hlcrst 5-9758

Baths—Internal—See Colonic Irrigation

Batteries—Repairing

J & N BATTERY REPAIR SERVICE

BATTERY — AD-X2 — SERVICE
STATION NO. 9
Positive One Year Guaranteed
Satisfaction on Your Battery
116 W GI lbrt 2-5622

Batteries—Retail

AERO BATTERIES—

M D SUPER SERV 2000-16th. GI lbrt 2-2309

AUTO-LITE STA-FUL BATTERIES

THE BATTERY
THAT NEEDS
WATER ONLY
3 TIMES A YEAR
IN NORMAL CAR USE

**AUTO-LITE
sta-ful**

"WHERE TO BUY THEM"

DISTRIBUTOR

CHANSOR & LYON CO 1714 K. GI lbrt 2-4951

DEALERS

CAPP'S AUTO ELEC SERV
23d Av & Franklin Blvd. HI lcrst 5-3868

HASHISAKA BROS REPAIR SHOP
1314-5th HU dsn 4-1543

STOCKER AUTO SERVICE
2500 Sutterville Rd. Hlcrst 5-9348

BABCOCK'S

B F GOODRICH BATTERIES
Retail • Wholesale • Recharging
800 Alhambra Blvd. HU dsn 1-0081

Battery Shop The 1930 Capitol Av. GI lbrt 2-6310

(See Advertisement This Page)

BERT'S GOLDEN EAGLE SERVICE

23d & J GI lbrt 3-9528

Buy Right Distributors
920 Del Paso Blvd N Sacramento. HI ckry 9-0591

CURTIS GUARANTEED SERVICE BATTERIES

CUSTOM BUILT
LONGER LIFE
FIBERGLASS DOUBLE
INSULATION
"For a Better Buy—
Better Buy Curtis"



"WHERE TO BUY THEM"

MANUFACTURER

Coast Battery Manufacturing Co
410 E El Camino Av N Sacto. HI ckry 9-9566

DEALERS

Crown Stations Inc
1100 Del Paso Blvd. Hickry 9-5135

Globe Auto Supply
100 Darina N Sacto. Hickry 9-3536

Ninode Motors 300 S. HUdsn 4-7496

Jerry's Service Station
Grand Av & Marysville Rd. Hickry 9-9894

Motor Hardware Co 1020-16th. GI lbrt 2-2921

Triangle Service Stn 103 Bannon. GI lbrt 3-9325

Twin City Oil Co
Bet Marconi & E El Camino Aves On
Old Auburn Blvd. HI ckry 9-1187

Domich Serv & Auto Supply
1000 Del Paso Blvd. Hickry 9-9415

Classified Directory advertising brings
new prospects into your store, reminds
old customers to come back again.

Batteries—Retail—(Cont'd)

ELECTRIC GARAGE

Complete Stock of
Auto, Diesel, Tractor and Farm Lighting
BATTERIES
Repairing, Recharging, Rentals,
Hobbs Batteries
WE CALL and DELIVER

1220 C. GI lbrt 2-9637

Fuhrer Frank Drive-In Service Stn

3030 J. GI lbrt 3-9935

GOODRICH B F CO 1200 I. GI lbrt 2-3811

GOODYEAR BATTERIES

This time get a Goodyear
. . . for GO to start
with, STAMINA to keep
going.



For quick, dependable battery service, call us.

"WHERE TO BUY THEM"

GOODYEAR SERVICE STORE

1630 L. HU dsn 4-9166

Hancock Tire Co 1900 Broadway. GI lbrt 3-5831

HATLEY & MORRILL TIRE CO
16th & R. HU dsn 4-8289

HOBBS BATTERIES—

HOBBS BATTERY CO 1220 C. GI lbrt 2-3745

Hobbs Storage Battery Serv Stn

1220 C. GI lbrt 2-9637

LAHER BATTERIES—

LAHER SPRING & TIRE CORP
1217-16th GI lbrt 2-6851

LAMUS-LUNDEE CO

Delco Battery Distr
1411 I. GI lbrt 3-5721

LANGNER & RIFKIN

Delco Battery Distributors
1116-15th HUdsn 1-1291

LEHR AUTO ELECTRIC

Willard & Auto-Lite Batteries
MOTOR TUNE-UP SERVICE
ELECTRICAL SYSTEMS
Checked For Shorts & Drains
REGULATORS & GENERATORS
REPAIRED

1114-21st GI lbrt 2-8642

Residence HI lcrst 6-9869

MOORE'S AUTO SERVICE

5201 Franklin Blvd. Hlcrst 7-6516

Would you like to build sales . . .
attract new customers . . . encourage
old customers to come back again? Ad-
vertise in the Classified Telephone Di-
rectory . . . it pays! The Yellow Pages
will tell your sales story to people who
are ready to buy!



BATTERIES

For All Purposes
NEW & REBUILT
WHOLESALE • RETAIL

- REPAIRING
- RECHARGING
- RENTALS

(Aircraft Batteries)

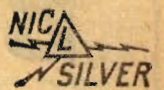
Good Used Batteries at Surprisingly
Low Prices

THE BATTERY SHOP
GI lbrt 2-6310
1930 CAPITOL AVE.

Batteries—Retail—(Cont'd)

NIC-L-SILVER BATTERIES

The Battery Made With
Death Valley Silver
Originator of the
Silver Alloy Grid
Needs Water Once a Year



"WHERE TO BUY THEM"

DISTRIBUTORS

INLAND OIL CO 1450 Sproule. GI lbrt 3-2093

OAK PARK AUTO SUPPLY
2953-35th Hlcrst 6-8301

STANDARD MOTOR PARTS INC
1801 Del Paso Blvd. HIckry 9-6363

TRUCK PARTS & EQUIPMENT CO
400 N 16th. HUdsn 1-2735

TURCOTTE & CROSBY AUTOMOTIVE
SERVICE 809 L. HUdsn 4-1633

NIELSEN AL

Willard Distr-Whse & Retail
1615 L. GI lbrt 2-7689

PRESTO-LITE BATTERIES—

SADLER SWEET TIRE CO
911-16th GI lbrt 2-3202

RICHMOND BATTERIES—

LAHER SPRING & TIRE CORP
1217-16th GI lbrt 2-6851

Rogers Auto Parts

Open Sat-Sun & Holidays-Carl Rogers
Davis Hwy & Jefferson Blvd. GI lbrt 3-5091

SCHAAP-BRENNER TIRE CO

Exide Batteries Whse & Retail
1617 J. GI lbrt 2-1811

WRIGHT BROS AIRCRAFT BATTERIES—

BATTERY SHOP THE
1930 Capitol Av. GI lbrt 2-6310

Batteries—Whse & Mfrs

ARRO-LYTE BATTERIES—

STEPHEN'S OIL CO
2300 Lwr Msvl Rd. HIckry 9-7515

AUTO LIFE BATTERIES—

MANUFACTURER

COAST BATTERY MANUFACTURING CO
410 E El Camino Av N Sacto. HIckry 9-9566

Battery Shop The 1930 Capitol Av. GI lbrt 2-6310

COAST BATTERY MANUFACTURING CO
410 E El Camino Av N Sacramento. HI ckry 9-9566

Green L A & Son 3218 Broadway. HI lcrst 5-9804

HOBBS BATTERIES—

HOBBS BATTERY CO 1220 C. GI lbrt 2-3745

Hobbs Battery Co 1220 C. GI lbrt 2-3745

LAHER BATTERIES—

LAHER SPRING & TIRE CORP
1217-16th GI lbrt 2-6851

Nic-L-Silver Battery Mfg Co

5925 Stkn Blvd. HI lcrst 7-6690

POWER PLUS BATTERIES

QUALITY BATTERIES
for
Automobiles • Trucks
Busses • Tractors



"FOR INFORMATION CALL"

BATTERY SHOP THE
Rentals-Recharging-Repairs
1930 Capitol Av. GI lbrt 2-6310

RICHMOND BATTERIES—

LAHER SPRING & TIRE CORP
1217-16th GI lbrt 2-6851

Schoney's Auto Supply 2418-17th. GI lbrt 2-0488

WILLARD BATTERIES—

NIELSEN AL 1615 L. GI lbrt 2-7689

The Yellow pages save you time.

BEARINGS

Authorized Automotive & Industrial Distributors

SKF Hyatt Timken
New Departure

TRUARC RETAINING RINGS & PLIERS
 DURKEE ATWOOD 'V' BELTS
 MAUREY SHEAVES
 CHICAGO RAWHIDE SEALS
 AETNA, NICE THRUST BEARINGS
 BALL & ROLLER BEARINGS - NEEDLE BEARINGS
 PARKER "O" RINGS

Pacific Reground Ball Bearings
 Atlas Bronze Bars - Bushings
 Compò Oil Retaining Bushings

GILBERT 2-2938

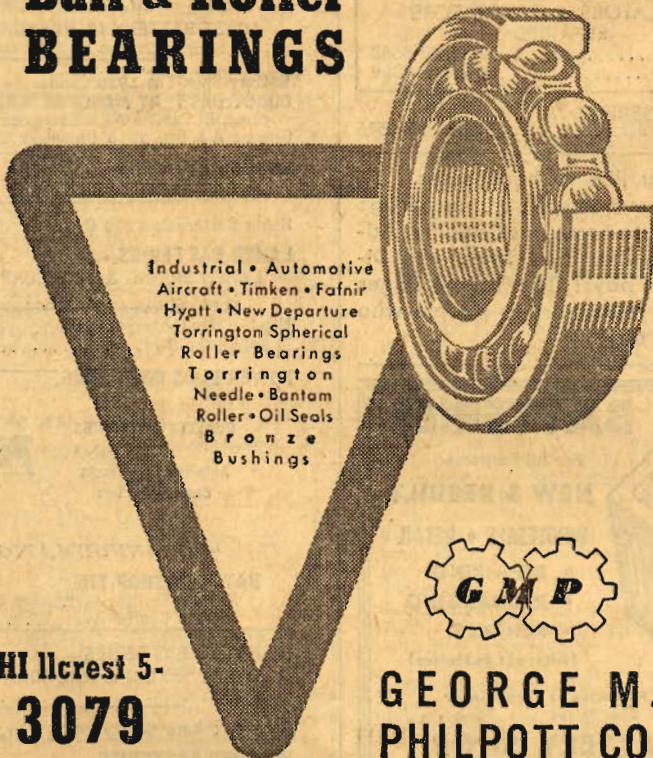
Emergency
 Nights & Holidays
 HI lcrest 5-4989 (Jack)
 HI ckory 9-9084 (Gene)
 HI lcrest 7-8353 (Bal)

BEARING SPECIALTY CO.

2314 J ST.

SACRAMENTO

Ball & Roller BEARINGS



Industrial • Automotive
 Aircraft • Timken • Fafnir
 Hyatt • New Departure
 Torrington Spherical
 Roller Bearings
 Torrington
 Needle • Bantam
 Roller • Oil Seals
 Bronze
 Bushings



HI lcrest 5-
3079

GEORGE M. PHILPOTT CO.
 1725-33rd Street

Battery Charging Equipment

Corrigan's Electrical
 Complete Battery Charger Repairs & Serv
 3128 Broadway HI lcrest 5-2887
SHIELDS HARPER & CO
 2124-19th GI lbrt 3-2295

Bead Stringing

Fifth Avenue Jewelers 1230-4th..... HU dsn 4-4801
 Grebitus Jewelers 1108 J..... GI lbrt 2-9081

Bean Brokers & Dealers

LAWLER HAY & GRAIN CO 426 J... HU dsn 4-9353

Bean Cleaning

Haslett Warehouse Co W Sacramento.. GI lbrt 2-1873
 Old Pioneer Mill Whse Jibboom..... GI lbrt 3-1736

Beans—Dried

A B Crandall Company 2328 K..... GI lbrt 2-0263
 Bean Growers Assn Of Calif 1825 I... HUdsn 4-8557
 Farmers Bean & Grain Co 1000-4th... GI lbrt 3-7415

Bearings—Babbitt, Bronze, Etc

BEARING HOUSE THE

Distributors for
 TIMKEN - NEW DEPARTURE
 FAFNIR - HYATT
 M-R-C - SEALMASTER
 KINGWELL - NATIONAL

318-16th GI lbrt 2-1087
 Emergency Nights & Holidays
 Phone... GI lbrt 3-4395 or HI lcrest 7-4571

BEARINGS SUPPLY CO 1906 L.... GI lbrt 3-4816

CAPITAL MACHINE & WELDING WORKS

DODGE TIMKEN
 Self Aligning Pillow Blocks
 Split Journal Bearings
 Bunting Bronze Bushings
 Conveyor Takeups
 83 N 17th..... GI lbrt 3-2556

FEDERAL-MOGUL SERVICE

1908-16th GI lbrt 3-4645
 RE-BABBITTING SERV 1410 J & K Al. GI lbrt 3-2248

Bearings—Ball & Roller

BEARING HOUSE THE

Distributors for
 TIMKEN - NEW DEPARTURE
 FAFNIR - HYATT
 M-R-C - SEALMASTER
 KINGWELL - NATIONAL

318-16th GI lbrt 2-1087
 Emergency Nights & Holidays
 Phone... GI lbrt 3-4395 or HI lcrest 7-4571

BEARING SPECIALTY CO 2314 J... GI lbrt 2-2938
 (See Advertisement This Page)

BEARINGS SUPPLY CO

BEARINGS
 BALL —NEW DEPARTURE
 —SKF
 ROLLER —HYATT
 —TIMKEN
 —MOROLOY
 —FEDERAL MOGUL
 BABBITT — BUNTING
 BUSHING — BUNTING
 1906 L..... GI lbrt 3-4816

BOWER ROLLER BEARINGS—

WHOLESALE DISTRIBUTOR

FEDERAL-MOGUL SERVICE
 1908-16th GI lbrt 3-4645

PHILPOTT GEORGE M CO 1725-33d. HI lcrest 5-3079
 (See Advertisement This Page)

Bearings—Rebabbiting

Re-Babbiting Serv 1410 J & K Al... GIbrt 3-2248

Beauty Culture Schools—See Schools

Beauty Shop Equipment & Supplies

Corrigan's Electrical
Expert Equipment Repairing
3128 Bdwy..... HI lcrst 5-2887

DEL'S BARBER & BEAUTY SUPPLY CO

Distributors of
BEAUTY EQUIPMENT & SUPPLIES
Halliwell — Paidar
Koken — Ellen Kaye
CHROME FURNITURE

1013 Alhambra Blvd.....HUdsn 1-2797

HELENE CURTIS PRODUCTS—

WEST COAST BEAUTY SUPPLY CO
3250 J.....HUdsn 1-2212

Mitchell Beauty Supply Co

1115 Vallejo Wy.....GI lbrt 3-4215
Monarch Beauty Supply Co
207 N Calif Stockton
(Toll) Call "Operator" for.....Stockton 3-1444

REVLON PRODUCTS—

WEST COAST BEAUTY SUPPLY CO
3250 J.....HUdsn 1-2212

SACTO BARBER & BEAUTY SUPPLY CO

Exclusive Distributors
ARTISTIC — ATHENE — BRECK — DUART
REVLON
NEW RAY PRODUCTS — RAYETTE
TURBINATOR DRYERS
CHROME FURNITURE

1801 Capitol Av.....GI lbrt 2-8949

Wechsler Bernard 760-44th.....HI lcrst 5-8431

WEST COAST BEAUTY SUPPLY CO

Distributors For
HELENE CURTIS — REVLON
ATHENE

Modecraft Custom Built
SHOP FIXTURES

3250 J.....HUdsn 1-2212

Beauty Shops

Adelyn's Beauty Shop 1115-19th....GI lbrt 3-3418

ADOLPHE'S BEAUTY SALON

Hair Styling — Haircutting — Permanents
Evenings by Appointment
Between Walnut & Gunn Rd—Carmichael
El Camino Av.....IVnhoe 9-5457

AGNES SALON 3200 Riverside Blvd...GI lbrt 3-7791
(See Advertisement Page 56)

ALEXANDRA'S BEAUTY SALON

Featuring
RILLING KOOLERWAVE
RAYETTE COLD WAVE
AND HAIR TINTING
Razor & French Hair Cutting

2423-21stHI lcrst 7-4885

ALFRED'S SALON 3440 C.....HUdsn 4-4408

ALICE'S BEAUTY SALON

NORTH SACRAMENTO
COMPLETE BEAUTY SERVICE
Alice J. Emerick

2126 Del Paso Blvd.....HI ckry 9-3143

Alma's Fashion Fair Beauty Shop

908-14th.....HUdsn 4-8967

ARDEN BEAUTY SALON

3515 Fair Oaks Blvd.....IVnhoe 9-4262

(Continued Next Page)



Helen's
BEAUTY COURT
RENIE ROGERS • Owner & Manager

Skilled Operators to Serve You In All
Your Beauty Needs.

Personality Haircutting And Styling
Our Specialty.

Permanent Waves, Hair Dye,
Color Treats, Manicuring
And Facial.

COLD WAVING A SPECIALTY
Open Evenings

Dial
HILLCREST 6-3811
3226 FOLSOM BLVD.
AIR COOLED • EASY PARKING



Betty Engle
Beauty Salon

Offers the BEST in
Permanent Waving
TEST CURLS GIVEN

MARCELLING
SPIRAL PERMANENTS **"Cold Waving"**

WE CARRY A COMPLETE LINE OF DERMETIC COSMETICS

Distinctive Costume Jewelry

"Air Conditioned for Your Comfort"

FOR APPOINTMENT

Dial
Gilbert 3-1767

1013 Eleventh St.



UP THE GROVE

SCHOOL OF BEAUTY CULTURE

ESTABLISHED 1923

MARY N. SACKETT, Owner & Manager

A SCHOOL LICENSED BY THE STATE
BOARD OF COSMETOLOGY WITH UNIVERSITY
TRAINED STATE LICENSED PERSONNEL

Approved by Veterans Administration
for Veterans Training

WE OFFER THE BEST TRAINING IN THE
FOLLOWING COURSES:

- COSMETOLOGY
- HAIRDRESSING
- MANICURING
- ELECTROLYSIS
- TEACHER TRAINING

All Beauty Work Under Expert Supervision at School Prices
Permanent Waving Our Specialty
Nationally Known Products Used



Phone

Gilbert 3-1401

913 1/2
K

Phone

Gilbert 3-1401

Beauty Shops—(Cont'd)

B-Lovely Beauty Salon
3210 Marysville Rd N Sacto.....HI ckr 9-3323
Bay Bertha Beauty Shoppe
1025 Dolores Wy.....HI lcrst 6-0028

BE YOUNGER BEAUTY SALON
1626 Broadway.....GI lbrt 3-5371
Bea's Beauty Studio 1024-22d.....HU dsn 4-4442

BEAUTY BAR THE
Louise E Blackburn-Owner
2901 E.....GI lbrt 3-1048
If no answer call.....Hickry 9-7676

Bessie's Beauty Shop
464 W El Camino Av N Sacto.....Hickry 9-5597
Betty Engle Beauty Salon 1013-11th..GI lbrt 3-1767
Bill's Barber & Beauty Shop
4600 Stockton Blvd.....HI lcrst 5-9880

BO-MONDE BEAUTY SALON 2129 J. HU dsn 4-1811
(See Advertisement Page 55)

Bon Marche Beauty Salon 11th & K...GI lbrt 2-3707

BRADY'S HOMETOWN BEAUTY SALON

Specializing in Permanent Waving
HAIR CUTTING
ALL BEAUTY WORK

1710 Broadway.....GI lbrt 3-7528

Brownie Beauty Salon 2809-12th Av. HI lcrst 5-2713

BURLA'S BEAUTY SHOP
2770-5th Av.....HI lcrst 6-3481

C & C Beauty Shoppe
Cecilia Hubert-Owner

2404 D.....GI lbrt 2-3487

Cameo Beauty Salon 812-21st.....GI lbrt 3-2214

CAPITOL BEAUTY SALON
1424-14th.....HU dsn 4-4551

Carlaw Dorothy Bty Salon 2900 C.....GI lbrt 3-8814

CARRIAGE TRADE BEAUTY SALON THE
Catherine Owens-Carriage Trade Shops-Prop

1012-38th.....HI lcrst 6-6315

Cary-Lou Beauty Salon 923-16th.....GI lbrt 2-3305

Cassandro John 2604 H.....GI lbrt 3-1553

Cathay Studio of Beauty 1615-8th.....HU dsn 4-0752

CHARM CENTER BEAUTY SHOP

All Type of Beauty Service

Permanents - Waving & Hair Tinting

DORIS BALLINGER

Across From Hagginwood Fire House
3167 Marysville Rd.....Hickry 9-0790

Chittom Audrey Beauty Shop
4444-53d.....HI lcrst 6-5381

COLLEGE BEAUTY SALON
We Specialize in Permanent Waving
2970 Freeport Blvd.....GI lbrt 3-7801

Colonial Beauty Nook
Vina & Zella's
3510 Stockton Blvd.....HI lcrst 6-7212

COONROD MYRA
By Appointment Only
2500 Capitol.....GI lbrt 3-1460

Cornell's Beauty Shop
Between 1st Ave & 2nd Ave on Franklin
2632 Fkin Blvd.....Hlcrst 7-3923

DAINTY LADY BEAUTY SHOP
ALL TYPES OF BEAUTY SERVICE
Evenings by Appointment
2244 Stockton Blvd.....HI lcrst 5-9707
If no answer call.....HI lcrst 7-5617

DAISY BELLE BEAUTY PARLOR
HAIR CUTTING A SPECIALTY
Complete Beauty Service
Closed Mondays - Leona Harrisfield - Prop.
115 Rio Linda Blvd.....HI ckr 9-9853

DE BONAIR BEAUTY SALON
Olive Waff-Prop
3117 N 17th.....HI ckr 9-9821

DE LUXE BEAUTY SHOP
LILLIAN L. BELL
Managing Owner
SPECIALTIES
COLD WAVES
MACHINE & MACHINELESS
PERMANENTS
TINTING
Corner of Alhambra
3100 N.....HI lcrst 5-7576

(Continued Next Page)



For Women
Who Seek Loveliness

Pearl's BEAUTY SHOP

OFFERING THE MODERN
FACIAL CONTOUR TREATMENT

PEARL NELSON, Owner & Operator

Facial Contour: REMOVES LINES - LIFTS SAGGING MUSCLES
RETRACTS DOUBLE CHINS - CLOSES PORES

FACIAL CONTOUR IS REJUVENATION WITHOUT SURGERY

One of Sacramento's leading Beauty Salons also features Hair Falls, perfectly matched in texture and color; expert strip work, Hennas and Hair Dyeing, featuring the famous "Tizian Red," and Special Permanent Waving

WE SPECIALIZE IN HAIR STYLING AND PERMANENTS

Full Line of Contouré, Helaine Seager & Dermetics Cosmetics

OPEN EVENINGS

For Appointments

Gilbert 2-5457

HAIR CUTTING

1008 - 7th Street

Sacramento

Beauty Shops--(Cont'd)

DOLD'S BEAUTY SALON 3714 J...HI lcrst 5-0667
 Donna's Beauty Shop
 57 Poplar Blvd.....Hickry 9-8463
 Don's Beauty Salon 1123-9th.....HUdsn 4-2532
 Dorothy's Beauty Studio 1731 X.....GI lbrt 3-6467
 Dot's Beauty Shoppe 744-39th.....HI lcrst 5-7849
 East Side Beauty Shop 4611 H.....HI lcrst 6-7369
ELEANOR'S BEAUTY SHOP
 1114 1/2-10th.....GI lbrt 2-3985
 Elite Beauty Shop
 Hair Styling & Haircutting
 116 N Grove Av N Sacramento...HI ckry 9-5534

ELIZABETH FOR BEAUTY THE
 NORTH SACRAMENTO
 Permanent Waving & Hair Styling Specialists
 Elizabeth Nash & Pearl Kerns
 1806 1/2 Del Paso Blvd N Sacto.HI ckry 9-0895

EL RAINE BEAUTY SHOP 1527-21st. GI lbrt 3-7738
 (See Advertisement Page 56)

EL RANCHO BEAUTY SHOP
 Jefferson Blvd W Sacramento.....HU dsn 4-1621
 Emilie's Beauty Shop
 4217 Dry Crk Rd Del Paso Hgts...Hickry 9-2397
 Engle Betty Beauty Salon 1013-11th..GI lbrt 3-1767
 (See Advertisement Page 53)

Evelyn's Beauty Shoppe 2322 G.....GI lbrt 3-1272
 Fashionette Beauty Nook
 Edith Rigglesworth Prop

2017 I.....GI lbrt 2-1639
 Ferns Beauty Shop 3425 Wellington Dr.IVnhoe 9-6867
 Ficca's Beauty & Cosmetic Salon
 4828 Folsom Blvd.....HI lcrst 7-4848

FLEURETTE BEAUTY SHOPPE
 2600 Broadway.....HI lcrst 5-3910
 (See Advertisement This Page)

Florin Beauty Center
 Perkins-Florin Rd.....HI lcrst 7-4011

FOSTERS SALON OF BEAUTY
 4734 J.....HI lcrst 6-4825

Foto's Barber & Beauty Shop 4904 J...HI lcrst 5-9995

FRANCESCA BEAUTY SALON
 1129-12th.....GI lbrt 3-8256
 (Continued Next Page)

The buying public won't forget you when you advertise in the Yellow Pages.

BO-MONDE
Beauty Salon

Formerly Bruno's

For Individual Charm

PERSONALITY PERMANENTS



Specialists in
 THE NEW
COLD PERMANENT WAVE
 Finger Waving
 Hair Tinting

Radio Waves
 For Difficult Hair

Telephone
HUDSON 4-1811

Open Evenings by Appointment

2129 J St. Near 22nd St.



FLEURETTE BEAUTY SALON

We Specialize in Permanent Waving Exclusively for Women Who Are Particular

HAIR CUTTING OUR SPECIALTY

OUR NEW POLICY! COMPLETE BEAUTY SERVICE

A satisfactory wave will be given on all difficult hair textures or no charge will be made.

Drop in at 2600 Broadway
 Or Call

HI lcrst 5-3910

For Free Test Curl

C. A. and MELBA HACKETT, Props.

AIR-COOLED SHOP



SPECIAL STEAM OIL PERMANENTS

3.50 \$5.00 \$7.50

Other Waves Up to \$20.00

ALL WAVES INCLUDE

- SHAMPOO
- HAIR CUT
- FINGER WAVE

Beautiful Ringlet Ends * Finest Materials
 10 Expert Licensed Operators

SOFT, LOVELY COLD WAVES

7.50 \$8.50 - \$10.00 & Up
 Razor Hair Cuts
 Fast Eugene Dryers

Tinting - Dyeing - Bleaching
 Manicuring



OPEN EVENINGS

Complete Line of Dermetics

100% Air Conditioned

LORD'S BEAUTY SALON

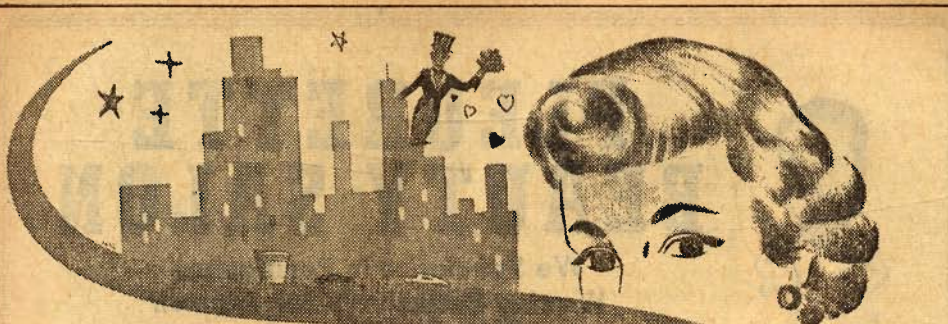
Ruth McClellan, Prop. & Operator

24-Hour
 Phone Service

GILBERT 2-4373

703 1/2 J St.
 (Upstairs)

NEAR CORNER
 7th & J Sts.



*Men Will Love You With
Your New Permanent*
Sacramento's Ladies Deserve the Finest
—THIS IS IT—

A COMPLETE BEAUTY SERVICE
BY A COMPETENT STAFF OF OPERATORS

- Lash & Brow Dyes • Scalp Treatments • Hair Coloring
- Manicurist & Facial Operator in Attendance
- Costume Jewelry & Revlon Products

TWO LOCATIONS

Salon Agnes

Featuring Hair Styling by
AGNES RICKERT

Phone
GI lbert 3-7791

3200 RIVERSIDE BLVD.
Mezz. of Stop-N-Shop Mkt.

Salon Arden

Featuring Hair Cutting & Shaping by
"RICK"

Phone
IVanhoe 9-4262

3515 FAIR OAKS BLVD.
In Arden Town

Beauty Shops—(Cont'd)

FRUITRIDGE BEAUTY SHOP

**MACHINE & MACHINELESS
PERMANENTS**

HELENE CURTIS COLD WAVE
HAIR STYLING — HAIR TINTING
Annabelle Lutjemeier

5430 Fruitridge Rd. HI lcrst 5-8847

Fry Myrtle Beauty Shop 2721 E. GI lbrt 3-2769
G & M Beauty Shop Auburn Blvd. IV nhoe 9-4724
Geneva's Beauty Quest 1611 P. GI lbrt 2-1646

GRACE'S BEAUTY SHOP

Grace Jensen—Proprietor

1408 Q. GI lbrt 2-2500

GRANT UNION BEAUTY SHOP

LEE SHEPARD, Prop.
PERMANENT WAVES

Grand Ave & Rio Linda Blvd
912 Grand Av Del Paso Hgts. . HI ckry 9-9849

Gussie's Beauty Shop
Auburn Blvd & Fulton Av. HI ckry 9-3839

Helen's Beauty Court
3226 Folsom Blvd. HI lcrst 6-3811
(See Advertisement Page 53)

Hershey's Barber Shop
3226 Folsom Blvd. HI lcrst 7-4934

Hollywood Beauty Salon
5141 Alma Wy. HI lcrst 6-3021

HOTEL SENATOR BEAUTY SALON

Located On Mezzanine Floor

12th & L. GI lbrt 3-3628
(See Advertisement Page 57)

House Of Beauty 2421 F. GI lbrt 2-9203

Ishima Beauty Shop, 523 Capitol Av. . . GI lbrt 2-9445

JACQUES BEAUTY SALON

Forum Bldg. GI lbrt 2-8664

(See Advertisement Page 57)

Jasmine Beauty Salon 623 T. GI lbrt 3-5453

Jeanette's Beauty Salon 1462-33d. . . HI lcrst 5-4487

Jenning's Leo Beauty Shop 2712 J. . . . GI lbrt 2-8741
(Continued Next Page)

You'll find it fast in the YELLOW PAGES.

Hair
STYLING & SHAPING

We Specialize in Individual
COIFFURES - HAIRCUTTING
PERMANENT WAVE - HAIR TINTING
SCALP TREATMENTS - MANICURING

A COMPLETE BEAUTY SERVICE
Featuring Hair Styling by
ETHEL WINTERS

Telephone
Gilbert 3-7738

El Raine
1527 - 21st. Street **BEAUTY Salon**

SAN CARLAS
Beauty Salon

Problem
Hair
Our
Specialty

PERMANENTS
Coldwave - Machineless
COMPLETE BEAUTY SERVICE

HUdson 1-1061

Evenings by Appointment
3258 J AT 33rd
Easy Parking

Beauty Shops—(Cont'd)

JEN'S BEAUTY BAR

Specializing in Permanent Waves
Bernadine Kagee - Manager
2029 X.....HI lcrst 5-9896
Residence.....HI lcrst 7-2033

JIM'S HAIR STYLING

3011 Fkin Blvd.....HI lcrst 6-9612
Johannes Beauty Salon 1816 L.....GI lbrt 2-6437
Kathryn's Hair Dressing Parlor
3007-2d Av.....HI lcrst 5-7225
Kay's Beauty Shop Fulton Av.....HI ckry 9-3330
Kemp Myrtle 1107 Q.....GI lbrt 3-4929
LaDone Beauty Salon 3084-33d.....HI lcrst 5-8527
Lady Claire Beauty Shop
4988 Sacramento Blvd.....HI lcrst 6-7651
Ladye Faire
See Lord's Beauty Salon
703 1/2 J.....GI lbrt 2-5787
Laroco's Beauty Shop 1630-7th.....GI lbrt 3-9428

LAVENDAR BEAUTY SALON

CELIA FRATES - Manager
COMPLETE BEAUTY SERVICE
Evenings By Appointment

Corner 12th Av
3720-33d.....HI lcrst 5-7528

Leftridge Beauty Salon

3102 Sacramento Blvd.....HI lcrst 5-9622
Leo Jenning's Beauty Shop 2712 J.....GI lbrt 2-8741
Lewis' Beauty Box 1126-3d.....HUdsn 4-3829
LIL'S BEAUTY SHOPPE
3908 Broadway.....HI lcrst 6-2350

(Continued Next Page)

ONIONLESS ONION

If you like potato salad but do not like raw onion, you might try boiling an onion in the water in which you are boiling the potatoes for the salad. This gives the Spuds the flavor of onion.

MIQUEL'S BEAUTY SALON

Complete Beauty Service



All Types Permanent Waves
Hair Tinting - Bleaching
Manicures - Hair Cutting
Non-Surgical
Face & Neck Rejuvenation
DERMA CULTURE
Smooths Wrinkles and
Erases Facial Lines

2030 - 16th Street

GI lbrt 3-3092

TOWER BEAUTY SALON

COMPLETE BEAUTY SERVICE

Specializing in
HELENE CURTIS
&
RILLING COLD WAVES



GI lbrt 3-3820

JESSIE LEWIS & NANCY PETERSON BRUNDAGE
1510 Broadway

For A Lovelier You



A newly decorated shop now specializing in Permanent Waving, hair cutting & shaping. Offering the public the latest trends in hairstyling.

Also featuring hair dyeing & tinting. Come in and see us—you'll be delighted with our service.

Open Evenings by Appointment

Riviera Salon of Beauty

Marge M. Jones, Owner

2713 RIVERSIDE BLVD.

Phone GI lbrt 2-7741

Jacques Beauty Salon



Specialists in Individual Coiffures

ONLY EXPERT OPERATORS TO RENDER A COMPLETE PERSONALIZED SERVICE

HAIR REMOVING

ROOMS - 224 TO 228 FORUM BLDG.

DIAL GI lbrt 2-8664

Personalized Hair Styling

Skilled Operators For All Your Beauty Needs

Call

HI lcrst 5-8507



Vanity Beauty Salon

4945 FOLSOM BLYD.

Sacramento Beauty School

LICENSED & BONDED



Distinctive NEWEST METHODS TAUGHT

Phases of Beauty Culture By Scientifically Trained Instructors

All Beauty Work At Reduced Prices by Supervised Advanced Students

GI lbrt 3-4583

1630 O ST.

A COMPLETE BEAUTY SERVICE

Call

GI lbrt 3-3628

GI lbrt 2-5081

HOTEL SENATOR BEAUTY SALON

12th & L

Mezzanine Floor



TOWER BEAUTY SALON

COMPLETE BEAUTY SERVICE

Specializing in
HELENE CURTIS
&
RILLING COLD WAVES



GI lbrt 3-3820

JESSIE LEWIS & NANCY PETERSON BRUNDAGE
1510 Broadway

Complete Professional Beauty Service



Marcel's beauty salon

We Specialize in Contour Hair Shaping, Hair Styling & Permanent Waving Also Tinting, Dyeing & Manicuring

HI lcrst 7-2979

2322 - 21st

SHOP AIR CONDITIONED

Mar-Eve BEAUTY SALON

RUTH K. PERRY

HUdson 4-2361

"If your hair isn't becoming to you, you should be coming to us."

724 ALHAMBRA BLVD.



Beauty Shops—(Cont'd)

LOIS LEE BEAUTY SALON
Specializing in
PERMANENT WAVING
Hair Shaping & Styling
OPEN EVENINGS BY APPOINTMENT
& Operators to Serve You
In the Oak Park District
2944-35th HI lcrst 6-6301

LORD'S BEAUTY SALON 703½ J. GI lbrt 2-4373
(See Advertisement Page 55)

LUCILLE'S BEAUTY SALON
featuring
HELENE CURTIS COLD WAVE
ZOTOS and JAMAL PERMANENT WAVES
Helaine Seager's Matched Make-up
Complete Line of Revlon Products
2338-2d Av. HI lcrst 5-5791

Madeline's Beauty Salon 394-45th HI lcrst 7-6659
Mademoiselle Beauty Salon
Evening Appointments
501-10th GI lbrt 2-1246
Manor Beauty Salon
5430 Fruitridge Rd. HI lcrst 5-8847

MAR-EVE BEAUTY SALON
NEW OWNER
RUTH PERRY
724 Alhambra Blvd. HU dsn 4-2361

Mar-Eve Beauty Salon
724 Alhambra Blvd. HU dsn 4-2361
(See Advertisement Page 57)

MARCEL'S BEAUTY SALON
2322-21st HI lcrst 7-2979
(See Advertisement Page 57)

MARIAN'S BEAUTY SHOP
521½-18th GI lbrt 2-6638
Marie Kay's Beauty Salon 1123-5th GI lbrt 3-1550
Marie's Beauty Salon 2033 Vallejo Wy. GI lbrt 2-4094
MASTER'S BEAUTY SHOP
526A Capitol Av. GI lbrt 2-9342

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting - Styling - Tinting - Curling
Evenings by Appointment
3314 Folsom Blvd. HI lcrst 5-0344

May Bel Beauty Shop 612-15th. HU dsn 4-1801
May's Beauty Shop 215 Hobson Bryte. GI lbrt 2-5470
MEDICO-DENTAL BEAUTY SALON
Medico-Dental Bldg. HU dsn 1-0309
MERLE NORMAN COSMETIC STUDIO
2118 Del Paso Blvd. HI ckrly 9-1154

MERLE NORMAN COSMETICS
Teaches You The
Art of Applying Your Daily Makeup
Complete Complexion Analysis Given
Free of Charge
1012-11th GI lbrt 3-2029

MICKY'S BEAUTY SHOP 1230 P. GI lbrt 2-5232

MILADY'S PERMANENT WAVE SHOP
OPEN EVENINGS
Complete Beauty Service
Styling - Shaping - Tinting - Cutting
1307-18th HU dsn 4-6230

MIQUEL'S HEALTH STUDIO
2030-16th GI lbrt 3-3092
(See Advertisement Page 57)

Modern Beauty Shoppe 3020-5th Av. HI lcrst 6-6755
MYRA'S BEAUTY SALON 1208 O. GI lbrt 3-9756
Nanette's Beauty Parlor 1214-5th. GI lbrt 2-9975
Nellie's Beauty Shop 2121-30th. HI lcrst 5-7446

NETA'S BEAUTY SALON
HELENE CURTIS PERMANENTS
LATEST HAIR STYLING
9 to 6 - Open Evenings by Appt.
3727 Msvl Rd Del Paso Hgts. HI ckrly 9-1344

Nova's Beauty Shop
Eastern & Robertson Av. IV nhoe 9-0962
Opal's Beauty Salon 1221B-4th. HU dsn 4-3006
Orchid Beauty Salon 1713-10th. GI lbrt 2-4265

Beauty Shops—(Cont'd)

Pearl's Beauty Shop 1008-7th. GI lbrt 2-5457
(See Advertisement Page 54)

Personality Beauty Shop
1140 Grand Av Del Paso Hgts. HI ckrly 9-0728

PETER PAN BEAUTY SHOP
SPECIALISTS IN
PERMANENT WAVING
Open 9 A.M. to 8 P.M.
Forum Bldg. GI lbrt 3-8727

Petersen Verda 2994-65th. HI lcrst 6-8631
PRISCILLA'S BEAUTY SALON
1305-4th GI lbrt 3-9594

QUEENIE'S BEAUTY SHOP
457 W El Camino Av. HI ckrly 9-9951

RALPH'S BEAUTY SALON
Hair Cutting A Specialty
PERMANENT WAVES
HAIR TINTING
Open Evenings
Upstairs
1020-10th HU dsn 4-9901

RICKS W 3515 Fair Oaks Blvd. IV nhoe 9-4262
RIVIERA SALON OF BEAUTY
2713 Riverside Blvd. GI lbrt 2-7741
(See Advertisement Page 57)

RUTH ANN LEWIS
HELENE CURTIS COLD WAVE
HAIR STYLING
ELECTROLYSIS & THERMOLYSIS
2423-21st HI lcrst 7-4920

Ruth's Beauty Salon 3000-65th. HI lcrst 6-2016
SACTO BEAUTY SCHOOL 1630 O. GI lbrt 3-4583
(See Advertisement Page 57)

SAK'S SALON OF BEAUTY
For the Smartest In Hair Styling
Grace Anderson, Prop.
1006-24th GI lbrt 3-1238

Salon Agnes 3200 Riverside Blvd. GI lbrt 3-7791
SALON ARDEN 3515 Fair Oaks Blvd. IV nhoe 9-4262
SAN CARLAS BEAUTY SALON
3258 J. HU dsn 1-1061
(See Advertisement Page 56)

SENATOR BEAUTY SALON
Located On Mezzanine Floor
12th & L. GI lbrt 3-3628
Hotel Senator. GI lbrt 2-5081
Silhouette Beauty Salon
Berniece Williams
2623 Broadway. HI lcrst 6-5571
Stanford Beauty Shop
Cora Baker-Owner
3229½ Sacramento Blvd. HI lcrst 5-9756

STAR BEAUTY SALON
4912 Sn Francisco Blvd. HI lcrst 5-0556
If no answer call. HI lcrst 6-4324
Sta-Rite Beauty Shop
Edith Johannsen
1617-16th GI lbrt 2-8391

STYLE ART BEAUTY SALON
MR. MITCHELL & DON
Hair Stylists
Across from Holes
1017-9th GI lbrt 2-0554

SUNBEAM BEAUTY SALON
1122-8th GI lbrt 3-9596
Suzanne's Beauty Salon
4804 Folsom Blvd. HI lcrst 6-6716

TALLAC SQUARE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cold Wave & Machineless
Permanents
Hair Styling - Hair Tinting
Williodan (Willy) Brazill
14th Av & 60th. HI lcrst 7-3933

THEODORE'S BEAUTY SALON
2444 Del Paso Blvd. Hicky 9-8621
Thomas Beauty Shop 2908-36th. HI lcrst 5-9990

Beauty Shops—(Cont'd)

TOWER BEAUTY SALON
1510 Broadway. GI lbrt 3-3820
(See Advertisement Page 57)

TOWN & COUNTRY BEAUTY SHOP
2437 El Paseo Ln. IV nhoe 9-5189
Twigg's Beauty Center 421 Capitol Av. GI lbrt 2-9508
UPTHEGROVE SCHOOL OF BEAUTY CULTURE
913½ K. GI lbrt 3-1401
(See Advertisement Page 54)

VANITY BEAUTY SALON
4945 Folsom Blvd. HI lcrst 5-8507
(See Advertisement Page 57)

Vaughan's Beauty Shop
1907 Marconi Av N Sacto. HI ckrly 9-7314
Residence Hicky 9-7951
Verda's Beauty Shop 2994-65th. HI lcrst 6-8631
Vina & Zella's Colonial Beauty Nook
3510 Stockton Blvd. HI lcrst 6-7212

VIRGINIA'S BEAUTY SALON
2613 Harkness Av. GI lbrt 2-2416
Vogue Beauty Salon 2105-28th. HI lcrst 6-3697

WAGON WHEEL BEAUTY SHOPPE
"For People Who Appreciate the Finest"
COMPLETE BEAUTY SERVICE
Arlene De Wilde - Owner
3418 Marysville Rd Haggnd. HI ckrly 9-0175

Waldorf Beauty Shop 527-12th. GI lbrt 2-9738
WEINSTOCK-LUBIN & CO
12th & K. GI lbrt 3-6881

Wynona's Beauty Shop
3100 Mountain View Av. IV nhoe 9-2667
Yo's Beauty Shoppe 1205-4th. GI lbrt 2-7451
ZELLA'S BEAUTY SALON
3326 Bdwy HI lcrst 5-5965

Bedding

See also Mattresses Headings
Claude Gordon's Village Home Store
2645 El Paseo Ln. IV nhoe 9-4843
JACKSON FURNITURE CO 14th & K. GI lbrt 2-7604

VALLEY MATTRESS CO
Mattresses Rebuilt - Sterilized
Recovered Like New
One Day Service
Lowest Prices
4160-14th Av. HI lcrst 5-3019

Beds

ABBEY RENTS
EXTRA SLEEPING ACCOMMODATIONS
ROLLAWAY - BABY - HOSPITAL BEDS
24-Hour Service - Rentals - Sales
1827 J HU dsn 4-9151

SUPERIOR AMBULANCE SERVICE
HOSPITAL BEDS - FRACTURE BEDS
Wheel Chairs - Crutches - Walkers
24-Hour Rental Service
1221-30th HI lcrst 6-6434

WILSON RENTS & SELLS
ROLLAWAY & HOSPITAL BEDS - CRIBS
1309 J GI lbrt 3-5709
Nite calls HI lcrst 5-6244
Or IV nhoe 9-6598

Beds-Disappearing

Marshall-Stearns Pacific Co
Murphy-Rollaway-Recess-Wall Beds
600-16th Oakland
(Toll) Call "Operator" for. . . Glencourt 1-1174

Beds-Hospital

See Hospital Equipment & Supplies
Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nation-wide unity of method and spirit means a telephone service of the utmost dependability.

Beer & Ale Distrs

ACME BEVERAGE CO 2630-5th. . . . GI lbrt 3-1925

(See Advertisement This Page)

ATLAS DISTRIBUTING CO INC

1430 Front HU dsn 4-3369
(See Advertisements Page 60)

BALLANTINE ALE—

STERLING BRANDS 1800-22d. . . . Hillcrest 6-3845

BELL DISTRIBUTING CO

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

BLUCHER BROS BEVERAGE CO

112 Bdwy HUdsn 1-2071
(See Advertisement Page 60)

BUDWEISER—

ATLAS DISTRIBUTING CO INC

1430 Front. HU dsn 4-3369

BURGERMEISTER BEER—

SACCANI DISTRIBUTING CO

2600-5th HU dsn 1-0213

CAL-HI BEVERAGE CO

W Sacramento. GI lbrt 3-4081
(See Advertisement Page 60)

Capital Cigar & Liquor Co 320 J. GI lbrt 3-3761
(See Advertisement Page 60)

EASTSIDE BEER—

BLUCHER BROS BEVERAGE CO

112 Bdwy HUdsn 1-2071

GOEBEL BEER 1527 North C. GI lbrt 2-4913

Grace Bros Brewing Co

Blue 'n Gold Beer

1005 El Monte Av N Sacramento. HI ckyr 9-8501

If no answer call. HI lcrst 6-3758

HEIDELBERG BEER—

ATLAS DISTRIBUTING CO INC

1430 Front HUdsn 4-3369

Lenz Distributing Co 1414 E. GI lbrt 2-9265

Lucky Lager Distr Co 1800-22d. HI lcrst 6-3845

(Continued Next Page)

The Yellow pages save you time.



LUCKY LAGER

HILLCREST 6-3845

or

HILLCREST 6-3847

BALLANTINE ALE



America's Largest Selling Ale

Enjoy Life with

Miller's

HIGH LIFE

DISTRIBUTOR

STERLING BRANDS

GEORGE F. GOTHMANN *Managing Owner*

1800 - 22nd ST.

P. O. BOX 48

Distributor of
ACME-BLATZ

BEER



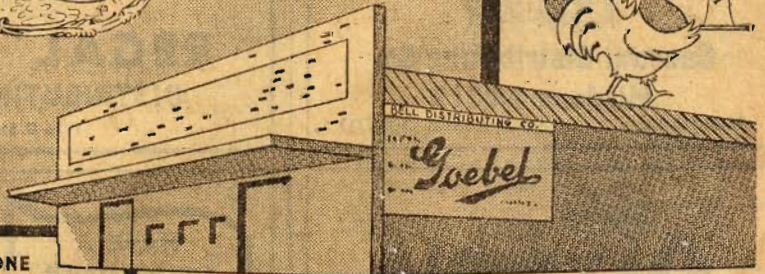
CANADA
DRY
PRODUCTS

GI lbrt 3-1925

**ACME BEVERAGE
CO.**

FARMERS PRODUCE MARKET

2630 - 5th



PHONE

GI lbrt 2-4913

SCHLITZ the Beer that
Made Milwaukee Famous

GOEBEL a Great National
Beer at Western Prices

BELL DISTRIBUTING CO.

1527 NO. C

SACRAMENTO