

# STATION'S BEAUTY SCHOOLS

**PERMANENT WAVES**  
Guaranteed  
**95c Up**



**SHAMPOO**  
And  
Finger Wave  
**35c**

● **WEDNESDAY PRE-CLINIC** ●  
**INECTO - PARAGON - LOXOL ... \$1.00 Complete**  
All Work Done by Advanced Students  
**MAIN 299**  
CALIFORNIA'S FINEST SYSTEM OF BEAUTY TRAINING  
We Furnish Kit, Manual and All Supplies in One Tuition Fee  
908 1/2 - 8th Street, Sacramento 126 W 2nd Street, Chico

## HELEN BEAUTY COURT

"A Modern Salon"



WE EMPLOY  
Experienced Operators  
Exclusively

AIR COOLED  
EASY PARKING

**MAIN 1222**

3226 Folsom Blvd.

## UPTHE GROVE School of BEAUTY CULTURE

● The Upthegrove School has stood the test for years and is one, if not the oldest School of Beauty Culture in Northern California. It has not changed hands since its first opening and the rapid growth is a sign of success.

Individual attention to each student insures perfect technique. The supervisors and instructors of this School have had many years of experience.

**806 K Street**  
Mezzanine Floor  
Elevator Service  
Insurance Building

Phone **8108** Home Phone: **Capital 2526**

**Permanent Waving**

at Half Price by  
Advanced Students  
Beauty Culture is today  
one of the World's leading  
Industries and Holds  
Splendid Opportunities.



### Beauty Shop Supplies.

Beauty Shop Supply Co  
501 Santa Terz Wy. .... Main-8825-W  
Nieman-LaMotte Co 2930 J. .... Capital-2017

**SACTO BARBER & BEAUTY SUPPLY CO**  
Exclusive Northern California  
Distributor For  
**DUART**  
PERMANENT WAVE MACHINES  
34 Years in Sacramento  
1220 K ..... Main-4848

### Beauty Shops.

**ADOLPHE'S BEAUTY SALON**  
The Famous Designer and Creator  
of the  
Latest Coiffure Fashions in  
Haircutting, Permanent and Finger  
Waving  
My Personal Attention Given to  
Each Individual Patron  
2423-21st ..... Main-10436

Alecia Beauty Salon 3011 Franklin Blvd. Main-9231  
**ANDRE'S BEAUTY SHOP** 1113-8th. .... Main-6410  
Art Beauty Shoppes  
Martiniello System 1531-11th. .... Capital-2752  
Arnett Beauty Parlor 2101-2nd Av. .... Main-5897  
Babe's Beauty Salon 1400 P. .... Main-30464  
Ball Ha 3220 Sacto Blvd. .... Main-9229  
Bay Bertha Beauty Shoppes  
1025 Dolores. .... Main-2092  
Beauty Nook 4755 J. .... Main-10140  
Beck's Beauty & Barber Shop  
3450-2nd Av. .... Main-9876  
Berle Sam Beauty & Barber Shop  
891-24th. .... Main-10280  
Beta Marie Beauty Salon 1901 1/2 M. Capital-1745  
Bills Barber & Beauty Shop  
4402 8th Blvd. .... Main-9725  
Blue Bird Beauty Shop 924-14th. .... Main-5910  
Blue Rose Beauty Culture 3071 E. .... Capital-1634  
**BON MARCHE BEAUTY SALON**  
824-24th. .... Main-2986  
Boulevard City Salon & Barber Shop  
2758 Sacto Blvd. .... Main-10000  
Byrd's Beauty Salon 1208 & L. .... Main-533  
C & C Beauty Shoppes 2404 D. .... Capital-7019-W

**CALIF BEAUTY SCHOOL**  
All Branches of Beauty Culture  
Taught Scientifically  
Work by Advanced Students Under  
Personal Supervision  
**ALL BEAUTY WORK FOR LESS—**  
**WHY PAY MORE?**  
Madam Cochrane  
1008-9th ..... Main-9415

Capital Beauty Parlor 1409 J. .... Main-9644  
Cassandro John 1728 L. .... Main-351  
Clementine Beauty Shoppes  
2102 Del Paso Blvd. .... Main-8846  
Co-Ed Beauty Shoppes 1009 1/2-9th. .... Capital-836  
Colleen Beauty Shop 2500 O. .... Main-6966  
College Beauty Salon  
2970 Fremont Blvd. .... Main-1486  
Crally's Beauty Salon 1928-12th. .... Main-2842  
Daisy Laly Beauty Salon  
1940 Stockton Blvd. .... Main-9783  
Daisy Betty Beauty Parlor  
115 Rio Linda Blvd. .... Main-9576

**DEL KAT BEAUTY SHOP**  
Formerly Link's Beauty Shop  
917-12th ..... Main-9525

**DOLLIE VAN'S BEAUTY SALON**  
PERMANENTS  
\$1.95 AND UP  
**SHAMPOOS AND WAVES**  
50c EXCEPT FRI. & SAT.  
All Work Guaranteed  
2129 J. .... Main-9298

Doris' Beauty Shoppes 1009-16th. .... Main-10472  
Dorothy Beauty Center 1817 K. .... Capital-3820  
Dorothy May Beauty Shoppes 2129 J. .... Main-9298  
Dorothy's Beauty Shop Rio Linda Blvd. .... Main-5940  
Dee's Beauty Shoppe 744-39th. .... Capital-5500  
(Continued Next Page)

The "Where to Buy It" feature tells you instantly where familiar articles are sold. You will find the products you want to buy listed under their own names, together with their familiar trademarks and the dealers who sell them.

### Beauty Shops.—(Cont'd)

**ELDER'S BEAUTY SALON**  
**ZOTOZ PERMANENT WAVES**  
INECTO HAIR DYEING  
COMBO - RINGLETTE PERMANENTS  
Haircutting Our Specialty  
2901 E. .... Capital-90

Eleanor's Beauty Shop Forum Bldg. .... Main-727  
Elite Beauty Shop 3084-33rd. .... Main-9968  
**EL HAINE BEAUTY SHOP**  
1527-21st ..... Main-1280  
El Rio Beauty Shop  
2743 Riverfront Blvd. .... Capital-7174-W

**EMMA MARIE BEAUTY SALON**  
MODERN EQUIPPED  
Popular Priced Permanent  
Waves ... \$1.95 and up  
All Lines Beauty Work Guaranteed  
Experienced Operators  
Formerly of Dolores Beauty Shop  
Appointments 8 to 7 - EMMA FUR100P, Prop.  
Beeves L & K  
1130-9th ..... Main-2262

Erving Beauty Shop Odd Fellows Bldg. Capital-1750  
Ether's Beauty Shop 2228-21st. .... Main-9448  
Ethel's Beauty Shop 1122 1/2-8th. .... Main-9882  
Ethel's Beauty Shop 107-14th. .... Main-9350  
Exclusive Beauty Shoppes  
Ezber Friozing  
3928 Sacto Blvd. .... Main-415  
Faborg Jose 3910 H. .... Main-1812  
Fashion Beauty Shoppes 2907 J. .... Main-6238  
Fleurette Beauty Shoppes 2600 Bway. Capital-3419  
Francesca Bobbin Shoppes 1139-13th. Capital-5444  
Fry Myrtle Beauty Shop 2721 E. .... Capital-2042  
Georgia's Beauty Shop 714-25th. .... Main-946  
Gordon La Roy Beauty Shop  
Crown Bldg. .... Capital-306  
Grant Union Beauty Shop Del Paso Hts. Main-9484  
Gulliver Pauline 2728 M. .... Main-6764  
Harper Method Scalp Treatment  
Forum Bldg. .... Main-3410  
(See Advertisement This Page)

Hazel Lois Beauty Salon 1006-24th. .... Main-1342  
Hazel's Beauty Shop 450 J. .... Main-676  
Helen Beauty Court 3220 Folsom Blvd. .... Main-1222  
(See Advertisement Opposite Page)  
Hemland Beauty Salon  
Jessie Zine, Beautician  
1719 Broadway. .... Main-995  
Hina Senator Beauty Salon  
Madal Senator. .... Main-535  
Ishina Beauty Shop 523 M. .... Main-9998  
Ivy Beauty Shoppes 1114 1/2-10th. .... Main-703  
Ivy Hair Tonic Parlor 1149 1/2-10th. .... Main-703

**JACK'S BEAUTY SALON**  
SPECIALIZING  
in  
INDIVIDUAL COIFFURES  
Geneva Jackson, Proprietress  
Room 228, 9th & K  
Forum Bldg. .... Main-1235

**JEANETTE BEAUTY SALON**  
MRS. JEANETTE M. GALLAGHER  
12 Years Experience  
PERMANENT WAVES  
A SPECIALTY  
All Forms of Beauty Work  
Near 14th Av  
3824 Stockton Blvd. .... Main-8973

Jenning's Lee Beauty Shop 100P Bldg. .... Main-6265  
Jen Hill Beauty Shop  
2722 Sacto Blvd. .... Capital-1601  
Johnnie's Barber & Beauty Shop  
1928-16th. .... Main-10172  
Johnson Lillian 2758 Sacto Blvd. .... Main-10000  
Kathryn's Beauty Shop 1019-10th. .... Capital-1318  
Kimble Beauty Shop 1400 P. .... Main-1440  
Lalhard Mabel Beauty Shop 2207 H. .... Capital-229  
Lade Claire Beauty Shop 3904-24th. .... Main-8874  
Laine Faire 1009 1/2-9th. .... Main-1160  
Laroco's Beauty Shop 1020-7th. .... Main-5084  
Lavender Beauty Shop  
Celia Hess  
4028-32nd ..... Capital-5448  
Lemhart Beauty Salon 1113-11th. .... Main-9145  
Lynn's Beauty Salon 3508-40th. .... Capital-5858-W  
**LEROY GORDON BEAUTY SALON**  
Crown Bldg. .... Capital-306  
Lily's Beauty Shoppes 4139-4th Av. .... Capital-8615  
Loni Lee Beauty Shop 2854-30th. .... Main-6174  
Lucille's Beauty Salon 2858-2nd Av. .... Capital-462  
Lukas Beauty Salon 1010-12th. .... Main-421  
Lynn Beauty Parlor 814 Alhambra. .... Main-1398

### Beauty Shops.—(Cont'd)

Marjorie Beauty Shoppes 421 J. .... Main-2786  
Maude Marie Shoppes 1017-9th. .... Capital-3379  
Maury's Beauty Shoppes 1527-28th. .... Main-9384  
Medico Beauty Shop  
Alberto B Fica  
1125-11th ..... Main-1331  
Merle Norman Cosmetic Studios 2812 J. Main-2299  
(See Advertisement This Page)  
**MERLE NORMAN COSMETIC STUDIOS**  
1012-11th. .... Capital-2630

Milady's Beauty Salon  
Favilla California  
1207-16th ..... Main-9478  
Mishka Beauty Shoppes 1320-9th. .... Capital-7731

**MODEL BEAUTY SHOP**  
1018-11th. .... Capital-613  
Modern Beauty Shoppe 3017-8th Av. .... Main-8238  
Mottarella A 1221 L. .... Main-10474  
Mum Margaret 2723 T. .... Capital-5311-W  
Myra's Beauty Salon 1203 O. .... Main-9920  
Nanette's Beauty Parlor 1214 1/2-5th. .... Main-9284  
Neuma May Beauty Salon  
1808 Del Paso Blvd. .... Main-1599  
Nettie's Alhambra Beauty Salon  
724 Alhambra Blvd. .... Capital-919  
O K Beauty Salon 4285 L. .... Main-3299  
Old Park Beauty Shop  
Kathryn Shelby-Manager  
2937-35th ..... Main-10067

**ORCHID BEAUTY SALON**  
EUGENE PERMANENT WAVING  
Electric Facials and Scalp Treatments  
HAIR DYEING  
Electrologist, Eya Deo Johnson Lynch  
Twenty Years Experience  
CARMEN S. BOBOLAS, Proprietress  
Se Habla Espanol  
1005-10th ..... Capital-5945

Palm Generics I Mrs 618-13th. .... Main-4599  
Pauline's Beauty Shop 4001 U. .... Main-10101  
Patsco Beauty Salon 917-25th. .... Main-5910  
Peter Pan Beauty Shop 1120 I. .... Capital-4882  
Pile's Grace Marinello Shop 2021 P. Capital-8100-G  
Powder Puff Beauty Shop 1241-13th. .... Main-9639  
Rose Beauty Shop 1024 P. .... Main-9632  
Safeway Beauty Shop 2573-9th. .... Main-9594  
**SENIOR HOTEL BEAUTY SALON**  
15th & L. .... Main-535  
Serris Beauty Salon Forum Bldg. .... Capital-1515  
Shilhouette Beauty Shoppe 2623 Bway. .... Main-9373  
Sponauer Wilma Beauty  
1125-31st. .... Main-9831

Sta-Rite Beauty Shop  
Edith Johnson  
1108-18th ..... Main-7921  
Staten's Beauty Shop 908 1/2-9th. .... Main-299  
(See Advertisement Opposite Page)

**SUNBEAM BEAUTY SALON**  
MRS. KATHERINE MALTBY  
ALL KINDS OF  
PERMANENT WAVES  
MACHINE and MACHINELESS  
A Complete Beauty Service  
1127-8th ..... Main-5963

**SUTTER TERRACE BEAUTY & BARBER SHOP**  
VORAH M. deNORMANDE  
COMPLETE BEAUTY  
SERVICE  
2026 Broadway ..... Main-8234

Suzanne's Beauty Salon  
4804 Folsom Blvd. .... Main-8968  
Tears Beauty Shop 2738 M. .... Main-6764  
Tower Theatre Beauty Salon  
1802 Broadway. .... Capital-1000  
**UPTHEGROVE N M MRS 806 K. .... Main-5108**

AS SHE TYPES, COPIES APPEAR  
AT MANY POINTS AT ONCE  
A typist in one city, on a Teletypewriter,  
records an order, letter, bill or memorandum.

As her fingers touch the keys of her instrument, those exact letters appear simultaneously in other offices in the same building or in distant cities.  
Such is the Teletypewriter, a new aid to modern business.  
Office, plant, warehouse, all can be tied together by the Teletypewriter.  
THE PACIFIC TELEPHONE AND TELEGRAPH CO.

### Beauty Shops.—(Cont'd)

Vanilla Shop 3861 J. .... Main-7076  
Venus Beauty Shop  
Tulio Plummer, Prop  
1421-4th ..... Main-10406  
Vivian's Beauty Shop 806-16th. .... Main-9474  
Vogue Beauty Salon 2108-28th. .... Main-9560  
Waldorf Beauty Shop 527-12th. .... Main-9244  
Wanda's Studio of Beauty 205-33rd. .... Main-573  
Weinhold Labin & Co 12th & E. .... Main-6200  
Wigham's Beauty & Barber Serv  
813 Folsom Blvd. .... Main-1325  
Will-Lou Beauty Salon Forum Bldg. .... Main-1660  
Wilma Sponauer Beauty Salon  
1125-21st. .... Main-9831  
Wonder Beauty Salon 3214 Folsom Blvd. Capital-15  
Woodmanse F D Cal 8 1/2 Lth Blvd. .... Capital-1808

### Beauty Shops—Permanent Waving

Lukas Beauty Salon 1010-12th. .... Main-421  
(See Advertisement This Page)  
Safety Beauty Shop 2800-4th Av. .... Main-9594  
Upthegrove N M Mrs 806 K. .... Main-5108  
(See Advertisement Opposite Page)

## MERLE NORMAN COSMETIC STUDIO

Free Instruction in Correct Complexion  
Care and Individual Make-Up  
DEMONSTRATIONS BY APPOINTMENT  
Individual  
Hair Styling  
1012-11th St.  
Capital 2630  
and  
2812 J Street  
Main 2299  
OPEN EVENINGS—FREE DELIVERY

## HARPER METHOD COMPLETE BEAUTY SERVICE BRUSHING & MASSAGING

of HAIR and SCALP  
Permanents That Please  
● DISTINCTIVE  
● INDIVIDUAL  
● LASTING  
Phone **MAIN 3410**  
931 Forum Building

## Permanent Waves

INDIVIDUAL HAIR STYLES  
BEAUTIFUL PERMANENTS  
Our Specialty  
**LUKAS BEAUTY SALON**  
Formerly Johannes Beauty Salon  
Telephone **MAIN 421**  
1010-12th Street