

HELEN BEAUTY COURT



*A Modern Salon
Where Women Go
for Greater Loveliness*

We Specialize in the New Cold Permanent Waving

**SUPERIOR SERVICE
with COMFORT & SPEED**

**WE EMPLOY
EXPERIENCED OPERATORS
EXCLUSIVELY**

For Appointment DIAL **6-3811**

3226 FOLSOM BLVD.

AIR COOLED

EASY PARKING

UPHE GROVE UPTHEGROVES

Are Pleased to Announce!

FOR THE DURATION WE ARE DEVOTING OUR ABILITY, TRAINED PERSONNEL AND FACILITIES TO

Complete

Beauty Work

Specializing in

Permanent Waving

Our Noted School Courses have been discontinued during the War, but we invite our many patrons to continue with us under the same pleasant relations as before to care for your wants.

EXPERT OPERATORS

Specially Trained to give you Any Type of Permanent Wave

Phone **806 K STREET** Phone
3-1401 MEZZANINE FLOOR **3-1401**
ELEVATOR SERVICE
INSURANCE BLDG.

Residence Phone 3-1392

BRUNO'S Beauty Salon

For Individual Charm

PERSONALITY PERMANENTS



Specialists in
**THE NEW
COLD PERMANENT
WAVE**
Finger Waving
Hair Tinting

PARTICULAR ATTENTION
GIVEN TO SHAMPOOING

Telephone **3-9373**

2129 J St. Near 22nd St.

Beauty Shops

Ace Beauty Shop 1024-22d..... 3-0846
Ada's Beauty Shop 707-14th..... 2-2463

ADOLPH'S BEAUTY SALON

The Famous Designer and Creator of the Latest Coiffure Fashions in Haircutting, Permanent and Finger Waving
Our Personal Attention is Given to Each Individual Patron

2423-21st..... 5-9924

AGNES BEAUTY SHOP

AGNES SWANSON
A Complete and Thoroughly Satisfying BEAUTY SERVICE
PERMANENTS OUR SPECIALTY
Ample Parking Space

3736 Stockton Blvd..... 5-0556

Alecia Beauty Salon 3011 Franklin Blvd..... 5-9851
Alice's Beauty Salon 2126 Del Paso Blvd..... 9-1154

ANDRE'S BEAUTY SHOP

OPEN EVENINGS
OIL PERMANENT WAVES
EXPERT OPERATORS

1113-9th..... 3-5207

Avenue Beauty Parlor 2103-2d Av..... 5-9914
Bay Bertha Beauty Shoppe 1025 Dolores Wy..... 6-0028
Beck's Beauty Salon 2121-30th..... 6-3667
Beck's Beauty & Barber Shop

Expert Permanent Waving-Dyeing
& Tinting-Evening By Appointment
3450-3d Av..... 5-9826

Bill's Barber & Beauty Shop 4600 51st Blvd..... 5-9880
Bon Marche Beauty Salon 1148-K..... 2-3707
Brunne Beauty Salon 2809-12th Av..... 5-2713
Bruno Beauty Salon 2129 J..... 3-9373

(See Advertisement This Page)
BYRD'S BEAUTY SALON 12th & K..... 3-3628
C & L Beauty Shop 2404 D..... 2-3487

CARLOTTA'S LENHART BEAUTY SALON
(See Advertisement This Page)

Cassandro John 1609 1/2 P..... 2-1646
Charles & Marion Bly Center 1817 K..... 3-6635

CHARM CENTER BEAUTY SHOP
Mrs Doris Ballinger
3167 Marysville Rd..... 9-0790
Clementine Beauty Shop
2104 Del Paso Blvd N Sacramento..... 9-9833

CO-ED BEAUTY SHOPPE

Interpreters of the Latest, Most Flattering Trends in PERMANENT WAVING AND HAIR STYLING

2713 Riverside Blvd..... 2-7741

Colleen Beauty Shop 2500 O..... 5-0768
College Beauty Salon 2970 Freesport Blvd..... 3-7801
Colonial Beauty Nook

Evelyn Carter-Manager-Owner
3510 Stockton Blvd..... 6-7212
Curlrite Beauty Shop 3181 Sierra Wy..... 6-2032

DAINTY LADY BEAUTY SHOP
2246 Stockton Blvd..... 5-9707
Daisy Belle Beauty Parlor 115 Rio Linda Bl..... 9-9853
De Bonair Beauty Salon

Olive Holmes & Corrine Phillips-Props
2829 Del Paso Blvd..... 9-9821
Dold's Beauty Salon 3714 J..... 5-0667

Dot's Beauty Shoppe 744-39th..... 5-7849
DOTTIE ANN'S BEAUTY SALON 903-10th..... 2-1246
Effie's Beauty Shop 1527-28th..... 5-9628

Elda's Beauty Shop 1005-10th..... 2-3205
Ellen's Beauty Salon 2901 E..... 2-6667
Residence..... 5-9372

ELEANOR'S BEAUTY SHOP 1114 1/2-10th..... 2-3985
Ellen's Beauty Shop 3229 1/2 Sacramento Bl..... 5-9756

EL RAINE BEAUTY SHOP
Etnel Winters
1527-21st..... 3-7739
El Rio Beauty Shop 2743 Riverside Blvd..... 2-0876

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Beauty Shops—(Cont'd)

EMMA MARIE BEAUTY SALON 1130-9th..... 2-2782
Engle Betty Beauty Salon 1013-11th..... 3-1767
(See Advertisement This Page)

Fashion Beauty Shoppe
Gussie Tortorich
2807 J..... 3-2847

Fashionette Beauty Shop 2600 Broadway..... 5-3910
Fica's Beauty Salon 1901 1/2 Capitol Av..... 2-1639

Albert E Ficca
2716 J..... 3-3019
Fleurette Beauty Shop 2600 Broadway..... 5-3910

Foto's Barber & Beauty Shop 4904 J..... 5-9995
Francesca Beauty Shoppe 1129-12th..... 2-1408
Fry Myrtle Beauty Shop 2721 E..... 2-2769

Gordon LeRoy Beauty Salon 1024 1/2-10th..... 3-2304
Grant Union Beauty Shop Del Paso Hts..... 9-9992
Guillier Pauline 2726 Capitol Av..... 2-9707

Hazel Lois Beauty Salon 1006-24th..... 3-3477
HAZELTON BEAUTY SHOP 1600-26th..... 6-7623
Helen Beauty Court 3226 Folsom Blvd..... 6-3811
(See Advertisement Opposite Page)

Hershey's Beauty & Barber Shop 4736 J..... 6-4825

HOMELAND BEAUTY SALON

Specializing
PERMANENT WAVING
All Lines of Beauty Culture
Work Done By Expert Operators
JESSIE ZINE, MANAGER
CALL 3-7528
1710 Broadway..... 3-7528

JACK'S BEAUTY SALON

SPECIALIZING
in
INDIVIDUAL COIFFURES
Room 226, 9th & K
Forum Bldg..... 2-8664

Jennings's Leo Beauty Shop 2712 J..... 2-8741
Jen's Beauty Bar

Billie Gier..... 5-9896
JOHANNES BEAUTY SALON 917-12th..... 2-6427

KATHRYN'S BEAUTY SALON 1019A-10th..... 3-9256
KAY BEAUTY SALON 1928 P..... 2-9464
Kimble's Beauty Shop 3100 N..... 5-7576

Lady Claire Beauty Shop
25th Av & Sacramento Blvd..... 5-9705

Lady Faire 1509-16th..... 2-5787
Laroco's Beauty Shop 1630-7th..... 3-9428

Lavender Beauty Salon
Celia Houz Frates
3248-12th Av..... 5-7528

LA VONNE BEAUTY SALON

Formerly Craig's Beauty Salon
SPECIALIZING
Permanent Waving - Hair Tinting
WORK BY EXPERT OPERATORS ONLY
OPEN EVENINGS BY APPOINTMENT
Just off 19th & Broadway
2519 Freesport Blvd..... 2-9367
If no answer call..... 3-2075

Leftridge Beauty Salon
3102 Sacramento Blvd..... 5-9622
Leifani Beauty Salon 1123-9th..... 3-1550

LEHNRAD BEAUTY SALON CARLOTTA'S
1123-9th..... 3-9505

LEROY GORDON BEAUTY SALON
1024 1/2-10th..... 3-2304

Lillian's Alhambra Bty Salon
724 Alhambra Blvd..... 3-9716

Lil's Beauty Shoppe 439-4th Av..... 6-2350
Lola Lee Beauty Shop 2954-35th..... 6-6301

LORDS BEAUTY SALON 1118-7th..... 2-4373
(See Advertisement This Page)

LUCILLE'S BEAUTY SALON 2338-2d Av..... 5-5791

LYNCH EVA DEE
KREE-MULTIPLE METHOD OF ELECTROLYSIS
For Permanent Removal of
SUPERFLUOUS HAIR

ELECTRO - REJUVENATING - FACIALS
Recommended by Skin Specialists & Physicians

Forum Bldg..... 2-2881
Mabel's Beauty Shop 4704 Sacramento Bl..... 5-5516
Maben Ferne Beauty Salon 2421 F..... 2-9203

Marie's Beauty Salon 2033 Vallejo Wy..... 2-4094
Marigold Beauty Shoppe
F D Woodmansee
821 J..... 3-4595

Maude Marie Beauty Shoppe 1017-9th..... 3-3362
Maude Marie Beauty Shoppe 3314 Folsom Bl..... 5-0344

May Bel Beauty Shop 606-16th..... 3-9824
MERLE NORMAN COSMETIC & BEAUTY STUDIO
Teaches The Art Of Applying Your Make-Up
1012-11th..... 3-2029

Merle Norman Cosmetic Studio
For Studio See Cosmetics
2126 Del Paso Blvd..... 9-1154

Mickey's Beauty Shop 1232 P..... 2-5232
Milady's Permanent Wave Shop 1307-19th..... 2-6220
(See Advertisement This Page)

Miller's Beauty Shop
Mrs Grace Ackerman-Mgr
Del Paso Hts..... 9-9849

Model Beauty Shop
Now Betty Engle Beauty Salon
1013-11th..... 3-1767

Mrs Betty Engle Beauty Salon 3020-5th Av..... 6-6755
Myra's Beauty Salon 1208 O..... 3-9756

Nanette's Beauty Parlor 1214-5th..... 2-9975
Naoma May Beauty Salon 1806 Del Paso Bl..... 9-0895

Oak Park Beauty Shop
Kathryn Shelley-Manager
2937-35th..... 5-9706

Orchid Beauty Salon 1713-10th..... 2-4265
Palm Genevieve I Mrs 1220 1/2..... 3-9988

PEACOCK BEAUTY SALON 2527 J..... 2-9360
Pearl's Beauty Shop 1008-7th..... 2-5457

Perkins Barber & Beauty Shop 1926-16th..... 3-9469
Peter Pan Beauty Shop 1120 I..... 3-8727

Petersen Verda
Formerly Capital Beauty Parlor
2813-65th..... 5-9735

Powder Puff Beauty Shop 714-25th..... 3-9673
Roberta's Beauty Salon Forum Bldg..... 3-2441

Ruth Ann Beauty Salon 2722 Sacramento Bl..... 6-2304
SENATOR HOTEL BEAUTY SALON
12th & L..... 3-3628

Silhouette Beauty Shoppe 2623 Broadway..... 5-9638
Sis-Rite Beauty Shop
Edith Johansen
1617-16th..... 2-8391

STYLE ART BEAUTY SALON 1009 1/2-9th..... 2-0554
Sunbeam Beauty Salon 1127-8th..... 3-9596

Suzanne's Beauty Salon 4804 Folsom Blvd..... 6-6716
Tavern Beauty Shop 2726 Capitol Av..... 2-9707

Theim's Beauty Shoppe 3608 McKinley Bl..... 5-9825
TOWER BEAUTY SALON
Frances Rypyzinski
1510 Broadway..... 3-3820

UPTHEGROVE BEAUTY SALON 806 K..... 3-1401
(See Advertisement Opposite Page)

Vogue Beauty Salon 2105-28th..... 6-3697
Waldorf Beauty Shop 527-12th..... 2-9738

Weinstock-Lubin & Co 12th & K..... 2-6881
Yolo Beauty Shop 213 D Broderick..... 2-8646

Beds—Hospital

See Hospital Equipment & Supplies

Long Distance lines get busier every day. But with your help, we can give good service on all essential calls.

Sometimes the circuit you want may be extra busy. When that happens, the operator will ask you to limit your Long Distance call to 5 minutes. Thank you for all your fine co-operation.

THE YELLOW PAGES

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TIME-SAVER

for SHOPPERS

LOOK IN YOUR CLASSIFIED TELEPHONE DIRECTORY

SPECIAL
Steam Oil Permanents
\$2.50 \$3.50
5.00 7.50
Other Waves up to \$12.50
All Waves Include:
• Haircut
• Finger Wave
• Shampoo

Beautiful Ringlet Ends, finest materials, expert licensed operators.

VERY FAST EUGENE DRYERS

LORDS BEAUTY SALON
DIAL 1118 BETWEEN
2-4373 7TH STREET K and L

Milady's Permanent Wave Shop
COMPLETE BEAUTY SERVICE
No Fussy Permanents
Permanent Waves
\$7.50 Up

Hair Styling a Specialty
DOROTHY DOHERTY, Prop.
Formerly of Hollywood

AIR CONDITIONED—FREE PARKING
Open Evenings by Appointment
1307-18th Dial 2-9620
If no answer Dial 2-6514

Betty Engle
Beauty Salon

Offers the BEST in Permanent Waving
TEST CURLS GIVEN

WE CARRY A COMPLETE LINE OF
DERMATIC COSMETICS

"Air Conditioned for Your Comfort"
FOR APPOINTMENT
1013-11th St. DIAL 3-1767

Do you
WAIT for the
DIAL TONE
before
dialing ?