



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
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
3-1401

913½
K

Phone
3-1401

Beauty Shops—(Cont'd)

COIFFURE'S BEAUTY LOUNGE
3326 Broadway 6-2384

COLLEGE BEAUTY SALON
We Specialize in Permanent Waving
2970 Freesport Blvd. 3-7801

Colonial Beauty Nook
Evelyn Carter—Manager-Owner
3510 Stockton Blvd. 6-7212

COONROD MYRA
By Appointment Only
2500 Capitol 3-1460

CRYSTAL NELLIE L
By Appointment Only
2500 Capitol 3-1460

Dainty Lady Beauty Shop
..... 5-9707
if no answer call 5-4127

Daisy Belle Beauty Parlor 115 Rio Linda Bl. 9-9853

DE BONAIR BEAUTY SALON
Olive Wafl-Prop
3117 N 17th 9-9821

DE LUXE BEAUTY SHOP
PEGGY ORBISON, Owner and Manager

SPECIALTIES
COLD WAVES
MACHINE AND MACHINELESS
PERMANENTS
TINTING

OPEN EVENINGS BY APPOINTMENT

Corner of Alhambra Blvd
3100 N 5-5756

Dold's Beauty Salon 3714 J 5-0667
(Continued Next Page)

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

BO-MONDE

Beauty Salon

Formerly Bruno's

For Individual Charm

**PERSONALITY
PERMANENTS**



Specialists in
THE NEW
COLD PERMANENT
WAVE
Finger Waving
Hair Tinting

Special Treatments for the Rejuvenation
of Facial Tissues

Telephone **4-1811**
2129 J St. Near 22nd St.

Beauty Shops—(Cont'd)

DOROTHY'S BEAUTY STUDIO

Specializing in
Permanent Waves & Cold Waves
Open Evenings by Appointment
Telephone 3-6467
Formerly of Downtown Beauty Shop
612 O 3-6467

Dot's Beauty Shoppes 744-39th 5-7849

DOTIE ANN'S BEAUTY SALON 501-10th 2-1246
if no answer call 2-4458

East Side Beauty Shop 4611H 6-7369

ELDA'S BEAUTY SHOP 1020-10th 2-5205
(See Advertisement This Page)

ELEANOR'S BEAUTY SHOP 1134 1/2-10th 2-3985

Elite Beauty Shop 216 N Grove N Sacto. 9-5534

EL RAINE BEAUTY SHOP
ETHEL WINTERS,
PERMANENT WAVING
and
COMPLETE BEAUTY SERVICE
Dial 3-7738
1527-21st 3-7738

Emma Marie Beauty Salon 2801 Azalea Rd. 9-4906

Engle Betty Beauty Salon 1013-11th 3-1767
(See Advertisement Opposite Page)

FASHIONETTE BEAUTY NOOK
Edith Rightsworth & Co. McMillan
2000 1/2 Capitol Av. 2-1639

FERN'S BEAUTY SHOP
Fern M. Ely-Proprietor
4427-15th Av. 7-1902

Ficca's Beauty & Cosmetic Salon
4828 Fulton Blvd. 7-4848

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

FLORA BEAUTY SHOP
4912 San Francisco Blvd. 5-0556
(See Advertisement Page 49)

Foto's Barber & Beauty Shop 4904 J 5-9995
(Continued Next Page)



1020 - 10th St.
Upstairs

DIAL
2-3205

Complete Beauty Service
Permanent Waving of All Types
Hair Styling - Hair Tinting
All Your Beauty Needs
AIR COOLED
"IF WE DO IT, IT'S GUARANTEED"
Individually Equipped Booths
for Your Comfort



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 - CLOSSES 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 "Tiritan Red," and Special Manicuring

WE SPECIALIZE IN HAIR STYLING AND PERMANENTS
Full Line of Contouré, Hélaine Seager & Dermetics Cosmetics

OPEN EVENINGS

For Appointments
Dial 2-5457

1008 - 7th Street
Sacramento



Nothing But Permanents

at the

FLEURETTE BEAUTY SHOPPE

We Specialize in Permanent
Waving Exclusively for Women
Who Are Particular

By specializing we are able to offer a larger selection and
better service without the interruption of small work

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

Drop in at 2600 Broadway
Or Call

5-3910

For Free Test Curl

C. A. and MELBA HACKETT, Props.

AIR-COOLED SHOP

