



*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 Ibert 3-7791

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

Salon Arden

Featuring Hair Cutting & Shaping by
"RICK"

Phone
Hickory 9-9481

3515 FAIR OAKS BLVD.
In Arden Town

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

Telephone
HUdson 4-1811

2129 J St. Near 22nd St.



Elda's Beauty Shop

1020 - 10th St.
Upstairs

GI Ibert 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

Beauty Shops—(Cont'd)

LENHART BEAUTY SALON
See Lavonne Beauty Salon
1123-9th GI Ibert 3-9505

LIL'S BEAUTY SHOPPE
3908 Broadway HI Ibrst 6-2350

LOIS LEE BEAUTY SHOP
Specializing in Permanent Waving
2944-35th HI Ibrst 6-6301

LORD'S BEAUTY SALON
New Location 703 1/2 J St.
Near Corner 7th & J St.
OIL PERMANENTS \$3.50 TO \$20
VERY FAST EUGENE DRYERS
100% AIR CONDITIONED
(Upstairs)
703 1/2 J St. GI Ibrt 2-4373

Lord's Beauty Salon 703 1/2 J St. GI Ibrt 2-4373
(See Advertisement Page 47)

LOUISE BEAUTY STUDIO
1014 1/2-24th HU dsn 4-4511

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

Luella Beauty Shop
3733 Rio Linda Blvd. HI ckry 9-1892

Mabel's Beauty Shop 4704 Sacto Blvd. HI Ibrst 5-5516

Major Beauty Salon
5430 Fruitridge Rd. HI Ibrt 5-8847

MARGEL'S BEAUTY SALON 1817 K. GI Ibrt 3-6635

Mar-Lee Beauty Salon
724 Alhambra Blvd. HU dsn 4-2361

Marie Kay's Beauty Salon 1123-5th. GI Ibrt 3-1550

Marie's Beauty Salon 2023 Vallejo Wy. GI Ibrt 2-4094
(Continued Next Page)

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

Simplicity Is The Word

The Most Important Part of
Your Hair Style Is
Hair Cutting
and
Shaping

NOW—A PLEASANT, MODERN, AIR-CONDITIONED SHOP
TO SERVE YOU! ALL TYPES OF HAIR WORK—SPECIAL-
IZING IN HAIR DIFFICULT TO PERMANENT. EXCELLENT
HAIR STYLISTS.

Featuring "Technique"
The New Hollywood Hair Tint

COME IN SOON—
YOU WILL BE DELIGHTED WITH OUR SERVICES

Open Evenings by Appointment

SAN CARLAS
3258 J Street Sacramento
Phone HI Ibrst 7-1784

Beauty Shops—(Cont'd)

MARIAN'S BEAUTY SHOP
MARIAN MEZZANARES, Owner
Specializing in
PERMANENT WAVING AND TINTING
COLD WAVING - MACHINELESS
Hair Stylist in Attendance
521 1/2-18th GI Ibrt 2-6638

Martha's Beauty Salon 1004-53d. HI Ibrst 7-2435

MASTER'S BEAUTY SHOP
Venezuela Spates
526A Capitol Av. GI Ibrt 2-9342

Maude Marie Beauty Shoppe HI Ibrst 5-0344

3314 Folsom Blvd. HI Ibrst 5-0344

May Bel Beauty Shop 606-16th GI Ibrt 3-9824

MERLE NORMAN COSMETIC STUDIO
For Studio See Cosmetics
2118 Del Paso Blvd. HI ckry 9-1154

MERLE NORMAN COSMETIC STUDIO OF CHARM
Teaches You The
Art of Applying Your Daily Makeup
Complete Complexion Analysis Given
Free of Charge
1012-11th GI Ibrt 3-2029

MICKEY'S BEAUTY SHOP 1230 P. GI Ibrt 2-5232

MILADY'S PERMANENT WAVE SHOP
1307-18th GI Ibrt 2-9620

Minton's Joy Beauty Shop 1220 H. GI Ibrt 2-8532

Modern Beauty Shoppe 3020-5th Av. HI Ibrst 6-6755

MYRA'S BEAUTY SALON 1208 O. GI Ibrt 3-9756

Nanette's Beauty Parlor 1214-5th. GI Ibrt 2-9975

Nellie's Beauty Shop 2121-30th. HI Ibrst 5-7446

Netta's Beauty Salon
3727 Marysville Rd Del Paso Hts. HI ckry 9-1344

Opal's Beauty Salon 1221B-4th. HU dsn 4-3006

Orchid Beauty Salon 1713-10th. GI Ibrt 2-4265

Palm Beauty Salon 1910-28th. HI Ibrst 7-1628

Pat & Gladys Beauty Salon 1905-16th GI Ibrt 2-1753

Pearl's Beauty Shop 1008-7th. GI Ibrt 2-5457
(See Advertisement Page 46)
(Continued Next Page)

Complete
Beauty Service
Featuring
Dobro
of
Hollywood
The
Normal
Wave
Not a Cold
Wave



STAR BEAUTY SALON
HI Ibrst 5-0556
4912 SAN FRANCISCO BLVD.

CO-ED BEAUTY SHOPPE
INTERPRETERS OF
THE LATEST, MOST
FLATTERING TRENDS
IN
PERMANENT WAVING
AND
HAIR STYLING
TINTING
COLD WAVES A SPECIALTY
HELEN SEAGER COSMETICS
REVLON PRODUCTS
Evenings by Appointment
Call GI Ibert 2-7741
2713 RIVERSIDE BLVD.

Tower Beauty Salon

☆
COMPLETE BEAUTY SERVICE
☆



Specializing In
Helene Curtis Cold Waves
Rilling Cooler Waves
Machine & Machineless
Permanent Waves
Razor Hair Cuts

PHONE
GI Ibert 3-3820

Jessie Lewis & Nancy Petersen
1510 Broadway

Win Admiration
with one of our Permanents



CALL ON US FOR
ALL PHASES OF BEAUTY SERVICE
NEW MODERN SHOP
SPACIOUS QUARTERS
LATEST EQUIPMENT
AIR CONDITIONED
MANICURING
CARRIE BENEDICT & LUCILLE LASSNER LISH
This is a Shop You Must Visit!

Cary-Lou BEAUTY SALON
923 - 16th
GI Ibert 2-3305

SACRAMENTO SCHOOL of Beauty Culture

LICENSED & BONDED



Now - Exclusive - Distinctive

Complete Courses in All
Phases of Beauty Culture
By Scientifically Trained
Instructors

All Beauty Work At
Reduced Prices by Supervised
Advanced Students

GI Ibert 3-4583
1630 O ST.



Hair Styling

COMPLETE BEAUTY SERVICE
GUARANTEED COLD WAVING
MANICURING

Lady Evelyn SALON OF BEAUTY
1228 - 6TH
GI Ibert 3-8617