



UP THE GROVE

SCHOOL OF BEAUTY CULTURE

ESTABLISHED 1929
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 **913 1/2** Phone
Gilbert 3-1401 **K** **Gilbert 3-1401**

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 scarp work, Blennas and Hair Dyeing, featuring the famous "Titian Red," and Special Manicuring

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

OPEN EVENINGS 1008 - 7th Street
Sacramento

For Appointments
Gilbert 2-5457

Beauty Shops--(Cont'd)

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

DAINTY LADY BEAUTY SHOP
2244 Stockton Blvd.....HI lcrst 5-9707
If no answer call.....HI lcrst 5-4127

Daisy Belle Beauty Parlor
119 Rio Linda Blvd.....HI ctry 9-9853

DeAnda Aurora 2816 U.....HI lcrst 7-5694

DE BONAIR BEAUTY SALON
Olive Walk-Prop
3117 N 17th.....HI ctry 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.....HI lcrst 5-7576

Dol's Beauty Salon 3714 J.....HI lcrst 5-0667

DOROTHY'S BEAUTY STUDIO
Specializing in
Machine & Machineless
Permanent Waves & Cold Waves
Gilbert 3-6467

Formerly of Downtown Beauty Shop
612-0.....GI lbrt 3-6467

Dot's Beauty Shoppe 744-39th.....HI lcrst 5-7849

DOTTIE ANN'S BEAUTY SALON
501-10th.....GI lbrt 2-1246
If no answer call.....GI lbrt 2-4458

East Side Beauty Shop 4611 H.....HI lcrst 6-7369

ELDA'S BEAUTY SHOP 1020-10th.....GI lbrt 2-3205
(See Advertisement Page 48)

ELEANOR'S BEAUTY SHOP
1114 1/2-10th.....GI lbrt 2-3985

Elite Beauty Shop
116 N Grove N Sacramento.....HI ctry 9-5534

**Elizabeth For Beauty The 1806 1/2 Del Paso Blvd
N Sacramento.....HI ctry 9-0895**
(See Advertisement Page 50)

EL RAINE BEAUTY SHOP
ETHEL WINTERS
PERMANENT WAVING
and
COMPLETE BEAUTY SERVICE
Dial 3-7738

1527-21st.....GI lbrt 3-7738

EL RANCHO BEAUTY SHOP
Jefferson Blvd W Sacramento.....HU dsn 4-1621
(See Advertisement Page 50)

Engle Betty Beauty Salon 1013-11th.....GI lbrt 3-1767
(See Advertisement Page 49)

FASHIONETTE BEAUTY NOOK
Edith Rigglesworth & Eve McMillan
2000 1/2 Capitol Ave.....GI lbrt 2-1639

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

Ficca's Beauty & Cosmetic Salon
4828 Folsom Blvd.....HI lcrst 7-4848

FLEURETTE BEAUTY SHOPPE
2500 Broadway.....HI lcrst 5-3910
(See Advertisement Page 47)

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

FRUITRIDGE BEAUTY SHOP
MACHINE & MACHINELESS
PERMANENTS
HELENE CURTIS COLD WAVE
HAIR STYLING - HAIR TINTING
OPEN EVENINGS BY APPOINTMENT
Alfreda Mercomb - Annabelle Lufjamaier
5430 Fruitridge Rd.....HI lcrst 5-8847

Fry Myrtle Beauty Shop 2721 E.....GI lbrt 3-2769

G & M Beauty Shop Auburn Blvd.....HI ctry 9-5315
(Continued Next Page)

Beauty Shops--(Cont'd)

GENEVA'S BEAUTY QUEST
All Lines of
BEAUTY SERVICE
SPECIALISTS IN PERMANENT
WAVING

1611 P.....GI lbrt 2-1646

GRACE'S BEAUTY SHOP
Grace Jensen-Proprietor
1408 Q.....GI lbrt 2-2500

GRANT UNION BEAUTY SHOP
HELENE CURTIS
MACHINELESS PERMANENT WAVES
FREDERIC'S MACHINE PERMANENTS
AND COLD WAVES
Phone for Appointment

Corner of Grand Ave
Del Paso Hgts.....HI ctry 9-9849

Hartfield Leona 113 Rio Linda Blvd.....HI ctry 9-9853

HELEN BEAUTY COURT
3226 Folsom Blvd.....HI lcrst 6-3811
(See Advertisement Page 45)

Hershey's Beauty & Barber Shop
4734 J.....HI lcrst 6-4825

Homeland Beauty Salon 1710 Bdwy.....GI lbrt 3-7528
(See Advertisement Page 50)

HOTEL SENATOR BEAUTY SALON
Located On Mezzanine Floor
12th &.....GI lbrt 3-3628
(See Advertisement Page 50)

House Of Beauty 2421 F.....GI lbrt 2-9203

HOUSE OF CHARM THE 3027 K.....GI lbrt 3-7070

Ithina Beauty Shop 523 Capitol Av.....GI lbrt 2-9445

JACK'S BEAUTY SALON
Forum Bldg.....GI lbrt 2-8664
(See Advertisement Page 50)

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

JEN'S BEAUTY BAR
Bernadine Kagee-Proprietor & Manager
Specializing In Cold Waves
All Types Permanent Waves
2029 X.....HI lcrst 5-9896

JIMS HAIR STYLING
3011 Franklin Blvd.....HI lcrst 5-9693

JOHANNES BEAUTY SALON 1928 P.....GI lbrt 2-6437

KATHRYN'S BEAUTY SALON
1129-12th.....GI lbrt 3-8256

Kathryn's Hair Dressing Parlor
Kathryn Reagan-Manager
3007-2d Av.....HI lcrst 5-7225

Kay's Beauty Shop Fulton Av.....HI ctry 9-3330

Kemp Myrtle 1107 Q.....GI lbrt 3-4929

LA BELLE BEAUTY SALON 430 J.....HU dsn 4-3567
(See Advertisement Page 50)

Labhard Mabel r 2307 H.....GI lbrt 2-7295

LADONE BEAUTY SALON 3084-33d.....HI lcrst 5-8527

Lady Claire Beauty Shop
4988 Sacramento Blvd.....HI lcrst 6-7651

Lady Evelyn Salon Of Beauty 1228-6th.....GI lbrt 3-8617
(See Advertisement Page 49)

LADY FAIRE 1509-16th.....GI lbrt 2-5787

Larocco's Beauty Shop 1630-7th.....GI lbrt 3-9428

LAVERANDER BEAUTY SALON
CELIA FRATES - Manager
COMPLETE BEAUTY SERVICE
Evenings By Appointment

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

Lavender Beauty Salon 3720-33d.....HI lcrst 5-7528

LAVONNE BEAUTY SALON
Specializing In
**COLD & PERMANENT
WAVING**
TINTS & DYES
Julia Conley & Millie Richards
1123-9th.....GI lbrt 3-9505

Leftridge Beauty Salon
3102 Sacramento Blvd.....HI lcrst 5-9622
(Continued Next Page)



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
HI lcrst 5-3910
For Free Test Curl

C. A. and MELBA HACKETT, Props.

AIR-COOLED SHOP



NEW LOCATION 703 1/2 J ST.
100% AIR CONDITIONED

Special
STEAM OIL PERMANENTS

\$3.50 \$5.00
\$7.50

OTHER WAVES UP TO \$20.00

All Waves Include:

- HAIRCUT
- FINGERWAVE
- SHAMPOO

Beautiful Ringlet Ends • Finest Materials
Expert Licensed Operators

SOFT, LOVELY COLD WAVES - \$10 - \$15 - \$20 & \$25
VERY FAST EUGENE DRYERS

• TINTING • DYEING • BLEACHING

LORD'S BEAUTY SALON

Open Evenings by Appointment for Permanent Waving Only

GI LBERT 2-4373 703 1/2 J ST. NEAR CORNER
(Upstairs) 7th & J Sts.