

HELEN'S BEAUTY COURT

RENIE ROGERS - Owner & Manager



Skilled Operators to Serve You
In All Your Beauty Needs.

Personality Haircutting
And Styling Our Specialty.

Permanent Waves, Hair Dye,
Color Treats, Manicuring
And Facial.

FOR APPOINTMENTS DAY OR EVENINGS

Dial **HI LLCREST 6-3811**

3226 FOLSOM BLVD.

AIR COOLED EASY PARKING



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

Gilbert 3-1767

1013 Eleventh St.

Beauty Culture Schools—See Schools

Beauty Shop Equipment & Supplies

ADD-RON BEAUTY SALES CO

DISTRIBUTORS OF
BEAUTY EQUIPMENT & SUPPLIES
HALLIWELL - PAIDAR
KOKEN - VITA-FLUFF
ELLEN KAYE

1013 Alhambra Blvd. HI lcrst 6-3809

HELENE CURTIS PRODUCTS—

WEST COAST BEAUTY SUPPLY CO

3250 J. HI lcrst 5-1506

Mitchell Beauty Supply Co

1115 Vallejo Way. GI lbrt 3-4215

NESTLE FLEETWAVE P W PRODUCTS—

MONARCH BEAUTY SUPPLY CO

207 N California Stockton

(Toll Call "Operator" for Stockton 3-1444

..... HI lcrst 5-1506

REVLON PRODUCTS—

WEST COAST BEAUTY SUPPLY CO

3250 J. HI lcrst 5-1506

SACTO BARBER & BEAUTY SUPPLY CO

Exclusive Distributors

ATHENE - BRECK - DUART

REVLON - FAREL - DESTIN

NEW RAY PRODUCTS - BAYETTE

TURBINATOR DRYERS

CHROME FURNITURE

1801 Capitol Av. GI lbrt 2-8949

Wechsler Bernard 2524 Q. HI lcrst 5-8431

WEST COAST BEAUTY SUPPLY CO

Distributors For

HELENE CURTIS - REVLON

ATHENE - PARKER HERBEX

CONTOURE

Modercraft Custom Built

SHOP FIXTURES

3250 J. HI lcrst 5-1506

Beauty Shops

Ace Beauty Shop 1024-22d. GI lbrt 3-0846

Adelyn's Beauty Shop 1115-19th. GI lbrt 3-3418

ADMIRATION BEAUTY SALON

DKROTHY DOHERTY KENDALL

MAE JOHANSON LARSON

No Fuzzy Permanents

3440 C. GI lbrt 3-2304

ADOLPHE'S BEAUTY SALON

CUSTOM CREATED PERMANENTS

UNIQUE HAIR STYLING & CUTTING

Evenings by Appointment

El Camino Av. TV nhoe 9-0604

AGNES SALON 3200 Riverside Blvd. GI lbrt 3-7791

(See Advertisement Page 47)

Alexandra's Beauty Salon 2423-21st. HI lcrst 7-4885

ALICE'S BEAUTY SALON

NORTH SACRAMENTO

COMPLETE BEAUTY SERVICE

Alice J. Emerick

2126 Del Paso Blvd. HI ckrly 9-3143

Arden Beauty Salon

3515 Fair Oaks Blvd. IV nhoe 9-4262

Bay Bertha Beauty Shoppe

1025 Dolores Way. HI lcrst 6-0028

BE YOUNGER BEAUTY SALON

1626 Broadway. GI lbrt 3-5371

BEAUTY BAR THE

Louise E. Blackburn-Owner

2901 E. GI lbrt 3-1048

BECK'S BEAUTY & BARBER SHOP

Expert Permanent Waving

3450-3d. Av. HI lcrst 5-9626

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Beauty Shops—(Cont'd)

Bessie's Beauty Shop

464 N El Camino Av North. HI ckrly 9-5597

Betty Engle Beauty Salon 1013-11th. GI lbrt 3-1767

Bill's Barber & Beauty Shop

4600 Stockton Blvd. HI lcrst 5-9880

Blanche's Beauty Salon 503-27th. GI lbrt 2-4430

B-Lovely Beauty Salon

3210 Marysville Rd N Sacto. HI ckrly 9-3323

BO-MONDE BEAUTY SALON 2199 J. HU dsn 4-1811

(See Advertisement Page 47)

Bon Marche Beauty Salon 11th & K. GI lbrt 2-3707

BRADY'S HONOLAND BEAUTY SALON

1710 Broadway. GI lbrt 3-7528

(See Advertisement Page 48)

Browne Beauty Salon 2009-12th Av. HI lcrst 5-2713

BURLA'S BEAUTY SHOP

2770-5th Av. HI lcrst 6-3481

C & C Beauty Shoppe

Caecilia Huber-Owner

2404 D. GI lbrt 2-3487

CAMEO BEAUTY SALON

Lorena Dyer-Manager

812-21st. GI lbrt 3-2214

CAPITOL BEAUTY SALON

1424-14th. HU dsn 4-4551

CARLAW DOROTHY BTY SALON

Permanents Evenings by Appointment

2900 C. GI lbrt 3-8814

Cary-Lou Beauty Salon 923-16th. GI lbrt 2-3305

Cathay Studio of Beauty 1615-8th. HU dsn 4-0752

CHARM CENTER BEAUTY SHOP

All Type of Beauty Service

Permanents - Waving & Hair Tinting

DOIS BALLINGER

ALBERTA DOWNING

Evenings by Appointment

Across From Hagginswood Fire House

3167 Marysville Rd. HI ckrly 9-0790

Chitton Audrey Beauty Shop

4444-53d. HI lcrst 6-5381

COIFFURE'S BEAUTY LOUNGE

3326 Broadway. HI lcrst 6-2384

COLLEGE BEAUTY SALON

We Specialize in Permanent Waving

2970 Fresnoport Blvd. GI lbrt 3-7801

Colonial Beauty Nook

Vina & Zella's

3510 Stockton Blvd. HI lcrst 6-7212

COONROD MYRA

By Appointment Only

2500 Capitol. GI lbrt 3-1460

Cornell's Beauty Shop 2632 Film Blvd. HI lcrst 7-3923

Cottage Beauty Shop

312 Capitol Av N Sacto

2244 Stockton Blvd. HI lcrst 5-9707

If no answer call. HI lcrst 5-4127

DAISY BELLE BEAUTY PARLOR

115 Rio Linda Blvd. HI ckrly 9-9853

DE ANA BEAUTY SALON

DeAna Aurora 2816 U. HI lcrst 7-5694

DE BONAIR BEAUTY SALON

Olive Waff-Prop

3117 N 17th. HI ckrly 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

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

Dorothy's Beauty Studio 612-Q. GI lbrt 3-6467

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

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

ELDA'S BEAUTY SHOP 1020-10th. GI lbrt 2-5205

(See Advertisement Page 47)

ELEANOR'S BEAUTY SHOP

1114 1/2-10th. GI lbrt 2-3985

Elite Beauty Shop

116 N Grove N Sacramento. HI ckrly 9-5534

ELIZABETH FOR BEAUTY THE

We Need Your Heat In Our Business

1806 1/2 Del Paso Blvd N Sacto. HI ckrly 9-0895

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You'll find it lost in the YELLOW PAGES.

UP THE GROVE

SCHOOL OF BEAUTY CULTURE

ESTABLISHED 1922

MARY M. FACIETT, 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 strip work; Hennas and Hair Dyeing, featuring
the famous "Titan Red," and Special Manicuring

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

OPEN EVENINGS

For Appointments **Gilbert 2-5457** 1008 - 7th Street
Sacramento