



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 lcrest 5-3910

For Free Test Curl

C. A. and MELBA HACKETT, Props.

AIR-COOLED SHOP



SPECIAL STEAM OIL PERMANENTS

350 \$5.00 \$7.50

Other Waves Up to \$20.00

ALL WAVES INCLUDE

- HAIR CUT
- FINGER WAVE
- SHAMPOO

Beautiful Ringlet Ends * Finest Materials
Expert Licensed Operators

SOFT, LOVELY COLD WAVES

750 \$8.50 - \$10.00 & up

Razor Hair Cuts

Fast Eugene Dryers

Tinting - Dyeing - Bleaching

OPEN
EVENINGS

100% Air Conditioned

LORD'S BEAUTY SALON

24-Hour Phone Service
GILBERT 2-4373

703 1/2 J St.
(Upstairs) NEAR CORNER
7th & J Sts.

Beauty Shops-(Cont'd)

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

EL RANCHO BEAUTY SHOP
Jefferson Blvd W Sacramento HU den 4-1621
Emilie's Beauty Shop 4217 Dry Creek Rd
Del Paso Hgts. HI cky 9-2397
Engle Betty Beauty Salon 1013-11th GI lbrt 3-1767
(See Advertisement Page 44)

Eva's Beauty Shop 1409 El Camino HI cky 9-1412
Evelyn's Beauty Shoppe 2322 G GI lbrt 3-1272

FASHIONETTE BEAUTY MOOD
Edith Rigglesworth & Eve McMillan
2000 1/2 Capitol Av. GI lbrt 2-1639
Ficca's Beauty & Cosmetic Salon
4828 Folsom Blvd. HI lcrst 7-4848

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

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
Alfreda Morcomb - Annabelle Luetenmaier
5430 Fruitridge Rd. HI lcrst 5-8847

Fry Myrtle Beauty Shop 2721 E. GI lbrt 3-2769
G & M Beauty Shop Auburn Blvd. HI cky 9-5315
Geneva's Beauty Quest 1611 P. GI lbrt 2-1646

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

GRANT UNION BEAUTY SHOP
Lee Shepard - Prop.
MACHINELESS PERMANENT WAVES
FREDERICKS' MACHINE PERMANENTS
AND COLD WAVES
Phone for Appointment
Near Grand Ave & Rio Linda Blvd
Del Paso Hgts. HI cky 9-9849

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

HELEN'S BEAUTY COURTY
3226 Folsom Blvd. HI lcrst 6-3811
(See Advertisement Page 44)

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

HOLLYWOOD BEAUTY SALON
5141 Alma Way HI lcrst 6-3021
Located On Mezzanine Floor

House of Beauty 2421 F. GI lbrt 2-9203

HOUSE OF CHARM THE 3027 K. GI lbrt 3-5997
(See Advertisement Page 49)

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

JACK'S BEAUTY SALON
Forum Bldg. GI lbrt 2-8664
(See Advertisement Page 48)

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
Specializing in Permanent Waves
Bernadine Kages - Manager
2029 X. HI lcrst 5-9896
Residence HI lcrst 7-2033

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 cky 9-3330
Kemp Myrtle 1107 Q. GI lbrt 3-4929
LA BELLE BEAUTY SALON 430 J. HI den 4-3567
(See Advertisement Page 48)

Beauty Shops-(Cont'd)

Labhard Mabel - 2307 H. GI lbrt 2-7295
LaDonne Beauty Salon 3084-33d. HI lcrst 5-8527
If no answer call HI lcrst 7-6755
Lady Claire Beauty Shop
4988 Sacramento Blvd. HI lcrst 6-7651
Ladys Fair 703 1/2 J. GI lbrt 2-5787
Laroco's Beauty Shop 1630-7th. GI lbrt 3-9428

LAVENDER 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
MILLIE RICHARDS - Manager
1123-9th GI lbrt 3-9505

Leffridge Beauty Salon
3102 Sacramento Blvd. HI lcrst 5-9622

LENHART BEAUTY SALON
See Lavonne Beauty Salon
1123-9th HI lbrt 3-9505

Leo Jenning's Beauty Shop 2712 J. GI lbrt 2-8741

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

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

LORD'S BEAUTY SALON 703 1/2 J. GI lbrt 2-4373
(See Advertisement Page 46)

(Continued Next Page)

SAN CARLAS

3258 J Street Sacramento

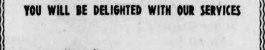
Phone HI lcrest 7-1784

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

FOR YOUR
CONVENIENCE
We Are Open
Evenings by
Appointment Only



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 lbrt 3-7791
3200 RIVERSIDE BLVD.
Mezz. of Stop-N-Shop Mkt.

Salon Arden
Featuring Hair Cutting & Shaping by
"RICK"
Phone
IVanhoe 9-4262
3515 FAIR OAKS BLVD.
In Arden Town

1020 - 10th St.
Upstairs
GI lbrt 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"
Open at 8 A.M.
Evenings by Appointment

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.