



## UPTHEGROVE

### 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  
**Gilbert 3-1401**

913 1/2  
K

Phone  
**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 "Tritian Red," and Special Permanent Waving

**WE SPECIALIZE IN HAIR STYLING AND PERMANENTS**

Full Line of Contouré, Helaine Seager & Dermetics Cosmetics

**OPEN EVENINGS**

**HAIR CUTTING**

1008 - 7th Street  
**Sacramento**

For Appointments  
**Gilbert 2-5457**

**HAIR CUTTING**

1008 - 7th Street  
**Sacramento**

### Beauty Shops—(Cont'd)

B-Lovely Beauty Salon  
3210 Marysville Rd N. Sacto. .... HI ckrly 9-3323

Bay Bertha Beauty Shoppe ..... HI ckrly 6-0028

1025 Dolores W. .... HI ckrly 6-0028

**BE YOUNGER BEAUTY SALON** ..... GI lbrt 3-5371

1626 Broadway ..... NU dsn 4-4442

Bea's Beauty Studio 1024-224 ..... NU dsn 4-4442

**BEAUTY BAR THE**

Louise E. Blackburn-Owner ..... GI lbrt 3-1048

2901 E. .... Hickry 9-7676

If no answer call ..... Hickry 9-7676

Bessie's Beauty Shop

464 W El Camino Av N. Sacto. .... Hickry 9-5597

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

Bill's Barber & Beauty Shop

4600 Stockton Blvd ..... HI lbrst 5-9880

**BO-MONDE BEAUTY SALON** 2129 J. HU dsn 4-1811  
(See Advertisement Page 55)

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

**BRADY'S HOMETOWN BEAUTY SALON**

Specializing in Permanent Waving

**HAIR CUTTING**

**ALL BEAUTY WORK**

1710 Broadway ..... Gilbrt 3-7528

Brownie Beauty Salon 2809-12th Av. HI lbrst 5-2713

**BURLA'S BEAUTY SHOP**

2770 3th Av ..... HI lbrst 6-3481

C & C Beauty Shoppe

Cecilia Hubert-Owner ..... GI lbrt 2-3487

Cameo Beauty Salon 812-21st. .... Gilbrt 3-2214

**CAPITOL BEAUTY SALON** ..... HU dsn 4-4551

1424-14th ..... Gilbrt 3-9814

Carlaw Dorothy Bly Salon 2900 C. .... Gilbrt 3-9814

**CARRIAGE TRADE BEAUTY SALON THE**

Catherine Owens-Carriage Trade Shops-Prop

1012-98th ..... HI lbrst 6-6315

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

Cassandra John 2604 H. .... Gilbrt 3-1553

Cathy Studio of Beauty 3-98th. .... HU dsn 4-0752

**CHARM CENTER BEAUTY SHOP**

All Type of Beauty Service

Permanents - Waving & Hair Tinting

DORIS BALLINGER

Across From Hagginwood Fire House

3167 Marysville Rd. .... Hickry 9-0790

Chilton Audrey Beauty Shop

4444-53d ..... HI lbrst 6-5381

**COLLEGE BEAUTY SALON**

We Specialize in Permanent Waving

2970 Freestone Blvd. .... GI lbrt 3-7801

Colonial Beauty Nook

Vina & Zella's

3510 Stockton Blvd. .... HI lbrst 6-7212

**COONROD MYRA**

By Appointment Only ..... GI lbrt 3-1460

2500 Capitol. .... HI lbrst 7-3923

Cornet's Beauty Shop

Between 1st Ave & 2nd Ave on Franklin

2632 Fikin Blvd. .... HI lbrst 7-3923

**DAINTY LADY BEAUTY SHOP**

All TYPES OF BEAUTY SERVICE

Evenings by Appointment

2244 Stockton Blvd. .... HI lbrst 5-9707

If no answer call. .... HI lbrst 7-5617

**DAISY BELLE BEAUTY PARLOR**

HAIR CUTTING A SPECIALTY.

Complete Beauty Service

Closed Mondays - Leona Harrisfield - Prop.

113 Rio Linda Blvd. .... HI ckrly 9-9853

**DE BONAIR BEAUTY SALON**

Olive Wall-Prop ..... HI ckrly 9-9821

3117 N 17th. .... HI ckrly 9-9821

**DE LUXE BEAUTY SHOP**

LILLIAN L. BELL

Managing Owner

SPECIALTIES

**COLD WAVES**

**MACHINE & MACHINELESS**

**PERMANENTS**

**TINTING**

Corner of Alhambra

3100 N. .... HI lbrst 5-7576

(Continued Next Page)

### Beauty Shops—(Cont'd)

**DOLD'S BEAUTY SALON** 3714 J. .... HI lbrst 5-0667

Donna's Beauty Shop

57 Poplar Blvd. .... Hickry 9-8463

Don's Beauty Salon 1123-9th ..... HUDsn 4-2532

Dorothy's Beauty Studio 1731 X. .... GI lbrt 3-6467

Dot's Beauty Shoppe 744-39th. .... HI lbrst 5-7899

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

**ELEANOR'S BEAUTY SHOP**

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

Elite Beauty Shop

Hair Styling & Haircutting

116 N Grove Av N. Sacramento. .... HI ckrly 9-5534

**ELIZABETH FOR BEAUTY THE**

NORTH SACRAMENTO

Permanent Waving & Hair Styling Specialists

Elizabeth Nash & Pearl Kerne

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

**EL RAINE BEAUTY SHOP** 1527-21st. GI lbrt 3-7738  
(See Advertisement Page 56)

**EL RANCHO BEAUTY SHOP**

Jefferson Blvd W Sacramento. .... HU dsn 4-1621

Emilie's Beauty Shop

4217 Dry Crk Rd Del Paso Hgts. .... Hickry 9-2397

Engle Betty Beauty Salon 1013-11th. .... GI lbrt 3-1767  
(See Advertisement Page 53)

Evelyn's Beauty Shoppe 2322 G. .... GI lbrt 3-1272

Fashionette Beauty Nook

Edith Ripleworth Prop

2017 I ..... Gilbrt 2-1639

Ferns Beauty Shop 3425 Wellington Dr. IV. .... HI lbrst 9-6867

Ficca's Beauty & Cosmetic Salon

4828 Folsom Blvd. .... HI lbrst 7-4848

**FLEURETTE BEAUTY SHOPPE**

1424-14th ..... HI lbrst 5-3910

2600 Broadway ..... HI lbrst 3-7738  
(See Advertisement This Page)

Florin Beauty Center

Parkins-Florin Rd. .... HI lbrst 7-4011

**FOSTERS SALON OF BEAUTY**

4734 J. .... HI lbrst 6-4825

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

**FRANCESCA BEAUTY SALON**

1129-12th ..... Gilbrt 3-8256  
(Continued Next Page)

The buying public won't forget you when you advertise in the Yellow Pages.

## BO-MONDE

### Beauty Salon

Formerly Brun's

### For Individual Charm

## PERSONALITY PERMANENTS



Specialists in

**THE NEW COLD PERMANENT WAVE**

Finger Waving

Hair Tinting

**Radio Waves For Difficult Hair**

Telephone  
**Hudson 4-1811**

Open Evenings by Appointment

2129 J St. Near 22nd St.

## FLEURETTE BEAUTY SALON

*We Specialize in Permanent Waving Exclusively for Women Who Are Particular*

### HAIR CUTTING OUR SPECIALTY





### OUR NEW POLICY! COMPLETE BEAUTY SERVICE

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 lbrst 5-3910**  
For Free Test Curl

C. A. and MELBA HACKETT, Props.

### AIR-COOLED SHOP

### SPECIAL STEAM OIL PERMANENTS

**3.50 \$5.00 \$7.50**

Other Waves Up to \$20.00

ALL WAVES INCLUDE

- SHAMPOO
- HAIR CUT
- FINGER WAVE

Beautiful Ringlet Ends • Final Materials  
10 Expert Licensed Operators

### SOFT, LOVELY COLD WAVES

**7.50 \$8.50 - \$10.00 & Up**

Razor Hair Cuts  
Fast Eugene Dryers

Tinting - Dyeing - Bleaching  
Manicuring



**OPEN EVENINGS**

Complete Line of Dermetics

100% Air Conditioned

## LORD'S BEAUTY SALON

Ruth McClellan, Prop. & Operator

24-Hour  
Phone Service

**GILBERT 2-4373**

**703 1/2 J St.**  
(Upstairs)

NEAR CORNER  
7th & J Sts.