



*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 lbert 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



**Hair
STYLING & SHAPING**

We Specialize in Individual
COIFFURES - HAIRCUTTING
PERMANENT WAVE - HAIR TINTING
SCALP TREATMENTS - MANICURING

**A COMPLETE BEAUTY
SERVICE**

Featuring Hair Styling by
ETHEL WINTERS

Telephone
Gilbert 3-7738

**El Raine
BEAUTY SALON**

1527 - 21st. Street

Beauty Shops—(Cont'd)

HOMELAND BEAUTY SALON
SPECIALIZING IN HAIR COLORING
CORRECTIVE HAIR WORK
INDIVIDUAL STYLING RE-SHAPING
Permanent Waving With Protented
Hair Conditioning Action
Free Consultation
BEATRICE LOWNEY - New Owner & Mgr.
1710 Broadway GI lbert 3-7528

Hotel Senator Beauty Salon 12th & L. GI lbert 3-3628
Ishima Beauty Shop 523 Capitol Av. GI lbert 2-9445

JACQUES BEAUTY SALON
Specialists in
INDIVIDUAL COIFFURES
ONLY EXPERT OPERATORS
TO RENDER A COMPLETE
PERSONALIZED SERVICE
Rooms 224 to 228
Forum Bldg GI lbert 2-8664

Jeanette's Bty Salon 1462-33d HI lcrst 5-4487

JEN'S BEAUTY BAR
Specializing in Permanent Waves
Bernadine Kagee - Manager
2029 X HI lcrst 5-9896
Residence HI lcrst 7-2033

JIM'S HAIR STYLING
3011 Fifth Blvd. HI lcrst 6-9612
Johannes Beauty Salon 1816 L. GI lbert 2-6437
John's Beauty Studio 1024-22d HU dsn 4-5088
Kathryn's Hair Dressing Parlor
3007-2d Av. HI lcrst 5-7225
Kay's Beauty Shop Fulton Av. IVnhoe 7-1029
Karl N. Karl Beauty Salon
5660 Franklin Bl. HI lcrst 6-5229
LaDone Beauty Salon 3084-33d HI lcrst 5-8527
Lady Claire Beauty Shop
4988 Sacramento Blvd. HI lcrst 6-7651
Ladye Faire
See Lord's Beauty Salon
703 1/2 J. GI lbert 2-5787
Laroco's Beauty Shop 1630-7th GI lbert 3-9428

LAVENDAR BEAUTY SALON
CELIA FRATES - Manager
COMPLETE BEAUTY SERVICE
Thursday Evenings By Appointment
Corner 12th Av
3720-33d HI lcrst 5-7528

Leftridge Beauty Salon
3102 Sacramento Blvd. HI lcrst 5-9622
Leo Jennings's Beauty Shop 2712 J. GI lbert 2-8741
Lewis' Beauty Box 1126-3d HU dsn 4-3829

LIDSTER'S BEAUTY SALON
3326 Broadway HI lcrst 5-5965

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

LOIS LEE BEAUTY SALON
Specializing in
PERMANENT WAVING
Hair Shaping & Styling
OPEN EVENINGS BY APPOINTMENT
& Operators to Serve You
in the Oak Park District
2944-35th HI lcrst 6-6301

LORD'S BEAUTY SALON 703 1/2 J. GI lbert 2-4373
(See Advertisement Page 57)

LUCILLE'S BEAUTY SALON
featuring
HELENE CURTIS COLD WAVES
Helaine Seager's
Matched Make-Up
Complete Line of Revlon Products
2338-2d Av HI lcrst 5-5791

Madeline's Beauty Salon 394-45th HI lcrst 7-6659
Mademoiselle Beauty Salon
Evening Appointments
501-10th GI lbert 2-1246
(Continued Next Page)

The Yellow pages save you time.

Beauty Shops—(Cont'd)

Manor Beauty Salon
5430 Fruitridge Rd. HI lcrst 5-8847
Mar-Eve Beauty Salon
724 Alhambra Blvd. HU dsn 4-2361
(See Advertisement Page 60)

MARCEL'S BEAUTY SALON
2322-21st HI lcrst 7-2979
(See Advertisement Page 60)

MARIAN'S BEAUTY SHOP
521 1/2-18th GI lbert 2-6638
Marie Kay's Beauty Salon 1125-5th GI lbert 3-1550
Marie's Beauty Salon 2033 Vallejo Wy. GI lbert 2-4094
MASTER'S BEAUTY SHOP
526A Capitol Av. GI lbert 2-9342

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting - Styling - Tinting - Curling
Evenings by Appointment
3314 Folsom Blvd. HI lcrst 5-0344

May Bel Beauty Shop 612-15th HU dsn 4-1801
May's Beauty Shop 215 Hobson Blyte. GI lbert 2-5470

MEDICO-DENTAL BEAUTY SALON
Medico-Dental Bldg HU dsn 1-0309

**MERLE NORMAN COSMETIC & PERFUME
STUDIO**
Teaches You The
Art of Applying Your Daily Makeup
Complete Complexion Analysis Given
Free of Charge
1012-11th GI lbert 3-2029

MERLE NORMAN COSMETIC STUDIO
2118 Del Paso Blvd. WAbash 5-1154
MICKEY'S BEAUTY SHOP 1230 P. GI lbert 2-5232

MILADY'S PERMANENT WAVE SHOP
OPEN EVENINGS
Complete Beauty Service
Styling - Shaping - Tinting - Curling
1307-18th HU dsn 4-6230
(Continued Next Page)

You'll find it fast in the YELLOW PAGES.



**BETTY ENGLE
Beauty Salon**

MARCELLING
SPIRAL PERMANENTS
"COLD WAVING"
WE CARRY A COMPLETE LINE
OF DERMETIC COSMETICS
Distinctive Costume Jewelry
Air Conditioned For Your Comfort
FOR APPOINTMENT DIAL
GI lbert 3-1767
1013 - ELEVENTH ST.

**SAN CARLAS
Beauty Salon**



Problem
Hair
Our
Specialty

PERMANENTS
Coldwave - Machineless
COMPLETE BEAUTY SERVICE

HUDSON 1-1061
Evenings by Appointment
3258 J AT 33rd
Easy Parking



"BEAUTY IS OUR BUSINESS"

We Specialize in
✓ PERMANENT WAVES
✓ DIFFICULT TEXTURES OF HAIR
✓ HAIR STYLING
✓ REASONABLE
Popular Prices
COMPLETE BEAUTY SERVICE

Hudson 1-1036



**Brady's
House of Charm
Beauty Salon**
3027 KAY STREET

**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
For Difficult Hair**

Telephone
HUDSON 4-1811
Open Evenings by Appointment
2129 J St. Near 22nd St.

**Sacramento
Beauty School**

LICENSED & BONDED



Distinctive
NEWEST METHODS TAUGHT

Phases of Beauty Culture
By Scientifically Trained
Instructors

All Beauty Work At
Reduced Prices by Supervised
Advanced Students

GI lbert 3-4583
1630 O ST.