

# 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.

### Beauty Shops—(Cont'd)

**LORD'S BEAUTY SALON** 703 1/2 J. . . . . GI lbrt 2-4373  
(See Advertisement Page 60)

**LUCILLE'S BEAUTY SALON**  
featuring  
HELENE CURTIS COLD WAVES  
Helaine Seager's  
Matched Make-Up  
Complete Line of Revlon Products  
2338-2d Av. . . . . Hlcrest 5-9791

Madeline's Beauty Salon 394-45th . . . . . Hlcrest 7-4659  
Mar-Eve Beauty Salon 1  
724 Alhambra Blvd. . . . . HU dsn 4-2361  
(See Advertisement Page 63)

**MARCEL'S BEAUTY SALON**  
2322-21st . . . . . HI lcrest 7-2979

**MARIAN'S BEAUTY SHOP**  
521 1/2-18th . . . . . GIlbrt 2-6638  
Marie Kay's Beauty Salon 1123-5th . . . . . GI lbrt 3-1550  
Marie's Beauty Salon 2033 Vallejo Wy. GI lbrt 2-4094

**MASTER'S BEAUTY SHOP**  
526A Capital Av. . . . . GI lbrt 2-9342

**MAUDE MARIE BEAUTY SHOPPE**  
COMPLETE BEAUTY SERVICE  
Cutting - Styling - Tinting - Curling  
Evenings by Appointment  
3416 Folsom Bl. . . . . Hlcrest 5-0344

May Bel Beauty Shop 632-15th. . . . . HUdson 4-1801  
May's Beauty Shop 215 Hobson Blyte. GI lbrt 2-5470

**MERLE NORMAN COSMETIC & PERFUME STUDIO**  
Teaches You The  
Art of Applying Your Daily Makeup  
Complete Complexion Analysis Given  
Free of Charge  
1012-11th . . . . . GI lbrt 3-2029  
(Continued Next Page)

The Yellow pages save you time.



## BETTY ENGLE

### Beauty Salon

MARCELLING  
SPIRAL PERMANENTS  
"COLD WAVING"  
WE CARRY A COMPLETE LINE  
OF DERMATIC COSMETICS

*Distinctive Costume Jewelry*

Air Conditioned For Your Comfort

FOR APPOINTMENT DIAL  
**GI lbert 3-1767**

1013 - ELEVENTH ST.



### THE CARRIAGE TRADE SHOPS

Beauty Salon  
CATHERINE OWENS  
BEAUTY SPECIALISTS

AIR  
CONDITIONED

LOOK

CONTOUR STYLED  
CUTTING & SETTING  
SOFT PERMANENTS  
MANICURES - PEDICURES  
UNWANTED HAIR  
WAX REMOVED

While Your Hair Dries  
★ ROLLEY COSMETICS  
★ COSTUME JEWELRY  
★ GIFTS

**Hlcrest 6-6315**

1012 - 30th STREET



## Silver Scissors

### BEAUTY SALON

A Complete  
Beauty Service

Mr. Sterling  
Alto Townsend  
Jack McFarlane  
Lavern Adolph

Personal Service at Reasonable Prices

Open Mon. & Fri. Evs.

CHARGE ACCOUNTS INVITED  
FOR APPOINTMENT PHONE  
**HUdson 1-2242**

1107-21st STREET NEAR K

### Beauty Shops—(Cont'd)

**MERLE NORMAN COSMETIC STUDIO**  
2138 Del Paso Blvd N. Sacto. . . . . WAbsh 5-1154

**MICKEY'S BEAUTY SHOP** 1220 P. . . . . GI lbrt 2-8232

**MILADY'S PERMANENT WAVE SHOP**  
COMPLETE BEAUTY SERVICE  
Styling - Shampooing - Tinting - Curling  
1307-18th . . . . . HU dsn 4-6250

Milly's House of Beauty 2015-10th . . . . . HUdson 4-5856

**MIQUEL'S HEALTH STUDIO**  
COMPLETE BEAUTY SERVICE  
Derma Culture  
Facial Contour Treatments  
Non-Surgical Face & Neck Rejuvenation  
COMPLETE BLENDERIZING SALON  
2050-16th . . . . . GIlbrt 3-3092

Modern Beauty Shoppe 3020-5th Av. . . . . HI lbrt 6-6755  
Nanette's Beauty Parlor 1214-5th. . . . . GI lbrt 2-9975  
Nellie's Beauty Shop 2121-30th. . . . . HI lcrest 5-7446

**NETA'S BEAUTY SALON**  
3727 Msvl Rd Del Paso Hgts. . . . . WAbsh 5-1344

**NINETTE SALON OF BEAUTY**  
COMPLETE BEAUTY CULTURE  
Hair Styling - Permanent Waves - Manicuring  
Evenings by Appointment  
4734 J . . . . . Hlcrest 6-4825

Nov's Beauty Shop 3109 Eastern Av. . . . . IVnho 9-0662  
Opal's Beauty Salon 1221B-4th. . . . . HU dsn 4-3006  
Orchid Beauty Salon 3713-10th. . . . . GI lbrt 2-4265  
Pearl's Beauty Shop 1008-7th. . . . . GI lbrt 2-5457  
(See Advertisement Page 59)

**PERRY RUTH K.**  
MAR-EVE BEAUTY SALON  
"If Your Hair Isn't Becoming to You,  
You Should be Coming to Us!"  
724 Alhambra Blvd. . . . . HUdson 4-2361

Personality Beauty Shop  
1140 Grand Av Del Paso Hgts. . . . . WAbsh 5-0728

**PETER PAN BEAUTY SHOP**  
SPECIALISTS IN  
PERMANENT WAVING  
Open 9 A.M. to 8 P.M. - Closed Mondays  
Forum Bldg. . . . . GIlbrt 3-8727

Peterson Verda 2094-65th. . . . . HI lcrest 6-8631

**PRISCILLA'S BEAUTY SALON**  
1305-4th . . . . . GI lbrt 3-9594

**RALPH'S BEAUTY SALON**  
2108-11th Av. . . . . HUdson 4-9901

**RICKS W** 3515 Fair Oaks Blvd. . . . . IVnho 9-4262

**RIVIERA SALON OF BEAUTY**  
2713 Riverside Blvd. . . . . GI lbrt 2-7741  
(See Advertisement This Page)

Rustic Beauty Shop 3352 Fulton Av. . . . . IVnho 7-1029

**RUTH ANN LEWIS**  
Specializing in  
HELENE CURTIS COLD WAVES  
Hair Shopping & Styling  
FREE INACTIVE SYSTEM  
OF ELECTROLYSIS & THERMOLYSIS  
2423-21st . . . . . Hlcrest 7-4920  
If no answer call. . . . . Hlcrest 7-5110

Ruth's Beauty Salon 3000-65th. . . . . Hlcrest 6-2016

**RYAN'S BEAUTY SALON**  
1040 W Capital Av W Sacto . . . . . HUdson 4-8123  
(See Advertisement This Page)

**SACRAMENTO SCHOOL OF BEAUTY CULTURE**  
1630 O . . . . . GIlbrt 3-4583  
(See Advertisement Page 62)

**SAK'S SALON OF BEAUTY**  
For the Smartest in Hair Styling  
Grace Anderson, Prop.  
1006-24th . . . . . GIlbrt 3-1238

Salon Agnes 3200 Riverside Blvd. . . . . GIlbrt 3-7791  
SALON ARDEN 3515 Fair Oaks Blvd. . . . . IVnho 9-4262

**SALON D'ELLEN**  
5743 Marconi Av Carmichael . . . . . IVnho 9-0947  
(See Advertisement This Page)

**SAN CARLAS BEAUTY SALON**  
3258 J . . . . . HUdson 2-1061  
(See Advertisement This Page)

Senator Beauty Salon 1013-11th . . . . . GIlbrt 3-3628  
Seville Beauty Salon 1285 Seville Wy. . . . . HUIntr 6-8044



## B-GEORGE

### BEAUTY SALON

HAIR STYLING  
Cutting & Shampooing  
Permanent Waving - Manicuring  
Breck Hair and Scalp Treatments  
AIR CONDITIONED SALON  
Evenings by Appointment  
— AMPLE PARKING —  
**HUdson 1-0366**

912-26TH STREET

### Beauty Shops—(Cont'd)

Silhouette Beauty Salon  
Bernice Williams  
2426-27th . . . . . Hlcrest 6-5571

**SILVER SCISSORS BEAUTY SALON**  
1107-21st . . . . . HUdson 1-8242  
(See Advertisement Page 62)

Sta-Rite Beauty Shop  
Edith Hightower  
1637-18th . . . . . GIlbrt 2-8391

Stanford Beauty Shop  
Corra Baker-Owner  
3229 1/2 Sacramento Blvd. . . . . Hlcrest 5-9756  
Star Beauty Salon La Ciere's  
4912 San Francisco Bl. . . . . HUIntr 6-7374


**STYLE ART BEAUTY SALON**  
Featuring  
COIFFURES OF THE STARS  
Mr. Mitchell, Director  
Air Conditioned  
1020-10th . . . . . GIlbrt 2-0554

Sunbeam Beauty Salon 1122-8th . . . . . GIlbrt 3-9596  
Suzanne's Beauty Salon  
4804 Folsom Blvd. . . . . HI lcrest 6-6716

**TALLAC VILLAGE SQUARE BEAUTY SHOP**  
COMPLETE BEAUTY SERVICE  
WILDOGAN (White) BRAZILLI  
14th Av & 60th . . . . . Hlcrest 7-3933

Theodore's Beauty Salon  
2444 Del Paso Blvd N Sacto. . . . . WAbsh 5-8621  
Thomas Beauty Shop 2908-36th. . . . . HI lcrest 5-9990  
(Continued Next Page)

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



## RYAN'S

### BEAUTY SALON

HAIRCUTTING & STYLING  
PERMANENT WAVING  
DYEING & BLEACHING  
Open Evenings By Appointment  
**HUdson 4-8123**

1040 W. CAPITAL AVE. - W. SACRAMENTO  
Back of Foster Freeze

## RIVIERA

### SALON OF BEAUTY

A  
COMPLETE  
BEAUTY SERVICE

We Specialize in  
• Individual Haircutting  
• Hairstyling  
• And Permanent Waving  
— Ample Parking Space —

**GI lbert 2-7741**

Evenings By Appointment  
2713 RIVERSIDE BLVD.

Personalized  
Hair Styling

Specializing in  
Willot Ciclette  
Permanent Waves

Call  
HI lcrest 5-8507

## Vanity Beauty Salon

4945 FOLSOM BLVD.

## RUTH-PERRY

### Mar-Eve

### BEAUTY SALON

HUdson 4-2361

"If your hair isn't becoming  
to you, you should be  
coming to us."

724 ALHAMBRA BLVD.  
2 Doors Off H St.

## San Carlos Beauty Salon

Complete  
BEAUTY  
SERVICE

**HUdson 1-1061**

Evenings by Appointment  
3258 J at 33rd  
(Easy Parking)