



Helen's

BEAUTY COURT

RENIE ROGERS

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.
COLD WAVING A SPECIALTY

Open Evenings

Dial

Hillcrest 7-9897

3226 FOLSOM BLVD.
AIR COOLED · EASY PARKING

FEDERICO BEAUTY COLLEGE

Sacramento's Most Modern Equipped Beauty School
learn the exclusive Federico system of beauty culture
"Pay As You Learn"



MRS. ANN FEDERICO
Owner & Mgr.
LOW TUITION - EASY TERMS
FREE PLACEMENT SERVICE

Glbert 3-1401

FEDERICO BEAUTY COLLEGES
FRESNO • SACRAMENTO
STOCKTON • BAKERSFIELD

Phone or write for free descriptive literature on beauty culture.

PERMANENT WAVES 1/2 PRICE

Guaranteed and Supervised
NECESSARY Advance Student Work

909 1/2 - 8th ST. - BETWEEN I & J
Next to the California Hotel

Beauty Shops

ACACIA BEAUTY SALON
HAIR SHAPING & STYLING
Permanent Waving
Open Evenings By Appt.
5776 Broadway Hillcrest 5-7025

Adelyn's Beauty Shop 1115-19th Glbert 3-3418
ADOLPHE THE HAIR STYLIST

IN CARMICHAEL
COMPLETE BEAUTY SERVICE
Evenings By Appointment
5148 El Camino Av Carmichel... IVnho 9-5457

ADRIAN'S MR BEAUTY STUDIO
CREATOR OF VELVET CUT
&
Pin Curl Marcel
Nationally Recognized Authority
PERMANENT WAVING
& HAIR STYLING
Evening Appointments
Free Parking
3067 Freeport Bl. Glilbert 3-2911

AGNES SALON 3200 Riverside Blvd. Gl lbrt 3-7791
(See Advertisement Page 62)

ALFRED'S SALON FOR BEAUTY
1221-28th Hillcrest 7-3440

ALICE & ANN FULTON AV BEAUTY SALON
GUARANTEED PERMANENT WAVING
1 Mile South of Arden Way
1075 Fulton Av. IVnho 7-6034

ALICE'S BEAUTY SALON
NORTH SACRAMENTO
COMPLETE BEAUTY SERVICE
Alice J. Emerick
2126 Del Paso Bl N. Sacto. WAbsh 5-3143

ANN'S BEAUTY SALON
EXPERT PERMANENT WAVING
& HAIR SHAPING
Managing Owner Ann Muth
OPEN EVENINGS BY APPOINTMENT
1710 Broadway Glilbert 3-7854

ARDEN BEAUTY SALON
3515 Fair Oaks Blvd. IVnho 9-4262

ARDEN MANOR BEAUTY SALON
SPECIALIZING IN
HAIR SHAPING & STYLING
PERMANENT WAVES
Evenings by Appointment - Closed Mon.
Corner of Hurley
1303 Morse Av. IVnho 7-4033

Audrey's Beauty Shop 4444-53d Hillcrest 6-5381
B-George Beauty Salon 912-26th HUdin 1-0366
(See Advertisement Page 65)
Bay Bartha Beauty Shoppe Hillcrest 6-0028
Be Younger Beauty Salon
1626 Broadway Gl lbrt 3-5371

BEATRICE LOWNEY HAIR FASHIONS
SPECIALIZING IN HAIR COLORING
Correcting Hair Work
Individual Styling Re-Shaping
Permanent Waving with Protzenized
Hair Conditioning Action
FREE CONSULTATION
2020 Del Paso Blvd N Sacto. WAbsh 5-6506

Beauty Bar The 315-33d Glilbert 3-1048
BEAUTY CENTRE THE
3392 El Camino Av. IVnho 7-0426
Benne's Beauty Center 423 Capitol Av. HUdin 4-0438
(Continued Next Page)

Beauty Shops-(Cont'd)

BERT'S SALON OF BEAUTY
1123-9th HUdin 4-2532
Bessie's Beauty Shop
464 W El Camino Av N Sacto. WAbsh 5-5597
Betty Engle Beauty Salon 1013-11th. Gl lbrt 3-1767
Betty's Beauty Center 1400 F. HUdin 4-8785

BILL'S BARBER & BEAUTY SHOP
SPECIALIZING IN
HAIR TINTING
Complete Beauty
Service
4600 Stockton Blvd. HUintr 2-9716

BO MONDE BEAUTY SALON 2129 J. HUdin 4-1811
(See Advertisement Page 62)
Bon Marche Beauty Salon 11th & K. Gl lbrt 2-3707
Brady's Beauty Salon 2404 J. HUdin 1-1036
(See Advertisement Page 65)

Brentwood Beauty Manor
5512-24th St. Rd. HUintr 6-7932

BROWNIE BEAUTY SALON
2906 Franklin Bl. Hillcrest 5-2713

BURLA'S BEAUTY SHOP
2770-5th Av. Hillcrest 6-3481
C & C Beauty Shoppe
Cecilia Hubert-Owner
2404 D. Gl lbrt 2-3487

CAMEO BEAUTY SALON 812-21st. HUintr 3-2214

CAPITOL BEAUTY SALON
1424-14th HU din 4-4551
Carlaw Dorothy Bly Salon 2900 C. Glilbert 3-8814
Carmela's Beauty Shop 2025 X. HUintr 6-3721

CARMICHAEL BEAUTY SHOP
TERRY BAKER, Prop.
SERVING CARMICHAEL - FAIR OAKS - FOLSOM
COMPLETELY MODERN EQUIPMENT
Open Thursday Evenings Till 9 P.M.
SKILLED OPERATORS TO SERVE YOU
TERRY - GENE - HARY
AIR CONDITIONED
North Carmichael
6139 Fair Oaks Bl Carmichel... IVnho 7-5572

CARRIAGE TRADE BEAUTY SALON THE
1012-38th Hillcrest 6-6315
(See Advertisement Page 65)

Cary-Lou Beauty Salon 923-16th. Gl lbrt 2-3305
Cassandra John 2604 H. Glilbert 3-1553
Cathy Studio of Beauty 1615-8th. HU din 4-0752
Charles Mr 12th & L. Glilbert 3-3527

CHARM CENTER BEAUTY SHOP
Permanent - Waving & Tinting
Doris Bollinger - Closed Mondays
N Arcade
3167 Marysville Rd. WAbsh 5-0790

COLLEGE BEAUTY SALON
WE SPECIALIZE IN PERMANENT WAVING
Hair Cutting and Shaping by CALVIN
2970 Freeport Blvd. Glilbert 3-7801

Colonial Beauty Nook
Vina & Zella's
3510 Stockton Blvd. Hillcrest 6-7212

COONROD MYRA BEAUTY SHOP
By Appointment Only
2500 Capitol Av. Glilbert 3-1460

CORNELL'S BEAUTY SHOP
Between 1st Ave & 2nd Ave on Franklin
2632 Fkin Blvd. Hillcrest 7-3923

COUNTRY CLUB BEAUTY CENTRE
3392 El Camino Av. IVnho 7-0426

Curry Comb Beauty Salon
2400 Fair Oaks Bl Carmichael. IVnho 7-4223

DAISY BELLE BEAUTY PARLOR
HAIR CUTTING A SPECIALTY
Complete Beauty Service
Closed Mondays
115 Rio Linda Blvd N Sacto. WAbsh 5-6184

Daunita Beauty Salon 5528 H. Hillcrest 5-6788

DE BONAIR BEAUTY SALON
Olive Way-Frog
3117 N 17th. WAbsh 5-9821

D'ELLEN SALON
IN CARMICHAEL SHOPPING AREA
Open Even. by Appointment
PLAYHOUSE FOR CHILDREN
5743 Marconi Av Carmichel. IVnho 9-0947
(Continued Next Page)



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 Permanent Waving

WE SPECIALIZE IN HAIR STYLING AND PERMANENTS

Full Line of Contouré - Revlon - Hazel Bishop & Dermetics Cosmetics

For Appointments
Glbert 2-5457

OPEN EVENINGS
All Latest Styles of
HAIR CUTTING

1008 - 7th Street
Sacramento



FLEURETTE BEAUTY SALON

We Specialize in Permanent
Waving Exclusively for Women
Who Are Particular

HAIR CUTTING & SHAPING 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 lIcrest 5-3910

For Free Test Curl

C. A. and MELBA HACKETT, Props.
Operators - Ruth Jensen, Grace Smallwood

REVLON PRODUCTS USED

AIR-COOLED SALON

