



NEW LOCATION
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 • Finest Materials
 10 Expert Licensed Operators

SOFT, LOVELY COLD WAVES
\$5.00
 \$6.50 - \$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
 Open 8:30 A.M. to 7:30 P.M. Except Sat. to 6:30 P.M.
 CLOSED TUESDAYS

LORD'S BEAUTY SALON

24-Hour Phone Service
GI lbert 2-4373

1006 1/2-9th & JAY
 UPSTAIRS

GI lbert 2-5787



*Men Will Love You With
 Your New Permanent*

BEAUTY SERVICE BY EXPERTS
GUARANTEED PERMANENT WAVING
 BY A COMPETENT STAFF OF OPERATORS

• Lash & Brow Dyes • Scalp Treatments • Hair Coloring
 Manicuring - Facials
 Costume Jewelry & Revlon Products

TWO LOCATIONS
AIR CONDITIONED

Salon Agnes
 Featuring Hair Cutting & Shaping 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

Beauty Shops-(Cont'd)

DEL PASO MANOR BEAUTY SHOP
 IN DEL PASO MANOR SHOPPING CENTER
 PEARL KERNS - Owner
 Specializing in
HAIR CUTTING - STYLING
PERMANENTS - WAVING - TINTING
DYEING & MANICURING
 Open Thurs. Evenings by Appointment
 2432 Marjay Dr. IVnho 7-1461

De Luxe Beauty Shop 3100 N. Hlcrst 5-7576
DOL'S BEAUTY SALON 3734 J. Hl crst 5-9657
 Specializing in
HAIR CUTTING - STYLING
PERMANENTS - WAVING - TINTING
DYEING & MANICURING
 Open Thurs. Evenings by Appointment
 2432 Marjay Dr. IVnho 7-1461

Donna's Beauty Shop
 5221 Poplar Bl. N. Highlands. IVnho 9-9115

DON'S BEAUTY DECK
 Near Town & Country Village
 MR. DON, Mgr.
 2727 Fulton Av. IVnho 9-7148

DON'S BEAUTY SHOP
 IN
CARMICHAEL
 Hair Cutting & Cold Waves
 You Will Like - by Don
 REG-ELECTROLOGIST
 Open Evenings by Appointment
 Fair Oaks Blvd at El Camino Ave
 5916 VanAlstine Av Carmichl. IVnho 7-5712

Dorothy's Beauty Studio 1731 X. GI lbrt 3-6467
 Dot's Beauty Shoppe 744-39th. Hl crst 5-7849
 East Side Beauty Shop 4611 N. Hl crst 6-7369
 Edward's Beauty Salon 912 J. Gilbrt 3-5519
 Eleanor's Beauty Shop 1114 1/2-10th. Gilbrt 2-9985
 Elite Beauty Shop
 116 N Grove Av N Sacramento. WAbash 5-5534
 (Continued Next Page)

Bo MONDE
Beauty Salon
 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.

Beauty Shops-(Cont'd)

ELIZABETH'S BEAUTY SALON
 3035 Auburn Bl. IVnho 7-2705
EL RAINE BEAUTY SHOP 1527-21st. GI lbrt 3-7738
 (See Advertisement This Page)
EL RANCHO BEAUTY SHOP
 814 Merkley Av W Sacto. HUdson 4-1621
 (See Advertisement Page 66)
 Emille's Beauty Shop
 4217 Dry Crk Rd Del Paso Hgts. WAbash 5-2997
ENGLE BETTY BEAUTY SALON
 1013-11th. HUdson 3-1767
 (See Advertisement Page 64)
 Fashion Beauty Shop 2017 I. HUdson 4-8841
 Fashion Fair Beauty Shop
 New Hair Fashions
 Spec in Hair Cutting & Permanent Waves
 908-14th. HUdson 4-8967

FASHIONETTE BEAUTY NOOK
 Edith Riggleworth Prop
 2421 F. Gilbrt 2-1639

FEDERICO BEAUTY COLLEGE
 909 1/2-8th. HUdson 3-1401
 (See Advertisement Page 60)

Fern's Beauty Shop 4427-15th Av. HUdson 6-8209
Ficca's Beauty & Cosmetic Salon
 4828 Folsom Blvd. Hl crst 7-4848

FLURETTE BEAUTY SHOPPE
 2600 Broadway. Hl crst 5-3910
 (See Advertisement Page 61)

Flora's Beauty Salon 2501 Carson Wy. IVnho 9-6722
 Florin Barber & Beauty Shop
 Florin Rd. HUdson 6-4465

FRANCESCA BEAUTY SALON
 JULIA CRAVER & MILLIE RICHARDS
 SPECIALIZING IN HAIR TINTING
 1129-12th. Gilbrt 3-8256

FRANCESCA FASHION SHOP BEAUTY SALON
 Conveniently Located at
 6 and 13th Streets
 in the Francesca Fashion Shop
 K & 13th. Gilbrt 3-3721
 (Continued Next Page)

You'll find it fast in the **YELLOW PAGES.**

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.



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



HOTEL SENATOR
Beauty Salon



Mr. Charles
 Hair Stylist
 WITH A STAFF OF
 EXPERTLY TRAINED OPERATORS
 Offering
 distinctive hair styling
OPEN THURSDAY EVENINGS
 For Appointment Phone
GI lbert 3-3527
 12TH - I STREET
 Mezzanine Floor