

# Style Art BEAUTY SALON



Staff of Highly Skilled Hair Stylists  
**FEATURING COIFFURES OF THE STARS**  
 SPECIALISTS IN PERMANENT WAVING  
 Individual Hair Styling and Shampooing  
 Expert Hair Tinting and Bleaching  
**DOWNTOWN LOCATION**  
 AIR CONDITIONED  
 Evenings by Appointment  
 MR. MITCHELL - Director  
 1020-10th  
 Between "J" and "K" Sts.  
 Call **GI lbert 2-0554**

## Silver Scissors



TWO SALONS TO BETTER SERVE YOU

**Silver Scissors**  
 HUDSON 1-2242  
 1107-21st St.  
 21st Near K

**Milady's Silver Scissors**  
 HUDSON 4-6230  
 1307-18th St.  
 18th Near Capitol

BOTH SALONS OPEN MON. & FRI. EVE. TIL 9  
 CHARGE ACCOUNTS INVITED

### Beauty Shops—(Cont'd)

Fruitridge Beauty Shop 5430 Fruitridge Rd. .... Hlcrst 5-8847  
 Fry Myrtle Beauty Shop 2721 E. .... GI lbrt 3-2769  
 G & M Beauty Shop Auburn Blvd. .... IV nhoe 9-4724

**GARDENLAND BEAUTY SALON**  
 GARDENLAND  
 REVLON COSMETICS  
 HELENE CURTIS & RAYETTE PROD.  
 We Specialize in  
 Permanent Waving & Hair Tinting  
 Sets, & Evening by Appointment  
 Closed Monday  
 330 Haggin Av N Sacto. .... WAbsh 2-1816

Gertrude's Beauty Salon  
 4441 Fruitridge Rd. .... Hlcrst 6-4150  
 Grace's Beauty Shop 1408 Q. .... GIlbrt 2-2500

**GRANT UNION BEAUTY SHOP**  
 COLD WAVES A SPECIALTY  
 LEE SHEPARD - Owner  
 912 Grand Av Del Paso Hgts. .... WAbsh 5-0362

Gussie's Beauty Shop  
 Auburn Blvd & Fulton Av. .... IVnhoe 7-1625  
 Hairdressers The 2825 L. .... HUintr 6-7248  
 (See Advertisement Page 66)

**HELENE'S BEAUTY COURT**  
 3226 Folsom Blvd. .... Hlcrst 7-9897  
 (See Advertisement Page 60)

**HOLLYWOOD BEAUTY SALON**  
 Daily Ferguson - Prop.  
 PERMANENT WAVING  
 HAIR CUTTING  
 5141 Freeport Bl. .... Hlcrst 6-3021

**HOTEL SENATOR BEAUTY SALON**  
 12th & L. .... GIlbrt 3-3527  
 (See Advertisement Page 63)

**HOUSE OF BEAUTY** 1127-11th .... HUdson 1-1712  
 (See Advertisement Page 65)

Ishima Beauty Shop 523 Capital Av. .... GIlbrt 2-9445

**JACQUES BEAUTY SALON**  
 Forum Bldg. .... GIlbrt 2-8664  
 (Continued Next Page)



**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.

### Beauty Shops—(Cont'd)

**JAN'S BEAUTY SALON**  
 5620 Watt Av. .... IVnhoe 7-2730  
 Jeannette's Day Salon 1462-336. .... Hlcrst 5-4487  
**JEAN'S BEAUTY SALON**  
 2108-11th Av. .... HUdson 4-9901  
 (See Advertisement Page 68)

**JENNING'S LEO BEAUTY SHOP**  
 FOR  
**COMPLETE BEAUTY SERVICE**  
 Hair Shaping - Styling - Tinting  
 Permanent Waves  
 Leo Jenning - Manager  
 2712 J. .... GIlbrt 2-8741

**JIM'S HAIR STYLING**  
 5493F Carlson Dr. .... Hlcrst 6-9612  
 Johannes Beauty Salon 1816 L. .... GIlbrt 2-6437  
 John's Beauty Studio 1024-224. .... HUdson 4-5088  
 Kathryn's Hair Dressing Parlor  
 3007-2d Av. .... Hlcrst 5-7225

**KUT N' KURL BEAUTY SALON**  
 5660 Franklin Bl. .... Hlcrst 6-5229  
 LaDone Beauty Salon 3084-33d. .... Hlcrst 5-8527  
 Ladye Faire  
 See Lord's Beauty Salon  
 7533 J. .... GI lbrt 2-5787  
 Laroco's Beauty Shop 1630-7th. .... GI lbrt 3-9428

**LAVENDAR BEAUTY SALON**  
 CELIA FRATES - Manager  
**COMPLETE BEAUTY SERVICE**  
 Thursday Evenings by Appointment  
 Corner 12th Av  
 3720-33d. .... Hlcrst 5-7528

Leffridge Beauty Salon  
 3102 Sacramento Blvd. .... HUintr 2-9367  
 Leo Jenning's Beauty Shop 2712 J. .... GI lbrt 2-8741  
 Lewis' Beauty Box  
 3614 Bret Harte Ct. .... HUintr 6-1898  
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**B-GEORGE**  
**BEAUTY SALON**  
**HAIR STYLING**  
 Cutting & Shampooing  
 Permanent Waving - Manicuring  
 Break Hair and Scalp Treatments  
**AIR CONDITIONED SALON**  
 Evenings by Appointment  
 AMPLE PARKING  
**HUDSON 1-0366**  
 912-26TH STREET



**BRADY'S**  
**BEAUTY SALON**  
 COLD WAVING  
 MANICURING  
 Hours 8:30 to 5:00  
 Closed Mondays  
 Evenings by Appointment  
**\$100**  
 LADIES' & CHILDREN'S  
 PERSONALIZED HAIR  
 STYLING & CUTTING  
**HUDSON 1-1036**  
 2404 J ST.



**Marcel's**  
**BEAUTY SALON**

We Excel in  
 The Completeness  
 of Hair Cutting  
 & Shampooing  
 Relax in  
 Our New  
 Air Conditioned  
 Salon  
 Lovely  
 Long  
 Lasting  
 Permanents  
 We Are  
 as Near as  
 Your Telephone

**Hilcrest 7-2979**  
**2322 - 21st ST.**



**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)



*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

**Hilcrest 6-6315**  
 1012 - 38th STREET

*House*  
 of  
*Beauty*



SPECIALIZING IN THE  
 ART OF HAIR STYLING  
 EXPERT HAIR COLORING  
 FOR APPOINTMENT CALL  
**HUDSON 1-1712**  
 1127 - 11th STREET  
 MAIN FLOOR - MEDICO-DENTAL BLDG.