

Talk of the Town



MR. ROBERT

Specializing In Very

NATURAL PERMANENT WAVING

HAIR STYLING & CUTTING

HAIR TINTING



Hours
9 A.M. to 12 P.M.

Phone
GI 8-4705

912 1/2 J

Beauty Shops—(Cont'd)

FASHION FAIR BEAUTY SHOP
NEW HAIR FASHIONS
SPECIALIZE IN HAIR CUTTING & PERMANENT WAVES
908-14th-----GI 8-8967

FASHIONETTE BEAUTY NOOK
Edith Rigglesworth Prop
921-25th-----GI 2-1639

FEDERICO BEAUTY COLLEGE
909 1/2 8th-GI 3-1401
(See Advertisement Page 55)
Ficca's Beauty & Cosmetic Salon
4828 Folsom Blvd.-GL 7-4848

FLEURETTE BEAUTY SHOPPE
We Specialize in Permanent Waving Exclusively for Women Who Are Particular Hair Cutting & Shampoo 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 for Free Test Cut C. A. & Melba Hockett Props Operators Marge - Pat & Howard AIR CONDITIONED SALON
2600 Broadway-----GL 5-3910

Fleuriette Beauty Shoppe
2600 Broadway-GL 5-3910
(See Advertisement Page 56)

FLORA DYE HAIR STYLIST
1205-21st-GI 3-4568

Flora's Beauty Salon
2501 Carson Wy-IV 9-6722

Flora's Beauty Shoppe 2029 K-----GL 1a1846

FLORIN BEAUTY CENTER
IN FLORIN
COMPLETE BEAUTY SERVICE OPEN EYES, BY APPOINTMENT
Florin Rd Florin-----GA 8-0750

Many buyers turn to the Yellow Pages first.

FRANCESCA BEAUTY SALON
JULIA CRAVER & MILLIE RICHARDS
Hair Tinting & Facial Specialists
Across From Senator Hotel
1129-12th-----GI 3-8256

FRENCH-POODLE SALON OF BEAUTY
1014-9th-GI 1-0378
(See Advertisement Page 61)

FRUITRIDGE BEAUTY SHOP
We Specialize in HAIR STYLING - HAIR TINTING & PERMANENT WAVING MANICURING
Hours 9 to 5
Bel Air Shopping Center
6211 Fruitridge Rd-----GL 5-8847

Fry Myrtle Beauty Shop 2721 E-----GI 3-2769

G & M Beauty Shop
4130 Auburn Blvd-IV 9-4724

GARDENLAND BEAUTY SALON
330 Haggin Av(NS)-WA 2-1816

Gertude's Beauty Salon
4441 Fruitridge Rd-GL 6-4150

GLAMOUR NOOK 2421 F-----GI 2-2520

Grace's Beauty Shop 1408 Q-----GI 2-2500

GRANT UNION BEAUTY SHOP
COLD WAVES A SPECIALTY
1EE SHEPARD - Owen
912 Grand Av(DPH)-----WA 5-0362

Gussie's Beauty Shop
Auburn Blvd & Fulton Av-IV 7-1625

HAGGWOOD BEAUTY SALON
PERMANENTS - WAVING & TINTING
Closed Mondays - Eves. by Appt.
Myrtle Hayworth - Owner
2167 Marysville Rd-----WA 5-0790

HAIR STYLISTS CONTINENTAL
5805 Stockton Bl.-GL 7-7049

Hairdressers The 2825 L-----GL 1-7248
(See Advertisement Page 60)

(Continued Next Page)

Beauty Shops—(Cont'd)

HELEN'S BEAUTY COURT
3226 Folsom Blvd-GL 7-9897
(See Advertisement Page 55)

Helen's Salon of Beauty 2404 J-----GI 1-1036
(See Advertisement Page 61)

HI FASHION BEAUTY SALON AND SLENDERIZING
2630 Marconi Av-IV 3-0497

HOLLYWOOD BEAUTY SALON
Permanents - Waving - Tinting
Open Wed. & Fri. Eves. by Appt.
Hollywood Shopping Center
5141 Fresno St-----GL 6-3021

HOTEL SENATOR BEAUTY SALON
MR CHARLES Hotel Senator-----GI 8-8521

HOUSE OF BEAUTY 1127-11th-----GI 1-1712
(See Advertisement This Page)

House of Beauty 1127-11th-----GI 1-3812

Howel Beauty Shop 7413 Folsom Bl
Rancho Cordova-EM 3-1191

Ishima Beauty Shop
523 Capital Av-GI 2-9445

Ivy Beauty Room 2500 O-----GL 6-9671

JACQUES BEAUTY SALON
Forum Bldg-GI 2-8664

JAN'S BEAUTY SALON
5620 Watt Av-ED 2-1264

Jeanette's By Salon 1462-33d--GI 5-4487

Jean's Beauty Salon 2108-11th Av-GI 8-9901
(See Advertisement Page 60)

JENNING'S LEO BEAUTY SHOP
FOR COMPLETE BEAUTY SERVICE
Hair Shaping - Styling - Permanent Waves
2712 J-----GI 2-8741

JIM'S HAIR STYLING 1014-18th-GI 8-9698

Johannes Beauty Salon 1816 L-----GI 2-6437
(Continued Next Page)

Advertise here—it pays.

House of Beauty



SPECIALIZING IN THE ART OF HAIR STYLING

EXPERT HAIR COLORING

FOR APPOINTMENT CALL
GI 1-1712

1127 11th STREET
MAIN FLOOR - MEDICO-DENTAL BLDG.

THE CARRIAGE TRADE SHOPS

Beauty Salon

CATHERINE OWENS

BEAUTY SPECIALISTS

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

LOOK

While Your Hair Dries
★ COSMETICS
★ COSTUME JEWELRY
★ GIFTS

GI 6-6315

1012-38th STREET



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 3-1767

1013 - ELEVENTH ST.

SMART SET

fashions

IN HAIR

OPEN 6 DAYS A WEEK
MONDAY THROUGH SATURDAY

Evenings By Appointment

IV 7-6900
IV 7-7071

OPPOSITE COUNTRY CLUB CENTER
3419 EL CAMINO AVE.



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
GI 8-1811

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 3-4583

1630 O ST.

MISTER CHARLES BEAUTY SALON

MRC

TWO LOCATIONS

• **HOTEL SENATOR BEAUTY SALON**
HOTEL SENATOR - COR. 12TH & L STREETS
GI 8-8521

• **LAND PARK BEAUTY SALON**
MEZZANINE OF CARDINAL MARKET - SUTTERVILLE & DEL RIO ROAD
GL 2-1101

SILVER SCISSORS

TWO SALONS TO BETTER SERVE YOU

SILVER SCISSORS

GI 1-2242

1107 - 21st St.
21st Near K

MILADY'S SILVER SCISSORS

GI 8-6230

1307 - 18th St.
18th Near Capitol

Both Salons Open Every Eve. Til 9 - Charge Accounts Invited



For that exclusive look

TOWER BEAUTY SALON

COMPLETE BEAUTY SERVICE
Specializing in COLD WAVES CUTTING & STYLING TINTING BY A TINT TECHNICIAN

MRS. FRYE
Manicurist
Specialist

MR. ORLY
Mgr.
ROSE AXT
Owner

Call
GI 3-3820

1510 Broadway

Call
GI 3-3820

Pearl's Salon of Beauty

Complete BEAUTY SERVICE
VERY LATEST IN ALL TYPES OF HAIR STYLING

Open 6 Days a Week
Thur. Evenings by Appointment

Call IV 3-2633

PEARL KERNS - OWNER & MANAGER
Located in El Camino Shopping Center
Corner of El Camino & Mission Ave.

