



Helen's BEAUTY COURT

RENIE ROGERS - Owner
SAME LOCATION SINCE 1948

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 **GL 7-9897**

3226 FOLSOM BLVD.
AIR COOLED EASY PARKING

Beauty Shops

ADA'S BEAUTY SHOP
COMPLETE BEAUTY SERVICE
Ada Roy - Prop.
3816 Stockton Bl.-----GL 7-3933

Adeyn's Beauty Shop 1115-19th--GI 3-3418
ADOLPHE THE HAIR STYLIST
in Carmichael
Evenings by Appointment
5148 E. Camino Av(C)-----IV 9-5457

ADRIAN MR.
Hollywood Beauty Salon
5141 Freeport Bl.-----GL 6-3021

AGNES SALON 3200 Riverside Bl-GI 3-7791
ALFRED'S SALON FOR BEAUTY
5140 Folsom Bl.-GL 7-3440

ALICE & ANN FULTON AV BEAUTY SALON
Styling - Shaping
Guaranteed
Permanent Waving
1 Mile South of Arden Way
1075 Fulton Av-----IV 7-6034

ALICE'S BEAUTY SALON
NORTH SACRAMENTO
COMPLETE BEAUTY SERVICE
Evenings by Appointment
2126 Del Paso (BINS)-----WA 5-3143

Ann Babcock's Beauty Shop
3352 Fulton Av-IV 9-7323

ANNE'S COIFFURES 3873 J-----GL 2-0904

ANTHONY'S BEAUTY SALON
COMPLETE BEAUTY SERVICE
INCLUDING
FACE PEEL & PEDICURING
2321 O -----GI 2-1969

If you have a doubt about it, look up the number in the latest telephone book before you call.

ARDEN BEAUTY SALON
RICKS
BEAUTY SERVICE BY EXPERTS
In Arden Town
3515 Fair Oaks Blvd-----IV 9-4262

ARDEN MANOR BEAUTY SALON
1303 Morse Av-IV 7-0033
Art Beauty Salon
3331 Balmoral Dr-IV 7-4956
(See Advertisement Page 69)
Audrey's Beauty Shop 4444-53d --GL 6-5381
B-George Beauty Salon 912-26th--GI 1-0366
(See Advertisement Page 69)

B-N-B BEAUTY SHOP
3826 Delaware Av(C)-IV 9-6468
Bay Bertha Beauty Shoppe
1025 Dolores Wy-GL 6-0028
Be Younger Beauty Salon
1626 Broadway-GI 3-5371
Beatrice Lowmyer Hair Fashions
2020 Del Paso (BINS)-WA 5-6506
(See Advertisement Page 70)

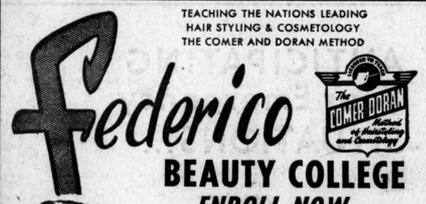
BEAUTY BANK OAK PARK
2847-35th-GL 6-6267
(See Advertisement Page 70)

Beauty Bar The 315-33d-----GI 3-1048
BEAUTY BOX 2414-21st-----GL 7-4946
BEAUTY CENTRE THE
3392 E. Camino Av-IV 7-0426
Bogee Elenora-Beauty Shops
3033 LaVista Av(C)-IV 9-6680
Benne's Beauty Center
421 Capitol Av-GI 8-0438
Bessie's Beauty Shop
464 W El Camino Av(NS)-WA 5-5597
Betty Engle Beauty Salon
3103-11th-GI 3-1767

BETTY'S BEAUTY SALON
OPEN EYES, BY APPOINTMENT
After Jan. 15th Our New
Address Will Be 109-15th St., W.S.
1040 W Capitol Av(WS)----FR 1-5466

BO MONDE BEAUTY SALON
1219 J-GI 8-1811
(See Advertisement Page 68)
(Continued Next Page)

TEACHING THE NATIONS LEADING HAIR STYLING & COSMETOLOGY THE COMER AND DORAN METHOD



Federico BEAUTY COLLEGE

ENROLL NOW

ONE WEEK'S FREE TRAINING
ADVANCED HAIR STYLING
AT COMER AND DORAN IN HOLLYWOOD

- * For Men or Women Married or Single
- * GI Approved
- * Low Tuition Rates
- * Free Job Placement Service
- * Board - Room arranged for Out-Town Girls at No Extra Cost

BRUSH UP AND REFRESHER COURSES
WE GUARANTEE SATISFACTION

Write, Phone or Visit Us for FREE BOOKLET ON BEAUTY CULTURE

Nationally Advertised Cold Waves at Less Than Half Price Complete

Advanced Student Work Guaranteed and Supervised
With or Without Appointment

HAIR • TINTING • STYLING • SHAPING • FINGERWAVING

GI 3-1401 Or GI 3-2589
909 1/2 - 8th (BETWEEN I & J)
The Valley's Leading & Most Modern Beauty Colleges
Other Locations: STOCKTON - FRESNO - BAKERSFIELD

"LET THE HAND OF BEAUTY TOUCH YOU"



Pearl's BEAUTY SHOP

OFFERING THE MODERN FACIAL CONTOUR TREATMENT
PEARL NELSON - Owner & Operator

FACIAL CONTOUR: Remove Lines - Lifts Sagging Muscles
Retracts Double Chins - Closes Pores

FACIAL CONTOUR IS REJUVENATION WITHOUT SURGERY

We Specialize in Hair Styling and Coloring
ALL LATEST STYLES OF HAIRCUTTING & PERMANENT WAVES
Full Line of Contours - Revlon & Dermatic Cosmetics

GI 2-5457 1008-7th St. SACRAMENTO

ED—Edgewood FR—Fresno GI—Gilbert HI—Hickory WA—Walsh
EK—Empire GA—Garden GL—Goldstone IV—Yvanhoe

Beauty Shops—(Cont'd)

Brentwood Beauty Manor
6512-24th-GL 1-7932

BROWNIE BEAUTY SALON
2906 Franklin Bl-GL 5-2713

Byrte Beauty Shop
Alexandra Marsh-In-Owner
210 Toldunter-----GI 8-7055

BURLA'S BEAUTY SHOP
1770-5th Av-GL 6-3481
C & C Beauty Shoppe
Cecilia Hubert-Owner
2404 D -----GI 2-3487

CALVIN BEAUTY SALON
We Specialize in
PERMANENT WAVING & TINTING
Hair Cutting and Shaping by CALVIN
4751 Freeport Bl-----GL 1-2684

CAMELLIA BEAUTY CENTRE
COMPLETE BEAUTY SERVICE
Styling - Cutting - Permanent Waving
Virginia Weatherbee - Owner-Op
5716 Franklin Bl-----GL 7-9914

Cimmo Beauty Salon 812-21st ----GI 3-2214
Campus Beauty Salon 5529 H ----GI 5-6788
Capitol Beauty Salon 1424-14th--GI 8-4551

CARMICHAEL BEAUTY SHOP
6139 Fair Oaks (BIC)-IV 7-5572

CARRIAGE TRADE BEAUTY SALON THE
CATHERINE OWENS
COIFFURE ARTISTS
Slenderizing Table
1012-38th -----GL 6-6315

Cary-Lou Beauty Salon 923-16th --GI 2-3305
Cathy Studio of Beauty 1615-8th-GI 8-0752
Cecil's Barber Shop and Beauty Salon
1228 Grand(DPH)-WA 5-9729

CHARLES MR HOTEL SENATOR
BEAUTY SALON Hotel Senator--GI 8-2829
(See Advertisement Page 68)

CHARLES MR LAND PARK BEAUTY SALON 4412 Del Rio Rd-----GL 2-1101
CHARLES SALON OF BEAUTY
4361 Arden Wy-IV 7-9981
(See Advertisement Page 66)

CHERRY'S BEAUTY SALON
WE SPECIALIZE IN
PERMANENT WAVING & TINTING
By Cherry & Ophie
2244 Stockton Bl-----GL 1-4876

Cinderella Beauty Salon
Thur-Fri Evenings by Appointment
3077 Freeport Bl-----GI 3-8704
Civic Beauty Shop 928-6th ----GI 2-6810

COLLEGE BEAUTY SALON
WE SPECIALIZE IN
PERMANENT WAVING
Hair Cutting and Shaping
2970 Freeport Blvd-----GI 3-7801

COLONIAL BEAUTY NOOK
HAIR CUTTING BY VINA
COMPLETE
BEAUTY SERVICE
By Appointment Only
3715 Stockton Bl-----GL 6-7212

CONTINENTAL HAIR STYLISTS
5805 Stockton Bl-GL 7-7049
(See Advertisement Page 70)

COONROD MYRA BEAUTY SHOP
By Appointment Only
2500 Capitol Av-----GI 3-1460
Cornell's Beauty Shop
Between 1st Ave & 2nd Ave on Franklin
2632 Folin Blvd-----GL 7-3923
Corrective Hair & Scalp Studio
1020-8th-GI 8-0543

COUNTRY CLUB BEAUTY CENTRE
3352 E Camino Av-IV 7-0426
(Continued Next Page)

Advertise here—it pays.



Men Will Love You With Your New Permanent

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

- * Scalp Treatments
- * Hair Coloring
- * Manicuring - Facials
- * Costume Jewelry & Revlon Products

TWO LOCATIONS
AIR CONDITIONED

Salon Agnes
Featuring Hair Styling & Shaping by AGNES RICKERT

Salon Arden
Featuring Hair Styling & Shaping by "TRICK"

Phone **GI 3-7791** 3200 RIVERSIDE BLVD. Mezz. of Stop-N-Shop Mkt.

Phone **IV 3-4262** 3515 FAIR OAKS BLVD. In Arden Town

Beauty 65



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 **GL 2-4864**

25 YEARS IN SAME LOCATION
C. A. and Melba Hackett, Props.
REVLON PRODUCTS USED
AIR CONDITIONED SALON



LORDS BEAUTY SALON

We Specialize In PERMANENT WAVING

EXTRA SPECIAL LOW PRICES FOR PENSIONERS

- OPEN EVENINGS
- Complete Line of Dermatics

COLD WAVES MACHINE and MACHINELESS
Ringlet Ends
Hair STYLING & SHAPING
Licensed Operators

CORNER OF 9th & JAY
100% AIR CONDITIONED
TINTING-DYEING-BLEACHING-MANICURING
Open 9:00 A.M. to 7:30 P.M. Except Sat. 6:30 P.M.

24-HR. PHONE **GI 2-4373** 1006 1/2 9th Between J & K Upstairs

PHONE **GI 1-3855**