

San Carlos Beauty Salon



Complete BEAUTY SERVICE

GI 1-1061
Evenings by Appointment
3258 J at 33rd
(Easy Parking)

IN WEST SACRAMENTO for COMPLETE BEAUTY SERVICE HAIR CUTTING & STYLING PERMANENT WAVES TINTING - DYEING - BLEACHING

El Rancho Beauty Salon

FR 1-6270

814 MERKLEY AVE. W. SACTO

Jean's Beauty Salon

AIR CONDITIONED

Complete Beauty Service For Personalized Charm

GI 8-9901



Open Evenings Till 9 P.M.
FREEPORT BLVD. AT 11th AVE.
2108-11th AVENUE
Easy Parking

ARDEN MANOR BEAUTY SALON

Specializing in HAIR SHAPING & STYLING PERMANENT WAVES



Evening by Appointment
Open Mondays

CALL IV 7-0033

Cover of Hurley
1303 MORSE AVE.

Norma's Beauty Salon



Serving the FRUITRIDGE AREA

THE LATEST IN HAIR STYLES
Open Tues. through Sat. - Also Thursday Evenings by Appointment
Phone GL 5-7649
6928 FRUITRIDGE RD.

OAK PARK BEAUTY BANK

Complete BEAUTY SERVICE



For Appointment Call
GL 6-6267

2847-38th St. Take No. 5 & 8 Bus

Beauty Shops--(Cont'd)

KAY'S BEAUTY SALON
Formerly Park Salon of Beauty
Hair Shaping - Permanent - Tinting
Evenings by Appointment
1123-9th ----- GI 8-2532

Klip & Kurl 2016 Alhambra Bl-----GL 5-8457
KUT N' KURL BEAUTY SALON
Corner of 32nd Av & Franklin Bl-----GA 1-0503
LaDone Beauty Salon 3004-33d-----GL 5-8527
Ladys Fair
See Lord's Beauty Salon
1006 1/2-9th -----GI 2-5787

LAND PARK BEAUTY SALON
MR CHARLES 4412 Del Rio Rd-----GL 2-1101
Laroc's Beauty Shop 1630-7th-----GI 3-9428

LAVERANDER BEAUTY SALON
Celia Frates - Manager
COMPLETE BEAUTY SERVICE
Tuesday & Thursday Evenings by Appointment
Corner 12th Av
3720-33d -----GL 5-7528

Leftridge Beauty Salon
3102 Sacramento Blvd-----GL 2-9367
Leo Jennings Beauty Shop 2712 J-----GI 2-8741
Lewis Beauty Shop
3614 Bert Harke Ct-----GL 1-1898
Lewiss Beauty Shop
1127-11th-----GI 8-2622
LIL'S BEAUTY SHOP
3908 Broadway-----GL 6-5350
LOIS LEE BEAUTY SALON
1404-35th-----GL 6-6301
LORDS BEAUTY SALON
(See Advertisement This Page)
Lord's Beauty Salon 1006 1/2-9th-----GI 1-3855
LORDS BEAUTY SALON
1006 1/2-9th-----GI 2-4373
(See Advertisement Page 65)
LOUISE'S BEAUTY SALON
1714 Capitol Av-----GI 3-8142

LUCILLE'S BEAUTY SALON
PERMANENT WAVING
TINTING
HAIR CUTTING
STYLING
1/2 Block From Motor Vehicle Dept
2338-2d Av -----GL 5-5791

Beauty Shops--(Cont'd)

MELBA'S BEAUTY SHOP
6228 Birks Ln Oranville-YU 5-3196

MERLE NORMAN COSMETIC & PERFUME STUDIO
Teach You The ART OF APPLYING YOUR DAILY MAKE-UP
Complete Completion Analysis
Given Free of Charge
1012-11th -----GI 3-2029
2118 Del Paso Bl(NS)-----WA 5-1154

Mickey's Beauty Shop 1230 P-----GI 2-5232
Milady's Silver Scissors 1307-18th-----GI 8-6230
Milly's House of Beauty 2015-10th-----GI 8-5856
Mr Chris Beauty Salon 2071 -----GI 8-8891
Modern Beauty Shoppe
3020-5th Av-----GL 6-6755
NELLIE'S BEAUTY SHOP 1611 P-----GI 2-1646
NETA'S BEAUTY SALON
3727 Mxvl Rd(DPH)-WA 5-1344

NINETTE SALON OF BEAUTY
COMPLETE BEAUTY CULTURE
Hair Styling - Permanent Waves
Facials - Expert Tinting
4734 J -----GL 6-4825

NORMA'S BEAUTY SALON
6928 Fruitridge Rd-----GL 5-7649
(See Advertisement Page 70)
North Highlands Beauty Salon
5620 Watt Av-----ED 2-1264
Nova's Beauty Shop
5109 Eastern Av-----IV 9-0962
DAK PARK BEAUTY BANK
2947-35th-----GL 6-6267
Opal's Beauty Salon 2908-36th-----GL 7-2078
PALM BEAUTY & BARBER SALON
5076 Franklin Bl-----GI 2-4347
Pearl's Beauty Shop 1008-7th-----GI 2-5457
(See Advertisement Page 64)

PERRY RUTH K
MAX-EE BEAUTY SALON
"If Your Hair Isn't Becoming to You,
You Should be Coming to Us"
724 Alhambra Blvd-----GI 8-2361

Personality Beauty Shop
1140 Grand Av(DPH)-WA 5-0728

PETER PAN BEAUTY SHOP
SPECIALISTS IN PERMANENT WAVING
Open 9 A.M. to 8 P.M. - Closed Mondays
Forum Bldg -----GI 3-8727

Peterlen Varda 2994-65th-----GL 6-8631
Petite Paire, 1640 Castec Dr-----IV 7-0476
(See Advertisement Page 69)
Picourt Jungle 3036 Auburn Bl-----IV 7-2705

PRISCILLA'S BEAUTY SALON
1305-4th-----GI 3-9694
RICKS W 3515 Fair Oaks Blvd-----IV 9-4262
RIVER PARK BEAUTY SALON
5493 Carlson Dr-----GL 2-2511

RIVIERA SALON OF BEAUTY
5773 Riverside Bl-----GI 2-7741

ROBERTS OF CALIF SALON OF BEAUTY
1014-8th-----GI 1-0378
(See Advertisement Page 70)

RUBY'S BEAUTY SHOPPE
3020 Marxville Rd(NS)-WA 5-5374

RUTH ANN BEAUTY SALON
HELENE CURTIS COLD WAVES
Hair Shaping & Styling
KEE MULTIPLE SYSTEM
OF ELECTROLYSIS & THERMOLYSIS
Ruth Ann Lewis, R. E.
1285 Seville Wy-----GL 7-4920
If no answer call-----GL 7-5110

Ruth's Beauty Salon
101 Cantiller(NS)-WA 5-2144
Ruth's Beauty Salon 3000-65th-----GL 6-2016
Ruth's Beauty Shop
4923 Boyd Dr(C)-IV 9-7431

If you want to know how Classified Telephone Directory advertising can help solve your marketing problems, call our nearest Business Office and we will be glad to give you full information.

Beauty Shops--(Cont'd)

RYAN'S BEAUTY SALON
NORTH SACRAMENTO BEAUTY CARE
We Specialize in Satisfied Customers
SOFT WATER SHAMPOO
Evenings by Appointment
BETWEEN DEL PASO & ARDEN
311 Oxford(NS)-----WA 5-4015

SACRAMENTO SCHOOL OF BEAUTY CULTURE 1630 O-----GI 3-4583
(See Advertisement Page 67)

SAK'S SALON OF BEAUTY
For the Smartest in Hair Styling
Jocca Anderson, Prop.
709-28th-----GI 3-1238

SALLY'S BEAUTY BOX 2414-21st-----GL 7-4946

SALON AGNES 3200 Riverside Blvd-----GI 3-7791
(See Advertisement Page 65)

SALON ARDEN 5315 Fair Oaks Blvd-----IV 9-4262

SALON D'ELLE
IN CARIBOONIA SHOPPING AREA
EXPERT BEAUTY SERVICE
Dorothy H. Kura - Owner-Operator
5745 Marconi Av(C)-----IV 9-0947

SALON EL CAMINO
WE SPECIALIZE IN BLEACHING HAIR COLORING & CORRECTION PERMANENT WAVING
STYLE HAIR SHAPING
OPEN EVENINGS BY APPT.
Trene Cooper-Owner
In El Camino Shopping Center
2412 Mission Av(C)-----IV 7-9714

SAN CARLOS BEAUTY SALON 3255 J-----GI 1-1061
(See Advertisement Page 70)

SANTA RITA BEAUTY SALON
5613F S Haven Dr(NS)-ED 2-2042
(See Advertisement Page 69)

SENATOR HOTEL BEAUTY SALON
MR CHARLES Hotel Senator-----GI 8-2829

SHEPARD'S BEAUTY DEN
2524 Yorktown Av-----IV 7-5777

SILHOUETTE BEAUTY SALON
BERNICE WILLIAMS
HELEN ENZLER - JO BARNES
Just off Broadway - Evs. by Appt.
2424-27th -----GL 6-5571

SILVER SCISSORS BEAUTY SALON
(See Advertisement Page 68)

SMART-OUT BEAUTY SALON
2914 Watt Av-----IV 7-1029

SMART SET FASHIONS IN HAIR
Featuring MR. NEIL
Cutting in El Camino and Century Club Centre Area
MEN AND WOMEN COLOR TECHNICIANS AND HAIRSTYLISTS
OPEN 6 DAYS A WEEK
MONDAY THROUGH SATURDAY
EVENINGS BY APPOINTMENT
Across from Century Club Centre
3419 El Camillo Av-----IV 7-6900
If no answer call-----IV 7-7071

Smart Set Fashions In Hair
3419 El Camillo Av-----IV 7-7071

MERCHANTS and business firms appreciate being told that you found them in the Yellow Pages.

Beauty Shops--(Cont'd)

SMART SET FASHIONS IN HAIR
CATERING TO DOWNTOWN BUSINESS WOMEN
ONE HOUR SERVICE
Men & Women Hairstylists
SILVER BLENDING
A SPECIALTY
12th St. between J & K Sts.
FEATURING IRENE FORMERY OF CHICAGO & HOLLYWOOD
1009-12th -----GI 3-3573

SOUTH SACRAMENTO BEAUTY SALON
6233 Franklin Bl-----GA 6-6000
(See Advertisement Page 69)

Sta-Rite Beauty Shop
Edith Hightower
1617-16th -----GI 2-8391

Stanford Beauty Shop
Nanette Ford-Owner
3229 1/2 Sacramento Bl-----GL 2-9561
Stella's Beauty Salon
2412 Edison Av-----IV 3-2072

STUDIO 9
TOWN & COUNTRY VILLAGE
COMPLETE BEAUTY CARE
9 Adobe Ct-----IV 7-8240

STYLE ART BEAUTY SALON
COIFFURES OF THE STARS
RETAILING
SOCIETY HAIR CUTTING
1020-10th -----GI 2-0554

Style Art Beauty Salon 1020-10th-----GI 2-0554
(See Advertisement Page 66)

Suzanne's Beauty Salon
4004 Folsom Blvd-----GL 6-6716

TAMHOE BEAUTY SALON
Specialists in HAIR STYLING
Evenings by Appointment
3776 Broadway -----GL 1-1286

TALK OF THE TOWN
THE STAFF OF 9 WITH THE TRAINED EYES AND MAGIC FINGERS
Mr. Roberts
HOME OF THE SOFT PERMANENT WAVE
912 1/2 J -----GI 1-5251

TALK OF THE TOWN 912 1/2 J-----GI 1-5251
(See Advertisement Page 67)

Talk of the Town Beauty Shop
5657 1/2 Stockton Bl-----GL 2-5465

TALLAC VILLAGE BEAUTY SALON
127 Tallac Village Sq-----GL 5-7025
(See Advertisement Page 70)

Terry's Beauty Shop 1405-4th-----GI 8-5601
Theodore's Beauty Salon
2444 Del Paso Blvd(NS)-WA 5-8621

Thomas Beauty Shop
Lulu Thomas-Owner
3333 Sacramento Bl-----GL 2-3895

TOWER BEAUTY SALON
1510 Broadway-----GI 3-3020
(See Advertisement Page 68)

Unique Beauty Shop
1064 Roanoke Av(DPH)-WA 5-9723

VANITY BEAUTY SALON
4945 Folsom Blvd-----GL 5-8507

Vaughn's Beauty Shop
Open Evenings by Appointment
2825 Howe Av-----WA 5-7314

AT YOUR FINGERTIPS
To keep screws, nails, etc., handy and in view, attach the lids of glass jars to a rafter or shelf over your workbench. Screw jars in place.

Beauty Shops--(Cont'd)

VELOY'S BEAUTY SALON
WEST SACRAMENTO HAIR STYLING PERMANENT WAVES
FOR APPOINTMENT CALL
FR 1-6570
Closed Monday
Open Tues. thru Sat.
Behind the Crocker-Anglo Bank
1420 Merklej Av(WS)-----FR 1-6570

Velvetex Beauty Parlor
422 Capitol Av-----GI 3-9435
Verde's Beauty Shop 2994-65th-----GL 6-8631

VILLAGE BEAUTY SHOP
Located in Town & Country Shopping Center
CALL
EXIE NEWLIN
For Appointment on All Your BEAUTY NEEDS
2637 El Paseo Ln-----IV 9-5189

VIRGINIA BEAUTY SALON
VIRGINIA STAGGS SOEHNEN
Closed on Mondays
2613 Hartness -----GI 2-2416
If no answer call-----GI 2-1614

Vogue Beauty Salon 2105-28th-----GL 6-3697
Waldorf Beauty Shop 527-12th-----GI 2-9738

WAWA'S BEAUTY SHOP
(See Advertisement Page 69)
1509-16th-----GI 1-3222

WEINSTECK-LUBIN & CO
12th & K-----H 4-6881
William's Beauty Salon 1400 F-----GI 8-8785
WOODMANSE 2819 L-----GL 1-7054
Yo's Beauty Shoppe 1205-4th-----GI 2-7451

Bedding
See also Mattress Readings
Smith's Furniture Store
1023 Del Paso Bl(NS)-WA 5-1175
Trader Dell's Furniture
3000 Auburn Bl-----IV 7-8651
Weinsteck-Lubin & Co 12th & K-----H 4-6881

Beds
AARO-RENTAL SERVICE
BEDS
Rollaway - Hospital
Baby Beds - Sanitary
Reasonable Rates
We Rent Most Anything
"WHERE TO RENT THEM"
UNITED RENT-ALLS
Store No. 1 2039 Fulton Av-----IV 7-8209
Store No. 2 2418 St. Rd & Fruitridge Rd
6500-24th -----GL 7-1909

ABBEY RENTALS
BEDS-RENTED
ROLLAWAY - HOSPITAL - BABY HOTEL BEDS & NURSES' COTS
Everything for the Sickroom
Wheel Chairs - Walkers - Crutches - Etc.
24-HOUR SERVICE RENTALS & SALES
1827 J -----GI 8-9151

SUPERIOR AMBULANCE SERVICE
HOSPITAL BEDS - FRACTURE BEDS
Wheel Chairs - Crutches - Walkers - Oxygen
24-Hour Rental Service
1223-30th -----GL 6-6434

WILSON'S RENT & SELL
STERILIZED - HOSPITAL BEDS
ROLLAWAY BEDS - BABY CRIBS
1309 J -----GI 3-5709

ROBERTS OF CALIFORNIA Salon of Beauty



FASCINATING HAIR COLOUR HAIR STYLING JON WILSON

Open Evenings by Appointment

GI 1-0378
1014 - 9th STREET

FRUITRIDGE AREA
Continental Hairstylists



EXCLUSIVE HAIRCUTTING

NEW STOP'N SHOP CENTER
COMPLETE BEAUTY SERVICE
4 OPERATORS TO SERVE YOU
Open Evenings by Appointment
MR. JAN & MR. BERT
GL 7-7049
5805 STOCKTON BLVD.

BEATRICE LOWNEY HAIR FASHIONS

Be Glamorous



Serving the Ladies in NORTH SACRO & ARDEN AREAS
SPECIALIZING IN HAIR COLORING
Corrective Hair Work
Individual Styling
Shampooing - Permanent
Waving with Frontized
Hair Conditioning Action
FREE CONSULTATION
For Appointment Call
WA 5-6506
2020 DEL PASO BL. N. S.

MADLINE'S BEAUTY SALON
A COMPLETE BEAUTY SERVICE
SKILLED STYLISTS
394-45th -----GL 7-6659

Magie Kurl Beauty Shop
1624-11th-----GI 2-2318

MARCEL'S BEAUTY SALON
2342-21st-----GL 7-2979

Mar-Eve Beauty Salon
724 Alhambra Bl-----GI 8-2361

MARIAN'S BEAUTY SHOP
Marie Kay's Beauty Salon
1123-5th-----GI 3-1550

Marie's Beauty Salon
2033 Vallejo Wy-----GI 2-4094

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting - Soaping - Tinting
Cold & Machine Permans
3416 Folsom Bl-----GL 5-0344

May Bel Beauty Shop 612-15th-----GI 8-1801
May's Beauty Shop
215 Hobson Av Bryde-----GI 2-5470
Maxine's Beauty Shop
6025 Stanley Av(C)-IV 7-5486

Mc CRADY HELEN STUDIO OF BEAUTY
CONTOUR CUTTING & STYLING
NEXT TO KEN'S RED BARN
3415 Fulton Av-----IV 7-0279
(Continued Next Page)

OAK PARK complete BEAUTY service

Specializing in PERMANENT WAVING HAIR SHAPING & STYLING
9 Operators to Serve You
OPEN EVENINGS BY APPOINTMENT
CALL
GL 6-6301



LOIS LEE BEAUTY SALON
2944-35TH SACRAMENTO

Helen's Salon of Beauty

COMPLETE BEAUTY SERVICE FOR MOTHERS & DAUGHTERS
MAGIC MIRROR TRAINED STYLISTS



Open Evenings by Appt. Only
CALL
GI 1-1036
2404 J ST.

The Only...
TALLAC VILLAGE BEAUTY SALON
Complete Beauty Service

WE SPECIALIZE IN ADVANCED HAIR DESIGN
CLAY "COIFFES" FOR LITTLE MISSES
EVES BY APPT.
GL 5-7025
127 Tallac Village Sq.
14th AVE., AT 60th ST.

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting - Soaping - Tinting
Cold & Machine Permans
3416 Folsom Bl-----GL 5-0344

May Bel Beauty Shop 612-15th-----GI 8-1801
May's Beauty Shop
215 Hobson Av Bryde-----GI 2-5470
Maxine's Beauty Shop
6025 Stanley Av(C)-IV 7-5486

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CONTOUR CUTTING & STYLING
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3415 Fulton Av-----IV 7-0279
(Continued Next Page)