

HELEN'S BEAUTY COURT

RENIE ROGERS - Owner & Manager



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 **HI LLCREST 6-3811**

3226 FOLSOM BLVD.
AIR COOLED EASY PARKING



Betty Engle Beauty Salon

Offers the BEST in
Permanent Waving
TEST CURLS GIVEN

MARCELLING
SPIRAL PERMANENTS **"Cold Waving"**
WE CARRY A COMPLETE LINE OF DERMETIC COSMETICS

Distinctive Costume Jewelry
"Air Conditioned for Your Comfort"

FOR APPOINTMENT

Dial
Gilbert 3-1767

1013 Eleventh St.

Beauty Shop Equipment & Supplies

Add-Ron Beauty Sales Co
1013 Alhambra Blvd. HI lcrst 6-3809
Corrigan's Electrical
Expert Equipment Repairing
3128 Bdwy. HI lcrst 5-2887

DEL'S BARBER & BEAUTY SUPPLY CO
DISTRIBUTORS OF
BEAUTY EQUIPMENT & SUPPLIES
HALLIWELL - PAIDAK
KOKEN - VITA-FLUFF
ELLEN KAYE
1013 Alhambra Blvd. HI lcrst 6-3809

HELENE CURTIS PRODUCTS—
WEST COAST BEAUTY SUPPLY CO
3250 J. HI lcrst 5-1506
Mitchell Beauty Supply Co
1115 Vallejo Wy. GI lbrt 3-4215
Monarch Beauty Supply Co
207 N Calif Stockton
(Toll) Call "Operator" for. Stockton 3-1444

REVLON PRODUCTS—
WEST COAST BEAUTY SUPPLY CO
3250 J. HI lcrst 5-1506

SACTO BARBER & BEAUTY SUPPLY CO
Exclusive Distributors
ARTISTIC - ATHENE - BECK - DUART
REVLON - VITA-FLUFF
NEW RAY PRODUCTS - RAYETTE
TURBINATOR DRYERS
CHROME FURNITURE
1801 Capitol Av. GI lbrt 2-8949

Wechsler Bernard 760-44th. HI lcrst 5-8431

WEST COAST BEAUTY SUPPLY CO
Distributors For
HELENE CURTIS - REVLON
ATHENE - PARKER HERBEX
CONTOURE
Modercraft Custom Built
SHOP FIXTURES
3250 J. HI lcrst 5-1506

Beauty Shops

Adelyn's Beauty Shop 1115-19th. GI lbrt 3-3418

ADOLPHE'S BEAUTY SALON
Hair Styling - Haircutting - Permanents
Evenings by Appointment
Bet. Walnut & Gunn Rd-Carmichael
El Camino Av. IV nhoe 9-0604

AGNES SALON 3200 Riverside Blvd. GI lbrt 3-7791
(See Advertisement Page 49)

ALEXANDRA'S BEAUTY SALON
All Branches of Beauty Culture
Evenings by Appointment
Right Off Broadway
2423-21st. HI lcrst 7-4885

ALFRED OF THE HOUSE OF CHARM
3027 K. HU dsn 4-4008

ALICE'S BEAUTY SALON
NORTH SACRAMENTO
COMPLETE BEAUTY SERVICE
2126 Del Paso Blvd. HI lcrst 9-3143

Arden Beauty Salon
3515 Fair-Oaks Blvd. IV nhoe 9-4262
Bay Bertha Beauty Shoppe
3025 Dolores Wy. HI lcrst 6-0028

BE YOUNGER BEAUTY SALON
1626 Broadway. GI lbrt 3-5371
Bot's Beauty Studio 1024-22d. HU dsn 4-4442

BEAUTY BAR THE
Louise E. Blackburn-Owner
2901 E. GI lbrt 3-1048
(Continued Next Page)

The Yellow pages save you time.

Beauty Shops-(Cont'd)

BECK'S BEAUTY & BARBER SHOP
3450-34 Av. HI lcrst 5-9826
Bessie's Beauty Shop
464 W El Camino Av North. HI cky 9-8597

Betty Engle Beauty Salon 1013-11th. GI lbrt 3-1767
Bill's Barber & Beauty Shop
4600 Stockton Blvd. HI lcrst 5-9880

B-Lovey Beauty Salon
3210 Marysville Rd N Sacto. HI cky 9-3323
BO-MONDE BEAUTY SALON 2129 J. HU dsn 4-1811
(See Advertisement Page 49)

Bon Marche Beauty Salon 11th & K. GI lbrt 2-3707
Boulevard Beauty Shop
3200 Fruitridge Rd. HI lcrst 7-1326
BRADY'S HOMETOWN BEAUTY SALON
1710 Broadway. GI lbrt 3-7528
(See Advertisement Page 50)

Brownes Beauty Salon 2099-2100 Av. HI lcrst 5-2713
BURLA'S BEAUTY SHOP
2170-5th Av. HI lcrst 6-3481
C & C Beauty Shoppe
Cecilia Hubert-Owner
2404 D. GI lbrt 2-3487

Cameo Beauty Salon 912-21st. GI lbrt 3-2214
CAPITOL BEAUTY SALON
1424-14th. HU dsn 4-4551
CARLAW DODDHY BTY SALON
Permanents Evening By Appointment.
2900 C. GI lbrt 3-8814

CARRIDGE TRADE BEAUTY SALON THE
Catherine Owens-Carridge Trade Shops-Prop
1012-38th. HI lcrst 6-6315
Cary-Lou Beauty Salon 923-16th. GI lbrt 2-3305
Cathay Studio of Beauty 1635-16th. HU dsn 4-0752

CHARM CENTER BEAUTY SHOP
All Type of Beauty Service
Permanents - Waving & Hair Tinting
DORIS BALLINGER
ALBERTA DOWNING
Evenings by Appointment
Across From Hagginwood Fire House
3167 Marysville Rd. HI cky 9-0790

Chittom Audrey Beauty Shop
4444-53d. HI lcrst 6-5381
COIFFURE'S BEAUTY LOUNGE
3528 Broadway. HI lcrst 6-2384

COLLEGE BEAUTY SALON
We Specialize in Permanent Waving
2970 Freeport Blvd. GI lbrt 3-7801
Colonial Beauty Nook
Vina & Zella's
3510 Stockton Blvd. HI lcrst 6-7212

COONROD MYRA
By Appointment Only
2500 Capitol. GI lbrt 3-1460
Cornell's Beauty Shop 2632 Fkin Blvd. HI lcrst 7-3923

DAINTY LADY BEAUTY SHOP
ALL TYPES OF BEAUTY SERVICE
Evenings by Appointment
2244 Stockton Blvd. HI lcrst 5-9707
If no answer call. HI cky 7-5617

DAISY BELLE BEAUTY PARLOR
HAIR CUTTING A SPECIALTY
Complete Beauty Service
Closed Mondays - Leona Hornfield - Prop.
1115 Rio Linda Blvd. HI cky 9-9853

DeAnda Aurora 2816 U. HI lcrst 7-5694
DE BONAIR BEAUTY SALON
Olivia Watt-Prop
3117 N 17th. HI cky 9-9821

DE LUXE BEAUTY SHOP 3100 W. HI lcrst 5-7576
DOLD'S BEAUTY SALON 3714 J. HI lcrst 5-0667
Donna's Beauty Shop
57 Poplar Blvd N Sacto. HI cky 9-8463

Dorothy's Beauty Studio 1731 X. GI lbrt 3-6467
Dot's Beauty Shoppe 744-39th. HI lcrst 5-7849
East Side Beauty Shop 4611 H. HI lcrst 6-7369
ELDA'S BEAUTY SHOP 1020-10th. GI lbrt 2-3205
(See Advertisement Page 49)

ELEANOR'S BEAUTY SHOP
111-426-20th. GI lbrt 2-3985
Elite Beauty Shop
Hair Styling & Haircutting
116 N Grove Av N Sacramento. HI cky 9-5534

ELIZABETH FOR BEAUTY THE
NORTH SACRAMENTO
Permanents Waving & Hair Styling Specialists
Elizabeth Wash & Paul Kern
1806 1/2 Del Paso Blvd N Sacto. HI cky 9-0895
(Continued Next Page)

You'll find it fast in the YELLOW PAGES.

UPPER GROVE
SCHOOL OF BEAUTY CULTURE
ESTABLISHED 1923
MARY N. SACKETT, Owner & Manager

A SCHOOL LICENSED BY THE STATE
BOARD OF COSMETOLOGY WITH UNIVERSITY
TRAINED STATE LICENSED PERSONNEL
Approved by Veterans Administration
For Veterans Training
WE OFFER THE BEST TRAINING IN THE
FOLLOWING COURSES:
**COSMETOLOGY
HAIRDRESSING
MANICURING
ELECTROLYSIS
TEXTURE TRAINING**

All Beauty Work Under Expert Supervision at School Prices
Permanent Waving Our Specialty
Nationally Known Products Used

Phone
Gilbert 3-1401

913 1/2
K

Phone
Gilbert 3-1401

For Women
Who Seek Loveliness

Pearl's BEAUTY SHOP

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

**Facial Contour: REMOVES LINES - LIFTS SAGGING MUSCLES
RETRACTS DOUBLE CHINS - CLOSSES PORES**

FACIAL CONTOUR IS REJUVENATION WITHOUT SURGERY

One of Sacramento's leading Beauty Salons also features Hair Falls, perfectly matched in texture and color; expert strip work, Hennas and Hair Dyeing, featuring the famous "Titian Red," and Special Manicuring

WE SPECIALIZE IN HAIR STYLING AND PERMANENTS
Full Line of Contour, Helaine Seager & Dermetics Cosmetics

For Appointments
Gilbert 2-5457

OPEN EVENINGS
HAIR CUTTING

1008 - 7th Street
Sacramento