



FLEURETTE BEAUTY SALON

We Specialize in Permanent Waving Exclusively for Women Who Are Particular.

HAIR CUTTING 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
HI lcrest 5-3910
For Free Test Curl

C. A. and MELBA HACKETT, Props.

AIR-COOLED SHOP




SPECIAL

STEAM OIL PERMANENTS

350 \$5.00 \$7.50

Other Waves Up to \$20.00

ALL WAVES INCLUDE

- HAIR CUT
- FINGER WAVE
- SHAMPOO

*Beautiful Ringlet Ends ★ Finest Materials
Expert Licensed Operators*

SOFT, LOVELY COLD WAVES

750 \$8.50 - \$10.00 & Up

Razor Hair Cuts
Fast Eugene Dryers

Tinting - Dyeing - Bleaching

OPEN EVENINGS

Complete Line of Dermetics
100% Air Conditioned

LORD'S BEAUTY SALON

Ruth McClellan, Prop. & Operator

24-Hour
Phone Service
GILBERT 2-4373

703½ J St.
(Upstairs)

NEAR CORNER
7th & J Sts.

Beauty Shops—(Cont'd)

EL RAINE BEAUTY SHOP 1527-21st. GI lbrt 3-7738

EL RANCHO BEAUTY SHOP Jefferson Blvd W Sacramento. HU dsn 4-1621

Emilia's Beauty Shop 4217 Dry Creek Rd. Del Paso Hgts. HI ctry 9-2397

Engle Betty Beauty Salon 1013-11th. GI lbrt 3-1767 (See Advertisement Page 46)

Evlyn's Beauty Shoppe 2322 G. GI lbrt 3-1272

FASHIONETTE BEAUTY SHOP Edith Ringlesworth & Eva McWilliams 2000 1/2 Capital Av. Sacramento. HI lbrt 2-1639

Ficca's Beauty & Cosmetic Salon 4828 Folsom Blvd. HI lbrt 7-4848

FLEURETTE BEAUTY SHOPPE 2600 Broadway. HI lbrt 5-3910 (See Advertisement This Page)

Florin Beauty Center 701A2 YTHA33 3J. 210 1/2 Florin Rd. Florin. HI lbrt 7-4011

FOSTERS SALON OF BEAUTY 4734 J. HI lbrt 6-4825

Foto's Barber & Beauty Shop 4904 J. HI lbrt 5-9995

FRUITRIDGE BEAUTY SHOP

MACHINE & MACHINELESS PERMANENTS

HELENE CURTIS COLD WAVE HAIR STYLING - HAIR TINTING

Alfreda Moromb - Annabelle Lutjemeier
5430 Fruitridge Rd. HI lbrt 5-8847

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

G & M Beauty Shop Auburn Blvd. IVnhoe 9-4724

Geneva's Beauty Quest 3188 P. GI lbrt 2-1646

GRACE'S BEAUTY SHOP Grace Jensen-Proprietor
3408 Q. GI lbrt 2-2500

GRANT UNION BEAUTY SHOP Lee Shepard - Prop. MACHINELESS PERMANENT WAVES FREDERIC'S MACHINE PERMANENTS AND COLD WAVES Phone for Appointment

Near Grand Ave & Rio Linda Blvd
Del Paso Hgts. HI ctry 9-9849

Gussie's Beauty Shop Auburn Blvd & Fulton Av. HI ctry 9-3839

HARRIS BEAUTY SALON 1004-33d. HI lbrt 5-0198

Helen's Beauty Court Hershey's Barber Shop 3226 Folsom Blvd. HI lbrt 6-3811 (See Advertisement Page 46)

Hollywood Beauty Salon 5141 Alma Wy. HI lbrt 6-3021

HOTEL SENATOR BEAUTY SALON Located on Mezzanine Floor 12th & L. GI lbrt 3-3628

House Of Beauty 2421 F. GI lbrt 2-9203

HOUSE OF CHARM THE 3027 K. GI lbrt 3-5997

Ishime Beauty Shop 523 Capitol Av. GI lbrt 2-9445

JACQUES BEAUTY SALON Forum Bldg. GI lbrt 2-8664 (See Advertisement Page 50)

Jasmine Beauty Salon 623 T. GI lbrt 3-5453

Jeanette's Beauty Salon 1462-33d. HI lbrt 5-4487

Jenning's Leo Beauty Shop 2712 J. GI lbrt 2-8741

JEN'S BEAUTY BAR Specializing in Permanent Waves Bernadine Kagee - Manager
2029 X. HI lbrt 5-9896
Residence. HI lbrt 7-2033

JIM'S HAIR STYLING 3011 Elm Blvd. HI lbrt 6-9612

JOHANNES BEAUTY SALON 1816 L. GI lbrt 2-4637

KATHRYN'S BEAUTY SALON 1129-12th. GI lbrt 3-8256

Kathryn's Hair Dressing Parlor Kathryn Reagan-Manager
3007-2d Av. HI lbrt 5-7225

Kay's Beauty Shop Fulton Av. HI ctry 9-3530

Kemp Myrtle 1107 Q. GI lbrt 3-4929

LaDone Beauty Salon 3084-33d. HI lbrt 5-8527

Lady Claire Beauty Shop 4908 Sacramento Blvd. HI lbrt 6-7651

Ladye Faire See Lord's Beauty Salon

703 1/2 J St. HI lbrt 2-5787

Laroco's Beauty Shop 1630-7th. GI lbrt 3-9428 (Continued Next Page)

You'll find it lost in the YELLOW PAGES.

Beauty Shops—(Cont'd)

LAVENDAR BEAUTY SALON CELIA FRATES - Manager COMPLETE BEAUTY SERVICE. Evenings By Appointment

Corner 12th Av
3720-33d. HI lbrt 5-7528

LAVONNE BEAUTY SALON Leffridge Beauty Salon 3102 Sacramento Blvd. HI lbrt 5-9622

Leo Jennings Beauty Shop 2712 J. GI lbrt 2-8741

LIL'S BEAUTY SHOPPE 3908 Broadway. HI lbrt 6-2350

LOIS LEE BEAUTY SALON Specializing in PERMANENT WAVING Hair Shaping & Styling

OPEN EVENINGS BY APPOINTMENT
& Operators to Serve You
in the Oak Park District
2944-35th. HI lbrt 6-6301

LORD'S BEAUTY SALON 703 1/2 J. GI lbrt 2-4373 (See Advertisement Page 48)

LUCILLE'S BEAUTY SALON featuring HELENE CURTIS COLD WAVE ZOTOS and JAMAL PERMANENT WAVES

Helaine Seeger's Matched Make-up
Complete Line of Revision Products
2338-2d Av. HI lbrt 5-5791

Luella Beauty Shop 3733 Rio Linda Blvd. HI ctry 9-1892

Mademoiselle Beauty Salon Evening Appointments 501-10th. GI lbrt 2-1246 (Continued Next Page)



Men Will Love You With Your New Permanent

Sacramento's Ladies Deserve the Finest

—THIS IS IT—
A COMPLETE BEAUTY SERVICE
BY A COMPETENT STAFF OF OPERATORS

• Lash & Brow Dyes • Scalp Treatments • Hair Coloring
Manicurist & Facial Operator in Attendance
Costume Jewelry & Revlon Products

TWO LOCATIONS

Salon Agnes

Featuring Hair Styling by
AGNES RICKERT

Phone
GI lbrt 3-7791

3200 RIVERSIDE BLVD.
Mezz. of Stop-N-Shop Mkt.

Salon Arden

Featuring Hair Cutting & Shaping by
"RICK"

Phone
IVanhoe 9-4262

3515 FAIR OAKS BLVD.
In Arden Town

PERMANENTS

★ Cold Waves
★ Machineless
★ Machine Waves

"Problem Hair....
....Our Specialty"

Complete Beauty Service



INDIVIDUALIZED HAIR STYLING

"TECHNIQUE"
the New Hair Tint

Open Evenings by Appointment

HI lcrest 7-1784

SAN CARLAS BEAUTY SALON
3258 J
AT 33RD STREET



1020 - 10th St.
Upstairs

GI lbrt 2-3205

Complete Beauty Service
Permanent Waving of All Types
Hair Styling - Hair Tinting
All Your Beauty Needs
AIR COOLED
"IF WE DO IT, IT'S GUARANTEED"
Open at 8 A.M.
Evenings by Appointment

BO-MONDE Beauty Salon

Formerly Bruno's

For Individual Charm

PERSONALITY PERMANENTS



Specialists in
THE NEW
COLD PERMANENT WAVE
Finger Waving
Hair Tinting

Radio Waves
Telephone
HUdson 4-1811
Open Evenings by Appointment

2129 J St. Near 22nd St.