

# Sacramento Beauty School

LICENSED & BONDED



*Distinctive*  
NEWEST METHODS TAUGHT  
Phases of Beauty Culture  
By Scientifically Trained  
Instructors

All Beauty Work At  
Reduced Prices by Specialized  
Advanced Students

GI lbert 3-4583

1650 O ST.

# Tower Beauty Salon

★  
COMPLETE  
BEAUTY  
SERVICE



Specializing In  
Helene Curtis Cold Waves  
Rilling Cold Wave  
Machine & Machineless  
Permanent Waves  
Razor Hair Cuts

PHONE  
GI lbert 3-3820

Jessie Lewis & Nancy Petersen Brundage

1510 Broadway

## Beauty Shops—(Cont'd)

- Manor Beauty Salon  
5430 Fruitridge Rd. HI lcrst 5-8847  
**MARCEL'S BEAUTY SALON**  
2322-2314 HI lcrst 7-2979  
Mar-Eve Beauty Salon  
724 Alhambra Blvd. HU dsn 4-2361  
**MARIAN'S BEAUTY SHOP**  
5217-18th GI lbrt 2-6638  
Marie Kay's Beauty Salon 1123-9th GI lbrt 3-1550  
Marie's Beauty Salon 2033 Valjeig Wy. GI lbrt 2-4094  
Marshall Ave Beauty Shop  
Marshall Av. 1911-19th HI lcrst 9-0727  
Martha's Beauty Salon 1501-15th HI lcrst 3-7761  
**MASTER'S BEAUTY SHOP**  
526A Capitol Av. GI lbrt 2-9342  
Maude Marie Beauty Shoppe  
3214 Folsom Blvd. HI lcrst 5-0344  
May Bel Beauty Shop 606-16th HI dsn 4-3801  
May's Beauty Shop 245 Hobson Bldg. GI lbrt 2-5470  
**MERLE NORMAN COSMETIC STUDIO**  
2118 Del Paso Blvd. HI ckr 9-1154  
**MERLE NORMAN COSMETICS**  
Teaches You The  
Art of Applying Your Daily Makeup  
Complete Complexion Analysis Given  
Free of Charge  
1012-11th GI lbrt 3-2029  
**MICKY'S BEAUTY SHOP** 1230 P. GI lbrt 2-5232  
**MILADY'S PERMANENT WAVE SHOP**  
Complete Beauty Service  
Styling - Shaping - Tinting - Cuffing  
1307-18th HI dsn 4-6230  
**MIQUEL'S HEALTH STUDIO**  
2030-16th GI lbrt 3-3092  
Modern Beauty Shoppe 3020-9th Av. HI lcrst 6-4755  
**MYRA'S BEAUTY SALON** 2008 O. GI lbrt 3-9756  
Nanette's Beauty Parlor 1214-5th. GI lbrt 2-9975  
Nellie's Beauty Shop 2121-30th. HI lcrst 5-7446  
(Continued Next Page)

## Jacques Beauty Salon



Pronounced Jack's  
Specialists  
in  
Individual  
Coiffures  
ONLY EXPERT OPERATORS  
TO RENDER A COMPLETE  
PERSONALIZED SERVICE  
Electrical Facials - Electrolysis  
ROOMS - 224 TO 228 DIAL  
FORUM BLDG. GI lbert 2-8664

PERMANENT WAVES  
OUR SPECIALTY  
We feature permanents for dyed,  
bleached or fine hair & hair  
difficult to curl.  
"Beauty Is Our  
Business"

**BRADY'S  
HOMELAND BEAUTY SALON**

Dial GI lbert 3-7528  
1710 BROADWAY

## MIQUEL'S BEAUTY SALON

Complete Beauty Service



GI lbert 3-3092

## Beauty Shops—(Cont'd)

- NETA'S BEAUTY SALON**  
HELENE CURTIS PERMANENTS  
9 to 6 - Open Evenings by Appl.  
3727 Msvl Rd Del Paso Hgts. HI ckr 9-1344  
Nova's Beauty Shop  
Eastern & Robertson Av. TV nhoe 9-0962  
Opal's Beauty Salon 3228-4th. HU dsn 4-3006  
Orchid Beauty Salon 1713-10th. GI lbrt 2-4265  
Pat & Gladys Beauty Salon 1905-16th. GI lbrt 2-1753  
Peggy's Beauty Shop 1009-7th. GI lbrt 2-5457  
(See Advertisement, Page 47)  
Personality Beauty Shop  
1140 Grand Av. East Past Hgts. HI ckr 9-0728  
**PETER PAN BEAUTY SHOP**  
Open 9 AM To 8 PM  
Forum Bldg. GI lbrt 3-8727  
Peteren Verde 2896-55th HI lcrst 6-8631  
**PRISCILLA'S BEAUTY SALON**  
1305-4th GI lbrt 3-9594  
**QUEENIE'S BEAUTY SHOP**  
457 W El Camino Av. HI ckr 9-9951  
**RIVIERA SALON OF BEAUTY**  
2713 Riverside Blvd. GI lbrt 2-7741  
(See Advertisement, Page 50)  
**RUTH ANN LEWIS**  
HELENE CURTIS COLD WAVE  
HAIR STYLING  
ELECTROLYSIS & THERMOLYSIS  
2423-21st HI lcrst 7-4920

- SACTO BEAUTY SCHOOL** 1630 O. GI lbrt 3-4583  
(See Advertisement, Page 50)  
**SAK'S SALON OF BEAUTY**  
1006-24th GI lbrt 3-1238  
Salon Agnes 3200 Riverside Blvd. GI lbrt 3-7791  
Salon Arden 3515 Fair Oaks Blvd. IV nhoe 9-4262  
**SAN CARLAS BEAUTY SALON**  
3258 J. HI lcrst 7-1784  
(See Advertisement, Page 49)  
**SENATOR BEAUTY SALON**  
Located On Mezzanine Floor  
1218 & L. GI lbrt 3-3628  
Hotel Senator. GI lbrt 2-5081  
Silhouette Beauty Salon  
Bernice Richter & Helen Enzler  
2623 Broadway. HI lcrst 6-5571  
Stanford Beauty Shop  
Cora Baker-Owner  
3229 1/2 Sacramento Blvd. HI lcrst 5-9756  
**STAR BEAUTY SALON**  
4912 Sn Francisco Blvd. HI lcrst 5-0556  
Sta-Rite Beauty Shop  
Edith Johannsen  
1617-16th GI lbrt 2-8391  
**STYLE ART BEAUTY SALON**  
MR. MITCHELL & DGN  
Hair Stylists  
Across from Hoies  
1017-9th GI lbrt 2-0554

- SUNBEAM BEAUTY SALON**  
1122-8th GI lbrt 3-9596  
Suzanne's Beauty Salon  
4804 Folsom Blvd. HI lcrst 6-6736  
**THEODORE'S BEAUTY SALON**  
2450 Del Paso Blvd. HI ckr 9-8621  
Thomas Beauty Shop 2908-36th. HI lcrst 5-9990  
**TOWER BEAUTY SALON**  
1510 Broadway. GI lbrt 3-3820  
(See Advertisement, Page 50)  
**TOWN & COUNTRY BEAUTY SHOP**  
2437 El Paso Ln. IV nhoe 9-5189  
Travelers Hotel Beauty Salon 430 J. HU dsn 4-3567  
Twigg's Beauty Center 421 Capitol Av. GI lbrt 2-9508  
**UPTHEGROVE SCHOOL OF BEAUTY CULTURE**  
913 1/2 K. GI lbrt 3-1401  
(See Advertisement, Page 47)  
**VANITY BEAUTY SALON**  
4945 Folsom Blvd. HI lcrst 5-8507  
(See Advertisement, Page 50)  
Vaughan's Beauty Shop  
1907 Marconi Av N Sacto. HI ckr 9-7314  
Verda's Beauty Shop 2994-65th. HI lcrst 6-8651  
Vina & Zella's Colonial Beauty Nook  
3510 Stockton Blvd. HI lcrst 6-7212  
V's Beauty Shop Carmichael. IV nhoe 9-0947  
Vogue Beauty Salon 2105-28th. HI lcrst 6-3697

Good party-line neighbors get better  
party-line service.

## Beauty Shops—(Cont'd)

- WAGON WHEEL BEAUTY SHOPPE**  
"For People Who Appreciate the Finest"  
COMPLETE BEAUTY SERVICE  
Arlene De Wilde - Owner  
3385 Marysville Rd Hagwgd. HI ckr 9-0175  
Waldorf Beauty Shop 527-12th. GI lbrt 2-9738  
**WEINSTECK-LUBIN & CO**  
12th & K. GI lbrt 3-6881  
Yo's Beauty Shoppe 1205-4th. GI lbrt 2-7451  
**ZELLA'S BEAUTY SALON**  
3228 Bowly. HI lcrst 5-5965  
**Bedding**  
See also Mattresses Headings  
**JACKSON FURNITURE CO** 14th & K. GI lbrt 2-7604  
**VALLEY MATTRESS CO**  
Mattresses Rebuilt - Sterilized  
Recovered Like New  
One Day Service  
Lowest Prices  
4160-14th Av. HI lcrst 5-3019

## Beds

- Abbey Rents  
Hospital & Rollaway Beds-Cribs  
24 Hour Service-Rentals-Sales  
1827 J. HU dsn 4-9151  
Wilson Rents & Sells 1309 J. GI lbrt 2-8276

## Beds-Disappearing

- Marshall-Stearns Pacific Co  
Murphy-Rollaway-Recess-Wall Beds  
600-16th Oakland  
(Toll Call "operator" for... Glencourt-1-1174

## Beds-Hospital

See Hospital Equipment & Supplies

## Beer & Ale Distrs

- ACME BEVERAGE CO** 2630-5th. GI lbrt 3-1925  
(See Advertisement, Page 52)  
**ALPINE DISTRIBUTING CO**  
1614 D. GI lbrt 2-5735  
**ATLAS DISTRIBUTING CO INC**  
1430 Front. HU dsn 4-3369  
(See Advertisement, Page 52)  
**BELL DISTRIBUTING CO**  
1327 North G. GI lbrt 2-4913  
(See Advertisement, Page 52)  
**BLUCHER BROS BEVERAGE CO**  
2301-19th. GI lbrt 3-9026  
(See Advertisement, Page 52)  
**BOHEMIAN BEER—**  
ALPINE DISTRIBUTING CO  
1614 D. GI lbrt 2-5735  
**BUDWEISER—**  
ATLAS DISTRIBUTING CO INC  
1430 Front. HU dsn 4-3369  
**BURGERMEISTER BEER—**  
SACCANI DISTRIBUTING CO  
2600-5th. HU dsn 1-0213  
**CAL-HI BEVERAGE CO**  
W Sacramento. GI lbrt 3-4081  
(See Advertisement, Page 52)  
Capital Cigar & Liquor Co 320 J. GI lbrt 3-3761  
(See Advertisement, Page 53)  
**EASTSIDE BEER—**  
BLUCHER BROS BEVERAGE CO  
2301-19th. GI lbrt 3-9026  
**GOEBEL BEER** 1527 North C. GI lbrt 2-4913  
Grace Bros Brewing Co  
Blue 'n Gold Beer  
1005 El Monte Av N Sacramento. HI ckr 9-8501  
If no answer call... HI lcrst 6-3758  
**HEIDELBERG BEER—**  
ALPINE DISTRIBUTING CO  
1614 D. GI lbrt 2-5735  
Heidelberg Beer Distributing Co  
1614 D. GI lbrt 2-5735  
(Continued Next Page)

## For A Lovelier You



A newly decorated shop  
now specializing in Per-  
manent Waving, hair  
cutting & shaping. Offer-  
ing the public the latest  
trends in hairstyling.  
Also featuring hair dyeing & tinting. Come in  
and see us—you'll be delighted with our service.  
Open Evenings by Appointment  
**Riviera Salon of Beauty**  
Marge M. Jones, Owner  
2713 RIVERSIDE BLVD.  
Phone GI lbert 2-7741

A  
COMPLETE  
BEAUTY  
SERVICE  
Call  
GI lbert 3-3628  
GI lbert 2-5081

**HOTEL SENATOR  
BEAUTY SALON**  
12th & L Mezzanine Floor

Personalized  
Hair Styling  
Skilled Operators  
For All Your  
Beauty Needs  
Call  
Hil lcrst 5-8507

**Vanity Beauty Salon**  
4945 FOLSOM BLVD.

# LUCKY LAGER

HILLCREST 6-3845 or HILLCREST 6-3847

Complete  
**SCHOONMAKER**  
Selection of  
**Almaden - Madrone  
& Solera Wines**

Enjoy Life with  
*Miller's*  
**HIGH LIFE**

DISTRIBUTOR  
**STERLING BRANDS**  
1800 - 22nd St.  
P. O. Box 48