



## SCHOOL OF BEAUTY CULTURE

"THE BEST"



• The Upthegrove School Has Stood the Test for Years and Is One, If Not the Oldest School of Beauty Culture in Northern California. It Has Not Changed Hands Since Its Opening and the Rapid Growth Is a Sign of Success.



- Individual Attention to Each Student Assures Perfect Technique.
- STUDENTS MAY ENROLL AT ANY TIME DURING THE YEAR.

**PERMANENT WAVING, \$1.50 to \$6.50**  
All Beauty Work by Advanced Students

## UPTHEGROVE SCHOOL OF BEAUTY CULTURE

Phone MAIN 8108 806 K STREET Mezzanine Floor Elevator Service INSURANCE BUILDING Phone MAIN 8108

Residence Phone CAPITAL 2526

## Telephone Service

for those

## Who Do Not Hear Well

A special telephone has been developed by the Bell System for the aid of people with impaired hearing.

Installed in the home or office, it amplifies the volume of sound.

Our business office will gladly give you further information.



## De Luxe Beauty School

FORMERLY STATON'S

### FEATURING:

- Daily Service to the Public, Including Saturdays.

### • BEAUTY SERVICES

By ADVANCED STUDENTS

### Pre-Clinic Dye Days

Wednesdays - Featuring CLAROL - INECO

INVESTIGATE OUR COURSES  
We Furnish Kit, Manual & All Supplies  
In One Tuition Fee

Particular Attention Given to  
Placement of Graduates

Phone MAIN 299

## De Luxe Beauty School

MR. and MRS. WILLIAM B. GAMBLE  
Managing Owners  
908 1/2 - 8th Street UPSTAIRS

## Batteries.-(Cont'd)

### WILLARD BATTERIES

AUTHORIZED SALES AND SERVICE

Expert, reliable battery service on all makes at the following Willard Service Stations—no charge. Also rental and new Willard Batteries.

**Willard**

### "HOW TO BUY THEM"

WHOLESALE & RETAIL  
NIELSEN AL 1019 L.....Main-519

### RETAIL

Miller Automobile Co 10th & K.....Capital-8390  
Union Garage  
Official Sacramento Service Sta  
1113 I.....Capital-5140

Zupfi Joe Radio & Appliance Store  
3027 Broadway.....Main-9848

## Batteries—Wholesale.

Lahr Spring & Tire Corp.  
1217 16th.....Comstock-1443

## Bean Cleaning

Haslett Warehouse Co W Sacto.....Main-6995  
Old Pioneer Mill Wase Co Tiburon.....Main-4600  
Sixteenth St Pub Bean & Grain Ctr  
1501 Spear Ar.....Main-1207

## Beans.

California Hay & Grain Co 426 J.....Main-8500  
Farmers Bean & Grain Co 1510 Spear.....Capital-1636  
Sixteenth St Pub Bean & Grain Ctr  
1501 Spear.....Main-1207

## Bearings.

Bearing House The 318-10th.....Main-730

### BEARINGS SUPPLY CO

BALL — NEW DEPARTMENT  
SKF — HYATT  
ROLLER — TIMKEN  
BABBITT — MOROLLY  
BUSHING — FEDERAL MOGUL  
BUSHING — BUNTING  
1018-14th.....Main-5470

Casy Gee Co 818-10th.....Main-730

## Beauty Shop Equipment Repairing.

Sacramento Electric Co 1081 J.....Capital-931

## Beauty Shop Supplies.

SACTO BARBER & BEAUTY SUPPLY CO  
Exclusive Northern California  
Distributor For  
DUART  
PERMANENT WAVE MACHINES  
34 Years in Sacramento  
1220 K.....Main-4848

## Beauty Shops.

ADOLPHE'S BEAUTY SALON  
The Famous Designer and Creator  
of the  
Latest Coiffure Fashions in  
Haircutting, Permanent and Finger  
Waving  
My Personal Attention Given to  
Each Individual Patron  
2423-21st.....Main-10436

Alecia Beauty Salon 3011 Franklin Blvd.....Main-9231  
Andre's Beauty Shop 1113-8th.....Main-6410  
Art Beauty Shop  
Marinello System 1531-11th.....Capital-2752  
Avenue Beauty Parlor 2101-2nd Ar.....Main-8857  
Baker's Beauty Salon 1400 F.....Main-10464  
Ball Is 3229 Sacto Blvd.....Main-9229  
Bay Bertha Beauty Shop  
1025 Dolores.....Main-2092  
Beauty Nook 4755 J.....Main-10140  
(Continued Next Page)

## Beauty Shops.-(Cont'd)

Beck's Beauty & Barber Shop  
8450-3rd Ar.....Main-9876  
Berle Sam Beauty & Barber Shop  
924-24th.....Main-10280  
Betty Marie Beauty Salon 1901 1/2 M.....Capital-1745  
Billis Barber & Beauty Shop  
4403 8th Blvd.....Main-9725  
Blow Bird Beauty Shop 924-14th.....Main-8910  
Blue Hair Beauty Shop 1000 F.....Capital-1634  
BON MARCHE BEAUTY SALON  
11th & K.....Capital-1838  
Boulevard Bty Salon & Barber Shop  
2753 Sacto Blvd.....Main-10000  
Byrd's Beauty Salon 1300 & L.....Main-533  
C & C Beauty Shoppe 2404 D.....Capital-7019-W

### CALIF BEAUTY SCHOOL

All Branches of Beauty Culture  
Taught Scientifically  
Work by Advanced Students Under  
Personal Supervision  
ALL BEAUTY WORK FOR LESS—  
WHY PAY MORE?  
Madam Cochran  
1006-9th.....Main-9415

### CAMPUS BEAUTY SALON

319-11th Ar.....Capital-2117  
Capital Beauty Parlor 1409 J.....Main-9644  
Casandora John 1009 1/2 F.....Main-351  
Clara's Beauty Salon 1009-10th.....Main-9654  
Clarendon Beauty Shop  
2102 1st Pao Blvd.....Main-8846  
C-E Beauty Shoppe 1009 1/2-9th.....Capital-836  
Cullen Beauty Shop 2500 O.....Main-6966  
Collins Beauty Salon  
2970 Prospect Blvd.....Main-1486  
Craig's Beauty Salon 1023-12th.....Main-2842  
Dainty Lady Beauty Shop  
1040 8th Blvd.....Main-9994  
Daisy Belle Beauty Shop  
115 Rio Linda Blvd.....Main-9576  
DEL KAY BEAUTY SHOP 917-15th.....Main-9525  
DeLuxe Beauty Shop 903 1/2-8th.....Main-299  
(See Advertisement Opposite Page)

### DOLLIE VAN'S BEAUTY SALON

2129 J.....Main-9298  
Dorothy Beauty Center 1817 K.....Capital-3820  
Dot's Beauty Shoppe 144-30th.....Capital-5800  
Elder's Beauty Salon 2901 E.....Capital-90  
Eleanor's Beauty Shop 2901 E.....Capital-90  
Elite Beauty Shop 2054-33rd.....Main-3968  
EL RAINE BEAUTY SHOP  
2127-21st.....Main-1280  
El Rio Beauty Shop  
2743 Riverside Blvd.....Capital-7174-W  
Emma Marie Beauty Salon  
Popular Priced Perm Waves 1,95 Up  
All Lines of Beauty Work Guaranteed  
Formerly of Dolores Beauty Shop  
Angie 8 to 7-Emma Parlor, Prop  
1130-9th.....Main-9448  
Ethel's Beauty Shop 1123 1/2-5th.....Main-8992  
Ethel's Beauty Shop 707-14th.....Main-9380  
Fabers Joie 3910 H.....Main-1812  
Fashion Beauty Shoppe 2807 J.....Main-6238  
Fluorette Beauty Shoppe 2800 Broadway.....Capital-3419  
Francesca Bobbin Shoppe 1128-13th.....Capital-544  
Fry Myrtle Beauty Shop 3721 N.....Capital-2842  
Gargia's Beauty Shop 714-28th.....Main-946  
Gordon Le Roy Beauty Salon  
1024 1/2-10th.....Capital-306  
Grant Union Beauty Shop Del Pao Hse.....Main-9484  
Gullair Pauline 2736 M.....Main-6754  
Harper Method Scalp Treatment  
Forum Bldg.....Main-3410  
(See Advertisement This Page)

Hazel Lois Beauty Salon 1006-24th.....Main-1342  
Hazel Beauty Court  
3226 Folsom Blvd.....Comstock-1224  
Hershey's Beauty & Barber Shop 4730 J.....Main-9831  
Homestead Beauty Salon 1710 Broadway.....Main-995  
Hotel Senator Beauty Salon  
Hotel Senator.....Main-533  
ISHIMA BEAUTY SHOP 523 M.....Main-9898  
by Beauty Shoppe 1114 1/2-10th.....Main-703  
Ivy Hair Tonic Parlor 1114 1/2-10th.....Main-703  
JACK'S BEAUTY SALON

### SPECIALIZING in INDIVIDUAL COIFFURES

Room 226, 9th & K  
Forum Bldg.....Main-1235

Jan-Tone Beauty Salon 1010-12th.....Main-421

"I wish I could get hold of Jones." You can! You can reach any or all of your traveling representatives through "Transient Call Service." Our special representatives will be glad to give you details.

## Beauty Shops.-(Cont'd)

JEANETTE BEAUTY SALON  
MRS. JEANETTE M. GALLAGHER  
14 Years Experience  
PERMANENT WAVES  
A SPECIALTY  
All Forms of Beauty Work  
NO PARKING PROBLEMS  
Near 14th Ar  
3824 Stockton Blvd.....Main-8973

Jennings's Lee Beauty Shop 1007 Bldg.....Main-6265  
Joan Hull Beauty Shop  
2722 Sacto Blvd.....Capital-1601  
Johnson Lillian 2758 Sacto Blvd.....Main-10000  
Kathryn's Beauty Salon 1019a-10th.....Capital-1518  
Key Beauty Studio 1400 F.....Main-1440  
Kimble Beauty Shop 2712 J.....Capital-1132  
Lahard Hazel Beauty Shop 2307 H.....Capital-229  
Lacy Clara Beauty Shop 2954-54th.....Main-8874  
Lafayette 1008 1/2 J.....Main-1160  
Larson's Beauty Shop 1600-10th.....Main-5054  
Lavender Beauty Shop  
Colla Hox  
4925-32nd.....Capital-5448  
Lambert Beauty Salon 1123-9th.....Main-9345

### LEHOT GORDON BEAUTY SALON

1024 1/2-10th.....Capital-306  
Lida Jane Beauty Shoppe 1008-16th.....Main-10472  
Lily's Beauty Shoppe 4138-4th Ar.....Capital-8615  
Lois Lee Beauty Shop 2954-54th.....Main-6174  
LUCILLE'S BEAUTY SALON  
2528-2nd Ar.....Capital-462  
Lynn Beauty Parlor 814 Alhambra.....Main-1198  
Mabel's Beauty Shop 4010 Sacto Blvd.....Capital-4401  
Marie's Beauty Salon 2030 Vallejo Wy.....Capital-765  
Margaret Beauty Shoppe 621 J.....Main-2786  
Maude Marie Shoppe 1031-10th.....Capital-3279  
May's Beauty Shoppe 1827-28th.....Main-9384  
Maurice Beauty Shop  
Alberto E Pica  
1128-11th.....Main-1331  
Merle Norman Cosmetic Studio 2913 J.....Main-2299  
MERLE NORMAN COSMETIC STUDIOS  
1012-12th.....Capital-2630

### MERLE NORMAN STUDIO

RUTH CHANEY — BURLA EMERY  
MODERN EQUIPPED  
BEAUTY SALON  
Evenings by Appointment  
Easy Parking  
2126 Del Pao Blvd.....Capital-239  
If no answer call.....Capital-7367-M

### MILADY'S Permanent Wave Shop

Phyllis Caldarola  
1207-10th.....Main-9478  
Miller's Beauty Shop Rio Linda Blvd.....Main-9558  
Miyake Beauty Shop 1023-4th.....Capital-7731  
MODEL BEAUTY SHOP  
1013-11th.....Capital-615  
Modern Beauty Shoppe 3017-5th Ar.....Main-9258  
Mortarella A 1221 L.....Main-10474  
Mumt Margaret 1100 Twentieth Wy.....Comstock-1991  
Myra's Beauty Salon 1208 O.....Main-5920  
Nanette's Beauty Parlor 1214 1/2-5th.....Main-9284  
Nelson May Beauty Salon  
1808 Del Pao Blvd.....Main-1599  
Nelene Beauty Salon 1626 Broadway.....Capital-4999  
(Continued Next Page)

There is no greater factor in the economy of time than the use of the long distance telephone. The service is prompt, efficient, convenient and satisfactory.

## HELEN BEAUTY COURT

"A Modern Salon"

WE EMPLOY  
Experienced Operators Exclusively  
AIR COOLED -- EASY PARKING

**Comstock 1224**

3226 Folsom Blvd.

## HARPER METHOD BRUSHING & MASSAGING

of HAIR and  
SCALP  
Hair Dried by  
Hand

Permanents  
That Please

- DISTINCTIVE
- INDIVIDUAL
- LASTING

Phone MAIN 3410

931 Forum Building



## Permanent Waves



INDIVIDUAL  
HAIR STYLES  
BEAUTIFUL  
PERMANENTS  
Our Specialty

## Jan-Tone Beauty Salon

Formerly Johannes Beauty Salon

Telephone MAIN 421

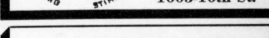
1010-12th Street

## CLARA'S BEAUTY SALON

- Complete Beauty Services
- Ex-Cel-Cis Lustrous Permanents
- Instruction in Correct Complexion Care & Individual Make-up

EX-CEL-CIS BEAUTY  
PREP. HDQTR.  
• Free Delivery  
Authorized Distributor  
MRS. W. E. BISHOP

Main 9654  
1005-10th St.



OIL PERMANENT  
COMPLETE, \$2.50  
FINGER WAVE (Dry), 50c  
Open Till 8 P.M.  
AIR COOLED

## ANDRE'S Beauty Shop

Telephone MAIN 6410

1113-8th St.