



**Helen's
BEAUTY COURT**
RENIE ROGERS
SAME LOCATION FOR 10 YEARS

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
GL 7-9897
3226 FOLSOM BLVD.
AIR COOLED
EASY PARKING

Beauty Shop Equipment & Supplies

(Cont'd)
TOPPER BEAUTY SUPPLIES & EQUIPMENT
 EXCLUSIVE DISTRIBUTOR OF
 LeMour Products - Master-A-Wave
 Style Hair Spray
 Swift Dryers - Ullman Dryers
 DISTRIBUTORS FOR
 Regent-Artistic Crestal Technique
 Hairrest Hairing Furniture
 Shop Installations Our Specialty
 1412-16th -----HU 1-2311

WEST COAST BEAUTY SUPPLY CO

Distributors for
**HELENE CURTIS
 REVLOX**
 3250 J -----HU 1-2212

Beauty Shops

ACACIA BEAUTY SALON
 5776 Broadway-GL 5-7025
 Adelyn's Beauty Shop 1115-19th-GL 3-3418
ADOLPHE THE HAIR STYLIST
 In Carmichael
 Evenings by Appointment
 5148 El Camino Av(C)-----IV 9-5457
 Adrian Salon of Beauty 912 1/2 J-GL 3-9519

Shopping for a hard-to-get
 product? Thumb through the
 Yellow Pages of your telephone
 book... it's probably listed
 there.

Beauty Shops-(Cont'd)

ADRIAN'S MR BEAUTY SALON
 HARPER METHOD
**CREATOR OF
 VELVET CUT
 & Pin Curl Marcel**
 Nationally Recognized Authority
 PERMANENT WAVING
 & HAIR STYLING
 Evening Appointments
 Overlooking the Plaza
 912 1/2 J -----GL 3-2911

AGNES SALON
 3200 Riverside Blvd-GL 3-7791
ALFRED'S SALON FOR BEAUTY
 1251-28th-GL 7-3440

ALICE & ANN FULTON AV BEAUTY SALON
 Styling - Shaping
 Guaranteed
 Permanent Waving
 1 Mile South of Arden Way
 1075 Fulton Av-----IV 7-6034

ALICE'S BEAUTY SALON
 NORTH SACRAMENTO
 COMPLETE BEAUTY SERVICE
 Evenings by Appointment
 2126 Del Paso Blvd(NS)-----WA 5-3143

Arcade Beauty Shop
 Across from Will's Point
 Auburn BI -----IV 9-5465

ARDEN BEAUTY SALON
 "RICK"
 BEAUTY SERVICE BY EXPERTS
 In Arden Town
 3515 Fair Oaks Blvd-----IV 9-4262

(Continued Next Page)

FEDERICO BEAUTY COLLEGE

Phone GL 3-1401
 BECOME A LEADING HAIR STYLIST AND COSMETOLOGIST
 UNDER THE FEDERICO SYSTEM



Federico
 System of Beauty
 Culture
 THE VALLEY'S
 LEADING BEAUTY
 COLLEGES
 SACRAMENTO
 FEDERICO
 BEAUTY COLLEGE
 909 1/2 8th St.
 GL 3-1401
 STOCKTON
 BEAUTY COLLEGE
 California &
 Market St.
 HO 3-5928
 FRESNO
 BEAUTY COLLEGE
 2037 Tulumene St.
 Phone 4-1859
 BAKERSFIELD
 FEDERICO
 BEAUTY COLLEGE
 2005 Eye St.
 Phone
 FAIRVIEW 2-5586

ENROLL NOW
 * For men or women married or single
 * G.I. Approved.
 * Terms as low as \$5.00 weekly
 * Free job placement service
 * Board-Room arranged for out-of-town girls
 at no extra cost
 Brush-Up Courses for out-of-state operators.
 Refresher Courses.

WRITE, PHONE OR VISIT US FOR
 FREE BOOKLET ON BEAUTY CULTURE
 WE GUARANTEE SATISFACTION
**NATIONALLY ADVERTISED COLD WAVE
 LESS THAN 1/2 PRICE.**

Advanced Student Work Guaranteed and Supervised
 WITH OR WITHOUT APPOINTMENT

HAIR
 * TINTING * STYLING * SHAPING
 * FINGERWAVING

**FEDERICO
 BEAUTY COLLEGE**

909 1/2 8th St. (bet. I & J) GL 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 - CLOSES PORES**

FACIAL CONTOUR IS REJUVENATION WITHOUT SURGERY
 One of Sacramento's leading Beauty Salons also features Hair Foulas,
 perfectly matched in texture and color; expert strip work; Hennons
 and Hair Dyeing, featuring the famous "Titan Red."
 and Special Permanent Waving

WE SPECIALIZE IN HAIR STYLING AND PERMANENTS
 Full Line of Contaire - Revlon - Hazel Bishop & Dermetics Cosmetics

OPEN EVENINGS
 All Latest Styles of
 HAIR CUTTING

**1008 - 7th Street
 Sacramento**

For Appointments
GI 2-5457

Beauty Shops-(Cont'd)

ARDEN MANOR BEAUTY SALON
 1303 Morse Av-IV 7-0033
 (See Advertisement Page 54)
 Audrey's Beauty Shop 4444-53d -GL 6-5381
 B-George Beauty Salon 912-26th -HU 1-0366
 (See Advertisement Page 53)

B-N-B BEAUTY SHOP
 3826 Delaware Av(C)-IV 9-6468
 Bay Bertha Beauty Shoppe
 1025 Dolores Wy-GL 6-0028
 Be Younger Beauty Salon
 1626 Broadway-GL 3-5371

BEATRICE LOWNEY HAIR FASHIONS
 SPECIALIZING IN HAIR COLORING
 Corrective Hair Work
 Individual Styling Re-Shaping
 Permanent Waving with Proteinized
 Hair Conditioning Action
 FREE CONSULTATION
 2020 Del Paso Blvd(NS)-----WA 5-6066

BEAUTY BANK OAK PARK
 LILLIAN L. BELL
 MANAGING OWNER
SPECIALITIES
 COLD WAVES
 MACHINE & MACHINELESS
 PERMANENTS - TINTING
 SCALP TREATMENT - FACIALS
 Open Evenings
 No. 5 & B Bus
 2847-35th -----GL 6-6267

Beauty Bar The 315-33d -----GL 3-1048
BEAUTY BOX 2414-21st -----GL 7-4946
BEAUTY CENTRE THE
 3392 El Camino Av-IV 7-0426
 Benne's Beauty Center
 421 Capital Av-HU 4-0438
 Bert's 1016-19th -----GL 3-7454

Advertise here—it pays.

Bessie's Beauty Shop
 464 W El Camino Av(NS)-WA 5-5597
 Betty Engle Beauty Salon
 1013-11th-GL 3-1767
 Betty's Beauty Center 1400 F-----HU 4-8785
BO MONDE BEAUTY SALON
 2129 J-HU 4-1811
 (See Advertisement Page 53)

BROADWAY BEAUTY SHOP
 COMPLETE BEAUTY SERVICE
 Specializing in
 IN LADIES & CHILDREN'S
 HAIR CUTTING & STYLING
 \$1.00
 COLD WAVE PERMANENTS
 CLOSED MONDAYS
 2404 J -----HU 1-1036

BROWNIE BEAUTY SALON
 2006 Franklin BI-GL 5-2713

BURLA'S BEAUTY SHOP
 2770-5th Av-GL 6-3481
 C & C Beauty Shoppe
 Cecilia Hubert-Owner
 2404 D -----GL 2-3487
 Cameo Beauty Salon 812-21st -----GL 3-2214
 Capital Beauty Salon 1424-14th-----HU 4-4551
 Carmela's Beauty Salon
 Between X and Broadway
 2400-21st -----GL 1-3721
CARMICHAEL BEAUTY SHOP
 6139 Fair Oaks Blvd(C)-IV 7-5572
 Carriage Trade Beauty Salon The
 1012-38th-GL 6-6315
 (See Advertisement Page 53)
 Cary-Lou Beauty Salon 923-16th -----GL 2-3305
 Cathay Studio of Beauty
 1615-8th-HU 4-0752
 Charles Mr 12th & L-----GL 3-3527
 Charles Salon of Beauty
 4361 Arden Wy-IV 7-9981
 (See Advertisement Page 52)
 (Continued Next Page)

The Yellow Pages save you time.



*Men Will Love You With
 Your New Permanent*
BEAUTY SERVICE BY EXPERTS
GUARANTEED PERMANENT WAVING
 BY A COMPETENT STAFF OF OPERATORS
 • Loash & Brow Dyes • Scalp Treatments
 • Hair Coloring
 Manicuring - Facials
 Costume Jewelry & Revlon Products

**TWO LOCATIONS
 AIR CONDITIONED**

Salon Agnes
 Featuring Hair Styling & Shaping by
 AGNES RICKERT
 Phone
GI 3-7791
 5200 RIVERSIDE BLVD.
 Mezz. of Shop-N-Shop Mkt.

Salon Arden
 Featuring Hair Styling & Shaping by
 "RICK"
 Phone
IV 9-4262
 5515 FAIR OAKS BLVD.
 In Arden Town



**FLEURETTE
 BEAUTY SALON**
 We Specialize in Permanent
 Waving Exclusively for Women
 Who Are Particular
 HAIR CUTTING & SHAPING 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
GL 5-3910
 For Free Test Curl

C. A. and MELBA HACKETT, Props.
 Operators - Marg. & Grace
 REVLOX PRODUCTS USED
 AIR CONDITIONED SALON



**LORDS
 BEAUTY SALON**
 Please
 Ask for
 We Specialize in
 Permanent
 Waving
 Ringlet Ends
Hair
 STYLING &
 SHAPING
 Licensed
 Operators

NON-TOXIC DOBRE PERMANENT WAVE
100% AIR CONDITIONED
TINTING - DYEING - BLEACHING - MANICURING
 Open 9:00 A.M. to 7:30 P.M. Except Sat. 6:30 P.M.

24 HOUR SERVICE
GI 2-4373
 1006 1/2 9th
 Between J & K
 Upstairs

PHONE
GI 2-5787