

→ Codes in listings indicate Sacramento (No Code), Carmichael (C), North Highlands (NH), North Sacramento (NS), West Sacramento (WS).
Communities as follows: Broderick (B)

Ruth Perry
Mar-Eve
BEAUTY SALON

GI 8-2361

"If your hair isn't becoming to you, you should be coming to us."

724 ALHAMBRA BLVD.
2 Doors Off H St.

San Carlos Beauty Salon

Complete Beauty Service

GI 1-1061

Evenings by Appointment
3258 J or 33rd
(Easy Parking)

Norma's Beauty Salon

Serving the FRUITRIDGE AREA

THE LATEST IN HAIR STYLES
Open Tues. through Sat. - Also
Thursday Evenings by Appointment
Phone GL 5-7649
6928 FRUITRIDGE RD.

IN
WEST SACRAMENTO
for
COMPLETE BEAUTY SERVICE
HAIR CUTTING & STYLING
PERMANENT WAVES
TINTING - DYEING - BLEACHING

El Rancho Beauty Salon

FR 1-6270

814 MERKLEY AVE. W. SACTO

B-GEORGE BEAUTY SALON

HAIR STYLING
CUTTING & SHAPING

Permanent Waving - Manicuring
Black Hair and Scalp Treatments
AIR CONDITIONED SALON
Evenings by Appointment
-AMPLE PARKING-

GI 1-0366
912-29th Street

Jean's Beauty Salon
AIR CONDITIONED

Complete Beauty Service
For Personalized Charm

GI 8-9901

FREEMONT BLVD. AT 11th AVE.
2108-11th AVENUE
Easy Parking

The Hairdressers' BEAUTY SALON
GL 1-7248

Fort Sutter Shopping Center
2825 L St. - Across from Sutter Hospital

INDIVIDUAL STYLING
Parking Space

Open Evenings by Appointment
Gifts GL 1-7248 Cards

ARDEN MANOR BEAUTY SALON

Specializing in
HAIR SHAPING & STYLING
PERMANENT WAVES

Evening by Appointment
Open Mondays

CALL
IV 7-0033

Corner of Hurley
1303 MORSE AVE.

Beauty Shops-(Cont'd)

John Robert Powers Beauty Salon
1014 1/2-10th-GI 1-1698
John's Beauty Studio 1024-226-GI 8-5088
JOSEPHINE'S BEAUTY BAR
3330 El Camino Av.-GL 7-4903
1044 Maryland Av(WS)-GI 1-1369
Kathryn's Hair Dressing Parlor
3011 Franklin Bl-GI 5-7225

KAY'S BEAUTY SALON
Formerly Park Salon of Beauty
Hair Shaping - Permanent - Tinting
Evenings by Appointment
1123-9th-GI 8-2532

Kim Henry 4630 El Cerrito Wy-GI 5-9480
Klip & Kurl 2024 Alhambra Bl-GI 5-8457
KUT & KURL BEAUTY SALON
Corner of 32nd Av & Franklin Bl
3254-32d Av-GI 6-5229
LaDore Beauty Salon 3084-33d-GI 5-8527
Ladye Fair
See Lord's Beauty Salon
1006 1/2-9th-GI 2-5787

LAND PARK BEAUTY SALON
MR CHARLES 4412 Del Rio Rd-GI 2-1101
Laroco's Beauty Shop 1630-7th-GI 3-9428

LAVENDER BEAUTY SALON
Celio Flores - Manager
COMPLETE BEAUTY SERVICE
Thursday Evenings By Appointment
Corner 12th Av
3720-33d-GI 5-7528

Leftridge Beauty Salon
3102 Sacramento Blvd-GI 2-9367
Leo Jennings's Beauty Shop 2712 J-GI 8-741
Lewis' Beauty Box
3614 Bret Harle Ct-GL 1-1898

LIL'S BEAUTY SHOPPE
3908 Broadway-GL 6-2350

LIL LEE BEAUTY SALON
2944-35th-GL 6-4301
(See Advertisement Page 61)

Lords Beauty Salon 1006 1/2-9th-GI 1-3855

LORDS BEAUTY SALON
1006 1/2-9th-GI 2-4373
(See Advertisement Page 56)

LUCILLE'S BEAUTY SALON
PERMANENT WAVING
TINTING
HAIR CUTTING
STYLING
1/2 Block From Motor Vehicle Dept
2338-2d Av-GI 5-5791

MADELINE'S BEAUTY SALON
A COMPLETE BEAUTY SERVICE
SKILLED STYLISTS
394-45th-GI 7-6659

MAGIC KURL BEAUTY SHOP
1624-11th-GI 2-2318

Advertise here-it pays.

Mc CRADY HELEN STUDIO OF BEAUTY

CONTOUR CUTTING
& STYLING
NEXT TO KEN'S RED BARN

3415 Fulton Av-IV 7-0279

MERLE NORMAN COSMETIC & PERFUME STUDIO

Teaches You The
ART OF APPLYING
YOUR DAILY MAKE-UP
Complete Complexion Analysis
Given Free of Charge
1012-11th-GI 3-2029

MERLE NORMAN COSMETIC STUDIO
2118 Del Paso Blvd(NS)-WA 5-1154
Mickey's Beauty Shop 1230 P-GI 2-5232
Milady's Silver Scissors 1307-18th-GI 8-6230
Milly's House of Beauty 2015-10th-GI 8-5856
Mr Chris Beauty Salon 2017-GI 8-8841

MR NICK'S BEAUTY DEN
3000 Fair Oaks Bl(C)-IV 3-2335
(See Advertisement This Page)

Modern Beauty Shoppe
3020-5th Av-GI 6-6755
Nanette's Beauty Parlor 1214-5th-GI 2-9975
Nellie's Beauty Shop 1611 P-GI 2-1646
NETA'S BEAUTY SALON
3727 Mimi Rd(DPH)-WA 5-1344
(See Advertisement This Page)

NINETTE SALON OF BEAUTY
COMPLETE BEAUTY CULTURE
Hair Styling - Permanent Waves
Facials - Expert Tinting
4734 J-GI 6-4825

NORMA'S BEAUTY SALON
6928 Fruitridge Rd-GI 5-7649
(See Advertisement This Page)

North Highlands Beauty Salon
3620 Watt Av-ED 2-1264

OAK PARK BEAUTY SALON
3109 Eastern Av-IV 9-0962

Opal's Beauty Salon 2908-36th-GI 7-2078
Pearl's Beauty Shop 1008-7th-GI 2-5457
(See Advertisement Page 55)

PEARL'S SALON OF BEAUTY
2412 Mission Av(C)-IV 3-2633
(See Advertisement Page 59)

PERRY RUTH K
MAR-EVE BEAUTY SALON
"If Your Hair Isn't Becoming to You,
You Should Be Coming to Us."
724 Alhambra Blvd-GI 8-2361

Personality Beauty Shop
1140 Grand Av(DPH)-WA 5-0728
(Continued Next Page)

In CARMICHAEL it's
MR. NICK'S BEAUTY DEN

CONTOUR HAIR
SHAPING
PERMANENT WAVING
HAIR TINTING
PERSONALITY
HAIR STYLING

All Work Personally Done by
MR. NICK

Open Daily 9-6 Tues & Thurs, 7-11 P.M.
Evenings by Appointment

IV 3-2335

CONVENIENT OFF ST. PARKING
(REAR) 3000 FAIR OAKS BLVD.
CARMICHAEL

MAGNIN JOSEPH CO INC
Downtown Beauty Shop
Open Mon & Fri Even 7-11 P.M.
931 K-GI 1-2126

Downtown Beauty Shop
Country Club Centre Beauty Shop
3330 El Camino Av-IV 7-4903
Mar-Eve Beauty Salon
724 Alhambra Blvd-GI 8-2361
(See Advertisement This Page)

MARCEL'S BEAUTY SALON
1123-5th-GI 3-1550

MARIAN'S BEAUTY SHOP
521 1/2-18th-GI 2-4638

Marie Kay's Beauty Salon
2123-5th-GI 3-1550

Marie's Beauty Salon
2033 Vallejo Wy-GI 2-4094
Marty's Beauty Salon 1509-16th-GI 8-3527

MASTER'S BEAUTY SHOP
5264 Capitol Av-GI 2-9342

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting Specialists - Tinting - Curling
Machine Permanent
3416 Fulton Bl-GI 5-0344

May Bel Beauty Shop 612-15th-GI 8-1801
May's Beauty Shop
215 Hobson Av Bryte-GI 2-5470

Mc CRADY HELEN STUDIO OF BEAUTY

CONTOUR CUTTING
& STYLING
NEXT TO KEN'S RED BARN

3415 Fulton Av-IV 7-0279

MERLE NORMAN COSMETIC & PERFUME STUDIO

Teaches You The
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YOUR DAILY MAKE-UP
Complete Complexion Analysis
Given Free of Charge
1012-11th-GI 3-2029

MERLE NORMAN COSMETIC STUDIO
2118 Del Paso Blvd(NS)-WA 5-1154
Mickey's Beauty Shop 1230 P-GI 2-5232
Milady's Silver Scissors 1307-18th-GI 8-6230
Milly's House of Beauty 2015-10th-GI 8-5856
Mr Chris Beauty Salon 2017-GI 8-8841

MR NICK'S BEAUTY DEN
3000 Fair Oaks Bl(C)-IV 3-2335
(See Advertisement This Page)

Modern Beauty Shoppe
3020-5th Av-GI 6-6755
Nanette's Beauty Parlor 1214-5th-GI 2-9975
Nellie's Beauty Shop 1611 P-GI 2-1646
NETA'S BEAUTY SALON
3727 Mimi Rd(DPH)-WA 5-1344
(See Advertisement This Page)

NINETTE SALON OF BEAUTY
COMPLETE BEAUTY CULTURE
Hair Styling - Permanent Waves
Facials - Expert Tinting
4734 J-GI 6-4825

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(See Advertisement This Page)

North Highlands Beauty Salon
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OAK PARK BEAUTY SALON
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Opal's Beauty Salon 2908-36th-GI 7-2078
Pearl's Beauty Shop 1008-7th-GI 2-5457
(See Advertisement Page 55)

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2412 Mission Av(C)-IV 3-2633
(See Advertisement Page 59)

PERRY RUTH K
MAR-EVE BEAUTY SALON
"If Your Hair Isn't Becoming to You,
You Should Be Coming to Us."
724 Alhambra Blvd-GI 8-2361

Personality Beauty Shop
1140 Grand Av(DPH)-WA 5-0728
(Continued Next Page)

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(See Advertisement This Page)

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Nanette's Beauty Parlor 1214-5th-GI 2-9975
Nellie's Beauty Shop 1611 P-GI 2-1646
NETA'S BEAUTY SALON
3727 Mimi Rd(DPH)-WA 5-1344
(See Advertisement This Page)

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COMPLETE BEAUTY CULTURE
Hair Styling - Permanent Waves
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4734 J-GI 6-4825

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6928 Fruitridge Rd-GI 5-7649
(See Advertisement This Page)

North Highlands Beauty Salon
3620 Watt Av-ED 2-1264

OAK PARK BEAUTY SALON
3109 Eastern Av-IV 9-0962

Opal's Beauty Salon 2908-36th-GI 7-2078
Pearl's Beauty Shop 1008-7th-GI 2-5457
(See Advertisement Page 55)

PEARL'S SALON OF BEAUTY
2412 Mission Av(C)-IV 3-2633
(See Advertisement Page 59)

PERRY RUTH K
MAR-EVE BEAUTY SALON
"If Your Hair Isn't Becoming to You,
You Should Be Coming to Us."
724 Alhambra Blvd-GI 8-2361

Personality Beauty Shop
1140 Grand Av(DPH)-WA 5-0728
(Continued Next Page)

In CARMICHAEL it's
MR. NICK'S BEAUTY DEN

CONTOUR HAIR
SHAPING
PERMANENT WAVING
HAIR TINTING
PERSONALITY
HAIR STYLING

All Work Personally Done by
MR. NICK

Open Daily 9-6 Tues & Thurs, 7-11 P.M.
Evenings by Appointment

IV 3-2335

CONVENIENT OFF ST. PARKING
(REAR) 3000 FAIR OAKS BLVD.
CARMICHAEL

ED = Edgewood FR = Frontier GI = Gilbert IV = IVanhoe
EM = Emalia GA = Garden GL = Glendale WA = Walnut

Beauty Shops-(Cont'd)

PETER PAN BEAUTY SHOP
SPECIALISTS IN
PERMANENT WAVING
Open 9 A.M. to 6 P.M. - Closed Mondays
Forum Bldg-GI 3-8727

Petersen Verda 2994-65th-GI 8-8631

PRISCILLA'S BEAUTY SALON
1305-4th-GI 3-9594

RICKS W 3515 Fair Oaks Blvd-IV 9-4262
River Park Beauty Salon

RIVIERA SALON OF BEAUTY
5491 Carlson Dr-GL 2-2511

ROBY'S BEAUTY SHOPPE
2713 Riverside Bl-GI 2-7741

RUTH ANN BEAUTY SALON
HELENE CURTIS COLD WAVES
Hair Shaping & Styling
KREE MULTIPLE SYSTEM
OF ELECTROLYSIS & THERMOLYSIS
Ruth Ann Lewis, R. E.
1285 Seville Wy-GL 7-4920
If no answer call-GL 7-5110

Ruth's Beauty Salon
101 Cantalier(NS)-WA 5-2144
Ruth's Beauty Salon 3000-65th-GL 2-2016
Ruth's Beauty Shop
4921 Boyd Dr(C)-IV 9-7431

SACRAMENTO SCHOOL OF BEAUTY
CULTURE 1630 O-GI 3-4583
(See Advertisement Page 58)

SAK'S SALON OF BEAUTY
For the Smartest in Hair Styling
Grace Anderson, Prop.
709-28th-GI 3-1238

SALLY'S BEAUTY BOX
2414-21st-GL 7-4946

SALON AGNES
3200 Riverside Blvd-GI 3-7791
(See Advertisement Page 56)

SALON ARDEN
3515 Fair Oaks Blvd-IV 9-4262

SALON D'ELLEN
IN CARMICHAEL SHOPPING AREA
EXPERT BEAUTY SERVICE
Dorothy E. Kurl - Owner-Operator
5743 Marconi Av(C)-IV 9-0947

SAN CARLOS BEAUTY SALON
3258 J-GI 1-1061
(See Advertisement Page 60)

SANTA RITA BEAUTY SALON
Kay Wilson - Grace Smallwood
Owners
SPECIALIZING IN
HAIR CUTTING - STYLING
TINTING
Permanent Waving - Dyeing - Manicuring
Open Thurs. Evenings by Appointment
5613F South Haven Dr(NH)-ED 2-2042

SENATOR HOTEL BEAUTY SALON
MR CHARLES Hotel Senator-GI 8-8521
Shepard's Beauty Den
2524 Yorktown Av-IV 5-7977
(See Advertisement This Page)

Silhouette Beauty Salon
Bernice Williams
2424-27th-GL 6-5571

SILVER SCISSORS BEAUTY SALON
1107-21st-GI 3-2242

SMART-CUT BEAUTY SALON
2514 Watt Av-IV 7-1029

SMART SET FASHIONS IN HAIR

SMART SET
3419 El Camino Av-IV 7-7071
Or-IV 7-6900

Smart Set Fashions In Hair
3419 El Camino Av-IV 7-6900
(See Advertisement Page 58)

South Sacramento Beauty Salon
4403 Franklin Bl-GL 7-2488

Sta-Rite Beauty Shop
Edith Hightower
1617-16th-GI 2-8391

Stanford Beauty Shop
Nanette Ford-Owner
3729 1/2 Sacramento Bl-GL 2-9561

Stella's Beauty Salon
2412 Edison Av-IV 3-2072

STUDIO 9
TOWN & COUNTRY VILLAGE
9 Adobe Ct-IV 7-8240

STYLE ART BEAUTY SALON
HIGHLY SKILLED HAIR STYLISTS
FEATURING
COIFFURES OF THE STARS
1020-10th-GL 2-0554

Style Art Beauty Salon 1020-10th-GI 2-0554
(See Advertisement Page 57)

Sunbeam Beauty Salon 1122-8th-GI 3-9596

SUTTERVILLE BEAUTY SALON
Carmelita M.
Land Park Beauty Salon
4412 Del Rio Rd-GL 2-1101

Suzanne's Beauty Salon
4804 Folsom Blvd-GL 6-6716
(See Advertisement Page 58)

TALLAC VILLAGE SQUARE BEAUTY SHOP
COMPLETE BEAUTY SERVICE
Ada Roy - Prop.
14th Av & 60th-GL 7-3933

Theodore's Beauty Salon
2444 Del Paso Blvd(NS)-WA 5-8621

Thomas Beauty Shop
3333 Sacramento Bl-GL 2-9895

TOWERS BEAUTY SALON
1510 Broadway-GI 3-3820
(See Advertisement Page 59)

Twenty First Street Beauty Shop
1216-21st-GI 3-3401

Unique Beauty Shop
1044 Roundabout Av(DPH)-WA 5-9723

VANITY BEAUTY SALON
4945 Folsom Blvd-GL 5-8507

Vaughn's Beauty Shop
Open Evenings by Appointment
1907 Marconi Av(NS)-WA 5-7314

Vega's Beauty Salon 1400 F-GI 8-8785

VELOV'S BEAUTY SALON
HAIR CUTTING
HAIR STYLING
SOFT WATER SHAMPOO
CLOSED MONDAY
OPEN TUESDAY THRU SATURDAY
Behind the Crocker-Angle Bank
1420 Markley Av(WS)-FR 1-6570

Velvetex Beauty Parlor
422 Capitol Av-GI 3-9435

Verda's Beauty Shop 2994-65th-GL 6-8631

VILLAGE BEAUTY SHOP
Located in
Town & Country Shopping Center
Call
EXIE NEWLIN
For Appointment on All Your
BEAUTY NEEDS
2637 El Paseo Ln-IV 9-5189

Please distinguish between the black letter "O" and the red numeral "0" (zero) when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

French Poodle Salon of Beauty

Fascinating Hair Colour
High Styling
By Jon Wilson
& Staff

JON WILSON
OPEN EVENINGS
BY APPOINTMENT
GI 1-0378
1014-9th STREET

BEATRICE LOWNEY HAIR FASHIONS
Be Glamorous

Serving the Ladies in
NORTH SACO &
ARDEN AREAS
SPECIALIZING IN
HAIR COLORING
Corrective Hair Work
Individual Styling Re-
Shaping - Permanent
Waving with Patented
Hair Conditioning Action

FREE CONSULTATION
For Appointment Call
WA 5-6506
2020 DEL PASO BL. N. S.

SHEPARD'S BEAUTY DEN
On Yorktown Av Across From
Country Club Centre
Main Entrance

The Salon of
Advanced
Hair Design

Hours 9 to 9 Mon. Thru Fri.
Sat. 9 to 5:30
2524 YORKTOWN AVE.

Andre's Hair Fashions

IN THE HEART OF
DOWNTOWN
SACRAMENTO

12th STREET

CATERING TO
DOWNTOWN BUSINESS WOMEN
ONE-HOUR SERVICE
MEN & WOMEN HAIR STYLISTS
Silver Blending a Specialty
Call GI 1-3573
1009-12th ST.

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OAK PARK BEAUTY BANK

Complete BEAUTY SERVICE

For Appointment Call
GL 6-6267

FREE PARKING
2847-35th St. Take No. 5 & 8 Bus

FRUITRIDGE AREA Continental Hairstylists

EXCLUSIVE HAIRCUTTING

NEW STOP'N SHOP CENTRE
COMPLETE BEAUTY SERVICE
4 OPERATORS to SERVE YOU
Open Evenings By Appointment
MR. JAN & MR. BERT
GL 7-7049
5805 STOCKTON BLVD.

LOIS LEE BEAUTY SALON
2944-35TH
SACRAMENTO

Helen's Salon of Beauty

COMPLETE BEAUTY SERVICE
FOR
MOTHERS &
DAUGHTERS
MAGIC MIRROR
TRAINED
STYLISTS

Open Evenings By Appt. Only
CALL
GI 1-1036
2404 J ST.

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OAK PARK BEAUTY BANK

Complete BEAUTY SERVICE

For Appointment Call
GL 6-6267

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2847-35th St. Take No. 5 & 8 Bus

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NEW STOP'N SHOP CENTRE
COMPLETE BEAUTY SERVICE
4 OPERATORS to SERVE YOU
Open Evenings By Appointment
MR. JAN & MR. BERT
GL 7-7049
5805 STOCKTON BLVD.

LOIS LEE BEAUTY SALON
2944-35TH
SACRAMENTO

Helen's Salon of Beauty

COMPLETE BEAUTY SERVICE
FOR
MOTHERS &
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MAGIC MIRROR
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