

BEATRICE LOWNEY HAIR FASHIONS

Serving the Ladies in
 NORTH SACRAMENTO & ARDEN AREAS
 SPECIALIZING IN HAIR COLORING
 Corrective Hair Work - Individual Styling
 Re-Shaping - Permanent Waving with
 Protenized Hair Conditioning Action
 FREE CONSULTATION
 ANTI-FRIZZ PERMANENTS

For Appointment Call
WA 5-6506

2020 DEL PASO BLVD.

NO. SACRAMENTO

for special care
 look & depend upon

CAMPUS BEAUTY & SLENDERIZING SALON

- COMPLETE BEAUTY SERVICE
- STYLIZED SHAPING
- MANICURING
- BEAUTIFUL PERMANENTS
- HAIR COLORING & TINTING

Relax & Reduce
 With the McLevy Reducing System

For Appointment Call
GL 5-6788

5617 H ELVAS SHOPPING CENTER

Artists in California!

The hairdressers Lanai BEAUTY SALON

LET US CREATE A "NEW YOU"
 YES - CHILDREN'S HAIR STYLING
 ENJOY THE RESTFUL
 ATMOSPHERE OF THE LANAI SHOPS

GA 8-8786

Member National Hairdressers & Cosmetologist Assn.
 5681 FREEPORT BLVD. NEAR THE AIRPORT

Artists in California!

The Hairdressers FORT SUTTER SALON

INDIVIDUAL STYLING
 ★ SPECIALISTS IN TINTS
 ★ CHILDREN'S HAIRSTYLING
 ★ COSMETICS - GIFTS

Member of California Cosmetologists Association
 Affiliated With
 The National Hairdressers & Cosmetologists Association

OPEN EVENINGS BY APPOINTMENT
GL 1-7248
 2825 L ST. ACROSS FROM SUTTER HOSPITAL
 PLENTY OF PARKING SPACE

Beauty Shops (Cont'd)

Hairdressers The Lanai Salon
 5481 Freeport Bl.-GA 8-7876
 (See Advertisement This Page)
 Hazel's Beauty Shop
 1513 E El Camino Av(NS)-WA 5-5432
HELENE'S BEAUTY SALON
 1218-21st St.-HI 7-8766
HELENE'S BEAUTY SHOP
 3226 Folsom Blvd.-GL 7-9897
 (See Advertisement Page 83)
 Helen's Salon of Beauty 2404 J.-GI 1-1036
 (See Advertisement Page 90)
 Hi Fashion Beauty Salon and
 Slenderizing 2630 Marconi Av.-IV 3-0497
 (See Advertisement This Page)
 Hi-Lights of Beauty
 7945A Fair Oaks Bl
 Fair Oaks-YOrktn 7-4364

HOLLYWOOD BEAUTY SALON

CORA BAKER - Mgr.
 COMPLETE
 BEAUTY SERVICES
 Hollywood Shopping Center
 5141 Freeport Bl.-GL 6-8033

HOLLYWOOD PLAZA BEAUTY SALON

1917 Potrero Wy.-GL 8-9228
 (See Advertisement Page 85)
HOTEL SENATOR BEAUTY SALON
 MR CHARLES Hotel Senator-GI 8-2829

HOUSE OF BEAUTY

2380 Florin Rd.-GA 8-5318
 1127-11th St.-GI 1-1712
 (See Advertisement Page 87)

HOWARD HOUSE OF HAIR STYLING

1401 O Rio Linda-WYndot 1-1259
 (See Advertisement Page 86)

IONA'S BEAUTY SALON

At 44th St-Lexen Hill Shop Center
 4304-39th Av.-GA 8-8707
 Jan's Arcade Square Beauty Salon
 3432 Whitney Av.-IV 7-0246

JAN'S BEAUTY SALON

5620 Watt Av.-ED 2-1264
 Jeanne's Hair Styling
 4821 Rio Linda Bl(DPH)-WA 2-5351
 Jean's Beauty Salon 2108-11th Av.-GI 8-9901
 (See Advertisement Page 89)
 Jean's Beauty Shop 2302-19th St.-HI 6-6578
 Johannes Beauty Salon 1816 L.-GI 2-6437
 John's Beauty Studio 1024-22d.-GI 8-5088
JO'S BEAUTY SALON
 1625Va-28th St.-GL 1-4112
JOSEPHINE'S BEAUTY BAR
 1044 Maryland Av(WS)-FR 1-8852
 Josie's Styling Salon
 Foothill Shopping Center
 5329 Auburn Bl.-ED 2-7704
 Kathryn's Hair Dressing Parlor
 3011 Franklin Bl.-GL 5-7225

KAY'S BEAUTY SALON

Formerly Park Salon of Beauty
 Hair Shaping - Permanents - Tinting
 Evenings by Appointment
 1123-9th St.-GI 8-2532

Ken's Beauty Den

3722 Marysville Bl(DPH)-WA 5-4602
 Kip & Kurl 2016 Alhambra Bl.-GL 5-8457
KUT W KURL BEAUTY SALON
 Corner of 32nd Av & Franklin Bl
 3254-32d Av.-GA 1-0503
 Ladye Fair

See Lord's Beauty Salon

1006Va-9th St.-GI 2-5787
 Lamb's Beauty Salon
 3748 California Av(C)-IV 3-5754

LAMB PARK BEAUTY SALON

MR CHARLES 4412 Del Rio Rd.-GL 2-1101
 Laroc's Beauty Shop 1630-7th St.-GI 3-9428

LAVERAND BEAUTY SALON

Celia Frales - Manager
 COMPLETE BEAUTY SERVICE
 Tuesday & Thursday Evenings
 By Appointment

Corner 12th Av
 3720-33d St.-GL 5-7528

(Continued Next Page)

Pearl's BEAUTY SHOP

PEARL NELSON
 Owner Operator
 MODERN FACIAL
 CONTOUR TREATMENT

- Removes Lines
- Retracts Double Chins
- Lifts Sagging Muscles
- Closes Pores
- Facial Contour is Rejuvenation Without Surgery

GI 2-5457

"LET THE HAND OF BEAUTY TOUCH YOU"



HAIR STYLING & COLORING
 OUR SPECIALTY
 Latest Styles & Cold Waving
 Reven - Contours & Dermatic Cosmetics
 1008-7th SACRAMENTO

Hi Fashion Beauty Salon

PERSONALIZED HAIR STYLING-TINTING

CUSTOM "PERM" WAVE

HAIR LONG OR SHORT
 WE WILL DESIGN

Open Evenings By Appointment

IV 3-0497

2630 MARCONI AVE.
 Across from Town and Country Village



ED=Edgewood FR=Florissant GI=Glendale HI=Hickory WA=Wabash
 EM=Elmwood GA=Garden GL=Glendale IV=Ivanhoe

Beauty Shops (Cont'd)

La Verne's Beauty Shop
 8200 Roosevelt Av.-GL 5-7866
 Lefrudy Beauty Salon
 3102 Sacramento Blvd.-GL 2-9367
 Lewis Beauty Box
 3614 Bret Harte Ct.-GL 1-1898
LIL'S BEAUTY SHOPPE
 3908 Broadway-GL 6-2350
LOIS LEE BEAUTY SALON
 2944-35th-GL 6-6301
 (See Advertisement Page 90)
 Lords Beauty Salon 1006Va-9th St.-GI 1-3855
LORDS BEAUTY SALON
 1006Va-9th St.-GI 2-4373
 (See Advertisement Page 84)
 Louise's Hat & Hair Salon
 1412-16th St.-GI 3-8142
 (See Advertisement Page 90)

LUCILLE'S BEAUTY SALON

PERMANENT WAVING
 TINTING
 HAIR CUTTING
 STYLING
 1/2 Block from Motor Vehicle Dept
 2336-2d Av.-GL 5-5791

Lucy's Beauty Salon

575 Elanor Av(NS)-WA 5-7647
 Madge's Beauty Shop
 2525 Yreka Av.-GA 8-1564

Magic Kurl Beauty Shop

1624-11th St.-GI 2-2318
 Magnin Joseph Co Inc-Downtown Store
 931 K-GI 1-2126

Mar-Eve Beauty Salon

724 Alhambra Bl.-GI 8-2361
MARCEL'S BEAUTY SALON
 2322-21st St.-GL 7-2979

MARGIE'S ACCENT ON BEAUTY SALON

2732 Marconi Av.-GL 5-8120
 (See Advertisement Page 86)

The Yellow Pages save you time.

Marie Kay's Beauty Salon

1123-5th-GI 3-1550
 Marie's Beauty Salon
 2033 Vallejo Wy.-GI 2-4094
MARITZA'S BEAUTY SALON
 5039 Fair Oaks Bl(C)-IV 7-6272
 Marveta's Chic Salon
 6133 Watt Av(NH)-ED 2-4492
MAUDE MARIE BEAUTY SHOPPE
 COMPLETE BEAUTY SERVICE
 Cutline Specialists - Tinting
 Cold & Machine Permanents
 3416 Folsom Bl.-GL 5-0344

Maxine's Beauty Shop

6025 Stanley Av(C)-IV 7-5486
 May's Beauty Shop
 725 N Hobson Av Bryte-GI 2-5470

MAYILLAN EYE HAIR-DO

1307 H-GI 3-2662
MELBA'S BEAUTY SHOP
 6228 Birks Ln Orangel-Yukon 8-1687

MERLE NORMAN COSMETIC & PERFUME STUDIO

Takes You The
 ART OF APPLYING
 YOUR DAILY MAKE-UP
 Complete Complexion Analysis
 Given Free of Charge
 1012-11th St.-GI 3-2029
 2118 Del Paso Bl(NS)-WA 5-1154

Mickey's Beauty Shop

1230 P.-GI 2-5232
 Milly's House of Beauty 2015-10th-GI 8-5856
MIQUEL'S SLENDERIZING SALON
 2030-16th-GI 3-3092

MR DOUGLAS HAIR STYLING

5743 Marconi Av(C)-IV 9-0947
 (See Advertisement This Page)
 Mr Jon's Beauty Deck
 2727 Fulton Av.-IV 7-1211

Modern Beauty Shoppe

3020-5th Av-GL 6-6755
 Modernistic Beauty Salon
 3739 Rio Linda Bl(DPH)-WA 5-9682

MYRTLE'S BEAUTY SALON

2555 Erickson(NS)-WA 5-1189
NELLIE'S BEAUTY SHOP 1611 P-GI 2-1646
 (Continued Next Page)

Style Art BEAUTY SALON

- PERSONALIZED HAIR CUTS
- BEAUTIFUL PERMANENTS
- NATURAL HAIR TINTING

OPEN EVENINGS BY APPOINTMENT

GI 2-0554

1020 - 10th, 2nd Floor

FRUITRIDGE AREA

Continental Hairdressing

Distinctive
 HAIRCUTTING

NEW STOP'N SHOP CENTER
 COMPLETE BEAUTY SERVICE
 EVENINGS BY APPT.
 MR. JAN & MR. BERT
GL 7-7049
 5805 STOCKTON BLVD.

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

El Rancho Beauty Salon

COMPLETE BEAUTY SERVICE
FR 1-6270
 814 MERKLEY AVE. W. SACTO

Silhouette BEAUTY SALON

Specializing in
 ★ TINTING ★ BLEACHING
 ★ PERMANENT WAVING

HIGH FASHION HAIR STYLING BY
 BERNICE WILLIAMS
 JO BARNES

MR. ERNIE
 MR. ARMAND

For Appointment Call
GI 6-5571

2424-27th ST.
 Near Broadway

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.

Jean's Beauty Salon
 AIR CONDITIONED

Complete
 Beauty
 Service
 By
 Expert
 Beauticians

GI 8-9901

FREEPORT BLVD. AT 11th AVE.
 2108-11th AVENUE
 OPEN MON. THROUGH SAT.