

→ Codes in listings indicate Communities as follows: Sacramento (S) Carmichael (C) North Highlands (NH) West Sacramento (WS)
Ed—Edgewood Fr—Frishton Gl—Glenn HI—Hickory WA—Wabash
El—Elaine Ga—Garden GL—Glendale IV—Yonkers

OAK PARK
complete BEAUTY service

Specializing in
PERMANENT WAVES
HAIR SHAPING &
STYLING

9 Operators to Serve You
OPEN EVENINGS BY
APPOINTMENT
—CALL—
GL 6-6301



LOIS LEE BEAUTY SALON
2944-35TH SACRAMENTO

CARMICHAEL BEAUTY SHOP

Specializing in
• HAIR SHAPING
• STYLING
• PERMANENT WAVES

Open Evenings by Appointment
—CALL—
IV 7-5572

6139 Fair Oaks Blvd. Carmichael

Ballerina
SALON OF BEAUTY

PERSONALIZED
PERMANENT
WAVING
HAIR STYLING
HAIR COLORING
OPEN EVENINGS BY APPOINTMENT

—CALL—
IV 7-9892

ALVARO WILSON
4616 EL CAMINO AVE.

Aldo's
Home of Beauty
Elegance in
Hairstyling
CUTTING & COLORING

We Specialize in
• BRIDAL PARTIES
• CHILDREN'S HAIRSTYLING
(TUES. & WED. ONLY)
• MEN'S COLORING BY APPT.
For Appointment Your Hosts
Call: RUTH E. FINEGOLD
IV 3-6038
2438 LOMA VISTA DRIVE

Helen's
Salon of Beauty
DOWNTOWN LOCATION

COMPLETE
BEAUTY SERVICE
FOR
MOTHERS
& DAUGHTERS
MAGIC MIRROR
TRAINED
STYLISTS

Open Evenings By Appt. Only
—CALL—
GI 1-1036



2404 J ST.

TOWER BEAUTY SALON
Distinctive
HAIR STYLING

COMPLETE BEAUTY SERVICE

Specializing in
COLD WAVES - CUTTING - TINTING

MR. ORLY, Hair Stylist
MISS. FIVE, Manicurist
Evening Appointments
For Permanent Waves
FREE PARKING IN TOWER LOT
—CALL—
GI 3-3820
1510 BROADWAY

Art
Beauty Salon

"OPPOSITE
COUNTRY CLUB CENTER"

IV 7-4956

3331 BALMORAL DRIVE

Louise's Hair and Hair
SALON

You'll Love Our Fashion-Right
Cottures - and Latest
Styles in Hats -
Both at Prices to Fit
Your Budget

Style Your Hair to Suit Your Hair
Buy Your Hat to Suit Your Hat
*First in California

LOUISE HALSTEAD
Free
Beauty
Consultation
GI 3-8142
1413-16th Street

Beauty Shops—(Cont'd)

NETA'S BEAUTY SALON
3727 Marysville Rd (DPH)-WA 5-1344

NOLA'S BEAUTY SALON
EVENINGS BY APPOINTMENT
3084-33d -----GL 7-5456

NORMA'S BEAUTY SALON
6928 Fruitridge Rd.-GL 5-7649
(See Advertisement Page 89)

North Highlands Beauty Salon
5620 Watt Ave.-ED 2-1264

Now's Beauty Shop
3109 Eastern Ave.-IV 9-0962

OAK PARK BEAUTY BANK
2541-35th.-GL 6-6267

Opal's Beauty Salon 3522-5th Ave.-GL 7-2078

PATTY RAY'S PENTHOUSE OF BEAUTY
2412 Mission Ave.-IV 7-9714

PAULINE'S BEAUTY SALON
"A COMPLETE BEAUTY SERVICE"
Permanents - Hair Styling - Tinting
Mohs, Thr. Sot. - Between Fulton & Watt
3036 Auburn Bl.-IV 7-5317

PEARL'S BEAUTY SHOP
(See Advertisement Page 88)
1008-7th.-GI 2-5457

PERRY RUTH K
MAR-VEE 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 Ave (DPH)-WA 5-0728

PETER PAN BEAUTY SHOP
Open 9 AM to 6 PM-Closed Mondays
Forum Bldg -----GI 3-8727

Peterson Verda 2996-65th -----GL 6-8631

PETITE BEAUTY SALON 5528 H-GL 1-8000

Petite Parer 1640 Castor Dr.-IV 7-0476
(See Advertisement Page 87)

PRISCILLA'S BEAUTY SALON
2310-16th.-GI 3-9594

FRUITRIDGE BEAUTY SHOP
in
BEL AIR

WE SPECIALIZE IN
• HAIR STYLING
• HAIR TINTING
PERMANENT WAVES

—CALL—
GL 5-8847

Bel-Air Shopping Center
6211 Fruitridge Road Sacramento

BRENTWOOD PLAZA
Beauty Salon

SERVING
SOUTH
SACRAMENTO
Personalized
• HAIR CUTTING
• TINTING
• NATURAL
PERMANENTS

OPEN THURSDAY EVENINGS
—CALL—
GL 1-7932

5512-24th at Fruitridge

RAE'S SALON OF BEAUTY

SPECIALISTS
IN
HAIR STYLING

CHILDREN'S HAIR CUTTING

4734 J -----GL 6-4825

RAMONA'S BEAUTY SHOP
8825 Central Av (DPH)-Yukon 8-1665
Richard's Beauty Salon

RICKS W 3515 Fair Oaks Blvd.-IV 9-4262

RIVER PARK BEAUTY SALON
5493 Carlson Dr.-GL 2-2511

RIVIERA SALON OF BEAUTY
2713 Riverside Bl.-GI 2-7741

ROSE'S BEAUTY SALON
2306 1/2-28th.-GL 1-8622

ROYAL BEAUTY SALON
2501 Rose Ct(C)-IV 7-8178

RUTH ANN BEAUTY SALON

HELENE CURTIS COLD WAVES
Hair Shaping & Styling
KREE ELECTROLYSIS & THERMALYSIS
Both Ann Lewis,
Registered Electrologist

1285 Seville Wy.-GL 7-4920
If no answer call-----GL 7-5110

Ruth's Beauty Salon 3000-65th.-GL 6-2016

RYAN'S BEAUTY SALON

NORTH SACRAMENTO

BEAUTY CARE
We Specialize in
Pleased Customers
SOFT WATER SHAMPOO
Evenings by Appointment
BETWEEN DEL PASO & ARDEN
2260 Oxford(NS)-WA 2-4015

SACRAMENTO SCHOOL OF BEAUTY
CULTURE 1630 O-----GI 3-4583
(See Advertisement Page 85)

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

SALON AGNES

BEAUTY SERVICE
BY EXPERTS
Specializing in Hair Shaping
& Styling

Guaranteed Permanent Waves
Air Conditioned Salon
AGNES RICKERT & STAFF
MEZZANINE SHOP-N-SHOP MARKET
3800 Riverdale Bl.-GI 3-7791

SALON ARDEN
The Finest in
BEAUTY CARE
(See Advertisement Page 89)

For the Discriminating Woman
Specialists in
HAIR SHAPING & STYLING
GUARANTEED PERMANENT WAVES
OPEN EVENINGS
Air Conditioned Salon
Arden Town Shopping Center
3515 Fair Oaks Bl.-IV 9-4262

(Continued Next Page)

Beauty Shops—(Cont'd)

SAN CARLOS BEAUTY SALON
3298 J.-GI 1-1061
(See Advertisement Page 87)

San Juan Beauty
4209 San Juan Av Fair Oaks-----IV 9-4914

SANTA RITA BEAUTY SALON
NORTH HIGHLANDS DISTRICT
Evo Budmark - Owner
5613 S Haven Dr (NH)-ED 2-2042

SENATOR HOTEL BEAUTY SALON
MR CHARLES HOTEL Senator-----GI 8-2829
(See Advertisement Page 89)

SHEPARD'S PENTHOUSE OF BEAUTY
10579 Folsom Bl
Rancho Cordova -----EM 3-3267
(See Advertisement Page 89)

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

SILVER SCISSORS BEAUTY SALON
Sixteenth St Beauty Nook
Elaine Hilbel-Owner
2009-16th -----HI 7-7904

SMART-CUT BEAUTY SALON
2914 Watt Ave.-IV 7-1029

SMART SET FASHIONS IN HAIR

MEN AND WOMEN
COLOR TECHNICIANS
AND HAIRSTYLISTS

OPEN 6 DAYS A WEEK
EVENINGS BY APPOINTMENT
TWO LOCATIONS TO SERVE YOU

3419 El Camino Ave.-IV 7-6900
If no answer call-----IV 7-7071

1009-12th -----GI 1-3573

Smart Set Fashions In Hair
3419 El Camino Ave.-IV 7-7071
1009-12th -----GI 1-3573

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

Stanford Beauty Shop
Nanette Ford-Owner
3229 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

STUDIO OF BEAUTY
MARTHA REITMEYER
HAIRCOLOR SPECIALISTS
CONTOUR CUTTING
STYLING
PERMANENT WAVES
DERMATICS COMPLEXION CARE
Next to Ken's Red Barn
3415 Fulton Av.-IV 7-0279

STYLE ART BEAUTY SALON
COIFFURES OF THE STARS
FEATURING
SOCIETY HAIR CUTTING
1020-10th -----GI 2-0554

Style Art Beauty Salon 1020-10th.-GI 2-0554
(See Advertisement Page 89)

SUMMERS VI BEAUTY SHOP
1991 Grand Ave (DPH)-WA 5-2584

Suzanne's Beauty Salon
5630 Folsom Bl.-GL 1-6514

"Finding it Fast in the YELLOW PAGES" is a national habit. Purchasing agents, production men and engineers as well as housewives refer to the YELLOW PAGES when they are ready to buy.

Beauty Shops—(Cont'd)

TAHOE BEAUTY SALON
HAIR STYLING BY MARIE
EVENINGS BY APPOINTMENT
SPECIALISTS IN
PERMANENT WAVES
HAIR COLORING
FACIALS - MANICURING
Marie Sharp - Owner, Operator
5776 Broadway -----GL 1-1286
If no answer call-----GL 1-2567

TALK OF THE TOWN BEAUTY SALON
1126-10th -----GI 1-5251
(See Advertisement Page 84)

Talk of the Town Beauty Shop
5657 1/2 Stockton Bl.-GL 2-5465

TALLAC VILLAGE BEAUTY SALON
Thursday Evenings by Appointment
14th Ave. at 60th St.
3914-60th -----GL 5-7025

Terry's Beauty Shop 1104 1/2 T-----GI 8-5601

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

Thomas Beauty Shop
Lulu Thomas-Owner
3333 Sacramento Bl.-GL 2-9895

TOWER BEAUTY SALON
(See Advertisement Page 90)
1510 Broadway.-GI 3-3820

Unique Beauty Shop
1064 Roanoke Av (DPH)-WA 2-2842

VAL-LORE BEAUTY SALON
Near Town & Country Village
COMPLETE BEAUTY SERVICE
Valma Birnbaum - Lorena Jeffcott
3091 Fulton Av.-IV 9-7148
If no answer call-----FR 1-7941
If no answer call-----WA 2-4814

VANITY BEAUTY SALON
4945 Folsom Blvd.-GL 5-8507

VAUGHAN'S BEAUTY SHOP
"EXCLUSIVE - BUT NOT EXPENSIVE"
We Specialize in Tinting
Open Evenings by Appointment
2825 Howe Ave.-WA 5-7314

VELOY'S BEAUTY SALON

WEST SACRAMENTO
HAIR STYLING
PERMANENT WAVES
FOR APPOINTMENT CALL
FR 1-6570

Closed Monday
Open Tues. Thru Sat.
Behind the Crocker-Engle Bank
1420 Merkle Ave (WS)-FR 1-6570

Velvetex Beauty Parlor
3418 Sacramento Bl.-GL 2-9733

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

WICKI LEE BEAUTY SALON

EXCLUSIVE
BUT NOT EXPENSIVE
Complete Beauty Service
Open Even. by Appointment
Helen Enzler, Manager & Operator
2906 Franklin Bl.-GL 5-2713

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

VINA'S COLONIAL BEAUTY NOOK
By Appointment Only
3715 Stockton Bl.-GL 6-7212

Advertise here—it pays.

Beauty Shops—(Cont'd)

Virginia's Beauty Salon
2613 Harkness-GI 2-2416

Vogue Beauty Salon 2105-28th.-GL 6-3697

Waldorf Beauty Shop 527-12th -----GI 2-9738

WAWA'S BEAUTY SHOP
(See Advertisement Page 87)
1509-16th.-GI 1-3222

WEINSTOCK-LUBIN & CO
12th & K.-HI 4-6881

Whitney's Beauty Shop
4417-4th Ave -----GL 2-9318

William's Beauty Salon 1400 F.-GI 8-8785

WOODMANSE 2819 L-----GL 1-7054

WRIGHT HAIR FASHIONS BEAUTY SALON

FOR WOMEN WHO CARE
4 1/2 Blocks North of Arden Way
on Fulton Near
Standard Furniture
2163 Fulton Av.-IV 9-2925

Wynona's Beauty Shop
3100 Mountain View Av.-IV 3-2471

Bedding
See also Mattresses Headings
Double E Furniture Exchange
3550 Marysville Rd (DPH)-WA 5-9446

VALLEY MATTRESS CO
BOX SPRINGS REPAIRED
RECOVERED - STERILIZED
ONE-DAY SERVICE
4160-14th Av.-GL 5-3019

Weinstock-Lubin & Co 12th & K.-HI 4-6881

WEDS
A-AACO RENTS & SELLS
"STIMMONS"
HOSPITAL BEDS
FRACTURE BEDS
ROLLAWAYS
Singles - Doubles
BABY BEDS
NURSE COTS
24-Hour Service
Rentals - Sales
"FOR SERVICE CALL"
1827 J -----GI 8-9151

ABBEY RENTS
1827 J -----GI 8-9151

AARO-RENTAL SERVICE

BEDS
Rollaway - Hospital
Baby Beds - Sanitary
Reasonable Rates
We Rent Most Anything
/ "WHERE TO RENT THEM"

ARROW RENTALS
Open 7 Days A Week
N/W Cor Fruitridge Rd & 24th
5500-24th -----GL 2-3501

ABBEY RENTS
BEDS RENTED
HOSPITAL - ROLLAWAY - BABY
HOTEL BEDS & NURSES' COTS
"Everything for the Sickroom"
Wheel Chairs - Walkers - Crutches - Etc.
24-HOUR SERVICE RENTALS & SALES
1827 J -----GL 8-9151

SUPERIOR AMBULANCE SERVICE
HOSPITAL BEDS - FRACTURE BEDS
Wheel Chair-Cradles-Walkers-Dragan
24-Hour Rental Service
1221-30th -----GL 6-6434

Have you thought of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Beds—(Cont'd)

UNITED RENT-ALLS
2039 Fulton Av.-IV 7-8641
(See Advertisement This Page)

WILSON'S RENT & SELL
STERILIZED - HOSPITAL BEDS
ROLLAWAY BEDS - BABY CRIBS
Since 1912
1309 J -----GI 3-5709

Beds-Hospital
See Hospital Equipment & Supplies

Bedspreeds
Irene's Draperies & Interiors
2163 Fulton Av.-IV 7-7574

Please dial carefully... keep watching the dial.

1 CALL - RENTS ALL
UNITED RENT-ALLS
Supreme Quality Rollaways-Hospital-Etc.
Beds for Any Need, Sanitized

• Full Size
• 3/4 Size
• Twin Size
• Link & Coll
• Free Delivery

IV 7-8641

2039 FULTON AVE. SACRAMENTO

PLEASE LISTEN
for the DIAL TONE
BEFORE DIALING

That "dial tone", a steady hum, is the signal that the equipment is ready to receive a call. It corresponds to an operator's "Number, please?"