

HAIR STYLING & PERMANENTS



MR. SEPHUS

House of Beauty

ED 2-1935

MON. - THURS. & FRI.
9:00 TILL 9:00
TUES. - WED. & SAT.
9:00 TILL 5:00

6011 WATT AVE.
NORTH HIGHLANDS
NEXT TO FARMERS MARKET

FLEURETTE BEAUTY Salon



PERSONALIZED
HAIR CUTTING & SHAPING OUR SPECIALTY
Permanent Wave Specials
Tues. - Wed. & Thur.

A satisfactory wave will be given on all difficult
hair textures or no charge will be made.
28 YEARS AT SAME LOCATION
C. A. & Melba Hackett
& Ron Hackett

Complete Air Conditioned
Shop

GL 2-4864 2600 BROADWAY ST.

JEAN'S BEAUTY SALON

LAND PARK AREA

Complete Beauty Service

By

Expert Beauticians

• AIR CONDITIONED
• FREE PARKING AVAILABLE

GI 8-9901

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

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.

OAK PARK
complete BEAUTY service

Specializing in
PERMANENT WAVING
HAIR SHAPING &
STYLING

9 Operators to Serve You
OPEN EVENINGS BY
APPOINTMENT

CALL
GL 6-6301

LOIS LEE BEAUTY SALON

2944-35TH SACRAMENTO

Helen's
Salon of Beauty
DOWNTOWN LOCATION

COMPLETE
BEAUTY SERVICE
FOR
MOTHERS &
DAUGHTERS
MAGIC MIRROR
TRAINED
STYLISTS

FREE PARKING

CALL
GI 1-1036

2404 J ST.

Beauty Shops-(Cont'd)
LAVENDER BEAUTY SALON

COMPLETE BEAUTY SERVICE

Tuesday & Thursday Evenings
By Appointment

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

La Verne's Beauty Shop GL 5-7866

Leftridge Beauty Salon 9102 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

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

LORDS BEAUTY SALON 1006 1/2-9th-GL 1-3855

LOUISE'S BEAUTY SALON 1412-16th-GL 3-8142

LUCILLE'S BEAUTY SALON PERMANENT WAVING

TINTING

HAIR CUTTING

STYLING

1/4 Block From Motor Vehicle Dept
2338-24 Av GL 5-3791

Lucy's Beauty Salon 575 Eleanor Av(N)-WA 5-7647

MADGE'S BEAUTY SHOP PERMANENTS - SHAPING - TINTING

Closed Wed. Open Eve. by Appointment

Near 24th & Florin Road

2525 Yreka Av GL 8-1564

IN
WEST SACRAMENTO

for

COMPLETE BEAUTY SERVICE

HAIR CUTTING & STYLING

PERMANENT WAVING

TINTING - DYEING - BLEACHING

El Rancho

Beauty Salon

FR 1-6270

814 MERKLEY AVE. W. SACTO

MADISON CENTER HAIRSTYLISTS

5051B Auburn Bl-ED 2-4809

(See Advertisement Page 87)

Magic Kurl Beauty Shop 1624-11th-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-GL 7-2979

Marcene's Beauty Salon 2712 J-GI 2-8741

Marie Kay's Beauty Salon 1123-5th-GI 1-1550

Marie's Beauty Salon 6033 Vallejo Wy-GI 2-4094

Marveta's Chic Salon 6133 Watt Av(NH)-ED 2-4492

MAUDE MARIE BEAUTY SHOPPE COMPLETE BEAUTY SERVICE

Cutting Specialists - Tinting

Cold & Machine Permanents

3416 Folsom Bl-GL 5-0344

Maxine's Beauty Shop 6025 Stanley Av(C)-IV 7-5486

Mayfair House of Beauty 2318 Florin Rd-GA 1-3614

May's Beauty Shop 725 N. Hobson Av Bryte-GI 2-5470

McMILLAN EVE HAIR-DO 1307 H-GI 3-2662

McWilliam Doris 1909 Eldridge Av(N)-WA 2-1247

MERLE NORMAN COSMETIC & PERFUME STUDIOS

Teaches You The

ART OF APPLYING

YOUR DAILY MAKE-UP

Complete Complexion Analysis

Given Free of Charge

1012-11th-GL 3-2029

2528 Watt Av-GL 3-8428

Mickey's Beauty Shop 1230 P-GI 2-5232

Milly's House of Beauty 2015-10th-GI 8-5856

Mr Charles Gold Room 4412 Del Rio Rd-GL 2-5086

(Continued Next Page)

DISTINCTIVE
HAIRCUTTING

NEW STOP'N SHOP CENTER

COMPLETE BEAUTY SERVICE

EVENINGS BY APPT.

MR. JAN & MR. BERT

GL 7-7049

5805 STOCKTON BLVD.

TOWER BEAUTY SALON

Distinctive
HAIR STYLING

COMPLETE BEAUTY SERVICE

Specializing In

COLD WAVES - CUTTING - TINTING

MR. ORLY, Hair Stylist

MRS. FRYE, Manicurist

Evening Appointments

For Permanent Waves

FREE PARKING IN TOWER LOT

GI 3-3820

1510 BROADWAY

Beauty Shops-(Cont'd)

MR DOUGLAS HAIR STYLING

A Style to Suit the
Shape of Your Face
Professional Services
For Women Who Care
Mr. Douglas Hair Styling

5743 Marconi Av(C)-IV 9-0947

MR SEPHUS HOUSE OF BEAUTY 6011 Watt Av(NH)-ED 2-1935

(See Advertisement Page 86)

Modern Beauty Shoppe 3020-5th Av-GL 6-6755

Modernistic Beauty Salon 3739 Rio Linda Bl(DPH)-WA 5-9682

MYRTLE'S BEAUTY SALON 2550 Erickson St-IV 5-1189

NETA'S BEAUTY SALON

East Del Paso Heights
HAIR CUTTING
TINTING & BLEACHING
PERMANENT WAVING

3727 Marysville Rd(DPH)-WA 5-1344

Nevada Beauty Salon 2502 Rio Linda Bl(NH)-WA 7-0950

NORMA'S BEAUTY SALON 6928 Fruitridge Rd-GL 5-7649

(See Advertisement Page 86)

North Highlands Beauty Salon 5620 Watt Av-ED 2-1264

Nova's Beauty Shop 3109 Eastern Av-IV 9-0962

OAK PARK BEAUTY BANK 2847-35th-GL 6-4267

Opal's Beauty Salon 3522-5th Av-GI 7-2078

PAULINE'S BEAUTY SALON

"A COMPLETE BEAUTY SERVICE"

Permanents - Hair Styling - Tinting

Mon. Thru Sat. - Between Fulton & Watt

3036 Auburn Bl-IV 7-5317

PEARL'S BEAUTY SHOP 1008-7th-GI 2-5457

(See Advertisement Page 84)

PENTHOUSE OF BEAUTY 2412 Mission Av(C)-IV 7-9714

Penthouse of Beauty Shepard's

10579 Folsom Bl

Rancho Cordova-EM 3-3267

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 2140 Grand Av(DPH)-WA 5-0728

Advertise here-it pays.

REPAIR SERVICE

When one of the many
household articles gets out
of order, you will find a
repair service quickly and
easily when you

LOOK IN THE

Classified
TELEPHONE SECTION

PETER PAN BEAUTY SHOP

Open 9 AM to 6 PM-Closed Mondays

Forum Bldg GL 3-8727

Peterson Verda 2904-65th-GL 6-9833

PETITE BEAUTY SALON 5528 H-GL 1-8000

Petite Parée Salon 1640 Castic Dr-IV 7-0476

(See Advertisement Page 83)

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

RAE'S SALON OF BEAUTY

COMPLETE

BEAUTY SERVICE

CUTTING & STYLING

TINTING &

PERMANENT WAVES

Beauty As Near As Your Phone

4734 J-GL 6-4825

RAMONA'S BEAUTY SHOP 8825 Central Av Oranvig-Yukon 8-1665

Richard's Beauty Salon 2602 Edin Wy-IV 7-9080

RICKS W 3515 Fair Oaks Blvd-IV 9-4262

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

RVIERA SALON OF BEAUTY 2713 Riverside Bl-GI 2-7741

RONEE'S BEAUTY BAR 1681 Madrone Av(WS)-FR 1-9683

ROSE'S BEAUTY SALON 2304 1/2-28th-GL 1-8622

ROYAL BEAUTY SHOP 2501 Rose Ct(GI)-IV 7-8178

RUTH ANN BEAUTY SALON

HELMET CURTIS COLD WAVES

Knee Electrolisis & Thermoysis

1285 Seville Wy-GL 7-4920

If no answer call-GL 7-5310

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

RYAN'S BEAUTY SALON 2260 Oxford(NH)-WA 2-4015

SACRAMENTO SCHOOL OF BEAUTY CULTURE 1630 O-GI 3-4583

(See Advertisement Page 81)

SAK'S SALON OF BEAUTY

For the Smartest in Hair Styling

Grace Anderson, Prop.

709-28th-GI 3-1238

(Continued Next Page)

The men and women in the Bell

System are used to meeting emergencies and they are trained and

equipped to carry on in times of special need. For years they have

known the test of fire, flood and storm. Always before them is the

tradition that "the message must go through."



Tinting
Permanent
Waving
Personalized
Service

9:00 TO 5:00 - TUESDAY
& THURSDAY EVENING BY APPT.

WA 2-5351

Shirley's Beauty Bar

2444 DEL PASO BLVD.

NORTH SACRAMENTO

BEAUTY DECK
FOR WOMEN WHO CARE
IV 7-1211
SOFT PERMANENT
WAVING
HAIR COLORING
DISTINCTIVE STYLING
2727
FULTON AVE.

MR. JON

MR. KEN

• BERNICE
and
• ERNIE
EREDIA

HIGH FASHION
HAIR STYLING
TINTING - BLEACHING - PERMANENTS
FOR APPOINTMENT CALL
GL 6-5571

Silhouette BEAUTY SALON
2424-27th St.
Near Broadway

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

HAIR STYLING
For the
Discriminating
Woman

SERVING THE
TOWN & COUNTRY
AREA

Specializing in
HIGH FASHION
COLORING

Wright Hair Fashions
Beauty Salon
IV 9-2925

2163 FULTON AVE.
4 1/2 Blocks N. of Arden Way
On Fulton Near Standard Furniture

BRENTWOOD
BEAUTY SALON

FEATURING
PERSONALIZED
• HAIR CUTTING
• TINTING
• BLEACHING
• NATURAL
PERMANENTS

OPEN THURSDAY & FRIDAY EVENINGS

GL 1-7932

5512-24th ST. AT FRUITRIDGE

Eno's HAIR
STYLING
and Figur-Ena Salon

★ STEAM BATH
★ FACIALS
★ PEDICURES
★ HAIR STYLING

GI 1-3109

3024 FREEPORT BLVD.

YO'S BEAUTY SALON
HAIR STYLING
For the Discriminating Woman
Serving Rancho Cordova &
The East Area

A Complete
Beauty
Service
9 TII &
Tues. Thru
Sat.
Open Thursday
Evenings
TII 9 P.M.
Yoshiko Kuida
Owner
EM 3-7045

Call for an Appointment Today
Corner of Jackson & Broadway

Madison Center
HAIRSTYLISTS

KENNETH BLUE
Owner

Quality
Instead of
Quantity

EVENINGS BY APPOINTMENT

ED 2-4809

UNLIMITED PARKING
5051B AUBURN BLVD.
AT MADISON AVE.
Member California Cosmetologists Ass'n.