

Bo Monde

Beauty Salon
For Individual Charm

PERSONALITY PERMANENTS



Radio Waves
For Difficult Hair

Telephone
GI 8-1811

2129 J St. Near 22nd St.

Mayfair

HOUSE OF BEAUTY



Creative Hair Design

2 LOCATIONS
DOWNTOWN
1127-11th - (11th & L Bldg.)
- GI 1-1712 -
MAYFAIR SHOPPING CENTER
2304 Florin Rd.
- GA 1-3614 -

Beauty Salons—(Cont'd)

HOPE'S DELUXE BEAUTY SALON
COMPLETE BEAUTY CARE
Evenings by Appointment
3100 N. ———— GL 1-4107

HOTEL SENATOR BEAUTY SALON
A COMPLETE BEAUTY SERVICE
TINTING — COLORING — STYLING
Mezzanine Floor—Ext 114
12th & L ———— GI 2-5081

House of Beauty
2304 Florin Rd.
HOUSE OF BEAUTY
1127-11th ———— GI 1-1712

HOUSE OF STYLE
5535 Hemlock ———— ED 2-6752
(Please See Advertisement Page 97)

HOWARD HOUSE OF HAIR STYLING
1401 S Rio Linda ———— WYndot 1-1259
International Beauty Shop
2965-35th ———— GL 2-9153

IONIA'S BEAUTY SALON
At 44th St-Lemon Hill Shop Center
4304-39th Av ———— GA 8-8707

JAN'S BEAUTY SALON
3432 Whitney Av ———— IV 7-0246

JAN'S BEAUTY SALONS
5620 Watt Av(NH) ———— ED 2-1264

JEAN'S BEAUTY SALON
LAND PARK AREA
COMPLETE BEAUTY SERVICE
BY EXPERT BEAUTICIANS
FREE PARKING AVAILABLE
Freeport Blvd. at 11th Ave.
2108-11th Av ———— GI 8-9901

Jean's Beauty Shop, 2302-19th ———— HI 6-6578
Jeri's Beauty Salon
2425 Rio Linda Bl(NS) ———— WA 5-7601
(Please See Advertisement Page 98)

Advertise here—it pays.

JERIE'S BEAUTY SHOP
2400 Fair Oaks Bl(C) ———— IV 3-8739
Johannes Beauty Salon 1816 L ———— GI 2-6437
John's Beauty Studio 1024-22d ———— GI 5-5088

JOSEPHINE'S BEAUTY BAR
1004 Maryland Av(WS) ———— FR 1-8852
Kammerer's Coiffures
2381 Fair Oaks Bl(C) ———— 482-0365
Kathryn's Hair Dressing Parlor
3011 Franklin Bl GL 5-7225

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

KEN'S BEAUTY DECK
2727 Fulton Av ———— IV 7-1211
(Please See Advertisement Page 97)
Key to Beauty 4001-12th Av ———— GL 2-9703
Klip & Kurl 2016 Alhambra Bl ———— GL 5-8457

KUT N' KURL BEAUTY SALON
Corner of 32nd Av & Franklin Bl
3254-32d Av ———— GA 1-0503

LADY FAIR
See Lord's Beauty Salon
1006 1/2-9th ———— GI 2-5787

Lamb's Beauty Salon
3748 California Av(C) ———— IV 3-5754
Larocco's Beauty Shop 1630-7th ———— GI 3-9428
Lavender Beauty Salon 3720-33d ———— GL 5-7528
La Verne's Beauty Shop
4200 Roosevelt Av ———— GL 5-7866

Leftridge Beauty Salon
3102 Sacramento Blvd. GL 2-9367
Lewis' Beauty Box
3614 Bret Harte Ct ———— GL 2-9103

LIL'S BEAUTY SHOPPE
3114 Arden Wy ———— IV 3-4656
(Please See Advertisement Page 96)

LOIS LEE BEAUTY SALON
2944-35th ———— GL 6-6301
(Please See Advertisement Page 97)

(Continued Next Page)

To dial correctly, pull the finger all the way to the stop... then let dial return at its own speed.

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Beauty Salons—(Cont'd)

LORRAINE'S SALON OF BEAUTY
HAIR STYLING — TINTING
PERMANENTS
Lorraine Fox — Owner
OPEN THURS & FRIDAY EVENINGS
BY APPOINTMENT
Between G & H
709-28th ———— HI 6-1169

Lords Beauty Salon 1006 1/2-9th ———— GI 1-3855
LORDS BEAUTY SALON
1006 1/2-9th ———— GI 2-4373
(Please See Advertisement Page 88)

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

LUCY'S BEAUTY SALON
575 Eleanor Av(NS) ———— WA 5-7647

MADGE'S BEAUTY SHOP
PERMANENTS — SHAPING — TINTING
Closed Wed. Open Eve. by Appointment
Near 24th & Florin Road
2525 Yreka Av ———— GA 8-1564

MADISON CENTER HAIRSTYLISTS
5051B Auburn Bl ———— ED 2-4809
(Please See Advertisement Page 96)

MAGIC FINGER BEAUTY SALON
3114 Arden Wy ———— IV 3-4656
(Please See Advertisement Page 96)

Magic Kurl Beauty Shop
1624-11th ———— GI 2-2318
Magnin Joseph Co Inc-Downtown Store
931 K-GI 1-2126

The Yellow Pages save you time.

Mar-Eve Beauty Salon
724 Alhambra Bl-GI 8-2361
Marcene's Beauty Salon 2712 J ———— GI 2-8741
Marie Kay's Beauty Salon ———— 1123-5th-GI 3-1550
Marie's Beauty Salon ———— 2033 Vallejo Wy-GI 2-4094

MAUDE MARIE BEAUTY SHOPPE
COMPLETE BEAUTY SERVICE
Cutting Specialists — Tinting
Cold & Machine Permanents
3416 Folsom ———— GL 5-0344

MAYFAIR HOUSE OF BEAUTY
2304 Florin Rd. ———— GA 1-3614
(Please See Advertisement Page 94)

MAY'S BEAUTY SHOP
725 N Hobson Av Bryte-GI 2-5470
McMILLAN EVE HAIR-DO 1307 H-GI 3-2662
1909 Eldridge Av(NS) ———— WA 2-1247

MELBA'S HAIR STYLING
PERSONALIZED
HAIR STYLES
TINTING — BLEACHING
PERMANENTS
Open Evenings by Appointment
MELBA CHRISTENSEN
Hair Stylist
5743 Marconi Av(C) ———— IV 9-0947

MERLE NORMAN COSMETIC & PERFUME STUDIOS
Teaches You The
ART OF APPLYING
YOUR DAILY MAKE-UP
Complete Complexion Analysis
Given Free of Charge
1012-11th ———— GI 3-2029
2528 Watt Av ———— IV 3-8428

(Continued Next Page)

"LET THE HAND OF BEAUTY TOUCH YOU"

Pearl's BEAUTY SHOP

PEARL NELSON
Owner Operator

MODERN FACIAL
CONTOUR TREATMENT

- Removes Lines
- Extracts Double Chins
- Lifts Sagging Muscles
- Closes Pores
- Facial Contour to Rejuvenation Without Surgery

HAIR STYLING & COLORING
OUR SPECIALTY

Latest Styles & Cold Waving
Reverses — Contours & Dermatology Cosmetics

GI 2-5457 MOVED TO 1009-12th SACRAMENTO

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

Shepard's "PENTHOUSE" of BEAUTY

Next to Fire House **EM 3-3267** Upstairs Rear
10579 FOLSOM BLVD. **RANCHO CORDOVA**

The Beauty Cove

SPECIALIZING IN PERSONAL

- HAIR COLORING
- STYLING
- COLD WAVE

OPEN EVERY EVENING BY APPOINTMENT
MR. ERNIE & MR. LEE
4433 FREEPORT BLVD.

GL 5-8527

Wava's BEAUTY SHOP

Specializing in PROBLEM HAIR

OPEN
9 A.M. — 9 P.M.

- PERMANENTS
- HAIR COLORING

1509-16th ST.
Between O & P



- RAZOR CONTOUR SHAPING
- AIR CONDITIONED

GI 1-3222

Specializing in
ADVANCED HAIR STYLING
& CUTTING

6 OPERATORS TO SERVE YOU
FOR COMPLETE BEAUTY SERVICE

Open Evenings By Appointment
FOR APPOINTMENT CALL
GL 6-6267

2847-35th St. Near Broadway • Take No. 548 Bus



The HAIRDRESSERS

Let Us Create a "New You"

YES — CHILDREN'S
HAIR STYLING

Enjoy the Restful Atmosphere
of the Lanai Shops



LANAI SALON

PHONE
GA 8-8786

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

San Carlos Beauty Salon

COMPLETE BEAUTY SERVICE
GI 1-1061

Evenings by Appointment
2338-2d St. — EASY PARKING