

LETH'S *Art Permanent Wave*



THE PENINSULA'S
MOST MODERN
BEAUTY STUDIO

*Offers the Ladies of San
Mateo County a Superior
Service With Comfort
and Speed.*

HAIR DRIED
IN 25 MINUTES

Only Soft Water Used
for Our Shampoo

IMPROVED PERMANENT WAVING

For Appointment
Diamond 3-1841

170 THIRD AVENUE - SAN MATEO
Between Ellsworth and San Mateo Drive

Nelson's Beauté Salon

Were You Satisfied With Your Last Permanent?
CONSULT US . . .

We Specialize on Difficult Hair . . . Latest Equipment in
Cold Waves . . . Machine or Machineless

You Get the Exact Hair Style You Want . . . Short or Long

WE CAN WAVE OVER OLD PERMANENTS
WE WON'T CUT IT UNLESS YOU SO DESIRE

New Method Cold Wave Permanents Duplicates Nature's Own Wave
. . . Without Heat, Tension or Discomfort

Latest Coiffures by
MR. and MRS. CARL NELSON AND STAFF

We Feature Dermetic and Revlon Products

Diamond 3-8208

110 B STREET - SAN MATEO
Near 1st Ave.

Good Parking Facilities



Beauty Shops

Adele's Beauty Salon
1350 Howard Av Brngm. DI mnd 4-3565
Adele's Beauty Shop
Capuchino Apts Capuchino Lomita Pk. JU no 8-8285

ADELINE BEAUTY SALON

"Smart Coiffures at Popular Prices"
HAIR STYLING & TINTING
COMPLETE BEAUTY SERVICE
Fine Hair D'Ficuit la Permanent Our Specialty
Adeline Dr & El Camino RI
Brngm. DI mnd 3-9643

Alex Beauty & Barber Shop
Rckwy Beh. FL ndrs 5-3442
Allian's Coiffeures 351 B Sn Mto. DI mnd 3-8241

AMBERD SALON DE COIFFEURS

DISTINCTIVE
STYLING
PERMANENTS

Across From Sequia High School
2744 Broadway Rdwd Cty. EM rsn 6-6818

BANKS ETHEL
1240 Howard Av Brngm. DI mnd 4-2968
(See Advertisement Page 47)

Baywood Beauty & Barber Shop
264 B Sn Mto. DI mnd 3-7071
Beauty Spot The
1158 Capuchino Av Brngm. DI mnd 3-2329

BELMONT BEAUTY STUDIO 1022-6th. Belmnt-13
(See Advertisement Page 48)

BERNICE & EMMELINE BEAUTY SALON
110 B Sn Mto. DI mnd 3-4664

BETTY HUNT STUDIO OF BEAUTY
Sn Carlos Av. Sn Carlos-443-J
(See Advertisement Opposite Page)

BILYEU BEE
Electrotonist
127-25th Av Sn Mto. FL resd 5-1525
(Continued Next Page)

ZOLA'S BEAUTY SALON



Featuring the Famous
WILLAT CIRCLLETTE
PERMANENT
that's SPRAYED into your hair
ALL LINES OF BEAUTY CULTURE

For Appointment Call

JU no 8-7844

436 1/2 SAN MATEO AVE.
San Bruno