

# Bernard permanents

- Open evenings for your convenience.
- Originator of the beautiful new Vitamin Oil Bath Permanent which revitalizes your hair while it curls. Even on the most difficult hair the results are amazingly lovely.
- We are also specialists in Helene Curtis Cold Waves.



133 Geary  
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# FELIX



Member  
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- Permanent Waving
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- Marcel Waving
- Finger Waving
- Hair Tinting
- Face Treatments
- Manicuring

HAIR GOODS  
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## WANTED... WOMEN WITH HAIR THAT "WON'T TAKE" A PERMANENT

If you have "problem hair" which is too oily, too dry, gray or extra fine, or if it will not "hold" a wave after the first or second shampoo—try Keele's NEW METHOD permanent. Price includes haircut; Keele's NEW METHOD machineless permanent, shampoo and coiffure styling . . . all for \$8.50.

# KEELE'S Permanents

140 GEARY - 7th floor - EXbrook 0410

## For Greater Loveliness

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STYLING

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(All Types)

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SCALP TREATMENTS



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Laura's Beauty Salon  
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## For A Better Permanent Wave Go To



# ROBERT

Genuine Eugene's Machineless  
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\$7.50 Complete, including Shampoo,  
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Our 23 years of specializing in  
Permanent Waving is your guar-  
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For fine, long or difficult hair we re-  
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or the Famous Spiral. \$10.00

Telephone SK yline 9411  
ROBERTS BEAUTY SALON  
405 Geary Blvd., cor. 10th Ave. Closed Mondays

# MAE'S BEAUTY SALON

PERMANENT WAVING  
SPECIALISTS

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OPPOSITE ST. FRANCIS HOTEL  
GEARY NEAR POWELL

323 GEARY.. SUITE 211

## Beauty Shops—(Cont'd)

### BEAUTY ARTS STUDIO

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HOLLYWOOD HAIR PIECES  
Permanent Waving - Facials  
Willat Wanda Cold Waves  
Hair Removing  
Free Consultation

Cor. Grant Av. Suite 912  
209 Post SU tter-5538

Beauty Box 1777 Fulton WA Inut-4041  
Beauty Haven 733 Sutter OR dway-5863  
Beauty Lounge The 3230 Pierce FI Imor-5373

### BEAUTY MANOR

In Beautiful  
LAKESIDE VILLAGE  
2519 Ocean Av. DE laware-2739  
If no answer call. JI niper-4-8080

Beauty Manor 2519 Ocean Av. JU niper-4-8080  
Beauty Nook 203 Irving SE abright-1448  
BEAUTY NOOK THE 3224 1/2-226 VA lencia-6873  
Beauty Service Studio 727 Leavenworth TU vedo-1901  
Beauty Spot The 879 Arguello SK yline-8916  
Beauty Studio 437 1/2 Hyde GR ayton-0523  
Beauty Studio 880 Sutter GR ayton-1372  
Beautyland Salon 1482 Fulton FI Imor-5916  
Behr's Beauty Salon 1628A Webster WE st-9929  
Behr's Beauty Shop 209A Sanchez HE mlock-1662  
Becraft Beauty Salon 166 Geary GA rfd-2360

BEE SANDS BEAUTY SALON THE  
2521 Noriega OV erland-1194  
Belle Beauty Salon 27 Fulton UN drhl-6961  
Benatar's Beauty Salon 807 Market EX brook-2660  
Benjamin Beauty Salon 1820 Balboa BA yview-2116  
Benne's Beauty Shop 678 Post OR dway-3221  
Bernal Beauty Salon 509 Cortland Av. VA lencia-1033  
Bernard Permanents 133 Geary EX brook-6116  
Bernice Beauty Salon 515 Balboa BA yview-6156  
Bernice's Beauty Shop  
2676 Sn Bruno Av. RA ndiph-7876

Bert's Barber & Beauty Shop  
2139 Taraval OV erland-3310  
Bessie Moss Beauty Salon 1607 Ellis FI Imor-3451  
Betty Holmes Salon of Beauty  
508 Geary GR ayton-9637  
Betty Jo Beauty Salon 537 Geary GR ayton-5335

BEVERLY S'S MARINA BEAUTY YACHT  
2373 Chestnut FI Imor-8323  
Blanchi Beauty Shop 1540A Union GR ayton-1495  
Biddle & Keegan Beauty Shop  
133 Geary DO uglas-1589  
Billy's Beauty Shop 3994-18th UN drhl-6613

BILTMORE BEAUTY SHOP  
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637 Clement EV rgreen-9968

Black Cat Beauty Shoppe 1399 Church MI ssn-1531  
Black Freda L. 406 Sutter SU tter-8536  
Blackman Beauty Salon 133 Geary SU tter-6676  
Blondie's Beauty Shoppe  
Permanent Wave Specialists  
908 Paris DE laware-3003  
Blue Bell Beauty Parlor 288 Noe MA rket-1744  
Blue Girl Beauty Shop  
Delta Gstrom-Manager  
448 Haight MA rket-2097  
Blue Room Beauty Salon Of Frances Dampier  
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133 Geary GA rfd-0096

Bob & Curl Shoppe The 177 Post DO uglas-3677  
Bodee Beauty Shoppe 691-14th HE mlock-7643  
Bokelund Anna Miss 133 Geary EX brook-7738  
Bon Ton Beauty Shop 3482-20th AT water-6642  
Borello's Beauty Salon  
2175 Bay Shore Blvd. DE laware-7513  
Boudoir Beauty Studio 3255 Scott WA Inut-3626  
Bowers Marian Beauty Salon  
3348 Steiner FI Imor-8644  
Boxer Abram 1415 Paik PR ospect-9647  
(Continued Next Page)

## Beauty Shops—(Cont'd)

### BOXER ANTHONY

30 Years Experience  
HAIR DYEING  
EXPERT HAIR DYE REMOVING  
PERMANENT WAVING  
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Corner O'Farrell & Mason  
298 O'Farrell DO uglas-9740

Boxer Boris Beauty Parlor 150 Powell EX brook-4662  
BOXER M PERMANENT WAVING &  
BEAUTY STUDIO  
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18 Tillman Pl. SU tter-1316

BOXER'S JACOB BEAUTY SHOP  
1324 Fillmore FI Imor-9977  
Brooks Beauty Shop 212 Stockton YU kon-2124  
Brouillard Peggy 133 Geary GA rfd-9847  
Brown Elizabeth Hairdressing Staff  
693 Sutter OR dway-6262

Brown Ellen  
Specializing In Paper Waving  
166 Geary GA rfd-2881  
Brown Madeline 133 Geary SU tter-5506  
Brownie's Salon 2781-24th AT water-0223

Bush Street Beauty Shoppe 950 Bush PR ospect-9724  
Bushey Beauty Salon 709 Taraval OV erland-2698  
Butler Beauty Salon  
Edith G Butler-Owner  
Near Baker  
2803 Greenwich WE st-5933  
Buttercup Beauty Salon 834 Jackson CH Ina-0824

Butterfly Beauty Shoppe  
Expert Perm Waving-Hair Tinting  
Between Eddy & Ellis  
1207 Divisadero FI Imor-2577  
California School of Beauty Culture  
908 Market SU tter-8793

Californian Hotel Beauty Salon  
405 Taylor TU vedo-4761  
Cameo Beauty Salon 3620 Balboa BA yview-1515  
Cameron Mae 133 Geary SU tter-6223  
CAMPBELL JESSIE BEAUTY SALON  
166 Geary GA rfd-9624

Canary Beauty Salon 551 Taraval MO ntrose-7282  
Canterbury Hotel Beauty Shop  
748 Sutter OR dway-2042  
CAPE'S BEAUTY SALON 166 Geary EX brook-2488  
Carla's Beauty Salon 13491-19th AT water-6044  
Carliita Beauty Salon 90 Parnassus Av. MA rket-4187  
Carlson Ruby E. 166 Geary GA rfd-2881

CARMELITA BEAUTY SHOPPE  
2381 Ocean Av. DE laware-8284  
Caroline's Beauty Salon  
1070 Valencia VA lencia-8577

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Specialist, New Ways to Beauty  
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Restores Youthful Beauty to Face & Neck  
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209 Post GA rfd-9258

Casselman Alma Beauty Salon  
Hair Tinting-Bleaches & Hennas  
133 Geary EX brook-3170  
Castle Beauty Salon 154 Leavenworth OR dway-8704  
Castle Manor Beauty Shop 4279 Mission DE laware-8318  
Castro Beauty Salon 1401 Castro MI ssn-5092  
Catherine Morle's Beauty Salon  
1547 Laguna WA Inut-9942

Catherine's Beauty Shoppe  
3926 Cabrillo SK yline-1428  
Catherine's Beauty Shoppe 5863 Mission RA ndiph-9546  
Cecelia's Beauty Salon 177 Post SU tter-0511  
Cecile's Beauty Salon 212 Stockton GA rfd-0063  
Cele's Beauty Salon 1425-9th Av MO ntrose-6529

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703 Guerrero MI ssn-0779

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335 Clement EV rgreen-9574

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Cole Marie Beauty Salon 133 Geary UN drhl-6517  
College Hill Beauty Shoppe  
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3835 Mission VA lencia-2113  
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Colonial Beauty Salon 592 O'Farrell PR ospect-8743  
Colonial Beauty Shoppe 1786 Sn Jose RA ndiph-6657  
Conde Beauty Salon 809 Taraval OV erland-9032  
Connell Ethel Beauty Shop 316 Fillmore HE mlock-5538  
Connie's Beauty Salon 3225 Pierce FI Imor-1020  
Cooper Ruth 166 Geary GA rfd-9624  
Cope's Don Beauty Salon 115 O'Farrell GA rfd-4372

Corina Beauty Salon  
Corina Simpson  
1710 Laguna WA Inut-3753  
Cortland Beauty Salon 3735 Buchanan WA Inut-0335  
Cortland Beauty Salon 436 Cortland VA lencia-4114  
Cory Erma Beauty Salon  
Facial Authority  
209 Post YU kon-1854

Cottage Beauty Salon 3329-24th MI ssn-2591  
Cut-N-Kurl Beauty Parlor  
6654 Mission Daily City RA ndiph-0292  
Cut & Curl Beauty Shoppe 3254-24th MI ssn-3119

D J'S BEAUTY SALON 608 Fillmore HE mlock-3518  
Dagmar Beauty Shop 232 Stockton GA rfd-4609  
Dainty Lady Beauty Salon  
1604 Ocean Av EL kridge-0606  
Dainty Salon The 1800 Clement SK yline-9425

Daily City Beauty Parlor 6315 Mission RA ndiph-8227  
Dan-Dee Beauty Shop 92 Judah OV erland-6818  
Davis Laurette Beauty Salon 209 Post EX brook-8038  
Dawn Beauty Salon 872 Sacramento CH Ina-1420  
Debbies Beauty Shop 22 Leland Av DE laware-2967

DEE'S BEAUTY SHOP  
142 Plymouth Av JU niper-4-7922  
Del's Beauty Shoppe 988 Market OR dway-2707  
Del Rey Beauty Shoppe 553 Haight HE mlock-4082  
Dennie's Anna Beauty Salon 177 Post EX brook-7660  
Destin Vera 2603 Lake SK yline-1234

DEUBERT BEAUTY SALON  
BETTER  
PERMANENT WAVING  
465 Geary OR dway-2021  
(Continued Next Page)

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