

Whitcomb HOTEL Beauty SALON

permanent wave
SPECIALISTS
HAIR STYLING
BLEACHING
TINTING



we are featuring
MERLE NORMAN
COSMETICS

HEmlock 5854
Underhill 9600

1217 MARKET ST.
IN WHITCOMB HOTEL BLDG.

COLD WAVES... Only the best and operators who know how to give them ... lustrous waves and lasting ringlet ends as if created by magic

COMPLETE \$8.50
You will like our machine wave at ... \$4.95
or ... our machineless wave at ... \$5.50

With or Without Appointment
EVENINGS BY APPOINTMENT

EXbrook 9848



Anglo Beauty Salon

830 MARKET STREET

Beauty Shops—(Cont'd)

ARCADE BEAUTY SALON
The Convenient
DOWNTOWN SALON
Expert Permanent Waving
Specialists in Cold Waves
Complete Beauty Service
2d Floor Phelan Bldg.—Nr. Grant
760Mkt. EXbrook-1800
Or EXbrook-9562

Arcade Beauty Salon 760Market. EXbrook-1800
760 Market. EXbrook-9562
Ardell Beauty Shop 819 Divisadero. FI Imor-1195
Arden Elizabeth Salon
5th Floor I Magnin & Co
Geary&Grant. DO uglas-2100
Arens Linda 425-40th Av. SK yline-1146
Arneice Beauty Salon 1832 Fillmore. WE st-1-9849
Arneice's Beauty Salon 1832 Fillmore. Filmor-4629
ARTISTIC BEAUTY SHOP
2852 1/2 California. WA Inut-1-7920

AVALON BEAUTY SALON
Specializing in Cold Wave&Tinting
504Larkin. ORdway-6718
Baker Helen Beauty Salons
5633 Geary Blvd SK yline-7400
Balboa Beauty Shop 2041 Balboa. BA yview-4902

BALBOA BEAUTY SHOPPE
1637 Ocean. JU niper-7-3135
Ballinger Ella 1411-18th. VA lencia-2818
Band Box Beauty Shop 902A Irving SE abright-3097

BARBA'S BEAUTY SALON
Permanent Waving And Tinting
1390 Pacific Av. GRayston-8723
Barnes Alice Beauty Shop 177 Post. EXbrook-4836
Basie's Beauty Salon
Permanent Waving-Henna Pack
Bleaching & Dyeing Our Specialty
681 Ellis. OR dway-0807
Bates Beauty Shop. OR dway-2024
340 Mariposa Brisbane. JU niper-4-1569
Baur & Adolf 604 Geary. OR dway-2024

BAY VIEW BEAUTY SHOPPE
5128-3d. VA lencia-7966
Beauty Frances Beauty Salon 251 Post. GARhd-6287

BEAUTY ARTS STUDIO

Faye Bourgeois
Master Hair Stylist & Expert in
Hair Shaping - Hair Tinting
Hollywood Hair Pieces
Permanent Waving
Cold Waving
A SPECIALTY
465 Geary. GR ayston-1066

Beauty Box 1777 Fulton. WA Inut-1-4041
BEAUTY CENTER OF S F
Guaranteed Permanents By Specialists
11 S Van Ness. UN drhil-1640
Beauty Haven 733 Sutter. OR dway-5863
Beauty Lounge The 3230 Pierce. FI Imor-5373

BEAUTY MANOR
In Beautiful
LAKESIDE VILLAGE
2531 Ocean Av. DE laware-2739
Or JU niper-4-8080

Beauty Manor 2531 Ocean Av. JU niper-4-8080

BEAUTY MART
Permanent Waves of Distinction
From \$7.50 Up
Expert Hair Tinting
Open Evenings For Your Convenience
Right Down Town
435 Stockton. GA rfd-3138

Beauty Nook 203 Irving. SE abright-1448
BEAUTY NOOK THE 3224 1/2-22d. VA lencia-6873
BEAUTY SERVICE STUDIO
727 Leavenworth. TU xedo-1901
Beauty Spot The 879 Arguello. SK yline-3916
Beauty Studio 437 1/2 Hyde. GR ayston-0523
Beauty Studio 800 Sutter. GR ayston-1372
Beautyland Salon
Mrs Olive Jerard Prop
1482 Fulton. FIImor-5916
Beaux Bouquet Beauty Salon
Bet Turk & Golden Gate Av
550 Polk. GRayston-2560
Bebé's Beauty Salon 1628A Webster. WE st-1-9929

BEBE'S BEAUTY SHOP
Specializing in Permanent Waves
209A Sanchez. HE mlock-1662
Becraft Beauty Salon 166 Geary. GA rfd-2360

BEE SANDS BEAUTY SALON
LATEST IN BEAUTY SERVICE
Open 'Til Midnight Mon Thru Fri
2521 Noriega. OV erland-1194
Nr 22d Av. Sat to 6 PM

Bel-Air Beauty Shop 212 Stkn. GARhd-9460
Bel-Air Beauty Shop 816 Sutter. GR ayston-7801
Belle Beauty Salon 27 Fulton. UN drhil-6961

BENATAR'S BEAUTY SALON
Mr. Defini - Mgr.
Formerly of Anglo Beauty Studio
**COMPLETE
BEAUTY SERVICE**
807 Market. EX brook-2660
Or SU tter-6324

Benatar's Beauty Salon 807 Market. SU tter-6324
Benne's Beauty Shop 678 Post. OR dway-3221
Bernal Beauty Salon 509 Cortland Av. VA lencia-1033

BERNARD PERMANENTS
Always the Finest
and
Newest in
Permanents
Prices start at \$7.50.
Open Evenings.
"SERVICE RENDERED BY"
BERNARD PERMANENTS
821 Market. EX brook-6116

Bernard Permanents 821 Market. EX brook-6116
(See Advertisement Preceding Page)
Bernice Beauty Salon 583-7th Av. BA yview-6156
Bernice's Beauty Shop
2676 Sn Bruno Av. RA ndph-7876

BERTHA'S BEAUTY SALON
Specializing in Permanent Waving
2 LOCATIONS
74 School. JU niper-7-0107
1315 Pine. OR dway-7972

Bert's Barber & Beauty Shop
2139 Taraval. OV erland-3310
Bessie Moss Beauty Salon 1607 Ellis. FI Imor-3451
Betty Holmes Salon of Beauty
604 Geary. GR ayston-9637

BETTY MACHACEK'S BEAUTY SALON
COMPLETE BEAUTY SERVICE
Mission St. Near Army
3159B Mission. AT water-1772

BEVERLY S S MARINA BEAUTY YACHT
2373 Chestnut FI Imor-8323
Bianchi Beauty Shop 1540A Union. GR ayston-1495
Billie's Beauty Box 2977-21st. AT water-7044
BILLIE'S BEAUTY SHOPPE
Specializing in Scalp Treatments
5267-3d. VA lencia-3295
Billy's Beauty Shop 3994-18th. UN drhil-6613

BILTMORE BEAUTY SHOP
Under New Management
COMPLETE BEAUTY SERVICE
Artistic Coiffures
637 Clement. SK yline-3366

BINNER'S BEAUTY SALON 754 Post. TU xedo-3121
Black Cat Beauty Shoppe 1311 Church. MI ssn-1531
Blackman Beauty Salon 133 Geary. SU tter-6676
BLUE BELL BEAUTY SALON
Mable A. Roberson
288 Noe. MA rket-1744

Blue Girl Beauty Shop
Della Ostrom-Manager
Open Wed & Fri Evenings
448 Haight. MA rket-2097
Blue Room Beauty Salon Of Frances Dampier
Expert Perm Waving-Hair Tinting
323 Geary. EX brook-4937

BLUMENTHAL ELIZABETH
Elysee
Cosmetic Studio
Scientific
Face - Neck - Acne &
Blackhead Treatments
Guaranteed Improvement
Rest Facials
Steam - Infra Red
Sun Lamp - Violet Ray Etc.
Individual Attention
By European Expert
133 Geary. GA rfd-0096

Bob & Carl Shoppe The 177 Post. DO uglas-3677
Bodee Beauty Shoppe 691-14th. HE mlock-7643
(Continued Next Page)

Beauty Shops—(Cont'd)

Bokeland Anna Miss 133 Geary. EX brook-7738
BOH TON BEAUTY SHOP
3482-20th. AT water-6642
Bonnie Beauty Shop The 4331 Balboa. SK yline-1921
Borelio's Beauty Salon
2175 Bay Shore Blvd DE laware-7513

BORIS BOXER BEAUTY PARLOR
Complete Beauty Service
Specialists in Dyeing & Bleaching
Complete Line of Human Hair Goods
150 Powell. EXbrook-4682

Bourgeois Faye 465 Geary. GR ayston-1066
BOXER ABRAM
Specialist Hair Dyeing-Perm Waving
1415 Polk. PProspect-9647

Boxer Jacob Beauty Salon
942 Fillmore. WE st-1-1126
BOXER M STUDIO OF HAIR ARTISTRY
177 Post. SU tter-1316
(See Advertisement Page 75)

Breese Belle 133 Geary. DO uglas-8698
BRISBANE BEAUTY SHOP
PERMANENT WAVING
TINTING AND STYLING
Mildred Coonrod, Proprietress
465 Visitation Av Brisbane. JU niper-6-0673

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
BUSSE BEAUTY SALON 168 Leland. JU niper-4-5616
(See Advertisement This Page)

Buttercup Beauty Salon 834 Jackson. CH Ina-0824
Butterfly Beauty Shoppe
Expert Perm Waving-Hair Tinting
Between Eddy & Ellis
1207 Divisadero. FI Imor-2577
Cable J 3227-21st. MI ssn-6683
California School of Beauty Culture
908 Market. SU tter-8793

Californian Hotel Beauty Salon
405 Taylor. TU xedo-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
746 Sutter. OR dway-2042
CAPE'S BEAUTY SALON 166 Geary. EX brook-2488
Carla's Beauty Salon 3491-19th. AT water-6044

CARLITA BEAUTY SALON
927ParasitusAv.
Carlson Ruby E 166 Geary. GA rfd-2881
Caroline's Beauty Salon
1070 Valencia. VA lencia-8577

CASPARY AUGUSTA MISS
TROPIC CONTROL FACIAL
Treatment Restores Youthful Beauty
Lifts Sagging Muscles - Erases
Wrinkles - Closes Pores
ELECTROLYSIS
UNWANTED HAIR
PERMANENTLY REMOVED
1,000 Hairs Per Hour
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 4279Mishn. DE laware-8318
Castro Beauty Salon 1401 Castro. MI ssn-5092

CATHERINE MORLE'S BEAUTY SALON
1547 Laguna. WA Inut-1-9942

Emergency!
An emergency arises — you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—
**LOOK IN THE
Classified
TELEPHONE SECTION**

Catherines' Beauty Shop
5863 Mission. JU niper-7-9546
Catherine's Beauty Shoppe
1390-45th Av. SE abright-2245
Cecelia's Beauty Salon 177 Post. SU tter-0511
Cele's Beauty Salon 1425-9th Av. MO ntrose-6529
Celia's Beauty Shoppe 1200 Hampsh. AT water-0665
CELOVISION PERMANENT WAVE SALON
Mattie Eckles
693 Sutter. OR dway-1521

CHAPEAUX LA VOGUE
BEAUTY SALON
Allie & Clarice - Owners-Operators
Complete Beauty Service
Individualized Permanents
Hair Tinting - Hair Styling
By Noted Specialists
"Manicuring Pedicuring"
Opposite Bellevue Hotel
508 Geary. GR ayston-9885

CHARLES ART HAIRDRESSER BEAUTY SALON
2nd Floor-At Grant Av
130 Geary. SU tter-7167
(See Advertisement Following Page)

Charles Betty Beauty Salon 133 Gough. UN drhil-6517
Charm Alceos 2381 Ocean. DE laware-8284
CHARM BEAUTY SHOP
Aurora De Anda Owner
703 Guerrero. MI ssn-0779
Charm Harding Beauty Salon
694 Divisadero. FIImor-7616
Chateau Beauty Salon 3340 Steiner. WE st-1-0760
Cinderella Beauty Shop 493-8th Av. BA yview-1371

CITY OF PARIS
BEAUTY SALON
Every Beauty Service
Recamier
Hair Styling Salon
Rubinstein Facials
Body Contour Department
**ELECTROLYSIS
CHIROPODIST**
2d Floor B. City of Paris
Geary&Stockton. DO uglas-4500

Clark Fern 133 Geary. EX brook-0490
CLAUDE'S BEAUTY SALON
335 Clement. EV rgreen-9574

CLIFT HOTEL BEAUTY SALON
Geary & Taylor. PProspect-4700
(See Advertisement Page 77)

College Hill Beauty Shoppe
3835 Mission. VA lencia-2113
Collis's Beauty Salon 209 Post. YU kon-6-0065

COLLI'S HAIR STYLING
Featuring
EXCLUSIVE
PERMANENTS
Individual
HAIR STYLES
BY EXPERTS
"SERVICE RENDERED BY"
Collis's Beauty Salon
Charlotte Deas-Manicurist
209 Post. YU kon-6-0065

Colonial Beauty Salon 592 O'Farrell. PR ospect-8743
Colonial Beauty Shoppe
1786 Sn Jose Av. JU niper-7-6657
Connell Ethel Beauty Shop 316 Fillmore. HE mlock-5538
Connie's Beauty Salon 3225 Pierce. FI Imor-1020
Connie's Casa Of Curls
5264 Mission. DE laware-0733
Cooper Ruth 166 Geary. GA rfd-9624
Cora Miss Beautician 216 Steiner. HE mlock-7361
Corina Beauty Salon
Corina Simpson
1710 Laguna. WA Inut-1-3753
Cortland Beauty Salon 436 Cortland. VA lencia-4114
(Continued Next Page)

Two friendly telephone habits:
QUICK to answer when your bell rings; SLOW to hang up when you call someone who does not immediately respond. In calling others, remember that the called person may be almost there—so wait a few seconds longer.

Busse Beauty Salon



A Complete Beauty
Service by Alex and
Irene Busse and a
Staff of Expert
Beauticians

Our Permanents are a Masterpiece of Beauty
18 YEARS EXPERIENCE... FORMERLY WITH
WHITE HOUSE, S.F., SAKS 5TH AVE. CHICAGO

Call... JU niper 4-5616

168 LELAND AVE - VISITACION VALLEY DISTRICT

★ No Branches—Not Connected with any other shop

WANTED WOMEN WITH HAIR THAT WON'T TAKE A PERMANENT

Keele's has developed a special process of permanent waving for "problem hair" which cannot be waved by ordinary methods. If your hair is oily, dry, gray or extra fine, or if your hair will not "hold" a wave after the first or second shampoo—come to Keele's for a New Method permanent. Exclusive ... not available at any other shop. Satisfaction guaranteed. Consultation free. Price includes haircut, shampoo, \$10 permanent and styling—all for De Luxe \$15

KEELE'S Permanents

for more than 8 years at
140 GEARY · 7th Floor · EXbrook 0410