

EXbrook 5153

Beautilities, Inc.
THE beauty shop supply co.

LOS ANGELES
SAN DIEGO
HONOLULU
SAN FRANCISCO

COMPLETE SHOP INSTALLATIONS
Time Payment Plan on Equipment Purchases

WHOLESALE DISTRIBUTORS

RILLING Cold Wave • CHEN YU Manicure Preparations
RAP-I-DOL Hair Coloring • RILLING Koolerwave
Parfum L'ORLE • DERMETICS Skin Management Program
PARKER HERBEX Hair and Scalp Preparations • ELECTRA
BLENSOL Hair Color Cocktail • and other nationally advertised products

51 First Street • San Francisco

Paris
SUPPLY COMPANY
351 STOCKTON STREET
Distributors of Zotos
And Marinello Products
*Largest Stock of
BEAUTY
SUPPLIES & EQUIPMENT
in Western America
SALON DESIGNING and EQUIPPING
Garfield 5866

**WEST COAST
SUPPLY CO.**
Exclusive - Authorized
Distributors
**HELENE CURTIS
INDUSTRIES**
EXbrook 0963
788 Mission
Main Floor - Near 4th

S. Sommer & Co.
DISTRIBUTORS OF NATIONALLY KNOWN
BEAUTY EQUIPMENT
AND SUPPLIES
If Sommer Sells it
It Must be Good
35 YEARS OF CONTINUOUS SERVICE
ORdway 8561
156 Eddy - Between Mason & Taylor

THE HOUSE OF
DECKELMAN
57th YEAR
TUxedo 2870
SUPPLIES & EQUIPMENT
For
BEAUTY SALONS
48 TURK ST., SAN FRANCISCO
1601 CLAY ST., OAKLAND
98 E. SAN ANTONIO, SAN JOSE

**Bearings—Ball & Roller—
(Cont'd)**

TIMKEN ROLLER BEARINGS—
BEARING DISTRIBUTING CO
349 9th HE mlock-2948
BEARING ENGINEERING CO
1545 Mission HE mlock-1500
KELLY BALL BEARING CO
651 Turk OR dway-5161

TORRINGTON CO THE
1160 Bryant HE mlock-5475
TORRINGTON COMPANY THE
1545 Mission HE mlock-1500

Bearings—Rebabbiting

BEARING MFG & SUPPLY CO
Crankshaft-Industrial-Automotive
361 Golden Gate Av UNdrhil-5952
FEDERAL-MOGUL SERVICE
Automotive-Industrial-Marine
Engine Bearing Manufacturers
655 Turk OR dway-2375

Bearings—Regrinding

AHLBERG PRECISION GROUND BEARINGS—
ALL BEARING SERVICE INC
173-9th HE mlock-3875
PRECISION BEARINGS INC
171-9th MA rket-2366

BEARING ENGINEERING CO
1545 Mission HE mlock-1500
Bearing Service Co 724 Larkin OR dway-2002
Bearing Specialty Co 1037 Harrison HE mlock-4140
KELLY BALL BEARING CO
Ball Bearings Reground
651 Turk OR dway-5161

Beaulieu Vineyard
Look on "W" pages under
"Wines-Retail"

Beauty Culture Schools
See Schools

**Beauty Shop Equipment &
Supplies**

Allison Distributing Co 640 Eddy OR dway-5438
AMERICAN BEAUTY PRODUCTS CO OF CALIF
815 Mission EX brook-6288
ARNOLD&EGAN MFG CO
Designers-Builders-Decorators
55Rausch HE mlock-7141
Bauer Beauty & Barber Supply Co
134 Golden Gate Av OR dway-6846
BAUER MFG CO 134 Golden Gate Av OR dway-6846
BEAUTILITIES INC 51-1st EX brook-5153
(See Advertisement This Page)
Beauty Shop Supply Co Inc 51-1st EX brook-5153
Bouquet Emmy Laboratories 325 Lake BA yview-8262

CHEN YU NAIL LACQUER—
BEAUTILITIES INC 51-1st EX brook-5153

Cold Wave Patents Co 1095 Market HE mlock-7743
DECKELMAN HOUSE OF THE
48 Turk TU xedo-2870
(See Advertisement This Page)
De Pend On Laboratories
Mfrs Of Beauty Shop Preparations
1826 Divisadero FI mror-7723

DERMETICS—
BEAUTILITIES INC 51-1st EX brook-5153

Duart Manufacturing Co Ltd
984 Folsom YU kon-6-0260

DULING H & CO
WAVAL THERMAL CO,
America's Finest Hairwaving Supplies
PAT CREME OIL COLD PERM.
NUTRI-TONIC - COIRON - TEKA
with Lanolin and Keratin
NUTRI-PAKS - COIFETS - TEKS
MACHINELESS
Corner 7th Av
4454 California BA yview-6289

ESKA COLD WAVE—
SOMMER S&CO 156Eddy ORdway-8561

EUGENE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter DO uglas-8665

FAREL DESTIN COSMETICS—
SOMMER S & CO 156 Eddy OR dway-8561

Federics Beauty Supplies 137 Turk PR ospt-0828
GROVER MFG CO
Specializing In Sachets
2182 Bryant AT water-0376

HALLIWELL PRODUCTS—
SOMMER S&CO 156Eddy ORdway-8561

HEATLESS PERMANENT WAVE CO
Dists of Willat Cold Permanent Wave
149 N Mtgy GARd-1969

HELENE CURTIS INDUSTRIES
West Coast Supply Co
788 Mission EX brook-0963

LUSTRON COLD WAVE PRODUCTS—
SOMMER S & CO 156 Eddy OR dway-8561

MITCHELL BEAUTY SUPPLY CO
254 Sutter DO uglas-8665
(See Advertisement This Page)
Nestle Beauty Supplies 137 Turk PR ospt-0828

PACIFIC BARBER SUPPLY CO
343 Golden Gate Av UN drhil-5422
Paris Beauty Supply Co 355 Stockton GA rfil-5866
(See Advertisement This Page)

RAYETTE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter DO uglas-8665

REID&SIBELL INC 575 Sutter GARd-1841
(See Advertisement This Page)

REVLON PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter DO uglas-8665
SOMMER S&CO 156Eddy ORdway-8561

RILLING PRODUCTS—
BEAUTILITIES INC 51-1st EX brook-5153

SCALP-EEZ INC
1629 Telegraph Av Oakland HI gate-3344
SOMMER S&CO 156 Eddy ORdway-8561
(See Advertisement This Page)
(Continued Next Page)

Good teamwork between tele-
phone users and telephone opera-
tors is one of many reasons why this
country has always had a fast, de-
pendable and friendly telephone
service.

DOUGLAS 8665

**Beauty Shop Equipment &
Supplies—(Cont'd)**

STANDARD BEAUTY SUPPLY CO
Equip. & Supplies for the Beauty
Salon
Dist. - Frederics - Nestle - Artistic
Isana - Jero - Mim Machineless
Wella Kolestral - Shontex - Clairrol
Roux - Ellen Kaye - Nestle Opalescent
Hudson - Modart - Vernon - Marrows
Cold Wave Supplies
137 Turk PRospt-0828

UNITED CABINET & FURNITURE CO
We Design And Build Beauty Salons
3175-17th UNdrhil-6843

VITA FLUFF SHAMPOOS—
SOMMER S&CO 156Eddy ORdway-8561

West Coast Beauty & Barber Supply Co
788 Mission EX brook-0963
From East Bay Zone only (No Inter-City Charge)
Ask "Operator" for Entrance-10674
(See Advertisement Opposite Page)

WILLAT COLD WAVES—
HEATLESS PERMANENT WAVE CO
149 New Mtgy GARd-1969

Willat Production Co 1122 Folsom HE mlock-6383

ZOTOS MACHINELESS PRODUCTS—
SOMMER S & CO 156 Eddy OR dway-8561

**Beauty Shop Equipment &
Supplies—Repairing**

BEAUTY SHOP MAINTENANCE—
MAX LORENZO, Prop.
Equipment Repairs
Hair Dryers - Eugene - Fredrics
Fisher - Marvel - Rilling
Turbinator
Andis & Wahl Clippers
All Makes of Steamers
Prompt, Courteous Pick-Up
& Delivery
Also Minor Shop Repairs
3336 Sacramento WA lnut-1-3686
If no answer call FI mror-9538

**CAPELLE'S SEWING MACHINE&ELECTRIC
SERVICE SHOP**
SERVICE
&
REPAIRS
FOR
Arnao - Eugene - Frederics
Fischer - Marvel - Rilling
Turbinator - Andis - Senator
All Other Makes of Driers
and Permanent Wave Machines
3150-22d AT water-1889
If no answer call AT water-2635

COPELAND P O
Complete Service For
ALL BEAUTY SHOP
EQUIPMENT
Established for Beauty Shop
Repair Service Exclusively
2622-21st Av SE abright-0925

E V'S ELECTRICAL REPAIRING SERVICE
Specializing on
BEAUTY PARLOR
EQUIPMENT
ALL MAKES
Machines & Dryers
All Work Guaranteed
Free Pick-Up & Delivery
66 Endicott Pk WA lnut-1-7192

Lorenzo Max
See Adv Beauty Shop Maintenance
3508 Sacramento FI mror-9539
Marine Instrument Co 1539 Folsom UN drhil-5132

There are 6,156 telephone com-
panies serving the United States.


ANN'S BEAUTY SALON
WE EXCEL IN ALL BRANCHES
OF MODERN HAIR STYLING
Bet Mission & Valencia
3266-21st VA lencia-6060

ANN'S BEAUTY SHOPPE 1416 Stockton EX brook-4562
Antoinette's Beauty Salon 42-29th AT water-1246
Anton & Hudson 465 Geary GRayston-1285

ANTONE
Individual Hair Stylist
209 Post EX brook-8402
(Continued Next Page)

We want your telephone service
to be as helpful to you as we can
make it.

PERMANENTS and COIFFURES
Always first with the best in permanents.
Nationally Famous Quality
PERMANENTS
at prices from \$7.50
First in the Bay Area with the
NEW INSTANT HAIR DRYER
No sitting under the Dryer. First curls
are dry before last curls are wrapped.
OPEN EVENINGS
Noon Until 9 P. M.
Prices subject to change
Bernard
and staff
821 Market St • EXbrook 6116
Member S. F. Hair Styling Council



LEE KEELE
Permanent Wave Specialist
will give or supervise your wave
COLD WAVES
as low as \$10 complete
Cold Waves when properly given can
not be equalled. We can wave any
type of hair... coarse, fine or medium.
A Cold Wave can be had loose, med-
ium or tight, and it will last from two to
three months longer.
**WE ARE SPECIALISTS IN
COLD WAVING**
Lee Keele's PERMANENT WAVE STUDIO
133 GEARY STREET Studio UPSTAIRS
Room 602 Phone DOuglas 8698
Please Note Our New Location - 133 Geary St.

MACHINE or MACHINE-LESS
OIL PERMANENT WAVE
\$7.50
THIS WAVE leaves the hair in
wonderful condition and can be
had loose, medium or tight, but
very natural-looking and styled
to suit the individual.

