

SPECIAL CREME OIL PERMANENT 4.95

NO APPOINTMENT NECESSARY



—Non Ammonia—
First an oil shampoo — then CHOLESTEROL for the ends to give you those lovely ringlets you dream about. For gray hair SIL-VER-WYTE will be added to prevent yellowing. These special ingredients are added without cost to you with our \$4.95 permanent.

Expert Hair Tinting

COLD WAVES 8.50
MACHINELESS 5.50

MONEY BACK GUARANTEE

WITH OR WITHOUT APPOINTMENT - EVENINGS BY APPOINTMENT

EXbrook 2-9848

Anglo Beauty Salon

830 MARKET STREET Mezzanine

★ 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; permanent and styling—all for **\$10**

Also Other Permanents

KEELE'S
Finger Waves
Manicures *Permanents*

for more than 8 years at

140 GEARY • 7th Floor • EXbrook 2-0410

Beauty Shops—(Cont'd)

Blue Girl Beauty Shop
Della Ostrom-Manager
Open Wed & Fri Evenings
448 Haight... MA rket-1-2097
Blue Room Beauty Salon Of Frances Dampier
Expert Perm Waving-Hair Tinting
323 Geary... EX brook-2-4937

BLUMENTHAL ELIZABETH

Elysee
Cosmetic Studio
Scientific
Face - Neck - Acne -
Blackhead Treatments
Guaranteed Improvement
Face Lifting Without Surgery
Steam - Infra Red - Sun Lamp
Violet Ray & Wave Treatments
Individual Attention By European Experts
Complete Line of Scientific Cosmetics
& Hormone Preparations
133 Geary... GA rfd 1-0096

Bob & Curl Shoppe The 177 Post... DO uglas-2-3677
Bodee Beauty Shoppe 691-14th... HE mlock-1-7643
Bokelund Anna Miss 133 Geary... EX brook-2-7738
BON TON BEAUTY SHOP
3482-20th... AT water-2-6642
Bonnie Beauty Shop 4331 Balboa... SK yline 1-1921
Borello's Beauty Salon
2175 Bay Shore Blvd... DE laware-3-7513

BORIS BOXER BEAUTY PARLOR
Complete Beauty Service
Specialists in Dyeing & Bleaching
Complete Line of Human Hair Goods
150 Powell... EX brook-2-4682

BOURGEOIS FAYE 150 Powell... DO uglas 2-7556
BOXER ABRAHAM
Specialist Hair Dyeing-Perm Waving
1415 Polk... PR ospect-5-9647
Boxer Jacob Beauty Salon
942 Fillmore... WE st-1-1126

BOXER M STUDIO OF HAIR ARTISTRY
177 Post... (See Advertisement Page 80)
Brisbane Beauty Shop
345 Visitation Av... JU niper 6-0673

BROADMOOR BEAUTY SALON
COLD WAVES PERMANENTS
OUR SPECIALTY
COMPLETE BEAUTY SERVICE
1499 Sutter... PR ospect 5-9394

Brown Cecil 789 Monterey Blvd... JU niper 7-9759
Brown Elizabeth Hairdressing Staff
693 Sutter... OR dway-3-6262
Brown Ellen
Specializing In Paper Waving
166 Geary... GA rfd 1-2881

Brownie's Salon 2781-24th... AT water-2-0223
Burton's Beauty Shop 943 Fillmore... WE st 1-1556
BUSSE BEAUTY SALON 168 Leind... JU niper-4-5616
Buttercup Beauty Salon 834 Jackson... CH ina-5-0824
Butterfly Beauty Shoppe
Expert Perm Waving-Hair Tinting
Between Eddy & Ellis
1207 Divisadero... FI imor-6-2577

CABANA SALON
Formerly Fred's Beauty Salon
"THE ART OF BEING LOVELY"
PERSONALITY COIFFURES
815 Ulloa... SE abright 1-3615

CABRAL FLORA BEAUTICIAN
NOE VALLEY DISTRICT
OPEN EVENINGS
Instant Hair Drying Method
4127-23d... VA lencia 4-2799

California School of Beauty Culture
908 Market... SU tter-1-8793
Californian Hotel Beauty Salon
405 Taylor... TU xedo-5-4761
Cameo Beauty Salon 3620 Balboa... BA yview-1-1515
Cameron Mae 133 Geary... SU tter-1-6223

CAMPBELL JESSIE BEAUTY SALON
166 Geary... GA rfd-1-9624
Canary Beauty Salon 551 Taraval... MO ntrose-4-7282
Caterbury Hotel Beauty Shop
746 Sutter... OR dway-3-2042

CAPE'S BEAUTY SALON
166 Geary... EX brook-2-2488
Carla's Beauty Salon 3491-19th... AT water-2-6044
GARLITA BEAUTY SALON
90 Farnassus Av... MA rket-1-4187
Carlson Ruby E 166 Geary... GA rfd-1-2881
Caroline's Beauty Salon
1070 Valencia... VA lencia-4-8577

CASPARY AUGUSTA MISS
COSMETICIAN & ELECTROLYGIST
Her Tropic-Electric Facial Lifts
Sagging Muscles - Renewes Beauty
209 Post... GA rfd 1-9258

Casselman Alma Beauty Salon
Hair Tinting-Bleaches & Hennas
133 Geary... EX brook-2-3170
Castell Beauty Salon
154 Leavenworth... OR dway-3-8704
Castle Manor Beauty Shop
4279 Mission... DE laware-3-8318
Castro Beauty Salon 1401 Castro... MI ssn-7-5092

CATHERINE MORLE'S BEAUTY SALON
1547 Laguna... WA lnut-1-9942
Catherine's Beauty Shop
5863 Mission... JU niper-7-9546
Catherine's Beauty Shoppe
1390-45th Av... SE abright-1-2245
Cecelia's Beauty Salon 177 Post... SU tter-1-0511
Celia's Beauty Shoppe
1200 Hampshire... AT water-2-0665
CELOVISION PERMANENT WAVE SALON
Mattie Eckles
693 Sutter... OR dway-3-1521

CHAPEAUX LA VOGUE

BEAUTY SALON
Allie - Owner-Operator
Complete Beauty Service
Individualized Permanents
Hair Tinting - Hair Styling
By Noted Specialists
"Manicuring - Pedicuring"
Opposite Bellevue Hotel
508 Geary... GR ayston-4-9885

CHARLES ART HAIRDRESSER BEAUTY SALON
1532 Fillmore... SU tter-1-7167
2nd Floor-At Grant Av
(See Advertisement Page 81)
Charm Beauty Shop 703 Guerrero... MI ssn 7-0779
Charm Harding Beauty Salon
604 Divisadero... FI imor-6-7616

CHERES SALON OF BEAUTY
Distinctive
Permanent Waving
Hair Styling & Tinting
786 Sutter... OR dway 3-2925

Cheres Salon Of Beauty 786 Sutter... GR ayston 4-6789
Chateau Beauty Salon 3340 Steiner... WE st-1-0760
Cinderella Beauty Shop 493-8th Av... BA yview-1-1371
CIRELLI
Near Castro St
4071-18th... HE mlock 1-7506

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-2-4500

Clark Fern 133 Geary... EX brook-2-0490
Classic Beauty Salon 3666-26th... AT water 2-1732
CLAUDE'S BEAUTY SALON
335 Clement... EV rgreen-6-9574
CLIFT HOTEL BEAUTY SALON
Geary & Taylor... PR ospect-5-4700
(See Advertisement Page 81)

Club Beauty Salon 407 O'Farrell... TU xedo 5-2614
College Hill Beauty Shoppe
3835 Mission... VA lencia-4-2113
Collis's Beauty Salon 209 Post... YU kon-6-0065

COLLI'S HAIR STYLING
Featuring EXCLUSIVE PERMANENTS Individual HAIR STYLES BY EXPERTS
EDWARD COLLI
STYLING DIRECTOR

"SERVICE RENDERED BY"
Collis's Beauty Salon
Charlotte Deas-Manicurist
209 Post... YU kon-6-0065

Colony Beauty Salon
177 Post... SU tter-1-1316
Comet Beauty Salon
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177 Post... SU tter-1-1316

Beauty Shops—(Cont'd)

Colonial Beauty Salon
592 O'Farrell... PR ospect-5-8743
Colonial Beauty Shoppe
1786 So Jose Av... JU niper-7-6657
Connell Ethel Beauty Shop
316 Fillmore... HE mlock-1-5538
Connie's Beauty Salon 3225 Pierce... FI imor-6-1020
Cooper Ruth 166 Geary... GA rfd-1-9624
Cora Miss Beaulieu 216 Steiner... HE mlock-1-7361
Corina Beauty Salon
Corina Simpson
1710 Laguna... WA lnut-1-3753
Corina Pierce Beauty Salon
1329 Pierce... WE st 1-1015
Coronet Beauty Salon 150 Powell... DO uglas 2-9441
Cortland Beauty Salon
436 Cortland... VA lencia-4-4114

DELANEY'S BARBER & BEAUTY SALON
1674 Geary... WE st 1-9680
DELLA MAE BEAUTICIANS
Permit Wave Split-Hair Cutting
3038 Clement... BA yview 1-9733
Del Rey Beauty Shoppe 553 Haight... HE mlock-1-4082
Dennie's Anna Beauty Salon
177 Post... EX brook-2-7660
Destin Vera 2605 Lake... SK yline-1-1234
De Voto Julie Miss 209 Post... DO uglas 2-2547
Dianne Coiffeur Inc 1949 Chestnut... FI imor 6-9850

DIANNE'S BEAUTY SALON
1949 Chestnut... FI imor 6-9850
Dixie's Beauty Shop 310-8th Av... BA yview-1-7043
Dixie's Marcel Shoppe 133 Geary... EX brook-2-0327
Doll House Beauty Salon
1233 Castro... VA lencia-4-5298

DOLORES BEAUTY SALON
3166-16th... HE mlock-1-9286
DOLORES PREMIER PRE-GRAD
150 Powell... GA rfd 1-6967
DOLORES PREMIER SCHOOL OF BEAUTY CULTURE
150 Powell... SU tter-1-9627

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Cottage Beauty Salon 3329-24th... MI ssn-7-2591
Cut-N-Kurl Beauty Parlor
6654 Mission Daily City... JU niper-7-4931
Cynthia Beauty Salon
2231 Clement... SK yline-1-0837

D J'S BEAUTY SALON
608 Fillmore... HE mlock-1-3518
Dainty-Lady Beauty Salon
1604 Ocean Av... JU niper-7-0606
Dainty Salon The 1800 Clement... SK yline-1-9425
Daily City Beauty Parlor
6315 Mission... JU niper-7-8227
Dan-Dee Beauty Shop 92 Judah... OV erland-1-6818
Dawn Beauty Salon 872 Sacramento... CH ina-5-1420
Debbies Beauty Shop 22 Leland Av... DE laware-3-2967

DELANEY'S BARBER & BEAUTY SALON
1674 Geary... WE st 1-9680
DELLA MAE BEAUTICIANS
Permit Wave Split-Hair Cutting
3038 Clement... BA yview 1-9733
Del Rey Beauty Shoppe 553 Haight... HE mlock-1-4082
Dennie's Anna Beauty Salon
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DOON LUX ACADEMY OF BEAUTY CULTURE
333 Powell... SU tter-1-7085
Don Lux Student Body 133 Powell... SU tter-1-9534
Donna Beauty Salon 2216 Fillmore... JO rdan 7-2616

DOON'S DISTINCTIVE COIFFURES
Famous for
COLD WAVE & LIQUID PERMANENTS
Complete Beauty Service
Entire 5th Floor
233 Grant Av... SU tter-1-6130

DORALEA BEAUTY SALON
1321 Taraval... SE abright-1-2184
Dorothy Mae's Beauty Salon
1732 Taraval... MO ntrose-4-9301
Dorothy's Beauty Salon
2884 Bryant... AT water-2-7531
Dorothy's Beauty Salon
1422 Noriega... MO ntrose-4-4422
Dorothy's Beauty Shop 609 Cole... BA yview-1-7244
DOWNTOWN BEAUTY SALON
126 Post... DO uglas 2-5359

DU BOIS BLANCHE
Acne Treatments-Hair Removing
177 Post... GA rfd 1-1180
DU BRETTA'S BEAUTY SALON
750 Clement... BA yview 1-1734
Duchess Beauty Shop
A Modern Shop At 18th & Castro
483 Castro... HE mlock-1-3268
DUCHI'S BEAUTY SALON
3274-23d... AT water-2-2674
EDDIE'S FOR BEAUTY
Open 9 AM to 9 PM
669 Geary... TU xedo-5-9911
Edith's Beauty Shop 3295-22d... MI ssn-7-3472
Edmund Beauty Shop 45 Grant Av... YU kon-6-0821
EDNA'S BEAUTY SALON
7119 Mission Daily City... DE laware-3-2985

(Continued Next Page)

Strategically located throughout the nation, Western Electric Company's 29 Distributing Houses supply the Bell System with its equipment.

With or Without Appointment
at one of S.F.'s newest
Most Modern
Permanent Wave Shops

Lucky You 0000
One Shop in YOUR City
Can Give You This!

A PERMANENT WAVE THAT VERY DEFINITELY WANTS TO GO PLACES —
Your Guarantee of Tops in Head-First Smartness for round the clock wear...
Prices to Fit All Purposes - \$4.95 and Up!!!
Cold Waves \$7.50 and Up!!!

— Open Evenings —

Beauty Mart
RIGHT DOWNTOWN
435 STOCKTON
Near Sutter
GARfield 1-3138
MANICURING
Individually Styled,
High or Low - Worn
Short or Long - each
Permanent Wave a
Masterpiece of
Brushable Beauty
EXPERT HAIR TINTING

WEST PORTAL DISTRICT
Hollywood Famous

Streamline BEAUTY SALON
318 West Portal
Selected Staff of Professional Beauticians
FINE COSMETICS AND PERFUMES

Montrose 4-3232
COLD PERMANENT WAVE
• Hair Bleaching • Hair Tinting
All Types of Beauty Work
• Modern Methods
Permanent Waves Any Eve. by Appt.

318 West Portal
Selected Staff of Professional Beauticians
FINE COSMETICS AND PERFUMES