

Beauty Shops-(Cont'd)

JOHN'S SALON DE COIFFURE FRENCH COIFFEUR EVERY TYPE OF BEAUTY CULTURE 545 Sutter.....DO uglas 2-2989

JOHNSON SALON 1987 Mission, HE mlock-1-3252 Jon's Beauty Salon 1327 Noriega, OV erland-1-5457

JORDAN'S COIFFURE SALON Specialist in Cold Waves & Hair Styles Open Evenings By Appointment 2059 Polk.....GR ayton 4-5678

JOSEF Individual Hair Styling 133 GEARY Suite 716 Associated With MAISON LE NAY 133 Geary.....SU tter 1-5506

Josefine's Beauty Salon 226 Jones, TU xedo-5-9559 JOSEPH BEAUTY SALON Balboa & 38th Av., EV green-6-9770 Joseph Hair Stylist 133 Geary, SU tter 1-5506

JOSEPH HAIR STYLIST JOSEPH ACERBI Featuring All Types of PERMANENTS To Suit the Texture of the Hair PERSONAL ATTENTION 233 Post.....YU kon-6-0311

JOSEPH AND RICHARD 45 Grant, YU kon-6-2641 Josephine's Beauty Salon 1298 California, PR opt-5-0886 Juanita's Beauty Shop 2205 Sutter, WE st-1-9987 Julia Harris Beauty Salon 2307 Sutter, FI imor-6-2122

JULIE ANN'S BEAUTY SALON Expert Operators 3525-20th, VA lenca-4-9287 Julie Beauty Studio 511 Leavenworth, GR ayton 4-4424

JULIO'S COIFFURES FOR THE SAN FRANCISCO SMART SET COMPLETE BEAUTY SERVICE 323 Geary, GA rfd 1-7022

Juvenile Beauty Shoppe 2893 Mission, VA lenca-4-1623 Kay's Beauty Shoppe 144 Russia, JU niper-5-9879 Jay-Kay Beauty Salon 776 Arguello Blvd, BA yview 1-4312 Kedon Clarice Beauty Salon 646 Hyde, PR opt-5-2373

KEELE BEAUTY SALON No Branches—Not Connected With Any Other Shop Room 701 140 Geary, EX brook-2-0410 (See Advertisement Page 78)

KEELE DON PERM WAVE STUDIO No Branches—Not Connected With Any Other Shop Room 701 140 Geary, EX brook-2-4313

KEELE LEE PERMANENT WAVE STUDIO Specialists PERMANENT WAVES ALL TYPES 133 Geary, DO uglas 2-8698

KEELE LEE PERMANENT WAVE STUDIO Garnet Keele-Lee Keele 133 Geary, DO uglas 2-8698 (See Advertisement Page 77)

Kelley Gertrude 177 Post, DO uglas-2-2274 KELLY BRUCE BEAUTY SALON Katharine Ryan Owner 101 Post, DO uglas-2-6615 Kelly's Beauty Salon 319 Judah, SE abright-1-2218 Kingie's Beauty Salon Mrs Sarah Zipperle Owner-Room 265 821 Market, EX brook-2-7650 Kirby's Beauty Salon 1732 Haight, BA yview-1-0288

KLENSKY BEAUTY SALON Specializing in COLD WAVES HAIR CUTTING Complete BEAUTY SERVICE 150 Powell, EX brook-2-3894

KNOTTY PINE BEAUTY SHOP 1073 Pine, GR ayton-4-3182 Koch Rose 271 Stanyan, BA yview-1-1581 Koenig Christine 133 Geary, EX brook-2-6970 Kozzy Beauty Shoppe 3416-22d, AT water-2-3161 Kut & Kurl Beauty Salon 1567 Haight, MA rket-1-9029 La Belle Beauty Shop 1521 Valencia, VA lenca-4-4701 La Berta Beauty Shoppe 2634 Balboa, SK yline-1-2714 La Bonita Beauty Shop 6106 California, BA yview-1-7431 La Braun Rose Miss 177 Post, SU tter-1-0853 La Cerna Beauty Salon 6065 Mission, DE laware-3-0868 La Charme Beauty Shoppe 966 Geneva, JU niper-5-9104 La Conde Beauty Salon 2737 Judah, OV erland-1-4540 Lady Fair Beauty Salon 988 Market, GR ayton-4-3234 Lady Lou Beauty Salon 133 Geary, EX brook-2-0490 La France Beauty Salon 2239 Polk, TU xedo-5-4696 Lake Delta Beauty Salon 57 W Portal, MO ntrose-4-7574

LAKESIDE MAISON BEAUTE IN LAKESIDE VILLAGE MARY E. WRIGHT Through Gate and Upstairs A Friendly Atmosphere In Attractive Modern Location Complete Beauty Service ALL TYPE PERMANENTS Including Cold Waves 2528 Ocean Av., DE laware-3-4461

LAMBERT'S BEAUTY STUDIO MR. LAMBERT, Owner Formerly of The White House INDIVIDUAL STYLING 1564 Union, GR ayton 4-1869

Lame Lenore Beauty Shop 1454 Haight, HE mlock-1-2065 Lampe Beauty Salon 681 Market, GA rfd 1-7764

LAURENCE BEAUTY SALON Complete Modern Beauty Service Skilled Operators Visit Our Children's Section Hair Cutting Hair Styling Cherus 2nd Floor 420 Sutter, GR ayton 4-2423

Lavelle Marie Beauty Shop 133 Geary, GA rfd 1-6181 LA VERN BEAUTY SHOP Permanent Wave Specialists 2314 Mission, VA lenca-4-6622 La Vogue Beauty Shoppe 2163 Union, WE st-1-7251 LAWRENCE STYLIST Plaza Hotel, GA rfd 1-0242 Lawson Jas 133 Geary, GA rfd 1-4052 Lederer & Quality Hair Store See Our Adv Under Hair Goods-Retail 349 O'Farrell, TU xedo-5-1678 Lee's Beauty Shoppe 4374 Mission, JU niper-7-0994 Lela's Beauty Salon 216 Hyde, PR opt-5-9879 Lenore Salon 1820 Balboa, BA yview-1-2116

LEONA'S BEAUTY SHOPPE Helene Curtis Cold Wave Permanents 600 Ellis, GR ayton-4-9286 Leo's Beauty Salon 1944 Clement, SK yline-1-7820 Letty's Beauty Salon 1635 Clement, BA yview-1-7271 LE VERNE BEAUTY SALON La Verne Cash Proprietress 2960 Clement, BA yview-1-1221 Lido Beauty Salon 734 Lombard, PR opt-5-1771

Lillian Beauty Salon 3951 Balboa, SK yline-1-1049 LILLIAN'S BEAUTYHAVEN 505-8th Av., BA yview-1-5606 LINDER'S EIGHTEENTH AV BEAUTY SALON 415-18th Av., SK yline-1-3252 Lisel's Beauty Shop 258 Divisadero, MA rket-1-5189 Lisota's Beauty Service 21 Leland Av., JU niper 4-5148 Little Beauty Salon 5507 Mission, JU niper-4-6535 Little Dutch Mill The 635 Irving, OV erland-1-7270 Little Mary's Beauty Shop 1998 Filbert, WA Inut-1-5025

Lorraine Beauty Salon 3809 Mission, VA lenca-4-7733 Lorraine's Beauty Salon 2803 Greenwich, WA Inut-1-8388 Lorraine's Beauty Salon 4106-24th, VA lenca 4-4922 Lotus Beauty Salon 864 Jackson, CH ina-5-0011 Lotus Flower Beauty Shop 478 Eddy, OR dway-3-7346 Louie's Haircutting & Beauty Salon 251 Post, SU tter-1-0523 Louise Beauty Studio 1144 Clement, BA yview 1-6251 Lowell Beauty Salon 1935 Hayes, SK yline-1-9525 Lucille Beauty Shop 219 W Portal Av., MO ntrose-4-9946 Luck Peggy Beauty Salon 126 Post, DO uglas-2-5359 Lu Ella Beauty Salon 843 Irving, OV erland-1-9610 Lu Sure Beauty Salon 1681 O'Farrell, FI imor-6-9765 Lydia's Beauty Salon 832 Holloway Av., JU niper 5-2329 Lyras's Beauty Salon 1248 Noriega, SE abright-1-4645

MacGregor Mary Liebes Bldg, SU tter-1-2950 Madayn's Beauty Shop 344 Presidio Av., WE st-1-7626 Mme Marie Beauty Salon 425 Eddy, TU xedo-5-0243 Mae Keegan Beauty Salon 1741 Noriega, SE abright-1-2344 Maison de Beaute 209 Post, DO uglas-2-2547

MAISON LE NAY Coiffeurs of Distinction THELMA BROWN MADOLINE BROWN Room 716 133 Geary, SU tter 1-5506

Maxine Beauty Shop 533 Jones, TU xedo-5-2626 Maxine's Beauty Salon 3649 Taraval, MO ntrose 4-1173 May-C Beauty Salon 1185 Alabama, VA lenca-4-1987 MAYERS FLORENCE BEAUTY SALON Individual Hair Styling By Florence Spec In Cold & Machineless Waves 133 Geary, GA rfd 1-9847 Mayfair Beauty Salon 1204 Howard, UN drhil-1-9207

LIEBES H & CO INDIVIDUAL COIFFURES PERMANENT WAVING JAQUET FACIALS MANICURING And Every Other Beauty Service By EXPERT OPERATORS Post & Grant, GA rfd-1-6240

Lillian Beauty Salon 3951 Balboa, SK yline-1-1049 LILLIAN'S BEAUTYHAVEN 505-8th Av., BA yview-1-5606 LINDER'S EIGHTEENTH AV BEAUTY SALON 415-18th Av., SK yline-1-3252 Lisel's Beauty Shop 258 Divisadero, MA rket-1-5189 Lisota's Beauty Service 21 Leland Av., JU niper 4-5148 Little Beauty Salon 5507 Mission, JU niper-4-6535 Little Dutch Mill The 635 Irving, OV erland-1-7270 Little Mary's Beauty Shop 1998 Filbert, WA Inut-1-5025

Majestic Beauty Shop 2474 Mission, AT water-2-0649 MANX HOTEL BEAUTY SALON Powell & O'Farrell, GA rfd 1-7070 Mezzanine Beauty Shop 4460 Mission, JU niper 4-9814 Miesels Mary Beauty Shop 1108 Fillmore, FI imor-6-4795 MILADI'S BEAUTY SHOPPE Nellie Heskett 1490 California, OR dway-3-4030

MILADY'S BEAUTY SALON Open Evenings By Appointment 6209 Geary Blvd, BA yview-1-0241 MILDRED'S BEAUTY SHOP Hair Goods-Wave Set-Scalp Preparation 1421 Egbert Av., VA lenca 4-9555 Miller Edith I Liebes Bldg, SU tter-1-2950 MILLER GENE BEAUTY SALON 133 Geary, EX brook-2-5692 (See Advertisement Page 81)

MILLS TOWER BEAUTY SALON 220 Bush, EX brook-2-3010 Mimi's Beauty Cottage 3877 Army, VA lenca-4-5276 MINNIE'S BEAUTY SHOP See Also Orinda Beauty Salons 1514 Stockton, DO uglas-2-5131 Miraloma Beauty Salon 25 Evelyn Wy, SE abright-1-3382 MISSION BEAUTY SHOPPE 3110-16th, MA rket-1-0700 Mission De Lune Beauty Salon 3265 Mission, MI ssn-7-0089

MR HAIR SERVICE & M S BEAUTY SHOP MISS Special Section Entirely for Men OR 'Willie' Melani & P.R. McLaughlin-Owners MRS Service With or Without Appointment 871 Geary, PR opt-5-9572

Mitzi's Beauty Salon 4110 Judah, SE abright-1-1002 Model Beauty Salon 2420 Sn Bruno Av., JU niper 5-7450 Modern Beauty Salon 347 Brazil, JU niper-5-9240 Modern Beauty Spot 6265-3d, JU niper-5-9311 Moderne Salon de Beauty 1008 Bush, JO rdan-7-1460 Mollie's Beauty Shop 1406-32d Av, LO mbaru-6-5954 Montell's Beauty Shop 666 Ellis, OR dway-3-9573 Moore Beauty Salon 177 Post, EX brook-2-5065 Moore Julie Beauty Salon 133 Geary, EX brook-2-2621

MOORE'S SALON OF BEAUTY 609 Sutter, OR dway-3-0965 (See Advertisement Page 81) Moreen Beauty Salon 1615-38th Av., MO ntrose-4-7723 Morgan Minnie Hair Stylist 166 Geary, GA rfd 1-6856 Morie's Catherine Beauty Salon 1547 Laguna, WA Inut-1-9942

MORRILL'S BEAUTY SALON Complete Beauty Service Expert Operators Eternal Tint Oil Shampoo Applied as Directed on Label by Highly Trained Specialists 2127 Irving, MO ntrose-4-3380

Murriel's Beauty Salon Madeline E Mang 645 Monterey Blvd, JU niper-7-9325 Murphy's Beauty Salon 930 Hyde, OR dway-3-4343 Mustelizer Mimi 133 Geary, EX brook-2-5769 Nell's Beauty Salon 3202 Irving, SE abright-1-1855 Nell's Beauty Shop 628 Geary, TU xedo-5-9508 New Adrian Beauty Salon 1703 Webster, WE st-1-5831 New Continental 127 Ellis, YU kon-6-4456 (See Advertisement Page 81)

Maurice Beauty Salon COMPLETE BEAUTY SERVICE PERMANENTS - TINTS Hrs. 9 to 6 PM - Evenings by Appt. 3245-24th, VA lenca-4-9911

MAX BEAUTY SHOP SPIRAL & CROUIGNOLE PERMANENT WAVING Established 25 Years in San Francisco 166 Geary, EX brook-2-9606

MAXINE'S BEAUTY PARLOR Hair Stylist - Open Evenings Specializing in Permanent Waving Helene Curtis & Willit Cold Wave 1726 Sutter, FI imor-6-6018

Maxine Beauty Shop 533 Jones, TU xedo-5-2626 Maxine's Beauty Salon 3649 Taraval, MO ntrose 4-1173 May-C Beauty Salon 1185 Alabama, VA lenca-4-1987 MAYERS FLORENCE BEAUTY SALON Individual Hair Styling By Florence Spec In Cold & Machineless Waves 133 Geary, GA rfd 1-9847 Mayfair Beauty Salon 1204 Howard, UN drhil-1-9207 (Continued Next Page)

MAJESTIC BEAUTY SHOP 14 Expert Operators Specializing in "Cold Wave" Permanents and All Branches of Beauty Work Frank Palumbo - Expert Barber APPOINTMENTS 10 A.M. to 7 P.M. Near 21st VA lenca-4-4220 2474 Mission, AT water-2-0650

Margie's Beauty Salon Margie's Friendly Beauty Shop OR dway-3-6131 Marguerite Beauty Shop 3373A Mission, AT water-2-6367 Maria Beauty Salon 1258-7th Av, MO ntrose-4-8914 Marie Beauty Shop 1588 Post, WE st-1-9918 Marie Lavelle Beauty Shop 133 Geary, GA rfd 1-6181 Marior Beauty Salon 665 O'Farrell, OR dway-3-9908 Marior's Beauty Shop 467 Castro, MA rket-1-0706 Marie's Beauty Shoppe 1340 Haight, MA rket-1-5886 Marie's Beauty Shoppe 1397-9th Av., OV erland-1-6031 Marie's Marcelling Shop 177 Post, SU tter 1-1023

MARINA BEAUTY CENTER 2072 Chestnut, WA Inut-1-4745 Marinella Beauty Salon 1801 Union, WA Inut-1-6034 MARINA HOUSE OF BEAUTY 2072 Chestnut, WA Inut 1-2421 MARINA MAGIC HAIR STYLES FI imor-6-8644

MARINELLA SCHOOL OF BEAUTY CULTURE 33 Powell, SU tter 1-7085 Marjorie Beauty Shop 177 Post, DO uglas-2-2274 MARION'S BEAUTY SALON 3341-23d, AT water-2-4236 Marion's Beauty Shop 1861 Hyde, GR ayton-4-9011 MARK HOPKINS BEAUTY SALON 999 California, GA rfd-1-9923

MARKEE BEAUTY SALON 2034 Chestnut, WA Inut 1-2143

MARLIANNE BEAUTY SALON Permanent Waving a Specialty Elsie Brinkerhoff, Prop. Bet 16th&17th Av. 5229 Geary Blvd., SK yline-1-0421

Marnett Beauty Salon 2453 Fillmore, FI imor-6-1616 MARSH BEAUTY SALON 3378-24th, AT water-2-6622 Martin Lillian 133 Geary, GA rfd 1-9847 Maryetta Beauty Shop 1411 Larkin, OR dway-3-6365 Marymore Beauty Salon 3038 Fillmore, WE st-1-9077

MARY'S BEAUTY SALON HAIR STYLIST - TINTING Complete Beauty Service - Open Evenings PERMANENTS - ALL TYPES 807 Geary, OR dway-3-1909

Mary's Beauty Shop 994 De Haro, AT water-2-4431 Mary's Beauty Shop 3609-18th, MA rket 1-7911

MAURICE BEAUTY SALON COMPLETE BEAUTY SERVICE PERMANENTS - TINTS Hrs. 9 to 6 PM - Evenings by Appt. 3245-24th, VA lenca-4-9911

MAX BEAUTY SHOP SPIRAL & CROUIGNOLE PERMANENT WAVING Established 25 Years in San Francisco 166 Geary, EX brook-2-9606

MAXINE'S BEAUTY PARLOR Hair Stylist - Open Evenings Specializing in Permanent Waving Helene Curtis & Willit Cold Wave 1726 Sutter, FI imor-6-6018

Maxine Beauty Shop 533 Jones, TU xedo-5-2626 Maxine's Beauty Salon 3649 Taraval, MO ntrose 4-1173 May-C Beauty Salon 1185 Alabama, VA lenca-4-1987 MAYERS FLORENCE BEAUTY SALON Individual Hair Styling By Florence Spec In Cold & Machineless Waves 133 Geary, GA rfd 1-9847 Mayfair Beauty Salon 1204 Howard, UN drhil-1-9207 (Continued Next Page)

Beauty Shops-(Cont'd)

Mayfair Beauty Shoppe Permanent Waves A Specialty 1959 Chestnut, FI imor-6-9716 McGuire Mary 212 Stockton, GA rfd-1-3068 McLaren Park Beauty Salon 1045 Silver Av., DE laware-3-3433 Meade Halle Beauty Shop 2012 Fillmore, FI imor-6-2490 Mei Ling Beauty Salon 1095 Powell, CH ina 5-1901 Melvin Beauty Salon 432 Castro, MA rket-1-5122

MERLE NORMAN COSMETIC STUDIO 239 Geary, DO uglas 2-2387 MERLE NORMAN COSMETIC STUDIO 1217 Market, HE mlock-1-5854 MERLE NORMAN COSMETICS STUDIO Martha Burke 177 Post, EX brook-2-0737

METRO BEAUTY SHOP 2047 Union, WA Inut-1-6310 Mezzanine Beauty Shop 4460 Mission, JU niper 4-9814 Miesels Mary Beauty Shop 1108 Fillmore, FI imor-6-4795 MILADI'S BEAUTY SHOPPE Nellie Heskett 1490 California, OR dway-3-4030

MILADY'S BEAUTY SALON Open Evenings By Appointment 6209 Geary Blvd, BA yview-1-0241 MILDRED'S BEAUTY SHOP Hair Goods-Wave Set-Scalp Preparation 1421 Egbert Av., VA lenca 4-9555 Miller Edith I Liebes Bldg, SU tter-1-2950 MILLER GENE BEAUTY SALON 133 Geary, EX brook-2-5692 (See Advertisement Page 81)

MILLS TOWER BEAUTY SALON 220 Bush, EX brook-2-3010 Mimi's Beauty Cottage 3877 Army, VA lenca-4-5276 MINNIE'S BEAUTY SHOP See Also Orinda Beauty Salons 1514 Stockton, DO uglas-2-5131 Miraloma Beauty Salon 25 Evelyn Wy, SE abright-1-3382 MISSION BEAUTY SHOPPE 3110-16th, MA rket-1-0700 Mission De Lune Beauty Salon 3265 Mission, MI ssn-7-0089

MR HAIR SERVICE & M S BEAUTY SHOP MISS Special Section Entirely for Men OR 'Willie' Melani & P.R. McLaughlin-Owners MRS Service With or Without Appointment 871 Geary, PR opt-5-9572

Mitzi's Beauty Salon 4110 Judah, SE abright-1-1002 Model Beauty Salon 2420 Sn Bruno Av., JU niper 5-7450 Modern Beauty Salon 347 Brazil, JU niper-5-9240 Modern Beauty Spot 6265-3d, JU niper-5-9311 Moderne Salon de Beauty 1008 Bush, JO rdan-7-1460 Mollie's Beauty Shop 1406-32d Av, LO mbaru-6-5954 Montell's Beauty Shop 666 Ellis, OR dway-3-9573 Moore Beauty Salon 177 Post, EX brook-2-5065 Moore Julie Beauty Salon 133 Geary, EX brook-2-2621

MOORE'S SALON OF BEAUTY 609 Sutter, OR dway-3-0965 (See Advertisement Page 81) Moreen Beauty Salon 1615-38th Av., MO ntrose-4-7723 Morgan Minnie Hair Stylist 166 Geary, GA rfd 1-6856 Morie's Catherine Beauty Salon 1547 Laguna, WA Inut-1-9942

MORRILL'S BEAUTY SALON Complete Beauty Service Expert Operators Eternal Tint Oil Shampoo Applied as Directed on Label by Highly Trained Specialists 2127 Irving, MO ntrose-4-3380

Muriel's Beauty Salon Madeline E Mang 645 Monterey Blvd, JU niper-7-9325 Murphy's Beauty Salon 930 Hyde, OR dway-3-4343 Mustelizer Mimi 133 Geary, EX brook-2-5769 Nell's Beauty Salon 3202 Irving, SE abright-1-1855 Nell's Beauty Shop 628 Geary, TU xedo-5-9508 New Adrian Beauty Salon 1703 Webster, WE st-1-5831 New Continental 127 Ellis, YU kon-6-4456 (See Advertisement Page 81)

Maurice Beauty Salon COMPLETE BEAUTY SERVICE PERMANENTS - TINTS Hrs. 9 to 6 PM - Evenings by Appt. 3245-24th, VA lenca-4-9911

MAX BEAUTY SHOP SPIRAL & CROUIGNOLE PERMANENT WAVING Established 25 Years in San Francisco 166 Geary, EX brook-2-9606

MAXINE'S BEAUTY PARLOR Hair Stylist - Open Evenings Specializing in Permanent Waving Helene Curtis & Willit Cold Wave 1726 Sutter, FI imor-6-6018

Maxine Beauty Shop 533 Jones, TU xedo-5-2626 Maxine's Beauty Salon 3649 Taraval, MO ntrose 4-1173 May-C Beauty Salon 1185 Alabama, VA lenca-4-1987 MAYERS FLORENCE BEAUTY SALON Individual Hair Styling By Florence Spec In Cold & Machineless Waves 133 Geary, GA rfd 1-9847 Mayfair Beauty Salon 1204 Howard, UN drhil-1-9207 (Continued Next Page)

New Fillmore Beauty Salon 913 Fillmore, WE st-1-3226 NEW MISSION BEAUTY SHOPPE 3264-23d, AT water-2-5661 NEW MOON BEAUTY SALON Mildred Moon 1939 Ocean Av., JU niper-7-1923 New Paris Beauty Salon Geneva Kirk 555 Castro, HE mlock-1-2243 Ninth Av Beauty Shop 1323A-9th Av., OV erland-1-0740 Nob Hill Beauty Salon 956 Powell, DO uglas-2-4110 Noe Valley Beauty Salon 3812-24th, VA lenca-4-5636

NORMA JEAN BEAUTY STUDIO ED TURNER - OWNER SPECIALIZING IN SPIRAL WAVING All Other Types of Permanent Waves COMPLETE BEAUTY SERVICE Central Tower Bldg - Open Evenings At Third 703 Market, YU kon 6-0635

Norman Beauty Salon 407 Castro, UN drhil-1-5037 Normandie Beauty Salon 3909 Irving, SE abright-1-6998 Noy Beauty Shop 1858 Fillmore, FI imor-6-7535 Nu Beauty Shop The 6331 Geary Blvd, BA yview-1-6611 Nu-Art Beauty Salon 4205 Geary Blvd, BA yview-1-1010 Nuart Beauty Salon 187 Mollie, JU niper-7-5100

O'BOYLE WINIFRED Specializing in PARKER HERBEX TREATMENTS AND TINTING 251 Post, GA rfd 1-6287

O'BRIEN'S BEAUTY SHOP See also St. Francis Beauty Shop 127 W Portal Av., MO ntrose-4-7071 Octave Beauty Salon Geary & Taylor, PR opt-5-4700 O'Harer Beauty Shop 2004 Sutter, WE st-1-9723 Olga's Beauty Shop 2921 Balboa, BA yview-1-7994 Olive's Beauty Salon 133 Gough, UN drhil 1-6517 Orate's Beauty Center 2799 Bush, JO rdan 7-1872

ORINDA BEAUTY SALONS See also St. Francis Beauty Shop 127 W Portal Av., MO ntrose-4-7071 Shop No 2 1514 Stockton, DO uglas-2-5131 O'Toole Elizabeth Hair Treatments & Facials 133 Geary, GA rfd-1-3421 Otto Archer Beauty Salon 150 Powell, GA rfd 1-1414

OUR BEAUTY SHOP Mae Knicely 418 Hayes, MA rket-1-6250 Paganoda Beauty Shoppe Cold Wave Permanents Our Specialty 607 Broadway, EX brook-2-7180 Palace Beauty Shoppe 3155 Mission, AT water-2-3244 Pandora Beauty Salon 556 O'Farrell, PR opt-5-6586 Paradise Beauty Shop 611 Ellis, OR dway-3-3319 Paragon Beauty Shoppe 1429 Haight, HE mlock-1-2298

PARK AVENUE COIFFURE 455 Bush, EX brook-2-9914 Park Beauty Shop 728 Cole, HE mlock-1-5525 Park-Residence Beauty Shoppe 200 Clement, BA yview-1-6182 Parkside Beauty Salon 2410-14th Av., OV erland-1-3930 Parnassus Beauty Shop 234 Parnassus, MO ntrose-4-3360 Pat & Mayme's Beauty Shop 3006 Army, MI ssn-7-6109 Pat's Beauty Salon Marie Gallotti 2437 Polk, OR dway-3-7961 Pat's Beauty Shop 153 Turk, OR dway-3-6896

PAT'SIE'S BEAUTY SHOPPE Pauline Kosheim-Prp 4115-24th, VA lenca-4-7934 Patterson Florence 722 Geary, GR ayton-4-9849 Pauline's Beauty Salon Specializing in Cold Waves 133 Geary, EX brook-2-2199

PAULINE'S BEAUTY SALON IN THE MISSION "COMPLETE BEAUTY SERVICE" Bet. Mission & Valencia Open Evenings 3235-22d, AT water-2-6425

PAUL'S BEAUTY PARLOR OF THE TOWN HOUSE EXPERT ADVICE ON YOUR HAIR PROBLEMS Tinting & Dyeing Specialists Cold Wave & Liquid Permanents Suites 601-2 278 Post, SU tter-1-7950

PAUL'S HAIRDRESSING SALON PERMANENT WAVING All Lines of Beauty Service Sutter Near Taylor 716 Sutter, OR dway-3-8036

PEARSON'S BEAUTY SALON 2525 Mission, VA lenca 4-5744 (See Advertisement Page 80) Pearson's Beauty Salon 2525 Mission, VA lenca 4-10225 Peggy Brown Beauty Salon EX brook 2-5822

PEGGY JORDAN'S BEAUTY SALON Specialist in Tints & Permanent Waves Open Evenings By Appointment 3735 Buchanan, WA Inut-1-0335 PEGGY'S BEAUTY SHOPPE Evenings By Appointment Only 1838 Lawton, LO mbaru-6-7878

PENNEY'S BEAUTY STUDIO All Types of PERMANENT WAVES Complete DERMETICS Service 5th & Market, DO uglas 2-0406

Perry Martell's Beauty Shop 1211 Webster, FI imor 6-3274 Personality Beauty Salon 1605 Church, VA lenca-4-7134 Personality Beauty Salon 1910 Fillmore, JO rdan 7-9939 Personality Beauty Salon 1710 W Portal Av., MO ntrose-4-7071 Peterson Laura R 133 Geary, DO uglas 2-5041 Phelan Barbara Beauty Salon 376 Sutter, GA rfd 1-3858 Phelps Ella Beauty Shop 1460 Divisadero, WA Inut-1-5279

PIERRE DE PARIS PERMANENT WAVES FOR DISCRIMINATING LADIES 355 Geary, GA rfd-1-9614

Pierre Hair Styling 133 Geary, GA rfd-1-6350 PINTO'S BEAUTY SALON 422 Castro, MA rket-1-4370 PINTO'S BEAUTY SALON Mr Arthur & Don Cope-Owners 161 W Portal, SE abright-1-5120 Plymouth Beauty Shop 142 Plymouth, JU niper-4-7922

PORTA CREATIVE HAIRDRESSER Member Hollywood Hair Stylists Guild San Fran-Los Angeles Coiffure Guilds 2258 Market, MA rket-1-5544 Portola Beauty Shop 2585A Sn Bruno, DE laware-3-9247

POWDER BOX BEAUTY SALON Dananay & Dickson 270 Sutter, GA rfd 1-5843 Powder Puff Beauty Salon 14 Haight, HE mlock-1-2792 Powell Beauty Shop Hair Dyeing A Specialty 1175 Market, HE mlock-1-5123 Presidio Gate Beauty Shop 2741 Lombard, WE st-1-4633

PRINCESS SHOP COMPLETE BEAUTY SERVICE And Exclusive Hat Shop End Sn Leandro Way 2381 Ocean Av., DE laware 3-8284

QUINN'S BEAUTY SALON 3408 Balboa, SK yline 1-1816 Rainbow Beauty Shop The 5813 Geary, BA yview-1-4618 Rainford Beauty Shop 150 Powell, GA rfd 1-4857

RANOMA BEAUTY SALON 1933 Ocean Av., DE laware-3-2929 Raymond's Beauty Salon 209 Post, SU tter-1-5145 RAY'S BEAUTY STUDIO Spec In Cold Waves & Hair Styling SU tter 1-8691

Re Lu Beauty Salon 1327-9th Av., MO ntrose-4-5471

RENE OF THE TOWN HOUSE EXPERT ADVICE ON YOUR HAIR PROBLEMS Tinting & Dyeing Specialists Cold Wave & Liquid Permanents Suites 601-2 278 Post, SU tter-1-7950

RENE BEAUTY SHOP 1553 Hyde, PR opt-5-8915 Renee-Marie Beauty Shop 3160-22d, AT water-2-6699

RICHARD AND JOSEPH Continental Hair Stylists The House of Permanent Waves HAIR COLORING SPECIALISTS Take Private Elevator Inside Angelo Rossi's Flower Shop 45 Grant Av., YU kon-6-2611

Richmond Arms Beauty Salon 4717 Geary Blvd, SK yline-1-4734 Rightway Beauty Shop 794 Haight, UN drhil-1-4797 Ritzy Beauty Salon 2320 Polk, GR ayton-4-5775 Riz's Beauty Salon 5141 Geary Blvd, SK yline-1-8282

ROACH GILBERT D 789 Monterey Blvd, JU niper 7-9759 Robertson Gladys 126 Post, DO uglas-2-5359

RODGERS STYLING SALON "For A Hair-Do That Will Suit You" Cold Waves - By Specialists Near Market 90 McAllister, HE mlock 1-4870

Rohrer