



See how easy it is to...
Give Yourself at Home
The Loveliest Permanent Wave
you have ever had
with this finer quality, professional type

MARY ANDREWS
Salon Home Permanent
• Curls in 30 minutes
• Self-winding Curlers
• Lasts 4 to 6 months
3 Complete Plus Tax. Fully Illustrated, simple, easy-to-follow instructions in every package.
AT DRUG & DEPARTMENT STORES
If your store cannot supply you at once, write or call us—we will send set (or sets) immediately, prepaid. Satisfaction guaranteed. (Please include name of your store.)
WHOLESALE TO BEAUTY SHOPS
DEL MAR PRODUCTS
Call TWinoaks 3-6257
1209-8th Ave., Oakland 6, Calif.

Paris
SUPPLY COMPANY
*Largest Stock of
BEAUTY SUPPLIES & EQUIPMENT
In Western America
SALON DESIGNING and EQUIPPING
360 GOLDEN GATE AVE.
San Francisco
TUxedo 5-3424

Beauty Shop Equipment & Supplies—(Cont'd)

EUGENE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter.....DO uglas-2-8665
Frederics Beauty Supplies 137 Turk, PR opt-5-0828
Frost Jack Supply Co 640 Eddy.....OR dway 3-5438
Groner Pharmaceutical Laboratories
370 S Van Ness Av.....MA rket 1-5724
DRYER MFG CO
Specializing in Sachets
2182 Bryant.....AT water-2-0376
HEATLESS PERMANENT WAVE CO
Distrs of Willat Cold Permanent Wave
149 New Montgomery.....GA rfid-1-1969
HELENE CURTIS INDUSTRIES
786 Mission.....EX brook 2-0963

L & G LABORATORIES
FAMOUS FORMULA 4
Activated Germicidal Lanolin
"4 DROPS TO BEAUTY"
1504-32d Oakland.....HU mbolt 3-4730
LUSTRON GOLD WAVE PRODUCTS—
SOMMER S & CO 156 Eddy.....OR dway-3-8561
MITCHELL BEAUTY SUPPLY CO
254 Sutter.....DO uglas-2-8665
(See Advertisement This Page)
Nestle Beauty Supplies 137 Turk.....PR opt-5-0828
PACIFIC BARBER SUPPLY CO
343 Golden Gate Av.....UN drhil-1-5422
Paris Beauty Supply Co
360 Golden Gate Av.....TU xedo 5-3424
(See Advertisement This Page)

RAYETTE PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter.....DO uglas-2-8665
REID & SIBELL INC
1412 Van Ness Av.....TU xedo 5-0611
(See Advertisement This Page)
REVLON PRODUCTS—
MITCHELL BEAUTY SUPPLY CO
254 Sutter.....DO uglas-2-8665
RILLING PRODUCTS—
BEAUTILITIES INC 51-1st.....EX brook-2-5153
SOMMER S & CO 156 Eddy.....OR dway-3-8561
(See Advertisement This Page)

STANDARD BEAUTY SUPPLY CO
Equip. & Supplies for the Beauty Salon
Dist. - Frederics - Nestle - Artistic
Halliwell - Jero - Mim Machineless
Wella Kolestral - Shontex - Clairol
Roux - Ellen Kaye - Nestle Opalescent
Hudson - Oster - Vernon - Marrows
Cold Wave Supplies
137 Turk.....PR opt-5-0828

UNITED CABINET & FURNITURE CO
We Design And Build Beauty Salons
3175-17th.....UN drhil-1-6843
VITA FLUFF SHAMPOOS—
SOMMER S & CO 156 Eddy.....OR dway-3-8561
WEST COAST SUPPLY CO
786 Mission.....EX brook 2-0963
(See Advertisement Preceding Page)
WILLAT GOLD WAVES—
HEATLESS PERMANENT WAVE CO
149 New Montgomery.....GA rfid-1-1969
Willat Production Co 1122 Folsom, HE mlock-1-6383
ZOTOS MACHINELESS PRODUCTS—
SOMMER S & CO 156 Eddy.....OR dway-3-8561

When you take down your telephone to dial, a few seconds are sometimes required for the equipment at the central office to get ready to serve you. When it is in position you hear a notifying hum, a "dial tone," corresponding to an operator's "Number, please?" If you will wait for this dial tone, it will speed your calls!

REID AND SIBELL INC.

BEAUTY SHOP EQUIPMENT & SUPPLIES
Sole Distributors of
DUART PRODUCTS
BRECK PREPARATIONS
NAYLON POLISH
TURBINATOR DRYERS
1412 Van Ness TUxedo 5-0611

S. Sommer & Co.
DISTRIBUTORS OF NATIONALLY KNOWN
BEAUTY EQUIPMENT AND SUPPLIES
If Sommer Sells it It Must be Good
38 YEARS OF CONTINUOUS SERVICE
ORdway 3-8561
156 Eddy - Between Mason & Taylor

MITCHELL Beauty Supply Co.
• RAYETTE • REVLON
• NEW RAY • FAREL DESTIN
• RAYVE • EUGENE
• SAFE WAVE
254 SUTTER STREET, Third Floor
San Francisco
DOuglas 2-8665

H. C. DULING CO.
EXCLUSIVE DISTRIBUTOR
WAVAL PRODUCTS
AMERICA'S FINEST HAIR WAVING SUPPLIES
DE GRAFF DRYERS
ARTISTIC MACHINES
KUSTOM KRAFT FURNITURE
Complete Shop Installations and Financing
Call BAYview 1-6289
4454 CALIFORNIA

Beauty Shop Equipment & Supplies—Repairing

BEAUTY SHOP MAINTENANCE
Max Lorenzo, Prop.
ALL MAKES OF DRYERS STEAMERS - PERMANENT WAVE MACHINES
Prompt, Courteous Pick-Up & Delivery
3336 Sacramento.....WA Inut 1-3686
If no answer call.....FI Imor 6-3019

CAPELLE'S SEWING MACHINE & ELECTRIC SERVICE SHOP
Service & Repairs
Maintenance
FOR
Eugene - Frederics - Fischer
Marvel - Rilling - Turbinator
All Other Makes of Driers and Permanent Wave Machines
3150-22d.....AT water-2-1889
If no answer call.....AT water-2-2635

E Y'S ELECTRICAL REPAIRING SERVICE
Specializing on
BEAUTY PARLOR EQUIPMENT
ALL MAKES
Machines & Dryers
All Work Guaranteed
66 Endicott Pk.....WA Inut-1-7192

Johnny's Appliance & Repair Shop
539 Taraval.....SE abright 1-3747

Beauty Shops
A B C Beauty Salon 452 Taraval, SE abright 1-9031
A 1 Beauty Salon 2205 Clement, BA yview-1-0377

A-1 STUDIO
FACIALS - BLEMISH CORRECTING
Permanents For Problem Hair
Evenings By Appointment
1215 Hyde.....PR opt 5-0900

Ada Merlo Beauty Salon
108 Eureka, KL ondlke-2-1235
Ada Rose Beauty Shop 2072 Union, WA Inut-1-4783
Adair Beauty Salon 1980 Union, FI Imor-6-2412
ADA'S BEAUTY STUDIO
Specializing In Permanent Waves
2419 Ocean Av.....JU niper 4-6761
ADELE'S BEAUTY SHOP
521 Columbus.....GA rfid-1-6969
ADOLF & BAUR 604 Geary.....OR dway-3-2024
ADOLF'S BEAUTY SALON
347 Stockton.....GA rfid-1-5367
(See Advertisement Page 81)
Alleen & Mary Beauty Shoppe
3235 Balboa.....BA yview-1-4547

ALBERT SALON
HAIR TINTING
COLD WAVE
Formerly of the Palace
Sir Francis Drake Hotel.....EX brook-2-9880

ALEX 251 Post.....GA rfid-1-0206
ALICE-ROSE BEAUTY SALON
Expert Permanent Waving
\$5.00 & Up Hair Styling Open Evenings
1420 Polk.....OR dway-3-5891

ALICE'S BEAUTY CORNER
Cabrillo at 47th Avenue
Permanent Waves of Distinction
Evenings By Appointment
4548 Cabrillo.....BA yview 1-0424

ALLEN SISTERS Estab. 80 Years
Hair Dyeing Specialists
TINTING - BLEACHING
Inexpertly Dyed Hair Corrected
HAIR CUTTING - HAIR STYLING
PERMANENT WAVING
166 Geary.....EX brook-2-7309

Allia Beauty Salon 514 Octavia, UN drhil-1-0434
Allura Beauty Salon 3254-24th, MI sun 7-1036
(Continued Next Page)

Beauty Shops—(Cont'd)

ALMA'S BEAUTY SHOP
3310 Sacramento.....WE st-1-0244
Aloha Beauty Shop
946 Leavenworth.....GR ayston-4-3741
ALVERTA BEAUTY SALON
Annie M Whitney-Manager
1589 Sanchez.....VA lencia-4-4722
AMERICAN BEAUTY SALON
1222 Polk.....GR ayston 4-2731
(See Advertisement Page 80)

ANDRE BEAUTY SALON
SPECIALIZING IN
COLD WAVES & HAIR STYLING
DOROTHY MCKEE
603 Larkin.....GR ayston-4-7835

Andrews Ann 133 Geary.....DO uglas-2-7332
Angela's Beauty Salon 2240 Polk, TU xedo-5-9806
ANGLO BEAUTY STUDIO
830 Market.....EX brook-2-9848
(See Advertisement Following Page)
Anitra Beauty Salon 1616 Balboa, BA yview-1-9450
Ann-Belle Beauty Shop 150 Powell, DO uglas-2-7874
Anna Dennis's Beauty Salon
177 Post.....EX brook-2-7660
Anna Marie Beauty Shop
842 Brazil Av.....DE laware-3-5974
Anne Marea Beauty Shoppe
1517 California.....OR dway-3-0324
Annie's Beauty Shop 60 Farrallones, DE laware 3-8563

ANN'S BEAUTY SALON
WE EXCEL IN ALL BRANCHES
OF MODERN HAIR STYLING
Bet Mission & Valencia
3266-21st.....VA lencia-4-6060

Ann's Beauty Shoppe
1416 Stockton.....EX brook-2-4562
Antoinette's Beauty Salon 42-29th, AT water-2-1246
Anton & Hudson 150 Powell, DO uglas 2-6994
ANTONE
Individual Hair Stylist
251 Post.....EX brook 2-8402
ANTONIO'S SALON OF BEAUTY
1653 Polk.....TU xedo 5-2744

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

ArCADE Beauty Salon 760 Market, EX brook-2-1800
760 Market.....EX brook-2-9562
Ardell Beauty Shop 819 Divisadero, FI Imor-6-1195
Arden Elizabeth Salon
5th Floor - I Magnin & Co
Geary & Stockton.....DO uglas 2-2100
Arens Linda 425-40th Av, SK yline-1-1146
ARMAND'S BEAUTY SHOPPE
3368-19th.....VA lencia 4-8801
Arneice's Beauty Salon
1832 Fillmore.....FI Imor-6-4629

ARTISTIC BEAUTY SHOP
2852 1/2 California.....WA Inut-1-7920
AYALON BEAUTY SALON
Specializing in Cold Wave & Tinting
Evenings By Appointment
504 Larkin.....OR dway-3-6718
Baker Helen Beauty Salon
5633 Geary Blvd.....SK yline-1-7400
Balboa Beauty Shop 2041 Balboa, BA yview-1-4902

BALBOA BEAUTY SHOPPE
Specializing-Permanent Wave
1637 Ocean Av.....JU niper 7-3135
BALCONADE BEAUTY SALON
124 Mason.....OR dway 3-9033
Ballinger Elia 1413-18th, VA lencia-4-2818
Band Box Beauty Shop
902A Irving.....SE abright-1-3097

BARBA'S BEAUTY SALON
Permanent Waving And Tinting
1390 Pacific Av.....GR ayston-4-8723
Barnes Alice Beauty Shop
177 Post.....EX brook-2-4836
Bates Beauty Shop
340 Mariposa Brisbane.....JU niper-4-1569
Baur & Adolf 604 Geary.....OR dway-3-2024

BAY VIEW BEAUTY SHOPPE
5128-3d.....VA lencia-4-7966

BEAUGAIRE BEAUTY SALON
CURLEY JOHNSON
LYLE ROBERTSON
764 Geary.....PR opt 5-4565

BEAUTY-ART SALON
COMPLETE BEAUTY SERVICE
Distinctive Styling By
"Merie"
2815 California.....JO rdn 7-2071
(Continued Next Page)

BEAUTY ARTS STUDIO

Faye Bourgeois
Master Hair Stylist & Expert in
Hair Shaping - Hair Tinting
Hollywood Hair Pieces
Permanent Waving
Cold Waving
A SPECIALTY
150 Powell.....DO uglas 2-7556

Beauty Box 1777 Fulton.....WA Inut-1-4041
BEAUTY CENTER
Mary MacPherson-Manager
612 Clayton.....HE mlock 1-5785

BELO CENTER OF S F
Open 9 AM to 10 PM
Guaranteed Permanents By Specialists
11 S Van Ness.....UN drhil-1-1640
Beauty Haven 733 Sutter.....OR dway-3-5863
BEAUTY LOUNGE THE
3225 Pierce.....FI Imor 6-5373

BEAUTY MANOR
In Beautiful
LAKESIDE VILLAGE
2531 Ocean Av.....DE laware-3-2739
Or.....JU niper-4-8080

Beauty Manor 2531 Ocean Av.....JU niper-4-8080
Beauty Mart 435 Stockton.....GA rfid 1-3138
(See Advertisement Page 79)
Beauty Nook 203 Irving.....SE abright-1-1448
BEAUTY NOOK THE
3244 1/2 23d.....VA lencia-4-6873

BEAUTY SERVICE STUDIO
727 Leavenworth.....TU xedo-5-1901
Beauty Spot The 879 Arguello, SK yline-1-8916
Beauty Studio 437 1/2 Hyde, GR ayston-4-0523
Beauty Studio 880 Sutter, GR ayston-4-1372
Beautyland Salon
Mrs Olive Jerard Prop
1482 Fulton.....FI Imor-6-5916
Beebe's Beauty Salon 1628A Webster, WE st-1-9929

BEBE'S BEAUTY SHOP
Specializing in Permanent Waves
209A Sanchez.....HE mlock-1-1662
Becraft Beauty Salon 166 Geary.....GA rfid-1-2360
BEE SANDS BEAUTY SALON
2521 Noriega.....OV erland 1-1194
Bel-Air Beauty Shop 212 Stockton, GA rfid-1-9460
Belle Beauty Salon 27 Fulton, UN drhil-1-6961

BENATAR'S BEAUTY SALON
807 Market.....EX brook 2-2660
Benne's Beauty Shop 678 Post, OR dway-3-3221
Bernal Beauty Salon
509 Cortland Av.....VA lencia-4-1033

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-2-6116

Bernard Permanents 821 Market, EX brook-2-6116
(See Advertisement This Page)
Bernice Beauty Salon 583-7th Av, BA yview-1-6156
Bernice's Beauty Shop
2676 Sn Bruno Av.....JU niper-5-7876

BERTHA'S BEAUTY SALON
Specializing in Permanent Waving
74 School.....JU niper-7-0107
Anne Marea Beauty Shop
1517 California.....OR dway 3-0324

Bert's Barber & Beauty Shop
2139 Taraval.....OV erland-1-3310
Bessie Moss Beauty Salon 1607 Ellis, FI Imor-6-3451
Betty Holmes Salon of Beauty
604 Geary.....GR ayston-4-9637
Betty Macchack's Beauty Salon
3159B Mission.....AT water 2-1772

BEVERLY S MARINA BEAUTY YACHT
2373 Chestnut.....FI Imor-6-8323
Blanchi Beauty Shop 1540A Union, GR ayston-4-1495
Billie's Beauty Shoppe 2977-21st, AT water 2-7044
Specializing in Scalp Treatments
5267-3d.....VA lencia-4-3295
Billy's Beauty Shop 3994-18th, UN drhil-1-6613

BILTMORE BEAUTY SHOP
637 Clement.....SK yline 1-3366
BINNER'S BEAUTY SALON
654 Post.....TU xedo-5-3121
Black Cat Beauty Shoppe 1311 Church, MI sun 7-1531
Blackman Beauty Salon 133 Geary, SU tter-1-6676
Blue Bell Beauty Salon 288 Noe, MA rket 1-1744
(Continued Next Page)

PERMANENTS and COIFFURES
BERNARD
Always first with the latest 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 2-6116
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.
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
WE ARE SPECIALISTS IN
COLD WAVING
LEE Keele's PERMANENT WAVE STUDIO
133 GEARY STREET Studio UPSTAIRS
Room 602 Phone DOuglas 2-8698
Please Note Our New Location - 133 Geary St.