

"IN THE RICHMOND"
Toni and Other Home
 Permanents
 Given in Our Salon
 Evergreen 6-9534
 or SKyline 2-2585
 Specialists in Professional Permanents
Waldorf Beauty Shop
 848 CLEMENT ST. Between 9th & 10th Aves.



ARCADE BEAUTY SALON
 YOUR CONVENIENT
 DOWNTOWN LOCATION
 2nd FLOOR - PHELAN BLDG.
 Market at Grant OPEN EVENINGS
 2 PHONES TO SERVE YOU
EXbrook 2-9562 **EXbrook 2-1800**
 "FROM THE TIPS OF YOUR FINGERS"
 "TO THE TOP OF YOUR HEAD"

**NO APPOINTMENT
 NECESSARY**



CREME OIL PERMANENTS
 Lots of Snap in Every Curl

- ★ MACHINE
- ★ MACHINELESS \$4.95
- ★ COLD WAVES
- ★ WIRELESS

Helene Curtis Cold Wave \$7.50
 All Waves Include Haircut,
 Shampoo & Finger Wave
 and Are Guaranteed

**ANGLO
 BEAUTY SALON**
 830 MARKET
EXbrook 2-5822
 OPEN EVENINGS

FRED'S
 Specializing In
PERMANENTS
 With Individualized
HAIR SHAPING
 By Fred
 Hair Stylist
 \$5.95 - \$7.95 - \$10.00
 Phone
BAyview 1-6972

FRED'S BEAUTY SALON
 936 CLEMENT
 Between 10th & 11th Aves.
 EXPERT HAIR TINTING

Beauty Shops--(Cont'd)

ANTOINETTE BEAUTY SALON
 305 Geary... GA rfd 1-9614
 Antoinette's Beauty Salon 42-29th AT water-2-1246
 Anton & Hudson
 Established in S F Twenty Years
 150 Powell... DO uglas 2-6994

ANTON
 Individual Hair Stylist
 233 Post... EX brook 2-8402

ANTONIO'S SALON OF BEAUTY
 1653 Polk... TU xedo 5-2744

ARCADE BEAUTY SALON
 "FROM THE TIPS OF YOUR FINGERS
 TO THE TOP OF YOUR HEAD"
 760 Market... EX brook 2-9562
 Or... EX brook 2-1800

ArCADE Beauty Salon 760 Market... EX brook-2-1800
 760 Market... EX brook-2-9562
 (See Advertisement This Page)

ARDELL BEAUTY SHOP
 House Of Radio Waves
 Between McAllister & Fulton
 819 Divisadero... FI Imor 6-1195

ARDEN ELIZABETH SALON
 350 Sutter... YU kon 2-3755
 Arnette's Beauty Salon
 2395 Sutter... FI Imor 6-4629

ARTISTIC BEAUTY SHOP
 2832 California
 Audrey Lee's Beauty Salon
 1911 Lawton... OV erland 1-7645

AVALON BEAUTY SALON
 Specializing in Cold Wave & Tinting
 Distinctive Styling by
 Dorothy & Ernest
 504 Larkin... OR dway 3-6718

B-LOVELY SALON
 Open Wed-Thurs & Fri Evenings
 Between 26th & 27th Ave
 2533 Irving... LO mbar 4-6333

Baker Helen Beauty Salon
 3633 Geary Blvd... SK yline 1-7400

Balboa Beauty Shop 2041 Balboa... BA yview 1-4902

BEAUX IDEAL SALON THE
 1355 Washington... GR ayston 4-1204
 Beauty Arts Studio 150 Powell... DO uglas 2-7556
 Beauty Cottage 1491 Ocean Av... JU niper 7-5738

BEAUTY HOUSE
 1677 Washington... GR ayston 4-5732
 Beauty House Of The Stars
 611 Ellis... PR aspt 6-3484

BEAUTY MANOR
 In Beautiful
 LAKESIDE VILLAGE
 2531 Ocean Av... DE laware 4-0368
 Or... DE laware 4-0232

Beauty Manor 2531 Ocean Av... DE laware 4-0232

BEAUTY MART
 Opposite Cole Street
 1669 Haight... HE mlock 1-8972

BEAUTY MART 435 Stockton... YU kon 2-0156
 (See Advertisement Page 95)

Beauty Nook 1307-23d Av... SE abright 1-1448

BEAUTY NOOK THE
 3224 1/2-22d... VA lencia 4-6873

BEAUTY SERVICE STUDIO
 727 Leavenworth... TU xedo 5-1901
 Beauty Spot 879 Arguello Blvd... SK yline 1-8916
 Beauty Studio 437 1/2 Hyde... GR ayston 4-0523

(Continued Next Page)

**NOW! YOUR HOME PERMANENTS
 DONE BY EXPERTS**

Complete for
\$5.95
 Call
BAyview 1-6972

Toni
 AND OTHERS
 ALSO PROFESSIONAL PERMANENT WAVE SPECIALISTS
Fred's BEAUTY SALON
 RICHMOND DISTRICT
 936 CLEMENT - Bet. 10th & 11th Aves.

Wanted!

Women With Hair That
 Won't Take a Permanent

Keele's has developed a special process of permanent waving for "problem hair" which can not be waved by ordinary methods. If your hair is too fine or you are troubled with low blood pressure, anemia or other physical deficiencies your hair will very likely not hold after the first or second shampoo

Investigate Keele's NEW METHOD Permanent

Exclusive... not available at any other shop. Satisfaction guaranteed. Consultation free. Includes haircut, shampoo, rinse and styling. All for... \$10

Also Other Permanents - Finger Waves - Manicures

No Branches
ORIGINAL
 140 Geary, 7th floor

KEELE'S PERMANENTS
 For More Than 15 Years at **EXbrook 2-0410**

Beauty Shops--(Cont'd)

BALBOA BEAUTY SHOPPE
 PERMANENT WAVING
 A Specialty
 1637 Ocean Av... JU niper 7-3135

BARBARA'S BEAUTY BOX
 316 Fillmore... HE mlock 1-5538

BARBA'S BEAUTY SALON
 RUSSIAN HILL DISTRICT
 Expert Permanent Waving &
 Artistic Hair Coloring
 1390 Pacific Av... GR ayston 4-8723

Bates Beauty Shop
 340 Mariposa Brisbane... JU niper 4-1569

Baur & Adolf 604 Geary... OR dway 3-2024

BAY VIEW BEAUTY SHOPPE
 5128-3d
 Bea's Beauty Salon
 Permanents-Hair Tinting
 3994-18th... UN drhil 1-6613

BEN'S BEAUTY SALON
 288 Noy... MA rket 1-1744

Bernice's Beauty Shop
 2676 St Bruno Av... JU niper 5-7876

Bertha's Beauty Salon
 1517 California... OR dway 3-0324

Bertha's Beauty Salon 74 School... PL asa 3-0107

Bert's Barber & Beauty Shop
 2139 Taraval... OV erland 1-3310

Betty Farber Beauty Salon
 380 Geary... GA rfd 1-4576

Betty Holmes Salon of Beauty
 604 Geary... GR ayston 4-9637

BETTY ROSE BEAUTY SALON
 Permanents-Hairstyling-Open Evenings
 2218 Fillmore... JO rdan 7-2616

BETTY'S BEAUTY SALON
 Open Evenings By Appointment
 2521 Noriega... SE abright 1-9564

BEULAN'S BEAUTY SALON
 2373 Chestnut... FI Imor 6-8325

BEVERLY S & MARINA BEAUTY YACHT
 2373 Chestnut... FI Imor 6-8325

Bianchi Beauty Shop 1540A Union GR ayston 4-1495

Biltmore Beauty Shop 637 Clement SK yline 1-3366

Binner's Beauty Salon
 753 O'Farrell... TU xedo 5-3121

Bishop's Beauty Nook 535 Taraval LO mbar 6-3660

Blackman Beauty Salon 133 Geary... SU iter 1-6676

Black Rock 1482 Sutter... PR aspt 6-6161

Blue Room Beauty Salon Of Betty Bettles
 323 Geary... EX brook 2-4937

Blue Room Françoise Bertelsen
 323 Geary... EX brook 2-4937

BLUMENTHAL ELIZABETH
 Elysée Scientific Skin Studio
 RESTORATION OF FACE & NECK
 Acne - Blackheads - Pore Treatments
 Guaranteed Improvement
 VACUUM THERAPY
 LIFTING WITHOUT SURGERY
 Steam - Infra Red - Sun Lamp
 Violet Ray & Wave Treatments
 Individual Attention by
 European Experts
 Complete Line of Scientific
 Hypo-Allergenic Cosmetic &
 Hormone Preparations
 Suite 709 & 710
 133 Geary... GA rfd 1-0096

Bob & Carl Shoppe The 177 Post... DO uglas 2-3677

Bode's Beauty Shop
 At Market
 691-14th... HE mlock 1-7643

Please dial carefully... keep watching the dial.

Beauty Shops--(Cont'd)

BEAUTY TERRACE
 Specializing in Permanent Waving
 1425-9th Av... MO ntrose 4-6529

Bebe's Beauty Salon 1628A Webster... WE st 1-9929

BEBE'S BEAUTY SHOP
 Specializing in Permanent Waves
 209A Sanchez... HE mlock 1-1642

Becraft Beauty Salon 166 Geary... GA rfd 1-2360

Belle Beauty Salon 27 Fulton... UN drhil 1-6961

Belvista Beauty Salon
 1347 Divisadero... WE st 1-3226

BENATARS BEAUTY SALON
 807 Market... KL ondike 2-1768

Benne's Beauty Shop 678 Post... OR dway 3-9221

Bernal Beauty Salon
 509 Cortland Av... MI ssn 8-1066

BERNARD HAIR FASHIONS
 821 Market... YU kon 6-6161

(See Advertisement Page 95)

BERNICE BEAUTY SALON
 583-7th Av... BA yview 1-6156

BERNICE'S BEAUTY MANOR
 Near Corner Of Noy & Market
 288 Noy... MA rket 1-1744

Bernice's Beauty Shop
 2676 St Bruno Av... JU niper 5-7876

Bertha's Beauty Salon
 1517 California... OR dway 3-0324

Bertha's Beauty Salon 74 School... PL asa 3-0107

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 RESTORATION OF FACE & NECK
 Acne - Blackheads - Pore Treatments
 Guaranteed Improvement
 VACUUM THERAPY
 LIFTING WITHOUT SURGERY
 Steam - Infra Red - Sun Lamp
 Violet Ray & Wave Treatments
 Individual Attention by
 European Experts
 Complete Line of Scientific
 Hypo-Allergenic Cosmetic &
 Hormone Preparations
 Suite 709 & 710
 133 Geary... GA rfd 1-0096

Bob & Carl Shoppe The 177 Post... DO uglas 2-3677

Bode's Beauty Shop
 At Market
 691-14th... HE mlock 1-7643

Please dial carefully... keep watching the dial.

Beauty Shops--(Cont'd)

BOURGET ELIZABETH SALON
 SALON DE COIFFURES
 BASIC HAIR PROBLEMS
 HAIR STYLING - COLORING
 PERMANENT WAVING
 PEDICURING
 1844 Van Ness Av... PR aspt 6-0442

BOXER ABRAM
 Specialist Hair Dyeing-Perm Waving
 1415 Polk... PR aspt 5-9647
 (Continued Next Page)

MR. GENE MILLER
 HAIR TINTING
 &
 BLEACHING
 Specialists
 INEXPERTLY
 DYED HAIR
 CORRECTED
 PERMANENT WAVING
 and HAIR STYLING
 Open Evenings
 130 Geary 2nd Floor
 PHONE
YUkon 2-1799

**COMPLETE DOWNTOWN
 BEAUTY SERVICE**

FEATURING
 • FREDERICS
 • RILLING
 • ZOTOS PERMANENTS
 • ETERNOL & INECTO
 HAIR TINTING

Ina Mac's Beauty Salon
 305 GRANT
 4th Floor
 Corner Grant
 & Sutter
 Phone
EXbrook 2-9933 **EXbrook 2-5655**

FELIX

Hairdressing
 Permanent Waving
 Hair Cutting
 Marcel Waving
 HAIR GOODS

Finger Waving
 Hair Tinting
 Face Treatments
 Manicuring
 HAIR GOODS

Tel. **DOuglas 2-1636** ALSO
458 Post Street **EXbrook 2-9634**
 Between Powell & Mason

Paul & Pierre
 Salon de Coiffeur
 Custom-Created
 Permanents
 To Flatter Your
 Personality
 Specialists
 in
 Hair Coloring
GArfield 1-9614
 355 GEARY
 Opposite St. Francis Hotel

OCTAVE'S
 Salon de Coiffure

INDIVIDUALIZED
 PERMANENTS
 CLIFT HOTEL MEZ.
 Ask For Beauty Salon
 PROspect 5-4700

CLIFT HOTEL
 GEARY AND TAYLOR STS.
OCTAVE'S BEAUTY SALON

**Chavan's
 BEAUTY SALON**

Graduate
 French
 Hair Stylist
**COMPLETE
 BEAUTY
 SERVICE**
 Evenings
 By Appointment
 Phone
YUkon 2-5365
 376 Sutter - Room 209

DUANE'S
 Coiffure Salon

CHIC NEW LENGTH
 HAIR SHAPING
 AND COLORING
PERMANENT WAVES
 Beautifully Styled for You
 Priced from \$5.00 to \$20.00
TUXedo 5-5255
630 O'FARRELL
 Between Leavenworth & Hyde

ADOLF'S
 Specialists in
**PERMANENT WAVE
 &
 HAIR STYLE**
**HAIR TINTING
 HAIR SHAPING
 "SHORT CUT"**
**BEAUTY
 SALON**
 Phone **GArfield 1-5367**
 347 Stockton
 Bette Francis Bldg.

**Muriel's
 HAIRSTYLISTS**
 Specialists in
**PERMANENT WAVING
 Individual Hairstyling**
 Two Locations To Serve You
 5548 GEARY BLVD.
 Geary at 20th Ave.
 SKyline 1-9291
 254 FILLMORE
 Fillmore at Haight
HEmlock 1-2301

Richard & John
 Permanent Wave Specialists
 Expert Haircutting
 & Styling
 "Problem Hair Our Specialty"
 FORMERLY LEE KEELE'S
DOuglas 2-8698
 133 Geary St., Rm. 602
 Evening Permanents by Appointment

for GREATER LOVELINESS try
Laura's Beauty Salon
 Formerly 5th Ave., New York

Individual
 Hair Styling
 Facials
 Scalp Treatments
 Permanents
 (All Types)
 Massages
 Laura Manning
 Owner
 Located in the Continental Hotel Lobby
 127 Ellis **YUkon 6-4456**

**HOUSE
 of
 Royce**
 Continental
 American
 Hairdressers
 "The Open Door to Beauty"
GArfield 1-3141
 ENTIRE 4th FLOOR
 51 GRANT AVE.