

Perfect Permanents



Creme Oil Cold Waves

Machine or Machineless

\$5 * \$7.50 * \$10

Helene Curtis Cold-Waves \$7.50 COMPLETE

*Individually Styled, High or Low...
Worn Short or Long...
Each Permanent Wave
a Masterpiece of Brushable Beauty*

OPEN EVENINGS
NO APPOINTMENT NECESSARY

435 STOCKTON ST. (RIGHT DOWNTOWN) YUkon 2-0156

1669 HAIGHT ST. (OPPOSITE COLE ST.) HEmlock 1-8972



2127 IRVING ST. (SUNSET DISTRICT) LObbard 4-8585

509 BUCKINGHAM WAY (STONESTOWN) LObbard 6-2480

Open Evenings - No Appointment Necessary




EXPERT HAIR TINTING & BLEACHING

As if by magic... our expert can change your dull, gray or drab looking hair to a vibrant natural shade.

Bring Us Your Hair Coloring Problems

- COLOR CORRECTIONS
- HENNA PACKS

ROUX ETERNAL

335 STOCKTON, near Sutter YUkon 2-0156

1669 HAIGHT STREET HEmlock 1-8972



CLAIROL TECHNIQUE

2127 IRVING ST. LObbard 4-8585

509 BUCKINGHAM WAY (Stonestown) LObbard 6-2480

Beauty Shop Equipment & Supplies-Repairing

E V's Beauty Shop Repair Service
540 Fulton WA Int 1-7192

JIM & RAY'S ELECTRIC APPLIANCE

Formerly Capelle's
20 YEARS SAME LOCATION
SERVICE & REPAIRS MAINTENANCE
All Types Beauty Equipment
Free Pick-up & Delivery
3150-22d AT water 2-1889

Beauty Shops

A-Z PERMANENT WAVE SALON

Specializing in
BETTER PERMANENTS
Hair Cutting & Hair Styling or
You May Choose Your Own Home
Permanents
OPEN EVENINGS BY APPT.
1736 Church AT water 2-9660

Acerbi Joseph Hair Stylist
233 Post YUkon 6-0311

Ada Rose Beauty Shop
1238-10th Av OVRind 1-0753

ADELE'S BEAUTY SALON
In The Eureka Valley District
407 Castro UN drhil 1-5037

Adelle's Beauty Salon
Hair Styling Our Specialty
907 Taraval OV erland 1-1878

ADELE'S BEAUTY SHOP
No Branch Shops
521 Columbus GA rfd-1-6969

ADOLF & BAUR 604 Geary OR dway-3-2024

ADOLF'S BEAUTY SALON
133 Geary (See Advertisement Page 103) GA rfd 1-5367

Aileen & Mary Beauty Shoppe
Open Evenings By Appointment
3235 Balboa BA yview 1-4547

Beauty Shops-(Cont'd)

ALVERTA BEAUTY SALON
Permanent Waving & Hair Coloring
1390 Pacific Av GRayston 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 VA lenca-4-7966

Bau's Beauty Salon
Permanents-Hair Tinting
3994-18th UN drhil 1-6613

BEAU IDEAL SALON THE
1355 Washington GR ayston 4-1204

Beauty Arts Studio 150 Powell DO uglas 2-755b

Beauty Cottage 1491 Ocean Av JU niper 7-5738

Beauty House 611 Ellis PRospect 6-3484

BEAUTY HOUSE
1677 Washington GR ayston 4-5732

Beauty Shops-(Cont'd)

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
Downtown District 435 Stockton YUkon 2-0156

Haight Street District 1669 Haight HEmlock 1-8972

Stonestown District
569 Buckingham Wy Lombard 6-2480

Sunset District 2127 Irving Lombard 4-8585
(See Advertisements Pages 100 & This Page)

BEAUTY NOOK 1307-23d Av SEabright 1-1448

BEAUTY NOOK THE
5224-22d VA lenca-4-6873

BEAUTY SERVICE STUDIO
727 Leavenworth TU xedo-5-1901

Beauty Spot 879 Arqueillo Blvd SK yline-8916

BEAUTY TERRACE
Specializing In Permanent Waving
1425-9th Av MO wrose-4-8529

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

BEBE'S BEAUTY SHOP
Specializing in Permanent Waves
209A Sanchez HE mlock-1-1662

Becraft Beauty Salon 166 Geary GA rfd-1-2360

Belle Beauty Salon 27 Fulton UN drhil-1-6961

Bellevue Hotel Beauty Salon
505 Geary GRayston 4-3600

BENATARS BEAUTY SALON
807 Market KL ondlie 2-1768

Benne's Beauty Shop 678 Post OR dway 3-3221

Bernal Beauty Salon
509 Cortland Av MI ssn 8-1066

BERNARD HAIR FASHIONS
821 Market YUkon 6-6161
(See Advertisement This Page)

BERNIE'S BEAUTY MANOR
Near Corner Of Noe & Market
288 Noe MA rket 1-1744

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

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

Bertha's Beauty Salon 74 School PL aza 5-0107

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

Betty Farber Beauty Salon
386 Geary GA rfd 1-4576

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

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

BEVERLY S-S MARINA BEAUTY YACHT
2373 Chestnut FI lmer-6-8323

Bianchi Beauty Shop 1540A Union GR ayston-4-1495

Beauty Shops-(Cont'd)

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

Ann's Beauty Shop 425 Eddy TU xedo 5-4266

Ann's Beauty Shop 381 Hayes UN drhil 1-3622

ANN'S BEAUTY SHOP
Hair Cutting - Styling - Permanents
ANN POLICH
Between Folsom & Treat Ave
2977-21st AT water 2-7044

Ann's Beauty Shoppe
1416 Stockton EX brook-2-4562

ANTOINE SALON--
WHITE HOUSE Sutter & Grant EX brook 2-5000

ANTOINETTE BEAUTY SALON
355 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

ANTONE
Individual Hair Stylist
233 Post EX brook 2-8402

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

ARCADE BEAUTY SALON
760 Market EXbrk 2-1800

760 Market EXbrk 2-9562
(See Advertisement Page 102)

ARDELL BEAUTY SHOP
Closed Tuesday
House Of Radio Waves
Between McAllister & Fulton
819 Divisadero FI lmer 6-1195

ARDEL'S BEAUTY SALON
550 Sutter YUkon 2-3755

Arnelce's Beauty Salon
2395 Sutter FI lmer 6-4629

Artie's Nu-Look Beauty Salon
1447 Lyon JOrdn 7-9925

ARTISTIC BEAUTY SHOP
2852 1/2 California WA Int-1-7920

Audrey Lee's Beauty Salon
1911 Laveton OV erland 1-7645

AVALON BEAUTY SALON
504 Larkin OR dway 3-6718

B-LOVELY SALON
Open Wednesdays & Fri Evenings
Between 26th & 27th Ave
2533 Irving LO mboard 4-6333

Baker Helen Beauty Salon
2633 Geary Blvd SK yline 1-7400

Balboa Beauty Salon 3408 Balboa SK yline 1-0698

Balboa Beauty Shop 2041 Balboa BA yview-1-4902

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

BARBARA'S BEAUTY BOX
316 Fillmore HE mlock 1-5538
(Continued Next Page)

Beauty Shops-(Cont'd)

AIMEE'S PERMANENT WAVING
Stylish Hair Cutting & Permanents
IN YOUR HOME OR AT ROOM 711
133 Geary YUkon 6-2547
Residence PRospect 6-2936

Aladdin Beauty Salon
1653 Divisadero FI lmer 6-4510

ALBERT SALON
HAIR TINTING
COLD WAVE
Formerly of the Palace
Sutter & Powell EX brook 2-9880

ALEX
HAIR STYLIST
ARTIST IN PERMANENT WAVING
AND HAIR TINTING
251 Post GA rfd 1-0206

ALEX BUSSE BEAUTY SALON
A Complete Beauty Service
22 Leland Av JU niper 4-5616

Alexander Jeanie 166 Geary DO uglas 2-1399

Alexander Savone A 133 Geary EXbrk 2-6970

Alice Beauty Shop 1710 Laguna JO rdn 7-4560

Alice-Rose Beauty Salon 1420 Polk OR dway 3-5891

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

Beauty Shops-(Cont'd)

ALLEN SISTERS
Estab. 29 Years
Hair Dyeing Specialists
TINTING - BLEACHING
Inexpertly Dyed Hair Corrected
HAIR CUTTING - HAIR STYLING
PERMANENT WAVING
166 Geary EX brook 2-7309

Allura Beauty Salon
3254-24th MI ssn 7-1036

Aloha Beauty Shop
946 Leavenworth GR ayston-4-3741

ALPINE BEAUTY SALON
514 Octavia UN drhil 1-0434

The Classified Directory has solved many a buyer's problem.

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Balboa Beauty Shop 2041 Balboa BA yview-1-4902

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BARBARA'S BEAUTY BOX
316 Fillmore HE mlock 1-5538
(Continued Next Page)

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Inexpertly Dyed Hair Corrected
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5128-3d VA lenca-4-7966

Bau's Beauty Salon
Permanents-Hair Tinting
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BEAU IDEAL SALON THE
1355 Washington GR ayston 4-1204

Beauty Arts Studio 150 Powell DO uglas 2-755b

Beauty Cottage 1491 Ocean Av JU niper 7-5738

Beauty House 611 Ellis PRospect 6-3484

BEAUTY HOUSE
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Beauty Shops-(Cont'd)

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Or DE laware 4-0232

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BEAUTY MART
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Haight Street District 1669 Haight HEmlock 1-8972

Stonestown District
569 Buckingham Wy Lombard 6-2480

Sunset District 2127 Irving Lombard 4-8585
(See Advertisements Pages 100 & This Page)

BEAUTY NOOK 1307-23d Av SEabright 1-1448

BEAUTY NOOK THE
5224-22d VA lenca-4-6873

BEAUTY SERVICE STUDIO
727 Leavenworth TU xedo-5-1901

Beauty Spot 879 Arqueillo Blvd SK yline-8916

BEAUTY TERRACE
Specializing In Permanent Waving
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Bebe's Beauty Salon 1628A Webster WE it 1-9929

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209A Sanchez HE mlock-1-1662

Becraft Beauty Salon 166 Geary GA rfd-1-2360

Belle Beauty Salon 27 Fulton UN drhil-1-6961

Bellevue Hotel Beauty Salon
505 Geary GRayston 4-3600

BENATARS BEAUTY SALON
807 Market KL ondlie 2-1768

Benne's Beauty Shop 678 Post OR dway 3-3221

Bernal Beauty Salon
509 Cortland Av MI ssn 8-1066

BERNARD HAIR FASHIONS
821 Market YUkon 6-6161
(See Advertisement This Page)

BERNIE'S BEAUTY MANOR
Near Corner Of Noe & Market
288 Noe MA rket 1-1744

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

Bertha's Beauty Salon
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Bertha's Beauty Salon 74 School PL aza 5-0107

Bert's Barber & Beauty Shop
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Betty Holmes Salon of Beauty
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Bianchi Beauty Shop 1540A Union GR ayston-4-1495

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Ann's Beauty Shop 425 Eddy TU xedo 5-4266

Ann's Beauty Shop 381 Hayes UN drhil 1-3622

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ANN POLICH
Between Folsom & Treat Ave
2977-21st AT water 2-7044

Ann's Beauty Shoppe
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Anton & Hudson
Established In S F Twenty Years
150 Powell DO uglas 2-6994

ANTONE
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233 Post EX brook 2-8402

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1653 Polk TU xedo 5-2744

ARCADE BEAUTY SALON
760 Market EXbrk 2-1800

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(See Advertisement Page 102)

ARDELL BEAUTY SHOP
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Alice Beauty Shop 1710 Laguna JO rdn 7-4560

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166 Geary EX brook 2-7309

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