



Creme Oil Cold Waves

Mention This Ad and Receive

Reg. \$10 PERMANENT.....	\$ 5.00
Reg. \$12.50 PERMANENT.....	\$ 6.25
Reg. \$15.00 PERMANENT.....	\$ 7.50
Reg. \$20.00 PERMANENT.....	\$10.00

Discount Certificates Not Accepted on Above Prices
Haircuts From \$1.50
Helene Curtis Cold Wave \$7.50

- * Open Evenings 'Til 9
- * No Appointment Necessary
- * Experienced Operators
- * Expert Hair Tinting
- * Expert Bleaching

Our specialty:
Busy Beauties

Beauty Mart
Career Shop

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

MURIEL'S HAIR STYLISTS

20th AVE. & GEARY - Open 9 A.M. to 9 P.M.



Specialists in PERMANENT WAVING
Featuring Talented Men & Women
Hair Stylists Selected from
Downtown Salons.
Individual Hair Styling & Shaping
(Free Consultation)

HAIR COLORING
ARTISTICALLY AND CAREFULLY DONE
COMPLETE SATISFACTION IN ALL WORK
SKyline 1-9291

5548 GEARY BLVD. AT 20th AVE.

Beauty Shops-(Cont'd)

Alexander Savone A 133 Geary..... EXbrk 2-2621
Alice Beauty Shop 1710 Laguna..... JO rdn 7-4560
Alice-Rose Beauty Salon 1420 Polk OR dway 3-5891
Allura Beauty Salon 3254-24th..... Missn 7-1036

ALVERTA BEAUTY SALON
Noe Valley District
PERMANENTS - HAIR STYLING
Open Evenings Chisten Miller - Owner
1589 Sanchez..... Missn 8-4722

Andre Beauty Salon 603 Larkin..... GRayston 4-7835
Andre Hairdresser 2981 Washington WAInt 1-3220
Andrews Ann 133 Geary..... DO uglas-2-7332
Andy's Barber Shop & Beauty Salon
441 Powell..... DOuglas 2-9986
Angie's Beauty Shop 3609-18th..... MA rket 1-7911

ANGLO BEAUTY SALON
830 Market..... EX brook 2-5822
(See Advertisement Page 95)

ANITA'S BEAUTY SALON
1115 Taraval..... SEabright 1-4764
Anitra Beauty Salon 162a Balboa..... BA yview-1-9450

ANNA MARIE SALON DE BEAUTE
COMPLETE BEAUTY SERVICE
By Experienced Operators
733 Sutter..... TUxedo 5-5868

ANNE & JUNE'S BEAUTY SALON
AT 19th Av
1110 Ortega..... OV erland 1-1756
Anne's Beauty Salon 878 Bush..... PRspt 5-1638

ANNETTE'S BEAUTY SERVICE
Evenings By Appointment
Near Bay Shore Blvd
21 Leland Av..... JU niper 4-5148

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 Shop 425 Eddy..... TU xedo 5-4266
Ann's Beauty Shop 381 Hayes..... UNdrhl 1-3622

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

Anir'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 rfid 1-9614
Antoinette's Beauty Salon 42-29th AT water-2-1246

ANTONE
Individual Hair Stylist
209 Post..... EXbrk 2-8402

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

ARCADE BEAUTY SALON
760 Market..... EXbrk 2-1800
760 Market..... EXbrk 2-9562
(See Advertisement Page 95)

Ardell-Polly Beauty Salon
133 Geary..... DOuglas 2-5923

ARDEN ELIZABETH SALON
550 Sutter..... YU kon 2-3755

Arnee's Beauty Salon
2195 Sutter..... FI lmor 6-4629

AROUND THE CLOCK BEAUTY SALON
141 Ellis..... EXbrk 2-6033
Artistic Beauty Shop
2852 1/2 California..... WA lut-1-7920

Audrey Lee's Beauty Salon
3911 Lawton..... OV erland 1-7645
Avalon Beauty Salon 504 Larkin..... ORduy 3-6718

B-LOVELY SALON
OPEN
Wed. - Thurs. - Fri. Evenings
Between 26th & 27th Av
2533 Irving..... LOmbard 4-6333

Baker Helen Beauty Salon
5633 Geary Blvd..... SK yline-1-7400
Balboa Beauty Salon 3408 Balboa..... SKyline 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
Barba's Beauty Salon 2072 Union..... FI lmor 6-3545

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

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

(Continued Next Page)



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Helene Curtis Cold Wave \$7.50

Beauty Mart
The Hollywood

1669 HAIGHT ST.
(OPPOSITE COLE ST.)
HE mlock 1-8972

Beauty Shops-(Cont'd)

BEA'S BEAUTY SHOPPE
1246-18th..... UNdrhl 3-4720

BEAU IDEAL SALON THE
1355 Washington..... GR ayston 4-1204
Beauty Arts Studio 150 Powell..... DOuglas 2-7556
Beauty Bank 312 Sutter..... YUkon 6-6844
Marina Branch 2034 Chestnut..... WAInt 1-2143
(See Advertisement Page 96)

BEAUTY BAZAR
FILLMORE DISTRICT
Hairstyling - Cutting - Permanents
Arlene Jefferson - Cosmetics
2260 Bush..... JU niper 7-9613

Beauty Cottage 1491 Ocean Av..... JU niper 7-5738

BEAUTY HOUSE
DISTINCTIVE COIFFEURS
Famous for
COLD WAVE PERMANENTS
COMPLETE BEAUTY SERVICE

1677 Washington..... GRaystn 4-5732
Don's
Entire 5th Floor
312 Sutter..... SU ttr 1-6130
Don's Beauty House
3247 Lakeshore Av Oakind..... TEMplr 6-4190
Don's Beauty House
1527 San Pablo Av Oakind..... HIgate 4-3366

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 HE mlock 1-8972

Stonestown District
569 Buckingham Wy..... LOmbard 6-2480
Sunset District 2127 Irving..... LOmbard 4-8585
(See Advertisements Page 93 and Page 94)

Beauty Nook 1307-23d Av..... SEabright 1-1448

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

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FRED'S PERMANENTS

For Fine
\$5.95 \$7.95 \$10.00
With Individualized Hair
Cutting & Shaping



by
Fred
hair stylist
A Fine Hair Cut Is the Foundation
Of a Fine Permanent

FRED'S BEAUTY SALON
BAyview 1-6972
936 CLEMENT
Bet. 10th & 11th Aves.

Anglo BEAUTY SALON

HELENE CURTIS
COLD WAVE
7.50 Complete

PERMANENT WAVE SPECIALIST
CREME COLD WAVE..... 4.95
MACHINELESS..... 4.95
MACHINE..... 4.95
WE SPECIALIZE IN GRAY &
HARD TO MANAGE HAIR
MISS CLAIRE COLOR BATH 3.95

EXbrook 2-5822



All Waves Complete
With Shampoo
Set and Hair Cut
OPEN
EVENINGS
NO APPOINTMENT
NECESSARY
830 MARKET STREET

IF IT IS BEAUTY YOU SEEK CALL UPON US

Our Operators Are All
Specialists in
COLD WAVING
TINTING
MACHINE &
MACHINELESS WAVING
BLEACHING
STYLING

All Waves Include Haircut,
Shampoo & Finger Wave,
and Are Guaranteed

PEARSON'S

Valencia 4-5744 or
Valencia 4-9788
2525 MISSION
Between 21st & 22nd Sts.



31 YEARS DEPENDABLE SERVICE
OPEN EVENINGS
Hours 8:30 A.M. to 8:30 P.M.



- Fashionable Haircuts
 - Hairstyling & Coloring
 - Soft Natural Permanents
- OPEN 10 A.M.
EVENINGS BY APPOINTMENT
Closed Mondays

Bernard HAIR FASHIONS

821 Market Suite 201 YUkon 6-6161
43 Steps From The Emporium

ARCADE BEAUTY SALON

Since 1931
DOWNTOWN LOCATION
Artistic Skill has no equal
COLD WAVES, MACHINE, ETC.
HAIR STYLING & SHAPING
TINTING - BLEACHING - MANICURING
MODERATE PRICES
OPEN EVENINGS BY APPOINTMENT
EXbrook 2-9562 or EXbrook 2-1800
PHELAN BLDG., GRANT AVE. & MARKET, 760 MARKET, RM. 262

We Do The Complete for
Toni 5.95
INCLUDING
Individualized
HAIR CUTTING
AND SHAPING
BAyview 1-6972 by *Fred*
Also Professional
Permanent Wave Specialists hair stylist
FRED'S BEAUTY SHOP
936 Clement, bet. 10th & 11th Aves.