



Why does Beauty Mart give so many Permanents?

Individual styling makes the difference! Your new perm will be a real joy and a comfort to wear whether you prefer a soft natural wave or a curl with lots of snap. You'll be thrilled with the prettiest permanent wave you've ever had and love those easy-to-manage locks supplemented by a special touch of glamour attained by perfect styling at the Beauty Mart. Truly permanent wave magic—complete with shampoo; style set and cut only \$7.50

Phone today or just drop in without an appointment. Same wonderful service you have had for the past 12 years now available at only one location.

Beauty Mart
 Open Daily 9 to 6
 Open 9 to 9 Wed. & Fri.
 569 Buckingham Way, Stonestown—LOmbard 6-2480
 In Medical Building Beside Post Office

Beauty Shops

A A Beauty Salon 400 Ellis.....PRspt 5-1451
 Abram Bauer 1139 Polk.....PRspt 5-9647
 Ace Beauty Shop 1217 McAllister.....WEST 1-9799
 Ada Rose Beauty Shop 324 Clement.....SKYlin 1-2529
ADELE'S BEAUTY SALON
 407 Castro. UNdrhl 1-5037

Adele's Beauty Salon
 Hair Styling Our Specialty
 907 Taraval.....OV erland 1-1678

ADOLF HAIRDRESSER
 SPECIALIST IN PERMANENT WAVE
 HAIRSTYLING - CUTTING - SHAPING
 133 Geary.....GARfid 1-5367

Aileen & Mary Beauty Shoppe
 Open Evenings By Appointment
 3235 Balboa.....BA yview 1-4547
 Aimee's Permanent Waving 133 Geary. YUkon 6-2547
 Aladdin Beauty Salon
 1653 Divisadero.....FL Intor 6-4510

ALBERT & IRENE
 Hair Styling by Irene
 EXPERT HAIR TINTING
 Silver & Unusual Colors
 PERMANENT WAVING
 Specialists in Tinted
 & Difficult to Wave Hair
 1 Block From Union Square
 386 Geary.....SUttr 1-4815

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

Albert's Beauty Salon 750 Clement.....BA yvw 1-1734
 Aldomar Beauty Salon 2065 Chestnut. JOrdn 7-9646
 Alemany Hair Stylists 75 Ocean Av. DElaware 3-4500
 (See Advertisement Page 111)

ALEX
 HAIR STYLIST
 ARTIST IN PERMANENT WAVING
 AND HAIR TINTING
 251 Post.....GARfid 1-0990

Alexander Savone A 133 Geary.....EXbrk 2-2621
 Alice Beauty Shop 1710 Laguna.....JO rnan 7-4560
 Alice-Rose Beauty Salon 1420 Polk. OR dewy 3-5091
ALICE'S HAIR STYLIST
 597 Monterey Bl. JUNipr 4-1949
 Alma's & Cliff Beautyrette 1607 Ellis. WEST 1-9100
 Althea's Fashion Salon
 371 Southeast Av Daly City. PLaza 5-8335
ALTHEA'S WESTLAKE BEAUTY SALON
 371 S Mayfair Av Daly City. PLaza 5-8350

ALVERTA BEAUTY SALON
 Noe Valley District
 PERMANENTS - HAIR STYLING
 Open Evenings by Appointment
 1589 Sanchez.....MISSn 7-9891

Andre Hairdresser 2981 Washington. WAInt 1-3220
 Andrews Ann 133 Geary.....DO uglas 2-7332
 Andy's Barber Shop & Beauty Salon
 441 Powell.....DO uglas 2-9986
 Andy's Beauty Salon & Barber Shop
 441 Powell. DO uglas 2-9818
 Angie's Beauty Shop 3609-18th.....MA rket 1-7911
ANGLO BEAUTY SALON
 830 Market.....EX brook 2-5822
 (See Advertisement Page 109)

ANITA'S BEAUTY SALON
 1115 Taraval.....SEabrigh 1-4764
 Anitra Beauty Salon 1616 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
 Between 18th & 19th Aves
 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
 (Continued Next Page)

The Yellow Pages save you time. Advertise here—it pays.

1/2 PRICE ON PERMANENTS
 CREME OIL COLD WAVES
 Mention This Ad and Receive
 Permanent \$7.50
 Reg. \$12.50 \$6.25
 Permanent \$10.00
 Reg. \$20.00

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

The Career Salon
 2 Downtown Locations
 435 STOCKTON ST. • 1633 POLK ST.
 YUkon 2-0156 • TUxedo 5-2744

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

DISTINCTIVE HAIR STYLING

INDIVIDUAL HAIR STYLING & SHAPING (Free Consultation)

HAIR COLORING ARTISTICALLY AND CAREFULLY DONE

Complete Satisfaction in All Work

5548 GEARY BLVD. AT 20th AVE.
 SKYline 1-9291
 SKYline 2-0658

Beauty Shops—(Cont'd)

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

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

ANTHONY'S TWELVE BELLS BEAUTY SALON
 OPEN NOON TO MIDNITE
 HAIR STYLING
 ADVANCED COLORING
 PERMANENTS FOR PROBLEM HAIR
 Former Stylist for City of Paris
 1244 Bush.....TUxedo 5-5256

ANTOINETTE
 CUSTOM CREATED PERMANENTS
 SPECIALISTS IN HAIR COLORING
 355 Geary.....GARfid 1-9614

Antoinette's Beauty Salon 42-29th. AT water-2-1246

ANTONE
 Individual Hair Stylist
 130 Geary.....EXbrk 2-8402
 April's House O'Beauty 2128 Clement. SKYlin 2-0345

For speed and accuracy on your dial calls, listen first for the dial tone. Dial each letter and digit carefully, drawing the dial all the way to the finger stop. Lift your finger each time to let the dial return to position naturally.

ARCADE BEAUTY SALON
 Established 1931
 DOWNTOWN LOCATION
 GRANT AVE. AT MARKET
 REASONABLE PRICES
 760 Market.....EXbrk 2-9562
 Suite 262.....EXbrk 2-1800

Arcade Beauty Salon
 760 Market.....EXbrk 2-1800
 760 Market.....EXbrk 2-9562
 Ardell-Polly Beauty Salon
 133 Geary.....DO uglas 2-8925
 Ardell's Beauty Shop 928 De Haro.....MISSn 8-0852
ARDELIZABETH SALON
 550 Sutter.....YU kon 2-3755
 Arneica's Beauty Salon
 1707 Divisadero. FLImor 6-4629

Artistic Beauty Shop
 2852 1/2 California. WAInt 1-7920

Audrey Lee's Beauty Salon
 1911 Lawton.....OV erland 1-7645
 Avenue Beauty Salon Becky's
 3418 Geary Bl. SKYlin 2-3245

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

B & E Manicuring Mart 1706 Steiner. JOrdn 7-9784
 Baker Helen Beauty Salon
 5633 Geary Blvd. SKYlin 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.....JUNipr 7-3135

BARBARA'S BEAUTY BOX
 316 Fillmore. HEMlock 1-5538
 2059 Polk.....GRaystr 4-5678
 (Continued Next Page)

Creme Oil Cold Waves

Mention This Ad and Receive

Reg. \$10 PERMANENT..... \$ 5.00
 Reg. \$12.50 PERMANENT..... \$ 6.50
 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

Let us help you choose the style best suited to you... Shampoo and styled set included with each permanent.

★ Open Evenings 'Till 10
 ★ No Appointment Necessary
 ★ Experienced Operators
 ★ Expert Hair Tinting
 ★ Expert Bleaching

Hollywood Stylist
 1669 HAIGHT ST. HEMlock 1-8972
 (Opposite Cole) HEMlock 1-8973

IF IT IS BEAUTY YOU SEEK CALL UPON US
 Our Operators Are All Specialists in

COLD WAVING MACHINE & MACHINELESS WAVING
 TINTING 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.

81 YEARS DEPENDABLE SERVICE
 OPEN EVENINGS Hours 8 A.M. to 9 P.M.

Anglo beauty shop.

OPEN EVENINGS BY APPOINTMENT
 Specializing in

★ Creme Cold Waves \$4.95
 ★ Heat Waves \$4.95
 ★ Helene Curtis Cold Waves \$7.50

All Prices Complete... Including Haircut
 NO APPOINTMENT NECESSARY

CALL EXbrook 2-5822

830 MARKET

Former Hair Stylists for John Robert Powers

Ortiz BEAUTY STUDIOS

SAN FRANCISCO HONOLULU LATIN AMERICA

2 Convenient Locations In Downtown San Francisco

407 O'FARRELL PROspect 6-1111

AND THE CALIFORNIAN HOTEL OFF. N.B.C. STUDIOS AND AIR TERMINAL
 TUxedo 5-2300 or TUxedo 5-2500 - ASK FOR BEAUTY SALON

Where the Smart Set Go
 COIFFURES
 for Stage - Screen - Radio and Television Personalities
 HAIR COLOR CONSULTANT FOR TV COLOR INC.
 SPECIALLY TRAINED COSMETOLOGISTS
 (PARKING TICKETS VALIDATED FOR DOWNTOWN CENTER GARAGE)

PROspect 6-1111
 407 O'FARRELL - Opposite N.B.C. Studios