

Now YOU CAN Look Younger!
CAN SWIM and PLAY
 WITH A **Modern HAIRPIECE**
 THAT DEFIES DETECTION

LADIES HAIR PIECES DRESSED & STYLED
 • CHARGE ACCOUNTS AVAILABLE



HANSEN FOR MEN and WOMEN
Modern HAIR GOODS
 165 O'FARRELL STREET RM 600 YU 2-6934

Hair Goods-Retail

Banner Play Bureau Inc
 522 S. Bascom Av. San Jose.....293-8548
BELLISSIMA WIGS
 17 Grant Av.....DO 2-8172
 120 Geary.....DO 2-8172
 (Please See Advertisement This Page)
BOXER M-WIGS
 165 O'Farrell.....YU 2-2157
 (Please See Advertisement Page 483)
 Casa Maritza Artistic Costumes
 179 O'Farrell, S.U. 1-4120

Charles & Duff Hair Goods
 Established Since 1919
 327-14th Oakland.....893-1165
 If no answer call Oakland.....444-5969
CHERNOFF M CO 150 Powell.....EXbrk 2-4662
 (Please See Advertisement This Page)
 Chiyo Beauty Salon 301 Cornwell.....SK 1-8600

When you place a call, give the other person time to answer. Many unanswered calls would have been completed in a few more seconds.

DANCE ART CO

DBA - Low Serbia Co Inc
WIGS - BEARDS - MUSTACHES
 New Fashion Costume Wigs
 For Less Than Rentals
 MAX FACTOR MAKE-UP
 EYELASHES - EYEBROWS
 Best Selection - Lowest Prices
 222 Powell.....EX 2-4912

Delli Gatti Hair Designs
 2109 Van Ness Av.....GR 4-3152
 Elite Beauty Salon 2003 Fillmore.....WE 1-9870
FELIX 133 Geary.....Douglas 2-1636
 (Please See Advertisement Page 483)

GEORGE GORDON
 Hair Pieces-Made to Order
 Rented Wigs & Hair Goods
 150 Powell.....GA 1-8576

HAIR WEEV BY LADY MARIA
 912 Willow Rd Mtno Prk.....322-9819
 Hansen Hairgoods 165 O'Farrell.....YU 2-6934
 (Please See Advertisement This Page)

(Continued Next Page)



Weaver & LEE ROY
 WIGLET-WIGS
 COMPLETE LINE OF
 HAIR GOODS



WHY NOT A TOPPER
 FOR SWIM OR PLAY?
 LACE FRONT
 SPECIALIST
 FORMERLY WITH
 MAX FACTOR
SU 1-0308

210 POST • SUITE 417
 SAN FRANCISCO

EST. 1909
N. CHERNOFF CO.
 EUROPEAN TRAINED WIG MAKER
 COMPLETE ASSORTMENT OF
 IMPORTED & DOMESTIC HAIR GOODS
 FOR
 MEN - WOMEN & CHILDREN
 Perfect Fit - Natural Appearance




EXbrook 2-4682
 150 Powell St. - Room 208
 Open 9 a.m. to 5 p.m. Daily
 Saturday 9 a.m. to 2 p.m.

Bellissima WIGS

WHOLESALE & RETAIL
 FASHION WIGS
 CHIGNON POSTICHE
 MEN'S HAIRPIECES
 WIGS AVAILABLE FOR FASHION SHOWS
 ALL STYLES & COLORS
 MACHINE MADE & HAND TIED
 100% CAUCASIAN HUMAN HAIR WIGS

Free Style Analysis
 Tailored to Your Face and Features
 Call for an Appointment

DO 2-8172

OUR 2 LOCATIONS
 17 GRANT AVE.
 SAN FRANCISCO
 120 GEARY.



Hair Goods-Retail-(Cont'd)

Hartwich Richard Inc 420 Sutter.....SU 1-6560
 Hercules Hairgoods 2150A Market.....MARKS 1-3149
 Hoffman Hair Goods 444-21st Oaklnd.....444-5832
 (Please See Advertisement This Page)
 Horst's Salon 1589 Sanchez.....MI 7-5671

JENNINGS PHYLLIS WIG SPECIALISTS
 SAVES YOU MONEY ON WIGS
 CHIGNONS - SWITCHES
 SALON 723 NEAR CITY OF PARIS
 133 Geary.....GA 1-8031

Michelangelo Wigs 253 Grant Av.....SU 1-0771
 Perry's International Coiffure
 Complete Wig Sales & Service
 572 Geary.....PR 5-7145
 Salon De Christina 2361 Van Ness Av.....PR 6-9189
 Santos Hair Stylists 260 Sittin.....EX 2-5818

SQUIRE THE FOR MEN
 760 Market.....YU 2-4142

TAYLOR TOPPER INC
 1641 El Camino RI Milbra.....589-2686

WEAVER & LEE ROY HAIR GOODS
 210 Post.....SU 1-0308
 (Please See Advertisement Page 482)

WIGS BY WOOD
 290 O'Farrell.....EX 2-0503
 Wigwam 167 O'Farrell.....GA 1-6991
 (Please See Advertisement This Page)
 Witches Hut Beauty Salon 916 Kearny.....YU 6-5070

Hair Goods-Wholesale
 Alfred Klugmann Inc
 Importers 1910-Human Hair-Sundries
 43 W 16th New York City
 New York.....212 WA 4-5886
BELLISSIMA WIGS
 17 Grant Av.....DO 2-8172
DON LOPER
 607 Market.....GA 1-0426
 Glamour Plus Inc.....YU 2-1632
 Hartwich Richard Inc 420 Sutter.....SU 1-6559
HOFFMAN HAIR GOODS
 Imported Fashion Wigs
 444-21st Oakland.....444-5832
 Wig Man The 1255 Post.....TU 5-5080
 Wigwam 165 O'Farrell.....GA 1-6991

Hair Preparations
 Anglo Beauty Salon 830 Market.....EX 2-5822
 Clairrol Inc 207 Powell.....EXbrk 7-6052
 Eagle Sales Inc 220-4th Oakland.....896-3583
 Paramount Drug Co 545 Mission.....YU 2-2968
 Vayon & Picone Hairdressers 278 Post.....SU 1-2169

Hair Removing

See also Electrolysis Treatments
A-1 ELECTROLOGY HAIR REMOVAL
VIENNA STUDIOS

GENTLE TECHNIQUE
 FOR SENSITIVE WOMEN
 No Tell-Tale Signs After Treatment
 LICENSED ELECTROLOGISTS OF
 CALIFORNIA, OHIO, PENNSYLVANIA
AIR CONDITIONED
 Hours 10 A.M. to 6 P.M.
 24-Page Free Booklet - Free Consultation
 Phelon Building - Suites 915-17-19
 760 Market.....EX 7-2888

AGATHA TELLEGEN METHOD
 Exclusive Electrolysis
 Salon for the permanent
 removal of unwanted hair
 from the face and body
 ... specializing in designing and correcting
 hair-lines ... shaping of eyebrows ... clearing
 sides of face and nape of neck of unsightly hair.
 ... Private ... Personal attention.
"FOR INFORMATION CALL"
AGATHA Z TELLEGEN
 Registered & Licensed-State Board
 133 Geary.....YU 6-2761

AGATHA TELLEGEN SALON OF
ELECTROLYSIS 133 Geary.....YU 6-2761
AGATHA Z TELLEGEN
 133 Geary.....YU 6-2761

Advertising in the **YELLOW PAGES** of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Find it Fast in the **YELLOW PAGES**."

Hair Removing-(Cont'd)

BLANCHE V JOHNSON
MONA LISA LABORATORY
OF ELECTROLYSIS - THERMOLYSIS
 Ugly Superfluous Hair Removed
 Permanently - Safely
 Painlessly From Face or Body
 Consultative Examination No Charge
 Suite 514
 133 Geary.....SUtr 1-1312

Bravos Pauline Polos
 720 Hight Dr Daly City.....PL 6-9394
 Burke Mary V 133 Geary.....EXbrk 2-3845
CASPARY AUGUSTA A D MISS
 209 Post GARfid 1-7516

DERMIC LABORATORIES THE
 516 Sutter.....Douglas 2-5335
 (Please See Advertisement This Page)

ELECTROLYSIS CLINIC
 Women Room 411
 Men Room 412
 830 Market.....SU 1-3295

EPILATRON OF CALIF
 See Ad for Electrolysis Treatments
 209 Post.....GA 1-8397
 Evans Mona 275 Post.....SUtr 1-4264

FISCHER NELL K

Your Electrologist
 Established 20 Years
 Hair Removed Forever From
 Limbs, Body, Face
FAST - SURE
 Both Electrolysis & Short Wave
 Graduate Kree College of N.Y.
 Member Calif. Electrolysis Assoc.
 Member Electrolysis Assoc. of America
 Physicians Recommendations Upon Request
 1/2 Block from Union Square Room 510
 133 Geary.....GA 1-3837

FOSSE MARTHA E D SCANDINAVIAN
ELECTROLOGIST
 See Our Ad Electrolysis Treatments
 133 Geary.....SU 1-8588
 Golden Gate School of Electrology
 233 Grant Av.....EX 7-4928

HANSEN ANGELE
ELECTROLYSIS EXPERT
 Unwanted Hair Removed Forever
 Multiple Needle or Short Wave
FACE - BODY - LIMBS
 SCIENTIFICALLY - PERMANENTLY
 RESULTS GUARANTEED
 Formerly of Europe & New York
 1005 Market.....HE 1-4292

Hausheer Katherine
 See Our Ad Electrolysis
 516 Sutter.....YU 2-9141
JOHNSON BLANCHE Y
 See Our Ad Electrolysis Treatment
 133 Geary.....SUtr 1-1312

KEILY MILDRED
 REGISTERED NURSE
 Superfluous Hair Permanently Removed
NEW SHORT WAVE METHOD
 133 Geary.....EXbrk 2-6960

MONA EVANS
 Member Electrologists Assn of Cal
 275 Post.....SU 1-4264
 Mona Lisa Laboratory 133 Geary.....SUtr 1-1312
RESIDENTIAL STUDIO OF ELECTROLOGY
 Smith Laura R
 66 Valmar Ter.....JU 4-1465
 See Our Ad Under Professional
 Name Of Electrolysis Treatments
 209 Post.....GARfid 1-1787

SPENCER STEPHEN W
 LICENSED ELECTROLOGIST OF
 CALIFORNIA, OHIO, PENNSYLVANIA
 Phelon Building Rooms 915-17-19
 133 Geary.....EX 7-2888

TELLEGEN AGATHA Z
 Electrolysis Expert - 20 Years Experience
 Latest Methods Will Remove
 Most Difficult Hair Growths Forever
 133 Geary.....YUkon 6-2761

SEWING ON BUTTONS
 While sewing a button on a garment keep a pin stuck between the cloth and the button. This will leave enough play for easy buttoning.

Hair Removing-(Cont'd)

VIENNA STUDIOS
A-1 ELECTROLOGY HAIR REMOVAL
ASK FOR FREE BOOKLET
 "The Truth About Unwanted Hair"
AIR CONDITIONED
 Phelon Building Rooms 915-17-19
 760 Market.....EX 7-2888

Weiser Edith 66 Valmar Ter.....JU 4-1465

Hair Removing Equipment

Golden Gate School of Electrology
 See Our Ad under Schools
 233 Grant Av.....EX 7-4928

KREE ELECTROLYSIS EQUIPMENT-
KREE INSTITUTE OF ELECTROLYSIS INC
 152 W 42d New York
 New York.....212 Bryant 9-4210




M. BOXER
 "Tops" in Hairpieces
 SINCE 1915
 Exclusive in
 Designing
 HAIR ADAPTATIONS
 FOR MEN & WOMEN
YU 2-2157
 165 O'FARRELL
 SUITE 200 SECOND FLOOR
 VISIT OUR
 DESIGNERS ROOM
 LEONKA
 Style Consultant

HOFFMAN'S HAIR GOODS
 Importers & Makers of Custom
 Designed Hair Pieces Since 1906
"ASK FOR ILLUSTRATED BROCHURE"
 FOR MEN-HAIR PIECES BY "TED" KRAUSE
 (FORMERLY WITH MAX FACTOR) OUR
 OWN CREATION. THE YOUTHFUL SEAM-
 CREW CUT FOR RUGGED WEAR AND
 AMAZING NATURALNESS.
 FOR WOMEN-FOR THINNING HAIR, POST
 OPERATIVE BALDNESS AND ALPECIA,
 WE SPECIALIZE IN CUSTOM-DESIGNED
 HAIRPIECES OF BEAUTIFUL EUROPEAN
 HAIR AND FINE IMPORTED TRANSFOR-
 MATIONS.
 Our Latest: Hoffman's Wiglets: A Partial
 Piece That Covers Thinning Spots, Adds
 Fullness and Height to Your Own Hair
FOR CONVENIENCE FASHION WIGS
444-5832
 CLOSED MONDAYS
 444-21st STREET
 Between Broadway & Franklin - Oakland

UNWANTED HAIR
 Permanently Eradicated from the human
 body on either men or women, no matter
 how heavy or extensive the growth. No
 harm to health. No permanent disfiguring
 marks. Cost modest. Operators with years
 of experience. SEPARATE DEPARTMENT
 WITH MEN OPERATORS EXCLUSIVELY FOR
 MEN. For complete details write in for
 brochure. Better still, come in for personal
 interview without charge.
 Thirty-Five Years in San Francisco

DERMIC
Laboratories
 516 SUTTER, Suite 411 or 233 GRANT
 SAN FRANCISCO 2
DO 2-5335

Hairdressing Supplies

Hurlington Beauty Supply Co Inc
 272 O'Farrell.....Douglas 2-5963

Halls & Auditoriums
 Armenian Rosdam Hall 1553 Page MA rset 1-9227
AVALON BALLROOM
 Accommodate 1000-Food-Cocktails
 Sutter & Vn Ness Av.....TU 5-4874
 Bonitas Hall 111 Raymond Av.....JU 4-9986
 For Information call.....JU 5-4186
BUILDING SERVICE CENTER
 240 Golden Gate Av.....PR 5-2664

CALIFORNIA HALL ASSOCIATION
 AUDITORIUM CAPACITY 1000
 Halls for Concerts - Conventions -
 Lodge Meetings - Weddings and Dances
 625 Polk.....TU 5-6482

Casa De Fiesta 2901 Sacramento Brkly--845-9457
CLIFF HOUSE AT SEAL ROCKS
 1090 Point Lobos Av.....SKyin 1-7220
 (Continued Next Page)

FELIX



HAIR GOODS
 Designed Expressly for You
 Fine Transformations and Toupees
 Complete Line of Human Hair Goods
 in Stock and Made to Order
DO 2-1636
 133 GEARY SUITE 820
 Between Stockton & Grant Ave.



WIGWAM
 FINEST HUMAN HAIR
 WIGS and POSTICHES
 Created in Our San Francisco
 Factory To Your Exact Measurements
GA 1-6991
 167 O'FARRELL SAN FRANCISCO