

For the Elite—  
**PERMANENT WAVING**  
\$13.50  
Frederic Vita Tonic and other Best Systems Used  
Just Telephone  
**Franklin 8232**  
Open evenings by appointment  
*Bernstein*  
BEAUTY STORE  
602 Geary St. at Jones B-46-1



**Hollywood Artist**  
Will give you a real permanent wave  
Personality Hair Cutting—Marcelling—Paper Waving—Effectively done by real operators—A trial will convince you.  
**La Tosca Beauty Salon**  
3840 GEARY ST.  
Telephone for appointments  
**Pacific 6631**  
B-48-1



**Circuline Permanent Wave Shop—248 Powell St.**  
The marvelous Text-o-Meter, by testing your hair, assures you—in advance—of a perfect permanent wave. Dyed or bleached, gray or white hair can successfully be waved with "Circuline."  
Hair coloring by the Nesteen Treatment  
"Every Beauty Shop Service"  
Telephone—Kearny 5930  
**JESSIE A. REID**  
B-50-1



**Roberts' Beauty Salon**  
PERMANENT WAVE SPECIALIST  
New Oil Process by New York Expert. Also Nestle's Circuline Wave.  
WHOLE HEAD \$10 No extra charge  
Large, Natural and Lasting Waves and Ringlets. Unaffected by bathing and Shampooing. No kink or frizz. Satisfaction guaranteed.  
NO WATER WAVING NECESSARY  
Also a Complete Beauty Culture Service  
Phone—Prospect 698 450 GEARY ST  
B-51-1



**Beauty Shops—(Cont'd)**  
Reid Jessie A 248 Powell.....Karny-5930  
Rita's Beauty Shoppe 402 Cortland, Valencia-2803  
Rex Marcell Shop 4409 Cabrillo.....Pacific-6767  
Richard 496 Geary.....Prospect-663  
Rickey's Beauty Shop 3408-26th.....Atwater-1082  
Rita's Beauty Spot 3416-22nd.....Valencia-9264  
**ROBERTS BEAUTY SALON**  
450 Geary, Prospect-698  
Robinson's Beauty Shop 468 Geary.....Prospect-47  
Robinson's Beauty Shop 219 Stockton, Prospect-2252  
Roger's Haircutting Shop 2219 Filmore, Walnut-1184  
Rose Beauty Shoppe 703 Bush.....Garfield-1684  
Rosette Beauty Shop 1302-18th.....Hemlock-6639  
Russ Bidy Circuline Permanent Wave Salon  
Russ Bldg., Douglas-2923  
Russian Hill Beauty Shop  
1871 Hyde, Graystone-2602  
Ruth's Marcel Shop 15 O'Farrell.....Douglas-9481  
St Francis Beauty Shop 815 Ulloa.....Sunset-7071  
St John Beatrice 12 Geary.....Karny-3079  
Salon De Paris 1205 Stockton.....Garfield-1857  
Santos Miss Peggy 233 Post.....Douglas-2274  
Sea Cliff Hairdressing Shop  
6209 Geary, Evrgreen-1881  
Selby Betty 555 Sutter.....Garfield-292  
Shekley Della M 166 Geary.....Karny-4987  
Shop of Beauty Craft The 778 Mt., Douglas-5050  
Silver's Beauty Shoppe 3180-16th., Hemlock-284  
Simon's Hair Dressing Pirs 166 Geary, Douglas-977  
Smart Appearance Beauty Shop  
3440 Balboa, Bayview-3119  
Smart Set Beauty Shop 212 Stockton, Franklin-8293  
Snowgrass Miss, Lillian 177 Post.....Douglas-6224  
Soo Hoo Fong 1025 Stockton.....China-1541  
Southard Beauty Shop 177 Post.....Garfield-5471  
Specialty Beauty Shop 512 Clement., Bayview-377  
Spellman Miss Florence 2930 Army, Valencia-5737  
Stevens & Paretich 1906 McAllister, Walnut-2664  
Silver Mme 137 Geary.....Douglas-5232  
Stockwell Sadie M 909 Hyde.....Graystone-9770  
Stoffers Thera 240 Stockton.....Karny-1688  
Sullivan & O'Connell 251 Post.....Douglas-4368  
Sun Court Beauty Parlor 5145 Geary, Evrgreen-3299  
Sunset Beauty Shop 843 Irving.....Sunset-1753  
Susanne & Olga 166 Geary.....Karny-3926  
**SWAN BEAUTY SHOP**  
212 Stockton, Karny-1174  
Sylvia Home Beauty Shop 4033 Geary, Pacific-3978  
Tansey Beauty Shoppe 166 Geary.....Douglas-9143  
Taraval Beauty Salon 1732 Taraval., Sunset-4489  
Tarrase Beauty Shop 1663 Market.....Park-6565  
Taylor Mrs Lilla 40-29th.....Valencia-5278  
Ted's Beauty Shop 166 Geary.....Garfield-1955  
Teache Inez Beauty Shoppe 844 Taraval, Sunset-6999  
**THOMAS MONSIEUR**  
177 Post.....Karny-1826  
Thomson Miss Ruth 177 Post.....Douglas-6147  
Thomson K 177 Post.....Douglas-2320  
Thonholt Katharine 177 Post.....Davenport-7298  
**TIMMONS NEVA BEAUTY SALON**  
133 Geary, Sutter-5383  
Tiny's Beauty Studio 465 Geary.....Prospect-3651  
Trang Mme E 2156 Union.....West-3732  
Treadle W 133 Geary.....Sutter-7574  
Ulman Madeleine 305 Grant.....Sutter-4360  
Ulman & McEwen Beauty Shop  
305 Grant, Sutter-4360  
**ULTRA BEAUTY SHOP**  
1318 Polk, Graystone-9090  
Unique Hair Store 1045 Bush.....Prospect-645  
Valdez Beauty Shoppe 1411 Larkin, Graystone-6567  
Valencia Beauty Shop 976 Valencia.....Mission-5218  
Vandenberg J F 481 O'Farrell.....Franklin-2168  
Vandenberg Mme Marie 630 O'Farrell, Franklin-6635  
Van Ess Hair Shop 177 Post.....Douglas-9276  
Vanity Beauty Parlor 3988-18th., Hemlock-1626  
Vanity Beauty Shop The 133 Geary.....Garfield-2420  
Vanity Box Beauty Shop 5116 Geary, Evrgreen-1869  
**YE LEFFA BEAUTY SHOP THE**  
2418 Clement, Evrgreen-81  
Venables J Elevated Shops Bldg., Garfield-5043  
Verdome Beauty Parlor 1804 Polk, Graystone-1465  
Vicks Kathleen 240 Stockton.....Karny-6784  
Vincent Clare 2550 Balboa.....Pacific-8624  
Vivienne Mme 2104 Fillmore.....West-5769  
Vogue Beauty Parlors The 1407 Sutter, West-1687  
**VOGUE HAIRDRESSING PARLOR**  
150 Powell, Garfield-160  
Wagner's Hairdressing Shop 150 Post, Karny-2142  
Waldorf Beauty Shop The 786 Sutter, Prospect-6978  
Ward Betty Beauty Shoppe 536 Geary, Franklin-1899  
Wehner & Johnson 150 Powell.....Garfield-4686  
West Indian Beauty Pir 735 Larkin, Graystone-7511  
West Point Academy of Beauty Science  
77 O'Farrell, Karny-3313  
Westover Lorena E 1083 Valencia, Valencia-3711  
Westwood Beauty Shop 1238 Capitol, Randolph-7935  
Whetzel J D 150 Powell.....Garfield-5132  
**WHITTHORNE & SWAN**  
2558 Mission, Mission-4890  
**WILCOX BERTHA**  
133 Geary.....Sutter-5383  
**WILFRED BEAUTY SHOP THE**  
603 Laguna, West-8996  
Womens Club Beauty Salon 809 Sutter, Prospect-6348  
Wonder Beauty Shop The 430 Haight, Market-8959  
Wood & Cochran 212 Stockton.....Garfield-1822  
Worthington Mrs J V Jr  
2304 Clement, Evrgreen-4825  
Wright Mildred A 133 Geary.....Douglas-9155  
Youth Beauty Parlor 338 Balboa.....Bayview-6251  
Zeaman Julia Hairdressing Parlor  
166 Geary, Douglas-124  
Zirkers Hair Store 1037 Fillmore.....Filmore-6561

**Beauty Shops—(Cont'd)**  
**Beauty Culture Beauty Shops**  
Adele & Norma's Beauty Shop  
535 Columbus, Garfield-6969  
**ALLEN SISTERS**  
**BEAUTY SHOP**  
HAIR DYEING SPECIALISTS  
White Hennas, "Inecto" Marcelling,  
Water Waving, Finger Waving,  
SUN DRY SHAMPOOING  
All Branches of Scalp and Facial Treatments  
166 Geary.....Karny-7309  
**ARDEN ELIZABETH**  
A Scientific Treatment for  
Every Fault of the Skin  
Venetian Preparations and  
Imported Perfumes  
233 Grant.....Karny-3428  
**BEAUTY SERVICE SHOP**  
MME. VANDERBILT SEARLE, Mgr.  
Formerly with  
**HELENA RUBINSTEIN**  
of New York City  
305 Grant.....Sutter-4360  
**BOWERS E S** 1102 Sutter.....Graystone-5040  
**BUSH ST BEAUTY SHOPPE**  
Gladys B. Cox  
Will Be Pleased to Serve You as a  
NESTLE CIRCULINE  
PERMANENT WAVE  
Specialist and Finger Waver also  
in all lines of Beauty Culture.  
Expert Operators in Attendance.  
Open Evenings  
934 Bush.....Prospect-6849  
**BUTTERFLY BEAUTY SHOPPE**  
Doc, Parrish, Prop.  
EXPERT  
HAIR CUTTING and  
WAX PAPER CURLING  
Marcelling, Dyeing, Tinting, Facials,  
Shampooing, Scalp Treatments  
1207 Divisadero.....Filmore-2577  
Cantonfleur Beauty Shop 631 Karny, Davenport-6662  
City of Paris Geary & Stockton.....Douglas-4500  
(See Advertisement Opposite Page)  
**DEL MARIE BEAUTY SHOP**  
897 Geary, Prospect-10469  
Elva Beauty Shop 490 Post.....Garfield-234  
(See Advertisement Preceding Page)  
Goode L M 240 Stockton.....Douglas-4283  
**IDA'S HAIRDRESSING PARLOR**  
345 Stockton, Douglas-7187  
**INTERNATIONAL ING**  
ALL BRANCHES OF  
BEAUTY CULTURE  
Permanent Wave a Specialty  
\$10 to \$15 for Whole Head  
270 Sutter.....Douglas-6414  
**IVA BEAUTY SHOP** 5824 Geary.....Evrgreen-900  
**LUDWIG ANITA HARRIS**  
301 Sutter, Sutter-6785  
**MARINELLO BLUE ROSE BEAUTY SHOPPE**  
Approved  
PERMANENT WAVING  
FINGER WAVING  
MARCEL WAVING  
Scalp and Facial Treatment  
249 O'Farrell.....Douglas-7041  
(Continued Next Page)  
Your advertisement here brings  
quick action

**Beauty Shops—(Cont'd)**  
**Beauty Culture Beauty Shops**  
(Continued)  
**MARINELLO LICENSED BEAUTY SHOP**  
Complete Line Marinello Preparations  
Marinello Treatments  
Expert Operators Only  
Permanent Waving  
Artistic Individuality—Hair Cutting  
At Leavenworth  
687 Geary.....Prospect-5432  
**MAX PERMANENT WAVE SHOP**  
2033 Clement, Evrgreen-691  
**MODEL BEAUTY PARLOR**  
Specializing in  
PERMANENT WAVING  
MARCELLING - HAIR TINTING  
PAPER CURLING - HAIR CUTTING  
2335 Clement.....Evrgreen-1801  
**POLK ST BEAUTY SHOP**  
1713 Polk, Graystone-2440  
Primrose House Beauty Salon 127 Grant, Karny-8070  
(See Advertisement This Page)  
Rubinstein Helena Valase Preparations &  
Treatments City of Paris Beauty Salon  
Geary & Stockton, Douglas-4500  
Sea Cliff Hairdressing Shop  
6209 Geary, Evrgreen-1881  
**SIMONS HAIR DRESSING PARLORS**  
166 Geary, Douglas-977  
**VAN ESS HAIR SHOP**  
**VAN ESS**  
SCALP MASSAGE  
Inecto Hair Dyeing, Marcelling,  
Permanent Waving  
Manicuring  
Suite 514  
177 Post.....Douglas-9276  
**VANITY BEAUTY SHOP THE**  
REALISTIC  
PERMANENT WAVING  
Inecto Hair Tinting, Marcelling,  
Water Waving, Paper Curling  
All Branches of Hair and Beauty Culture.  
Room 526  
133 Geary.....Garfield-2420  
**VANITY BOX BEAUTY SHOP**  
All Branches of Beauty Culture  
MARCELLING  
Hair Tinting, French Paper Waving  
Expert Operators at Your Service  
At 15th Av.  
5116 Geary.....Evrgreen-1869  
**VOGUE HAIRDRESSING PARLOR**  
**GERTRUDE McMILLIN**  
Scalp and Facial Specialists  
Permanent Hair Waving, Henna  
Dyeing and Bleaching a Specialty  
Hairdressing Manicuring  
150 Powell.....Garfield-160  
**DOROTHY GRAY'S Studio**  
FACIAL AESTHETICS, *Dorothy Gray* STUDIO  
ALL FACIAL PROBLEMS CORRECTED SCIENTIFICALLY  
White House The Fourth Floor  
Sutter & Grant Av., Karny-5000  
**Beauty Culture Schools**  
(See Schools)

**Beauty Shops—(Cont'd)**  
**Facial Beauty Shops**  
SELBY BETTY 555 Sutter.....Garfield-292  
**Hair Cutting Beauty Shops**  
**BERNSTEIN BEAUTY STORE**  
602 Geary, Franklin-8232  
Brown C Elevated Shops Bldg., Garfield-5043  
Charles Beauty Shoppe 133 Geary.....Douglas-3618  
(See Advertisement This Page)  
Charmant Hairdressing Salon 133 Geary, Karny-6157  
Crystal Palace Beauty Parlor  
1175 Market, Market-4431  
DAHLQUIST E 212 Stockton.....Douglas-1859  
Harry's Beauty Shoppe 166 Geary.....Douglas-124  
LIEBES W & GO Post & Grant.....Garfield-6240  
MARCELLE SHOP 320 O'Farrell, Prospect-3135  
**MARTINEZ JUAN B STUDIO**  
Ladies Hair Cutting by Sculptor  
(Not a Barber)  
Designer of Smart and Conservative Bobs,  
French Shingles for Young Ladies, Dignified  
Trims and Swirl for the Conservative  
Madame, Eve. Appointments for Permanent  
Wave.  
240 Stockton.....Karny-1196  
**MURPHY WALT HAIRCUTTING SHOP**  
248 Powell, Karny-5930  
New York Beauty Salon 208 Clement.....Pacific-3833  
**POWERS A A** 212 Stockton.....Karny-7008  
Ted's Beauty Shop 166 Geary.....Garfield-1955  
(See Advertisement Preceding Page)  
**VENABLES J** Elevated Shops Bldg., Garfield-5043  
**Hair Dressing Beauty Shops**  
Bernstein Beauty Store 602 Geary.....Franklin-8232  
(See Advertisement Opposite Page)  
Bloch's Beauty Parlors 170 Geary.....Karny-2607  
(See Advertisement Page 47)  
**BOB & CURL SHOPPE THE**  
5813 Geary, Evrgreen-1171  
Circuline Permanent Wave Shop  
248 Powell, Karny-5930  
(See Advertisement Opposite Page)  
Crystal Palace Beauty Parlor  
1175 Market, Market-4431  
**DEL MARIE BEAUTY SHOP**  
5813 Geary, Prospect-10469  
**DIXIE'S MARCEL SHOP** 133 Geary, Sutter-2937  
**ELVA BEAUTY SHOP**  
Room 218 Medico-Dental Bldg.  
490 Post.....Garfield-234  
**EUROPEAN HAIRDRESSING SALON**  
MR. ADOLF MR. BAUR  
European  
MARCELLERS &  
PERMANENT WAGERS  
All Other Branches of Work Taken Care of  
Individual Haircutting  
240 Stockton.....Garfield-3633  
**IDA'S HAIRDRESSING PARLOR**  
345 Stockton, Douglas-7187  
**LA BOHEME BEAUTY SALON**  
633 Post, Prospect-7108  
**LAURIANA'S BEAUTY SALON**  
133 Geary, Karny-4433  
**MAURIECE'S BEAUTY STUDIO**  
Realistic Permanent  
WAVING  
Whittell Bldg.  
166 Geary.....Douglas-4658  
**McKAY MISS M**  
THE NESTLE  
PERMANENT  
HAIR WAVING  
166 Geary.....Karny-3608  
**MOLLER ELSA** 240 Stockton.....Karny-8463  
**MONADHOOK BEAUTY PARLOR**  
681 Market, Karny-8117  
**MORRILL'S HAIR STORE**  
131 Powell, Douglas-5574  
My Own Better Permanent Wave Shop  
252 Leavenworth, Prospect-7478  
(See Advertisement This Page)  
(Continued Next Page)

**CHARLES**  
Famous European Hairdresser  
The Latest Exclusive  
HAIR CUTTING  
PERMANENT  
WAVING  
Distinctive Shadow and  
Finger Waves to suit  
one's individuality.  
**CHARLES BEAUTY SHOPPE**  
ROOM 738 WHITNEY BLDG.  
133 GEARY STREET  
Douglas 3618  
B-52-1



**THE BEAUTY SALON**  
Only here, in the quiet French Salon and Oval Room,  
can you get the famous Ogilvie and Rubinstein treat-  
ments for hair and skin. Manicuring, too, is expertly  
done. Second Floor B.  
**City Paris**  
GEARY AT STOCKTON TELEPHONE DOUGLAS 4500  
B-54-1



**MY OWN BETTER**  
\$7.50 Permanent Wave \$7.50  
No Frizz or Kink  
Guaranteed  
French and English sys-  
tems of ladies hair shap-  
ing to suit the contour of  
your face.  
75c Personal Attention  
Given by 75c  
**Mr. J. A. Balber**  
252 Leavenworth  
Prospect 7478  
B-56-1



**Primrose House**  
Salon de Beate  
Face Molding Treatments, Permanent  
Waving, Hair Tinting, Finger Waving,  
Marcelling, etc.  
Call Kearny 8070  
127 Grant Ave.  
B-58-1

