

**WANTED...  
WOMEN WITH HAIR THAT  
'WON'T TAKE' A PERMANENT**

If you have "problem hair" which is too oily, too dry, gray or extra fine, or if it will not "hold" a wave after the first or second shampoo—try Keele's NEW METHOD permanent. Haircut, shampoo and coiffure styling included—\$8.50.

**KEELE'S  
Permanents**

140 GEARY • 7th floor • EXbrook 0410

**MAE'S  
BEAUTY SALON**

PERMANENT WAVING  
SPECIALISTS

**Garfield 9664**

OPPOSITE ST. FRANCIS HOTEL  
GEARY NEAR POWELL

**323 Geary - Suite 211**

**ELSIE'S  
BEAUTY SALON**

Machineless Paper Curl  
Permanents \$3.95  
& Up

Comfort Prescription  
Wireless Wave \$6.95

*Helene Curtis*

Cold Wave Specialists  
No Wires - Close to Scalp  
Extra Fine or Difficult Hair  
Takes "Beautifully"

**150 Powell DOuglas 9441**  
One & 1/2 Blocks from Market St.  
Room 205

Specialist in  
**HELENE CURTIS  
COLD WAVES**

**OPEN  
NIGHTS**

**PERMANENTS**

Standard \$10.00 • Extra Fine \$12.50

**Beauty Shops—(Cont'd)**

**BLUMENTHAL ELIZABETH**  
Elysee  
Cosmetic Studio  
Scientific  
Face - Neck - Acne &  
Blackhead Treatments  
Guaranteed Improvement  
Rest Facials  
Steam - Infra Red  
Sun Lamp - Violet Ray Etc.  
Individual Attention  
By European Expert

133 Geary GA rfd-0096

Bob & Curl Shoppe The 177 Post. DO ugias-3677  
Bode Beauty Shoppe 691-14th HE mlock-7643  
Bokelund Anna Miss 133 Geary EX brook-7738  
**BON TON BEAUTY SHOP**  
3462-20th ATwater-6642  
Bonnie Beauty Shop The  
Helen Bradley-Prop SKyline-1921  
Borelli's Beauty Salon 4331 Balboa  
2175 Bay Shore Blvd DE laware-7513  
Boudoir Beauty Studio 3255 Scott. WA inut-3626  
Bowers Marian Beauty Salon 3348 Steiner. FI Imor-8644

**BOXER ABRAM**  
Specialist Hair Dyeing-Perm Waving  
1415 Polk PRospect-9647  
Boxer Anthony 1415 Polk PRospect-9647  
Boxer Boris Beauty Parlor 150 Powell EX brook-4682  
**BOXER M PERMANENT WAVING &  
BEAUTY STUDIO**  
Off Grant Ave Opp The White House  
18 Tillman Pl SU tter-1316  
**BOXER'S JACOB BEAUTY SHOP**  
1324 Fillmore FI Imor-9977  
Bressee Belle 209 Post DOuglas-8698  
Brooks Beauty Shop 170 Geary SU tter-5095  
Brouillard Peggy 133 Geary GA rfd-9847  
Brown Elizabeth Hairdressing Staff  
693 Sutter OR dway-6262  
Brown Ellen  
Specializing In Paper Waving  
166 Geary GA rfd-2881  
Brown Madeline 133 Geary SU tter-5506  
Brownie's Salon 2781-24th AT water-0223  
Bushey Beauty Salon 709 Taraval OV erland-2698  
Butler Beauty Salon 2378 Union WEst-5933

**COMPLETE DOWNTOWN  
BEAUTY SERVICE**

**FEATURING**

- FREDERICS
- RILLING
- ZOTOS PERMANENTS

**ETERNOL & INECTO  
HAIR TINTING**

**Ina Mae's Beauty Salon**  
Formerly LA VON'S  
2nd Floor

239 Geary St. Facing Union Square  
Phone  
**EXbrook 9933 EXbrook 5655**

For:  
**LOVELINESS**

BETTER PERMANENTS  
CATERING TO  
BUSINESS  
WOMEN

ESKA COLD WAVE  
EVENINGS BY  
APPOINTMENT  
PHONE OR dway  
**5176**

**Dolores Viers  
BEAUTY SALON**  
687 GEARY  
Between Jones and Leavenworth

Buttercup Beauty Salon 834 Jackson CH ina-0824  
Butterfly Beauty Shoppe  
Expert Perm Waving-Hair Tinting  
Between Eddy & Ellis  
1207 Divisadero. FI Imor-2577  
California School of Beauty Culture  
908 Market SU tter-8793  
Californian Hotel Beauty Salon  
405 Taylor TU xdo-4761  
Cameo Beauty Salon 3620 Balboa BA view-1515  
Cameron Mae 133 Geary SU tter-6223  
**CAMPBELL JESSIE BEAUTY SALON**  
166 Geary GA rfd-9624  
Canary Beauty Salon 551 Taraval MO ntrose-7282  
Canterbury Hotel Beauty Shop  
748 Sutter OR dway-2042  
**CAPE'S BEAUTY SALON** 166 Geary EX brook-2488  
Carla's Beauty Salon 3491-19th AT water-6044  
**CARLITA BEAUTY SALON**  
90 Parnassus Av MArket-4187  
Carlson Ruby E 166 Geary GA rfd-2881  
Carmelita Beauty Shoppe  
2381 Ocean Av DE laware-8284  
Caroline's Beauty Salon  
1070 Valencia VA lencia-8577

**CASPARY AUGUSTA MISS**  
Beauty Specialist  
**TROPIC CONTROL FACIAL**  
Treatment Restores Youthful Beauty  
Strengthens Sagging Muscles  
Erases Wrinkles  
**NEW IMPROVED FAST  
ELECTROLYSIS**  
Superfluous Hair Permanently Removed  
209 Post GA rfd-9258

Casselman Alma Beauty Salon  
Hair Tinting-Bleaches & Hennas  
133 Geary EX brook-3170  
Castle Beauty Salon 154 Leavenworth OR dway-8704  
Castle Manor Beauty Shop 4279 Mission DE laware-8318  
**CASTRO BEAUTY SALON** 1401 Castro Missn-5092  
**CATHERINE MORLE'S BEAUTY SALON**  
1547 Laguna MA inut-9942  
Catherine's Beauty Shoppe  
3926 Cabrillo SK yline-1428  
Catherine's Beauty Shoppe 5863 Missn RA ndiph-9546  
Cecelia's Beauty Salon 177 Post SU tter-0511  
Cele's Beauty Salon 1425-9th Av MO ntrose-6529  
**CELOVISION PERMANENT WAVE SALON**  
Mattie Eckles  
209 Post EX brook-0373

**CHARLES ART HAIRDRESSER**  
Since 1928

Famous for  
**BEAUTIFUL  
PERMANENTS**  
and  
Smart  
**HAIR STYLES**  
"SERVICE RENDERED BY"

**CHARLES ART HAIRDRESSER BEAUTY  
SALON** 130 Geary SU tter-7167

Charles Art Hairdresser Beauty Salon  
130 Geary SU tter-7167  
(See Advertisement Preceding Page)  
Charm Beauty Shop 703 Guerrero Missn-0779  
Charm Harding Beauty Salon  
604 Divisadero FI Imor-7616  
Chateau Beauty Salon 3340 Steiner WE st-0760  
Cherry Blossom Beauty Shoppe  
Hair Styles By Margie  
1858 Fillmore FI Imor-7715

**CITY OF PARIS**

**BEAUTY SALON**  
Every Beauty Service  
Reclamer  
Hair Styling Salon  
Rubinstein Facials  
Body Contour Department  
**ELECTROLYSIS  
CHIROPODIST**

2d Floor B City of Paris  
Geary & Stockton DOuglas-4500

Clark Fern 133 Geary EX brook-0490  
**CLAUDE'S BEAUTY SALON**  
335 Clement EV rgreen-9574

**CLIFT HOTEL BEAUTY SALON**

**OCTAVE**  
Distinctive Beauty Service  
Individualized Permanents

Clift Hotel Mez. Ask for Beauty Salon  
Geary & Taylor PR ospect-4700

**COLLI'S HAIR STYLING**

Featuring  
**EXCLUSIVE  
PERMANENTS**  
Individual  
**HAIR STYLES**  
BY EXPERTS

**"SERVICE RENDERED BY"**

Collis's Beauty Salon  
Charlotte Deas-Manicurist  
209 Post YU kon-0065

Colonial Beauty Salon 592 O'Farrell PR ospect-8743  
Colonial Beauty Shoppe 1786 Sn Jose RA ndiph-6657  
Conde Beauty Salon 809 Taraval OV erland-9032  
Connell Ethel Beauty Shop 316 Filmore HE mlock-5538  
Connie's Beauty Salon 3225 Pierce FI Imor-1020  
Cooper Ruth 166 Geary GA rfd-9624  
Corina Beauty Salon  
Corina Simpson WA inut-3753  
Corleen Beaute Salon 3735 Buchanan WA inut-0335  
Cortland Beauty Salon 436 Cortland VA lencia-4114  
Cory Erma Beauty Salon  
Facial Authority YU kon-1854  
209 Post MI ssn-2591  
Cottage Beauty Salon 3329-24th MI ssn-3119  
Cut & Curl Beauty Shop 3254-24th MI ssn-3119  
Cut-N-Kurl Beauty Parlor  
6654 Mission Daly City RA ndiph-0292  
**D J'S BEAUTY SALON** 608 Filmore HE mlock-3518  
Dagmar Wave Shop  
Originator of The Dagmar Wave  
212 Sutter GA rfd-4609  
Dainty Lady Beauty Salon  
Helen Curtis Cold Wave Permanents  
1604 Ocean Av ELkridge-0606  
Dainty Salon The 1800 Clement SK yline-9425  
Daily City Beauty Parlor 6315 Mission RA ndiph-8227

**DAN-DEE BEAUTY SHOP**  
Cold Waves-Dyes & Bleaches  
92 Judah OV erland-6818  
Davis Laurette Beauty Salon 209 Post EX brook-8038  
Dawn Beauty Salon 872 Sacramento CH ina-1420  
Debbies Beauty Shop 22 Leland Av DE laware-2967  
Del's Beauty Shoppe 988 Market OR dway-2707  
Del Rey Beauty Shoppe 553 Haight HE mlock-4082  
Dennie's Anna Beauty Salon 177 Post EX brook-7660  
Destin Vera 2603 Lake SKyline-1234

**DEUBERT BEAUTY SALON**  
**BETTER  
PERMANENT WAVING**  
465 Geary OR dway-2021

De Veto Julie Miss 209 Post DO ugias-2547  
Dianna Coiffeur Inc 3249 Scott FI Imor-9850  
**DIANNE'S BEAUTY SALON**  
3249 Scott FI Imor-9850  
Dixie's Beauty Shop 310-8th Av BA view-7043  
Dixie's Marcel Shoppe 133 Geary EX brook-0327

**DOLORES BEAUTY SALON**  
**PERMANENT WAVING  
HAIR TINTING  
HAIR STYLING**

3d Floor GA rfd-6967  
150 Powell GA rfd-6860  
4th Floor

Dolores Beauty Salon 150 Powell GA rfd-6967  
Dolores Beauty Salon 3166-16th HE mlock-9286  
Dolores Premier School of Beauty Culture  
150 Powell GA rfd-7190  
Dolores Premier School of Beauty Culture  
150 Powell SU tter-9627  
Dondero Salon de Beute 518 Geary GR ayston-2214  
(See Advertisement Opposite Page)  
Don Keele Permanent Wave Studio  
140 Geary EX brook-4313  
Don-Lou Beauty Salon 3814 Irving MO ntrose-8825

**DON LUX ACADEMY PERMANENT WAVE SHOP**  
810 Market EX brook-5822  
Don Lux Beauty Salon 124 Mason SU tter-1094

**DON'S DISTINCTIVE COIFFURES**  
Famous for  
**COLD WAVE & LIQUID  
PERMANENTS**  
Complete Beauty Service

Entire 5th Floor  
233 Grant Av SU tter-6130

**Beauty Shops—(Cont'd)**

**DORALEA BEAUTY SALON**  
1321 Taraval SEabright-2184  
Doris's Beauty Shop 631 Divisadero WA inut-4388  
Dorothy Mae's Beauty Shop  
1732 Taraval MO ntrose-9301  
Dorothy's Beauty Salon 2884 Bryant VA lencia-0602  
Dorothy's Beauty Shop 609 Geary BA view-7244

**DU BOIS BLANCHE**  
ACNE & BLACKHEADS  
SCIENTIFICALLY TREATED  
By Appointment  
209 Post GA rfd-1180

Duchess Beauty Shop  
A Modern Shop At 18th & Castro  
483 Castro HE mlock-3268

**DUCHI'S BEAUTY SALON**  
2320 Mission ATwater-2674  
Dunlap Beauty Shoppe  
Near Castro St  
4071-18th HE mlock-7506

**EDEE'S FOR BEAUTY**  
689 Geary TU sdo-9911  
Edith's Beauty Shop 3275-22d Missn-3472  
Edmund Beauty Shop 45 Grant Av YU kon-0821  
Edna's Beauty Salon  
7119 Mission Daly City DE laware-2985  
Edna's Beauty Shop 988 Market OR dway-1836  
Edward's Beauty Center 612 Clayton HE mlock-5785

**EDWARD'S BEAUTY MANOR**  
**PERMANENT WAVES**  
COLD - PREHEAT  
MACHINE & MACHINELESS  
Personalized Hair Styling  
Razor Hair Shaping  
Sunset & Richmond Distr.  
2027 Irving MO ntrose-9977  
5548 Geary Blvd SKyline-9291

Edward's Beauty Manor 5548 Geary Blvd SKyline-9291  
El Camino Beauty Shop 916 Sutter PR ospect-5721  
**EL CAPITAN BEAUTY SALON**  
3410-18th MA rket-4713  
Eleanor Beauty Shop 166 Geary DO ugias-1399  
Eleanor Marie Beauty Salon  
Eleanor Collins MO ntrose-3044  
4119 Judah MO ntrose-3044  
Elite Beauty Shop 1042 Taraval MO ntrose-7244  
Elite Beauty Shop The  
Nevada Fraction-Mgr FI Imor-9781  
1537 Buchanan FI Imor-9781  
Elite Beauty Shoppe 538 Irving OV erland-4268  
Elizabeth's Beauty Shop 3506-22d VA lencia-9268  
El Ray Beauty Shop  
Bet Valencia & Guerrero  
3421-23d VA lencia-2145  
El Rey Beauty Salon 1976 Ocean Av RA ndiph-6382  
Elsa's Beauty Salon  
Specializing In Permanent Waves  
209 Post YU kon-0087  
Elsa's Cold Wave Studio 209 Post EX brook-1134  
Elsie's Beauty Parlor 1767 Church VA lencia-9550  
Elsie's Beauty Salon 150 Powell DO ugias-9441  
(See Advertisement Opposite Page)

**ELSMOORE BEAUTY SALON**  
**LAKESIDE VILLAGE**  
Specializing in  
**COLD WAVE  
PERMANENT WAVING**  
EVENINGS BY APPOINTMENT  
Edna Sumner, Prop.  
2626 Ocean DE laware-1881

**ELYSEE COSMETIC STUDIO**  
Elizabeth Blumenthal  
Individual Scientific Cosmetics  
For  
Normal - Dry & Oily Skins  
Special Formulas for  
Acne, Blackheads & Blemishes  
133 Geary GA rfd-0096

Emily Berri Beauty Salon 26 Gough MA rket-8114  
Emily's Beauty Shoppe  
1200 Hampshire AT water-0665  
Erma's Beauty Salon 737 Portola Dr OV erland-3811  
Esther's Beauty Shop 3609-18th MA rket-7911  
Esther's Beauty Shop 1701 Hyde OR dway-1573  
Eugenie Beauty Shop 4909-3d VA lencia-9456  
Eureka Valley Beauty Parlor 2282 Mkt MA rket-1252  
European Hairdressing Saloon 791 Geary GA rfd-3633  
Everett Chloe M 1821 Haight BA view-9033  
Evoone's Beauty Salon 3225-21st VA lencia-1943

**EXCELSIOR BEAUTY SHOPPE**  
Cold Wave Permanents Our Specialty  
4516 Mission RA ndiph-9966  
Fairmont Beauty Shop Fairmont Hotel GA rfd-0343

Buy War Bonds for Victory.  
(Continued Next Page)

**FAMILY BEAUTY SHOP**  
Permanent Waving  
5911 Geary Blvd BA view-9536  
Farlow's Beauty Shop 659 Haight UN drhil-6304  
Farra's Beauty Salon 435 Stockton GA rfd-3138  
Fay's Beauty Salon 1005 Market HE mlock-9285

**FELIX**  
Beauty Salon 458 Post DO ugias-1636  
Beauty Salon 458 Post EX brook-9634  
(See Advertisement Page 51)  
Felton Beauty Shop 32 Felton RA ndiph-0451  
Felzer Ann 209 Post GA rfd-3858  
Femme Beauty Shoppe The  
3364 1/2-26th AT water-1358  
Ferguson B Beauty Shop 979 Sutter OR dway-7168  
Fern Beauty Salon 1463 Mission AT water-5030  
**FERN & OLGA BEAUTY SALON**  
750 Clement BA view-1734

**FIFTH AVE BEAUTY SHOP**  
COMPLETE BEAUTY SERVICE  
Artistic Coiffures  
324 Clement EV rgreen-9816

**FIFTH AVE BEAUTY SHOP**  
Your Beauty Our Duty  
1643 Polk OR dway-3803  
Filgate Dorothy Mrs 1156 Taylor PR ospect-0774  
Financiel Beauty Salon 439 Pine YU kon-2034  
Fleur De Lis Beauty Shoppe  
3977-24th AT water-5005  
Flood Building Beauty Salon Flood Bg DO ugias-6336  
Florence's Beauty Salon 209 Post DO ugias-8698  
Fontaine Claire 422 Presidio FI Imor-1965

**FOODMART BEAUTY SALON**  
3535 Geary Blvd BA view-9088  
Forest Hill Beauty Salon  
410 Dewey Blvd MO ntrose-9938  
Fra-Lu-Mar Beaute Salon 3245 Pierce WA inut-4624  
Frampton Beauty Salon 133 Geary SU tter-7243  
Fran's Beauty Shop 642 Brazil DE laware-5974  
Francisco Beauty Salon 3409 Geary Blvd BA view-3880  
Frederick Beauty Salon 496 Geary GR ayston-3191  
Frederic's Beauty Shop 2320 Mission AT water-2674

**FRED'S BEAUTY SALON**  
America's Finest Hair Stylist  
72 W Portal Av MO ntrose-9808

**FRED'S DE LUXE BEAUTY SHOPPE**  
936 Clement BA view-6972  
Fry Christine 126 Post DO ugias-5359  
Gae Shop The 735 Cortland VA lencia-7887  
Gail's Beauty Salon 111 Clement BA view-1826  
Garden of Beauty Salon 2230 Chestnut WA inut-9126  
Gardner's Beauty Shop 6396 Missn RA ndiph-3713  
Geneva Beauty Shop 1155 Geneva DE laware-5264  
Genevieve's Beauty Salon 264 Octavia MA rket-3942

**GEORGIA BEAUTY SALON**  
Ethel Edridge Waring, Mgr.  
Permanents - Cold Waves  
Individual Styling to Fit Your Personality  
5820 Geary Blvd BA view-8773

Georgia Stylist Salon  
Permanent Waving Our Specialty  
90 McAlister HE mlock-4870  
Gertrude & Ruth's Beauty Salon  
3262 Irving SE abright-1855

**GINGHAM BEAUTY NOOK**  
Formerly Golden Ray Beauty Shop  
1120 Polk OR dway-4579  
Gladycy Beauty Shop 356 Hyde GR ayston-5633  
Glass Alice 133 Geary SU tter-5506  
Glen Park Beauty Salon  
Cold Waving Specialist  
654 Cheney RA ndiph-0113  
Gold Beauty Box 2019 Balboa SK yline-3833  
Golden Peacock 1319 Mason TU sdo-2941  
Goldstein's Hair Store 115 Mason TU sdo-9827  
Goodman Madge 126 Post DOuglas-5359  
Goodwin Elsie B Beauty Salon 209 Post DOuglas-0149  
Gorberg's Beauty Shoppe  
2389-20th Av OV erland-1878  
Gordon Beauty Salon 883 Bush GR ayston-9700  
Grace & Mary's Beauty Salon 1731 Powell GA rfd-1608  
Guena Beauty Shop 2 Guerrero MA rket-7010  
Gwenlovy Beauty Salon 251 Post GA rfd-6287

**HAIRSTYLE HOUSE** 133 Geary GA rfd-4052  
(See Advertisement This Page)  
HAIRSTYLE HOUSE 133 Geary GA rfd-4052  
(See Advertisement Opposite Page)  
**HALE BROS MISSION STORE BEAUTY SALON**  
2550 Mission MI ssn-4890

**HANDELMAN O BEAUTY SHOP**  
PERMANENTS OUR SPECIALTY  
DYEING - CLAIRVOIL - TINTING  
SHAMPOOS - FINGER WAVING  
4143-19th KLondike-2-0363

Hansi's Beauty Shop 1821 Haight BA view-9033  
Hanson & Cull 384 Ellis PR ospect-3910  
Harmony Beauty Shop 672 Geary TU sdo-4161

**HARPER METHOD SHOP**  
Corner Powell & Geary  
323 Geary GA rfd-3394  
Haskins J Permanent Wave Shoppe  
133 Geary DO ugias-3959  
**HASSON BEAUTY SALON** 275 Post EX brook-9896  
Hawley's Beauty Salon 2970 Mission VA lencia-8783  
Hazel's Beauty Shop 512 O'Farrell OR dway-1179  
Helen Baker Beauty Salon  
5633 Geary Blvd SK yline-7400

**HELEN 'DOT' BEAUTY SALON**  
Formerly Sylvia's Beauty Shop  
1255 Vicente SEabright-3736  
Helen & Ruth Beauty Shoppe  
1327 Mason PR ospect-6947  
Helena Beauty Parlor  
Helen H Barnut Prop  
Between Eddy & Ellis  
1317 Fillmore WE st-8679  
**HELENE BEAUTY SALON** 223 Jones OR dway-5521  
Helen's Beauty Shop  
Helen Wilson Prop Bet Eddy & Ellis  
1341 Buchanan WA inut-9756  
Helen's Beauty Shop 710 Oak UN drhil-1422  
Helen's Beauty Shoppe 609 O'Farrell PR ospect-7273  
Helen's Beauty Shoppe 4540-3d AT water-4604  
Henriette's Salon De Beute 4424 Calif SK yline-1658  
Herbert's Style Center 722 Geary GR ayston-9849  
Hildred's Permanent Wave Shop  
1368 Haight MArket-6691  
Holman Emy Beauty Salon 816 Sutter PR ospect-9504  
**HOLLYWOOD BEAUTY SALON**  
133 Geary GA rfd-9434  
**HOLLYWOOD STYLIST BEAUTY SHOP**  
Opposite Cole Street  
1669 Haight HE mlock-8972  
Holman Jay Beauty Salon 4448 Calif BA view-3240  
**HOLMES BETTY SALON OF BEAUTY**  
508 Geary GR ayston-9637  
Home Beauty Shop & Reducing Baths  
1627 Irving MO ntrose-3660  
Honore Beauty Shop 1014 Pine PR ospect-2617  
Hotel St Francis Beauty Salon  
St Francis Hotel DO ugias-0122  
Husted-Simons Beauty Laboratory  
533 Post PR ospect-7452  
Irene's Beauty Salon 2332 Judah VA lencia-1713  
**IDA'S BEAUTY SHOP** 2450 Fillmore WA inut-3220  
**IDA MAE'S BEAUTY SALON**  
239 Geary EX brook-5655  
Ina Mae's Beauty Salon 239 Geary EX brook-9933  
**IRENE'S BEAUTY SALON**  
334 Leland Av JUNiper-4-5616  
Irene's Beauty Salon  
Mrs Hallie E Kearny Owner DE laware-3528  
832 Holloway VA lencia-1713  
Iris Beauty Shop 133 Geary GA rfd-1934  
Isabelle Salon De Beute 133 Geary YU kon-1550

(Continued Next Page)  
Please be sure to draw the dial  
all the way to the finger stop for  
each letter and digit.

**Morrill's Beauty Salon**  
Sunset District  
Complete Beauty Service  
Expert Operators

**eternal**  
Tint Oil Shampoo  
Applied as Directed on Label  
by Highly Trained Specialists  
2127 Irving MO ntrose 3380

Specializing in  
**PERMANENT WAVING**

The hair is literally  
soaked with VITA-  
MIZED OIL and LEFT  
on during the steaming  
time. RESULT:  
A lovely curl without  
kink or frizz.

No  
Appointment  
Necessary

**MODART  
BEAUTY SALON**  
995 MARKET  
Cor. 6th St. Opp. Warfield Theatre  
Room 318 **EXbrook 6749**

**Oil Permanents**  
Includes Hair Cut  
Shampoo and  
Finger Wave  
**\$4.95**  
Complete

Corrective Hair Tinting  
The Latest in Cold Waves  
**EXbrook 9848**  
Open Evenings

**ANGLO BEAUTY STUDIO**  
830 MARKET  
Opp. Emporium

**DONDERO**  
SALON OF BEAUTE  
Expert Stylists  
EVENINGS BY APPOINTMENT

**eternal**  
Tint Oil Shampoo  
Applied as Directed on Label  
By Highly Trained Specialist

518 Geary **GRaystone 2214**

**PROBLEM HAIR IS NO  
PROBLEM TO US**

AT LAST SCIENCE HAS GIVEN US  
A METHOD OF COLD WAVES  
THAT GIVES AN  
AMAZINGLY BEAU-  
TIFUL CURL ON ANY  
HEAD OF HAIR RE-  
GARDLESS OF TYPE  
OR CONDITION.

TEST CURL WITHOUT OBLIGATION  
**Hairstyle House**  
SUITE 433 133 GEARY ST.  
CALL GARFIELD 4052

**PERMANENT WAVE  
Technician**

CUSTOM-STYLED  
PERMANENTS  
MACHINE from \$ 8.50  
MACHINELESS from \$10.00  
COLD WAVES from \$12.50

Artists in Coiffures  
FORMERLY WITH ANTOINE  
SAKS 5TH AVENUE, NEW YORK  
**LOUIS HAIR STYLIST**  
**EXbrook 0430**  
133 GEARY SUITE 835