

**FRED'S**  
For Fine  
**PERMANENTS**  
\$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.

**FELIX**



Hairdressing Finger Waving  
Permanent Waving Hair Tinting  
Hair Cutting Face Treatments  
Marcel Waving Manicuring

**HAIR GOODS**  
Tel. **Douglas 2-1636** ALSO  
458 Post Street. **EXbrook 2-9634**  
Between Powell & Mason

**MR. GENE MILLER**  
**HAIR TINTING  
&  
BLEACHING**  
Specialists  
INEXPERTLY  
DYED HAIR  
CORRECTED



PERMANENT WAVING  
and HAIR STYLING  
Open Evenings  
130 Geary 2nd Floor

**YUkon 2-1799**

**ADOLF'S**  
Specialists in  
**PERMANENT WAVE  
&  
HAIR STYLE**  
**HAIR TINTING  
HAIR SHAPING  
"SHORT CUT"**



Hairdresser  
Phone **GArfield 1-5367**  
133 GEARY  
Room 218

**Richard & John**  
Permanent Wave Specialists  
Expert Haircutting  
& Styling  
"Problem Hair Our Specialty"  
FORMERLY LEE KEELE'S  
**DOUGLAS 2-8698**  
133 Geary St., Rm. 402  
Evening Permanents by Appointment

**Cirelli**  
**HAIR STYLIST**

- ★ Accent Your Smartness
- ★ Try Cirelli New Blunt Cut Hairdo
- ★ The Hair Style You Can Manage

Two Locations to Serve You  
2450 Van Ness Ave.  
PProspect 5-4466  
4071-18th St. HEmlock 1-7506

**NEW FACE  
NEW FUTURE**  
LOOK  
YEARS YOUNGER



SAGGING FACES LIFTED  
DOUBLE CHINS RETRACTED  
Lines Erased, Large Pores Closed

**ELECTRO-THERAPY  
CORRECTIVE COSMETICS**

358 SUTTER  
SUITE 401 **YUkon 6-1203**

**DONNA CLARE**  
STUDIO OF FACIAL CONTOUR

**Beauty Shops—(Cont'd)**

Antonio's Salon of Beauty 512 Geary, PProspect 6-1457  
Antonio's Salon of Beauty 512 Geary PProspect 6-1458  
**ANTONIO'S SALON OF BEAUTY**  
Cponie Dickson 1653 Park TUredo 5-2744  
**ARCADE BEAUTY SALON**  
760 Market EXbrk 2-1800  
760 Market EXbrk 2-9562  
(See Advertisement Page 103)  
Ardell-Polly Beauty Salon  
133 Geary DOuglas 2-5923  
**ANDER ELIZABETH SALON**  
350 Sutter YUkon 2-3755  
Arnette's Beauty Salon 2395 Sutter FIImor 6-4629  
Artie's Nu-Look Beauty Salon 1447 Lyon JOrdn 7-9925  
**ARTISTIC BEAUTY SHOP**  
2852 1/2 California WAInut-1-7920  
Audrey Lee's Beauty Salon 1911 Lawton OVland 1-7645  
Avalon Beauty Salon 504 Larkin ORow 3-6718

**B-LOVELY SALON** OPEN  
Wed. - Thurs. - Fri. Evenings  
Between 26th & 27th Aves  
2533 Irving LObbard 4-6333

Baker Helen Beauty Salon 5633 Geary Blvd. SKyline 1-7400  
Balboa Beauty Salon 3408 Balboa SKyline 1-0698  
Balboa Beauty Shop 2041 Balboa BAyview 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**  
1390 Pacific Av. GRayston 4-8723  
Bates Beauty Shop 340 Mariposa Brisbane JU niper 4-1569  
**RAY VIEW BEAUTY SHOPPE**  
Lorena Waggoner-Owner Closed Mondays  
5128-3d Valencia 4-7966  
**BEAU IDEAL SALON THE**  
1355 Washington GRayston 4-1204  
**BEAUTY BANK 312 Sutter**  
YUkon 6-6844  
(See Advertisement Page 102)

**Richard & John**  
Permanent Wave Specialists  
Expert Haircutting  
& Styling  
"Problem Hair Our Specialty"  
FORMERLY LEE KEELE'S  
**DOUGLAS 2-8698**  
133 Geary St., Rm. 402  
Evening Permanents by Appointment

**Beauty Shops—(Cont'd)**

Beauty Cottage 1491 Ocean Av. JU niper 7-5738  
**BEAUTY HOUSE**  
DISTINCTIVE COIFFEURS  
Famous for  
COLD WAVE PERMANENTS  
COMPLETE BEAUTY SERVICE  
1677 Washington GRayston 4-5732  
Don's Entire 5th Floor SUTtr 1-6130  
Don's Beauty House 3247 Lakeshore Av Oakland TEMplbr 6-4190  
Don's Beauty House 1527 San Pablo Av Oakland Hlgate 4-3366

**BEAUTY MANOR**  
In Beautiful  
LAKESIDE VILLAGE  
2531 Ocean Av. DE laware 4-0368  
GR DE laware 4-0232

Beauty Manor 2531 Ocean Av. DE laware 4-0232

**BEAUTY MART**  
Open 9 to 9 With or Without Appointment  
"If You Aren't Becoming to Others,  
You Had Better Be Coming to Us"  
PERMANENTS THAT SATISFY  
Specialists in Hair Tinting, Cutting,  
Shaping, Styling and Waving

Downtown 435 Stockton YUkon 2-0156  
Sunset 2127 Irving LObbard 4-8985  
Haight-Ashbury 1669 Haight HEmlock 1-8972  
Stonestown 549 Buckingham Way LObbard 4-2480

**Beauty Shops—(Cont'd)**

**BEAUTY MART**  
Downtown District 435 Stockton YUkon 2-0156  
Haight Street District 1669 Haight HEmlock 1-8972  
Stonestown District 569 Buckingham Way LObbard 4-2480  
Sunset District 2127 Irving LObbard 4-8985  
(See Advertisements Pages 101 & 102)  
Beauty Nook 1307-23d Av SK yline 1-1448  
**BEAUTY NOOK THE**  
1224 Bay St. VA lencia 4-6873  
**BEAUTY SERVICE STUDIO**  
727 Leavenworth TUredo 5-1901  
Beauty Spot 879 Arguello Blvd. SK yline 1-8916  
**BEAUTY TERRACE**  
Specializing in Permanent Waving  
1425-9th MO ntrose 4-6529  
**BEBE'S BEAUTY SHOP**  
Specializing in Permanent Waves  
209A Sanchez HE mlock 1-1662  
Becraft Beauty Salon 166 Geary GARfld 1-2360

**BELLE BEAUTY SALON**  
Specialists in  
COMPLETE BEAUTY  
SERVICE  
27 Fulton UNdrhl 1-6961

Bellevue Hotel Beauty Salon 505 Geary GRayston 4-3600  
Bennett Mary J 133 Geary SUTtr 1-6676  
Bernal Beauty Salon 509 Cortland Av. MI ssn 8-1066  
Bernard Hair Fashions 821 Market YUkon 6-6161  
(See Advertisement Page 103)

**BERNICE BEAUTY SALON**  
505-8th Av. BAyview 1-5606  
**BERNICE'S BEAUTY MANOR**  
Near Corner Of Nae & Market  
288 Nae MA rket 1-1744  
Bernice's Beauty Shop 2676 So Bruno Av. JU niper 5-7876  
Bertha's Beauty Salon 1517 California OR way 3-0324  
Bertha's Beauty Salon 74 School PL aza 5-0107  
Bertha's Beauty Shop Near Ellis & Buchanan 674 Olive WEst 1-4426  
Berth's Barber & Beauty Shop 2139 Taraval OVland 1-3310  
Betty Farber Beauty Salon 386 Geary GARfld 1-1475  
Betty Holmes Salon of Beauty 604 Geary GRayston 4-9637

**BETTY'S BEAUTY SALON**  
Open Evenings By Appointment  
2521 Noriega SE abright 1-9564  
**BEVELLY'S MARINA BEAUTY YACHT**  
2373 Chestnut FIImor 6-8323  
Bianchi Beauty Shop 1540A Union GRayston 4-1495

**BILTMORE BEAUTY SHOP**  
Specializing in Permanent Waving  
Hair Styling and Tinting  
Also Home Permanents  
Given Professionally  
David S. Hickman  
Clayton Slump  
637 Clement SKyline 1-3366

Binner's Beauty Salon 753 O'Farrell TUredo 5-3121  
Bishop's Beauty Nook 535 Taraval LObbard 6-3660  
Blackman Beauty Salon 133 Geary SU tter 1-6676  
Blackie Ruth 1482 Sutter PProspect 6-6161

**BLUMENTHAL ELIZABETH**  
Elysee Scientific Skin Studio  
RESTORATION OF FACE & NECK  
Acne - Blackheads - Fore Treatments  
Guaranteed Improvement  
VACUUM & WAVE THERAPY  
Steam - Infra Red - Sun Lamp  
Violet Ray & Contour Treatments  
Individual Attention by  
European Expert  
Complete Line of Scientific  
Hypo-Allergenic Cosmetic &  
Hormone Preparations  
Dept For Ladies 709  
Special Dept. For Gentlemen 711  
133 Geary GARfld 1-0096

Bob & Curl Shoppe The 133 Geary DO uglas 2-3677  
Bode's Beauty Shop At Market 691-14th HE mlock 1-7643  
Bokelund Anna Miss 133 Geary EX brook 2-7738

**BON TON BEAUTY SHOP**  
We Specialize in Permanents  
SE HABLA ESPANOL  
3482-20th ATwater 2-4642  
Evenings call Res. Missn 8-4836

Bonnie Beauty Shop 4331 Balboa SK yline 1-1921  
**BORIS BOXER** 150 Powell EX brook 2-4682  
Sourbels Fay 150 Powell DO uglas 2-7556  
(Continued Next Page)

**Beauty Shops—(Cont'd)**

**BOYER ABRAM**  
Specialist Hair Dyeing-Perm Waving  
1415 Polk PR ospect 5-9647  
**BOXER BORIS HAIR GOODS**  
See Our Ad Under Hair Goods EXbrk 2-4682  
**BOXER M STUDIO OF HAIR ARTISTRY**  
See Our Ad Under Hair Goods YUkon 2-2157  
**BOXER'S BEAUTY SALON**  
RICHMOND DISTRICT  
PERMANENTS - DYES - WIGS  
Theoretical Make-Up  
6106 California SKyline 1-1333

Broadmoor Beauty Salon 1499 Sutter PR opect 5-1736  
Brownie's Salon 2781-24th AT water-2-0223  
Buena Vista Beauty Salon 612 Clayton MARket 1-1335  
Bumgar Greta 166 Geary YUkon 6-6348  
Burton's Beauty Shop 66 Blynton WE st 1-0112  
**BUSSE BEAUTY SALON**  
22 Leland Av. JU niper 4-5616  
**BUTLER'S SALON OF BEAUTY**  
4605 Geary Blvd. SK yline 1-9411  
Buttercup Beauty Salon 1212 Powell YUkon 2-5557  
Butterfly Beauty Shoppe Expert Perm Waving-Hair Tinting  
Between McAllister & Fulton 819 Divisadero FLImr 6-2577  
C C Beauty Salon 452 Taraval LObbard 6-6061  
Caldwell's Beauty Salon 1607 Ellis JOrdn 7-9657  
California School of Beauty Culture 908 Market SU tter 1-8799  
California Hotel Beauty Salon 405 Taylor TUredo 5-4761

**Beauty Shops—(Cont'd)**

**CAMEO BEAUTY SALON**  
RICHMOND DISTRICT  
Complete Beauty Service  
Bet. 37th & 38th Aves. BAyview 1-1515

Cameron Mae 133 Geary SU tter 1-6223  
Camille 2d Post GARfld 1-0990  
**CAMPBELL JESSIE BEAUTY SALON**  
166 Geary GA rfd 1-9624  
Cantebury Salon Of Beauty 746 Sutter PProspect 5-3474

**CAPE'S BEAUTY SALON**  
NEW TYPE MACHINE WAVING  
SPECIALIST  
Since 1931  
166 Geary EXbrk 2-2488

Carla's Beauty Salon 3491-19th AT water-2-6044  
Carlita Beauty Salon 90 Parissus Av. LObbard 6-3656  
Carlson Ruby E 166 Geary GA rfd 1-2881  
Carmelita's Beauty Shop 4093-15th Av. JU niper 5-9940  
Caroline's Beauty Salon 1070 Valencia VA lencia 4-8577  
**CASAD LUCILLE J**  
Spec. Removal of Unwanted Hair  
166 Geary EXbrk 2-4542  
**CASPARY AUGUSTA MISS**  
209 Post GARfld 1-7516  
Casselman Alma Beauty Salon Hair Tinting And Bleaching 133 Geary EX brook 2-3170  
**CASTLE MANOR BEAUTY SHOP**  
4279 Mission DE laware 3-8318  
Castro Beauty Salon 1401 Castro MI ssn 7-5092  
Catherine Marie's Beauty Salon 1767A Geary JO rdn 7-0890  
Catherine's Beauty Shop 3928 Caballo SK yline 2-0771  
Celeste Beauty Salon Evenings By Appointment 1117 Powell YUkon 2-2833  
Celia's Beauty Shoppe 1200 Hampshire AT water-2-0665  
**CELESTION BEAUTY SALON**  
Est-Cel-Cos Cosmetic Distributor  
697 Sutter OR way 3-1521  
Cel's Salon Of Beauty 1713 Taraval SE abright 1-3736

**Beauty Shops—(Cont'd)**

**CENTER BEAUTY STUDIO**  
ALL LINES OF BEAUTY WORK  
By Expert Operators  
Open from 9 A.M. to 9 P.M.  
165 O'Farrell SUTtr 1-6367

**CHARITY'S BEAUTY SHOPPE**  
Near Buchanan St. JOrdn 7-9718  
Charles La Von 133 Geary GARfld 1-9785  
**CHARLES LA VON** 133 Geary YUkon 6-2282  
Charles LaVon's Penthouse of Beauty 133 Geary YUkon 6-4564  
**CHARLES OF THE RITZ SALON**  
At Magnin Co-Union Square  
Geary & Stockton DO uglas 2-2100  
Charles Of The Ritz Salon Magnin I & Co Geary & Stockton DO uglas 2-2100  
Charm Beauty Parlor 384 Haight HEmlock 1-3561

**Beauty Shops—(Cont'd)**

**CHARM BEAUTY SALON** 1907 Geary WE st 1-9978  
Charm Harding Beauty Salon 604 Divisadero FIImor 6-7616  
Charmaine Beauty Salon 1184 Geneva Av. DElaware 3-8422  
Chateau Beauty Salon 3340 Steiner WE st 1-0760  
**CHAVAN'S BEAUTY SALON**  
376 Sutter YUkon 2-5365  
**CHEMERY BEAUTY SALON**  
677 Chemery JU nper 4-0253

**CHERI'S SALON OF BEAUTY**  
COMPLETE BEAUTY SERVICE  
Open 7 Days a Week - 8 A.M. to 9 P.M.  
786 Sutter ORway 3-2925

Cheri's Beauty Salon 3666-26th AT water-2-1732  
**CIRELLI HAIR STYLIST**  
2450 Van Ness Av. PProspect 5-4466  
(See Advertisement Page 104)

**CITY OF PARIS  
BEAUTY SALON**  
Every Beauty Service  
Racemier  
Hair Styling Salon  
Rubinstein Facials  
Body Contour Department  
**ELECTROLYSIS  
CHIROPODIST**  
2d Floor B Geary & Stockton DO uglas 2-4500

Clairans Beauty Salon 133 Geary GARfld 1-7423  
**CLAIRE BEAUTY SALON**  
UPPER MARKET  
Formerly of Livingston's & City of Paris  
COMPLETE BEAUTY SERVICE  
2093-15th KLondie 2-2119

**CLARICE BEAUTY SALON**  
1397-9th Av. OVrind 1-6051

**CLAUD'S BEAUTY SALON**  
RICHMOND DISTRICT  
COMPLETE BEAUTY SERVICE  
Open Evenings  
335 Clement EV green 6-9574

**CLIFF HOTEL BEAUTY SALON**  
**BEAUTY SALON**  
Octave's Salon de Coiffure  
**CUSTOM  
PERMANENT WAVING**  
Hair Styling  
Scalp Treatment - Facials  
**MANICURING  
AND FOOT COCKTAIL**  
Mezzanine Geary & Taylor PProspect 5-4700

**COLLEGE HILL BEAUTY SALON**  
WE SPECIALIZE IN HAIR COLORING  
AND PERMANENT WAVING  
Open Evenings by Appointment  
3835 Mission Missn 8-2113

**COLLI-KELLY**  
FEATURING  
EXCLUSIVE  
PERMANENTS  
INDIVIDUAL  
HAIR STYLES  
BY EXPERTS  
COMPLETE BEAUTY SERVICE  
"SERVICE RENDERED BY"  
**COLLI-KELLY BEAUTY SALON**  
130 Geary YUkon 2-3620

Colli-Kelley Beauty Salon 130 Geary YUkon 2-3620  
Colonial Beauty Salon 592 O'Farrell PProspect 5-8743  
Colonial Beauty Shoppe 1786 So Jose Av. JU niper 7-6657  
**BONNIE'S BEAUTY SALON**  
Permanent Wave-Dye Specialists  
3225 Pierce FIImor 6-1020

**CONTINENTAL HOTEL BEAUTY SALON**  
Complete Beauty Service  
For Greater Loveliness  
LAURA MANNING, Owner  
127 Ellis YUkon 6-4456

**Beauty Shops—(Cont'd)**

Cornia's Beauty Salon 1329 Pierce WE st 1-1015  
**GOROHTY BEAUTY SALON**  
150 Powell SUTtr 1-5382  
Cortland Beauty Salon Corner of Cortland & Folsom 3807 Folsom MI ssn 8-4114

**COSMETOLOGISTS ASSN OF S F -  
ANN'S BEAUTY SALON**  
3206-21st VA lencia 4-6060  
**LA VERNE'S SALON OF BEAUTY**  
1409 Green PProspect 5-8460

Cottage Beauty 1491 Ocean Av. JU niper 7-5738  
**GOTTAGE BEAUTY SALON**  
Extreme Hairstyles Unlimited  
Splits In Perm Waving & Tinting  
3329-24th VA lencia 6-9724  
Courtesy Beauty Salon 1399 Church MI ssn 7-8626  
Cozy Beauty Nook 2238B Geary FLImor 6-9962  
Cozy Cottage Beauty Salon 1943 Divisadero JO rdn 7-9722  
Dainty Lady Beauty Salon 1604 Market JU niper 7-0606  
**DALY BITTY BEAUTY SHOPPE**  
6315 Mission Daly City PL aza 5-0902

**DANN HAIR STYLIST**  
Specializing in  
COLD WAVE - HAIR TINTING  
Evenings by Appointment  
1482 Fulton FLImr 6-5916

**DAVID'S BEAUTY SALON**  
EXPERT STYLING CUTTING  
HAIR TINTING  
Next to Coronet Theater - Free Parking  
3569 Geary Blvd. SKyline 1-4324

Down Beauty Salon 872 Sacramento YUkon 2-4270  
Dora Charlotte 251 Post SU tter 1-5828  
Delaney's Barber & Beauty Salon 1674 Geary WE st 1-9680  
Della Lake Beauty Salon 531 Taraval MO ntrose 4-7574  
**DEL REY BEAUTY SHOPPE**  
553 Haight HE mlock 1-4082  
Den of Beauty 126 Post GARfld 1-1500  
De Veto Julie Miss 209 Post DO uglas 2-2547

**DIANNE COIFFEUR**  
IS YOUR HAIR  
GRAYER THIS YEAR?  
CONSULT  
DIANNE COLOR ARTISTS  
"FOR INFORMATION CALL"  
**DIANNE COIFFEUR**  
3063 Fillmore FLImr 6-9850

**DIANNE'S BEAUTY SHOP**  
310-8th Av. BA yview 1-7043  
Dixie's Marcell Shoppe 133 Geary EX brook 2-0327  
**DOOL HOUSE BEAUTY SALON**  
1233 Castro VA lencia 4-5298  
Dolores Beauty Salon 3166 16th HEmlock 1-8948  
Dolores Premier-Don Lux Academy 133 Powell SU tter 1-7085  
Dolores Premier-Don Lux Student Body 133 Powell SU tter 1-9534  
Don-Los Beauty Salon 3814 Irving MO ntrose 4-8825  
Dondoro Salon of Beauty 496 Geary GRayston 4-9191  
Donna Clare Studio Of Facial Contour 496 Geary YUkon 6-1203  
358 Sutter (See Advertisement Page 104)

**Donna Rose Beauty Salon**  
776 Arguello Blvd. BA yview 1-4312  
Don's Beauty House 350 West Portal Av. OVrind 1-1841

**DON'S DISTINCTIVE COIFFEURS**  
Famous for Our  
**COMPLETE  
BEAUTY SERVICE**  
Entire 5th Floor SUTtr 1-6130  
Beauty House 1677 Washington GRayston 4-5732  
Don's Beauty House 350 West Portal Av. OVrind 1-1841  
Don's Beauty House 3247 Lakeshore Av Oakland TEMplbr 6-4190  
Don's Beauty House 1527 San Pablo Av Oakland Hlgate 4-3366

**DORALEA BEAUTY SALON**  
1331 Taraval SE abright 1-2184  
Dorchester Beauty Shop 776 Arguello Blvd. PR ospect 6-6161  
1482 Sutter  
**DOROTHY MAR'S BEAUTY SALON**  
MO ntrose 4-9301  
Dorothy's Beauty Shop 609 Cole BA yview 1-7244

**Beauty Shops—(Cont'd)**

**DOROTHY'S BEAUTY SHOP**  
Evenings By Appointment  
1348 Silver Av. JUNiper 4-9095  
Dotlie's Beauty Salon 2343 Taraval LObbard 6-8141  
Duaner's Coiffure Salon 630 O'Farrell TUredo 5-5255  
**DU BRETTE'S BEAUTY SALON**  
3495 California SK yline 2-1174  
**DUCHES BEAUTY SALON**  
1374-25th AT water-2-2674  
**DUKE TEVIS BEAUTY SALON THE**  
958 Geary PR opect 5-2972  
E Lee's Beauty Shop 835 Broadway SUTtr 1-1564  
E & L Beauty Shop 678 Post ORway 3-3221  
Edward's Hollywood House Of Charm 1249 Polk GRayston 4-3442  
**EDDIE'S FOR BEAUTY**  
469 Geary TUredo 5-9911  
Edison Beauty Salon 1538 Ellis WA Inut 1-3411  
Edith 231 Post SUTtr 1-8691  
Edith's Beauty Salon 1938 McAllister WA Inut 1-0091  
Edith's Beauty Shop 1515 Church MI ssn 7-3472  
**EDNA'S BEAUTY BAR**  
353 Divisadero HEmlock 1-6201  
Edna's Beauty Salon 7119 Mission Daly City PL aza 5-2985  
Edna's Beauty Shop 2894 Bryant MI ssn 7-6172  
**EDNA'S EXCEL SIBOR BEAUTY SALON**  
Hair Styling Our Specialty  
4374 Mission JUNiper 5-4876

**EDWARD'S BEAUTY MANOR**  
SUNSET DISTRICT  
HAIR TINTING OUR SPECIALTY  
2027 Irving SEabright 1-9777

Edward's Beauty Salon 420 Sutter YUkon 2-4500  
Edwards Paul Salon 259 Geary YUkon 2-4928

**EDWARD'S OF SAN FRANCISCO**  
NATIONALLY KNOWN  
FOR INDIVIDUAL  
HAIR STYLING

"FOR SERVICE CALL"  
**EDWARD'S BEAUTY SALON**  
420 Sutter YUkon 2-4500

Elleen's Beauty Salon 3247A Sacramento WAInut 1-6997  
El Camino Beauty Shop 916 Sutter PProspect 5-5721

**EL CAPITAN BEAUTY SALON**  
MISSION DISTRICT  
PERMANENT WAVE  
SPECIALISTS  
Hair Designers  
Edwin B. Roberts  
Opposite Clear Box  
3410-18th MARKET 1-4713

Eld's Beauty Salon Hairstyling & Cutting-Eves By Appt 307-4th Av. SKyline 2-2940  
Eleanor Beauty Shop 166 Geary DO uglas 2-1399  
Eleanor's Beauty Shop 536 Alvarado VA lencia 4-0444  
Elite Beauty Shop 1042 Taraval MO ntrose 4-7344  
Elite Beauty Shoppe 538 Irving OVland 1-4266

**ELMER'S BEAUTY SALON**  
Formerly With Macy's  
Specialists Permanent Waves & Tints  
Open Mon. & Thurs. Eves. by Appointment  
582 Jones TUredo 5-6504

**El Ray Beauty Shop**  
Bet Valencia & Guerrero VA lencia 4-2145  
1421-25th  
El Rey Beauty Salon 1976 Ocean Av. JU niper 7-6382  
Elsa's Beauty Salon Specializing in Permanent Waves YUkon 6-0087  
Elsa's Cold Wave Studio 275 Post EX brook 2-1134  
Elsie's Beauty Nook 6019 Mission Daly City JUNiper 7-0077  
Elsie's Beauty Parlor 1767 Church MI ssn 8-1226

**ELSIE'S BEAUTY SHOP**  
Permanent Waving a Specialty  
Elsie Brinkerhoff, Prop  
Bet 11th & 12th Av. SK yline 1-0421

Elmore Beauty Salon 2626 Ocean Av. DE laware 4-0136  
(Continued Next Page)