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## The Süleyman Adem Brothers hairdressers shop



The Süleyman Adem Brothers hairdressers shop

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Object: The Süleyman Adem Brothers

hairdressers shop

Description: Hair salon's entrance and shop window.

The name on the window reads 'Asrî berber salonu - Süleyman Adem

biraderler' (Modern hair salon - Süleyman Adem Brothers). Behind the elaborate shop window, various unidentifiable objects and a female mannequin sporting a modern short haircut can be seen. A corpulent man in a suit is standing at in the entrance, partly concealed by the window. Next to him, three men in white work coats with dark collars are vaguely visible inside the shop. A plaque fixed over the entrance has the inscription 'Asrî nezahet perukar salonu' (Modern and decent hair salon). A painting on the wall to the right of the window offers a shave ('traş') for twenty kuruş. It is half covered

by a sign advertising the shop.

Comment: The plaque above the entrance advertising

the shop as 'Perukar salonu' suggests that the shop also produced wigs. However, 'perukar' by this time was used as a modern, more attractive replacement for the term 'berber' (barber). This hairdresser used both terms, 'perukar' on the plate and 'berber salonu' on the shop window, both preceded by the attribute

'modern' (asrî).

Date: 1928 Location: Istanbul

Country: Turkey or Turkey (contemporary)

Turkey (historical)

Type: Photograph Creator: unknown

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890 Gender Roles and Issues

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