

OPEN

MR. RIGHT

A SAN FRANCISCO SALON GIVES BAY AREA TRADERS A LITTLE CALIFORNIA GROOMIN'

PRETTY BOY

ALTHOUGH MANY traders likely regard San Francisco as a slightly sleepy peninsula whose principal claims to fame are some eye-catching bridges and the timeless comedy of *Too Close for Comfort*, the city's exceptional weather, surprisingly reasonable tax code and better-than-you'd-think financial infrastructure nudged it into the top third of *Trader Monthly's* recent list of the top 50 trading cities worldwide.

Bay Area traders who have let themselves get as shaggy as a Tenderloin hippie should thus make tracks for the members' club MR., a barbershop in San Francisco's financial district that knows, as its Web site puts it, that "you like your beers cold, your cars fast, your markets hot and your look sharp." Owners Sean Heywood and Kumi Walker should know; they worked at Morgan Stanley and Goldman Sachs, respectively, before entering the men's-grooming trade.

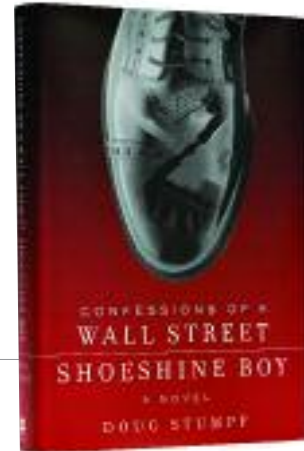
Memberships at MR. are reasonably priced: Choose from among Player (\$65 monthly), Hitter (\$110) and Mogul (\$250), which offer increasingly delectable perks the higher you go. Amenities in the 2,000-square-foot space include nine flat-screen TVs (three facing the shampoo station, so you'll never miss a CNBC update while getting a cream rinse), Wi-Fi and a bar. The light fare on offer, meanwhile — coffee, nuts, olives, cheese — makes for a nice nosh.

Heywood and Walker are on the move, reversing Manifest Destiny with their plans to expand to New York, L.A., Vegas, Chicago, Atlanta and D.C. by 2009. As for this flagship location? The bridges are still eye-catching. *Too Close for Comfort* is playing on channel 524 this very minute. And trader-friendly San Francisco still has plenty else to recommend it.

560 Sacramento Street, San Francisco. 415-291-8800; mrthebarbershop.com



FOR THE SAN FRAN MAN: Because nothing goes better with a straight razor than top-shelf booze



READS

The Shining

A TALE OF TRADING CHICANERY, FILTHY LUCRE AND SHOE POLISH

HERE IS A Cliffs Notes précis of the key revelations on offer in Doug Stumpf's new novel *Confession\$ of a Wall Street Shoeshine Boy* (HarperCollins): Traders party like Caligula in a sorority house. Wealthy moguls often give working stiff's the shaft on tips. And people will sometimes commit dastardly deeds in pursuit of a buck.

OK, not the most shocking stuff. But who doesn't love a good Wall Street morality tale? Here, titular Gucci-buffer Aguilar "Gil" Benicio, an English-challenged Brazilian, stumbles on an insider-trading plot combustible enough to send at least two major players from the fictional firm Medved, Morningstar and Bigelow to the pokey. Gil's buddy, scoop-desperate magazine scribe Greg Waggoner, is eager to dish the dirt and resurrect his flagging career.

Shoeshine Boy thus contains all the ingredients for a tidy trading potboiler, and for the most part Stumpf obliges, skillfully building the tension like John Grisham in a soybean pit. But he loses his way a bit in the decisive third act; by then, Gil's sub-Borat patois ("Travel the whole Europe. If you go different countries, you get to know the peoples") has grown tiresome, and anyone primed for some good old score-settling violence must make do with a halfhearted kidnap attempt and — been there, took out a restraining order on that — a jilted, knife-wielding girlfriend.

Still, Stumpf, an editor at *Vanity Fair*, capably marshals the tale to completion, thanks mostly to his sharp depictions of trader fortitude and trader foolishness. In the end, if nothing else, *Shoeshine Boy* reinforces the importance of a crucial rule all traders know but some, to their peril, forget: If you're ever privy to an insider scam even Ivan Boesky would surely admire, keep your mouth shut while getting your \$2,000 Italian loafers polished — and for God's sake leave a hefty tip.

WRITERS: CRISTINA VELOCCI (PRETTY BOY); NICK KOLAKOWSKI (READS). PHOTOGRAPHS COURTESY MR. THE BARBERSHOP (3)

TRADER TICKER

100

NUMBER OF PEOPLE THE MEN'S SALON MR. CAN ACCOMMODATE FOR PRIVATE PARTIES, CORPORATE RECEPTIONS AND OTHER EVENTS

0

NUMBER OF NOVELS PREVIOUSLY PUBLISHED BY "CONFESSION\$ OF A WALL STREET SHOESHINE BOY" AUTHOR DOUG STUMPF