MEN & WOMEN

Free
★ Figure & Body Analysis
★ Trial Treatment
★ Full Use Of All Facilities

★ Individual Attention
★ Experienced Instructors For Men And Women In Health And Body Building
★ All New Modern Reducing And Body Building Equipment
★ Steam Baths & Showers
★ Free Baby Sitting
★ Lots Of Free Parking
★ Expert Supervision
★ Guaranteed To Give Figure Desired

SWIMMING POOL

Hours 10 A.M. To 10 P.M.

Figurette
REDUCING & BODY BUILDING Salon
6119 Fair Oaks Blvd. – Carmichael
IV 3-5398
2237 Fulton Ave. – Town & Country
IV 7-5944

Reducing Methods

Bill Martin's Steam Baths 2021 S-GL 7-1957

BODY TONING
Figure Beauty-Massage Treatments
2628 Del Paso Bl(NS)--------WA 5-5888
Campus Beauty Salon 5617 H----GL 5-6788

Continental Trimette Health Studio
5276 Fruitridge Rd-GL 7-9841
(See Advertisement This Page)

FIGURAMA SLENDERIZING PLAN
COMPLETE STUDIO FACILITIES
REDUCE – –
LOSE POUNDS & INCHES
FIRMING & TONING OF BODY
POSTURE IMPROVEMENT
NO DIETING – DISROBING – EXERCISING OR DRUGS
FIGURAMA HOME PLAN
INDIVIDUAL PROGRAM OF HOME REDUCING
BUILT IN TIMING – ROLLAWAY TABLE
ENJOY SAME FEATURES OF SALON REDUCING
2155 Fulton Av----------IV 3-4984

Figurette Reducing & Body Building Salon
6119 Fair Oaks Bl(C)-IV 3-5398
(See Advertisement This Page)

Hi Fashion Beauty Salon and Slenderizing
2630 Marconi Av-IV 3-0497

KAY COOPER SALON
STAUFFER TABLES – SPOT REDUCERS
POSTURE CORRECTION
VIRGINIA GILLAN FACIALS
2226 K----------GI 1-2283

For speed and accuracy on your dial calls, listen first for the dial tone. Dial each letter and digit carefully, drawing the dial all the way to the finger stop. Lift your finger each time to let the dial return to position naturally.

Miquel's Slenderizing Salon
2030-16th-GI 3-3092
(See Advertisement Page 377)

Niagara Cyclo Massage of Sacto
1 Adobe Ct-IV 3-5567

NIBLACK SLENDERIZING SALON
Reduces Only That Portion of the Body That Needs Reducing
IS DESIGNED TO GIVE
PERMANENT RESULTS
WORK TOWARD A PROPORTIONED FIGURE
RESTORES MUSCLE TONE
RELAXES TENSE NERVES
Besides Reducing, Builds Up the Underweight Person
NO CONTRACT TO SIGN
1802 Broadway ----------HI 7-8710

PEARL'S SILHOUETTE FIGURE FORM INTERNATIONAL 1914 P------GI 2-9435
(See Advertisement This Page)

Relax-A-Cizor 2015 J----------GI 2-2603

SEKOV REDUCING STUDIO
Ochsner Bldg-GI 2-1487

Silhouette Figure Form 811-16th--GI 3-9425

Slenderella International
1114-11th-GI 3-3906
(Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Continental
HEALTH STUDIOS
Trimette
FIGURE SALON

All Courses Individually Designed for You
WEIGHT REDUCING – BODY DEVELOPMENT
ALL THESE AT NO EXTRA COST
SWIMMING POOL – ROCK STEAM BATH
MECHANICAL MASSAGE – SUN ROOMS
BABY SITTING SERVICE
OPEN 7 DAYS A WEEK
Daily 10 A.M. to 10 P.M. – Sundays 10 A.M. to 6 P.M.
MEMBER OF AMERICAN GYM ASSOCIATION INC.

GL 7-9841

5276 FRUITRIDGE RD. • SACRAMENTO
JUST WEST OF STOCKTON

Mothers can be Cover Girls
At . . . Silhouette
Now You Can Be Slender
LOVE EVERY MINUTE OF IT!
This Is What You Have Always Dreamed Of!

GUARANTEE: 3 MONTHS FREE
If We Fail To Get The Following Results In 60 Days

OVERWEIGHT	UNDERWEIGHT OR AVERAGE
• Lose 15 Pounds	• Add 2 Inches To Bust
• 3 Inches off Hips and Waist	• Improve Posture and Reproportion Body Measurements
• Take One Inch Off Ankles	

2 LOCATIONS
1914 P
GI 2-9435
2712 MARCONI
IV 3-2741
PEARL'S
SEPARATE DEPT FOR MEN

Silhouette FIGURE-FORM INTERNATIONAL

Reducing Methods–(Cont'd)

SLENDERELLA INTERNATIONAL SALONS–
SLENDERELLA INTERNATIONAL
1114-11th-GI 3-3906

STAUFFER HOME PLAN 2118 P-GI 8-8231
STAUFFER SYSTEM
2409 J----------GI 1-6914
3037 El Camino Av----------IV 3-0411
(See Advertisement This Page)

SUREMEAL HIGH PROTEIN–
TWO TO ONE
FOOD SUPPLEMENT ------GL 2-2010

TRIMETTE CONTINENTAL HEALTH STUDIO 5276 Fruitridge Rd----GL 7-9841

Reduction Plant Equipment

Sacramento Reduction & Tallow Works
Middle Jackson Rd-EM 3-4821

Refiners

See Specific Kinds, i.e., Gold & Silver Refiners; Oil Refiners; Sugar Refiners

Refrigeration Equipment–Commercial

AIR CONDITIONING & REFRIG SERVICE
Jim Vendley-Owner
2724-24th----------GL 6-2378

ARCTIC COML REFRIGTN
Hussmann Dist-Sales & Service
4113-34th----------GL 5-9285

B & L Refrigeration Service
826-56th-GL 6-5282
(See Advertisement Page 378)

Baker B B Co 2356-42d -------GL 2-2601

BERGER SALES 1730-8th ------GI 2-6916
(See Advertisement This Page)

Please wait till you hear the dial tone . . . then dial.

Refrigeration Equipment–Commercial–(Cont'd)

BRUNNER REFRIGERATION EQUIPMENT–
DISTRIBUTORS
ACME SUPPLY CO
2124-19th-HI 6-7578

CALIF MARKET EQUIP CO
SALES & SERVICE
FRIEDRICH FLOATING AIR REFRIGERATORS
WALK-IN REFRIGERATORS
ADJUSTABLE SHELVING AND GONDOLAS
COMPLETE MARKET PLANNING AIR CONDITIONING
217 N 16th----------GI 8-9311

Carbonic Gas Service 1017 V-----GI 8-5477

CARRIER REFRIGERATION EQUIPMENT–
DEALERS
CENTRAL HEATING & SHEET METAL
2975-35th-GL 2-4931

COMMERCIAL REFRIGERATION CO
233 N 16th-GI 1-3223

DONNELLY & ZAPPETTINI
Exclusive Distributors for
YORK
OILS – REFRIGERANTS
LOCAL STOCK
Immediate Delivery
15 Steuart SF---------YUkon 2-2264

The Yellow Pages save you time.

Refrigeration Equipment–Commercial–(Cont'd)

EDWARDS C P CASE CO
SPECIALIZING IN WALK-IN BOXES
ICE MAKERS – AIR CONDITIONERS
STORE FIXTURES
2965 Del Paso Bl(NS)-----WA 5-0173

EMERGENCY REFRIGERATION SERVICE
57th & H-GL 2-4901
(See Advertisement Page 378)
(Continued Next Page)

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

BE SLIM BE LOVELY
LOSE INCHES
RESULTS GUARANTEED
NO CONTRACT TO SIGN
MAC LEVY SYSTEM
Sacramento's Most Complete Slenderizing Salon
GI 3-3092
MIQUEL'S
ROCK STEAM & MASSAGE
2030-16th St.

REDUCE
SAFE - SURE - SCIENTIFIC
WEIGHT CONTROL - ENJOY IMPROVED

• POSTURE
• CIRCULATION
• MUSCLE TONE
• NEW ENERGY
• RELAXED NERVES

Modern women believe in the passive exercise of the Stauffer System as the perfect answer to the problem of weight control.

NO DISROBING
NO ELECTRICITY
NO TIME WASTING PREPARATION

Call Now for Free Courtesy Treatment

Sacramento's Only Authorized
Stauffer System
2409 J St. at 24th St.
GI 1-6914
3037 EL CAMINO AVE.
Near Country Club Centre
IV 3-0411

Sales Service

FRIGIDAIRE

Specializing In Sales
Commercial & Industrial
REFRIGERATION
ANYTIME – ANYWHERE

Equipment for Every Cooling Need
✔ ENGINEERING ✔ INSTALLATIONS
• REACH-INS • WALK-INS
• BEVERAGE COOLERS
• COLD STORAGE ROOMS
• ICE MAKERS

Restaurant Equipment & Supplies
Visit Our Showroom or Ask About Our Mobile Display – NO OBLIGATION –

Phone
GI 2-6916

BERGER SALES
1730 8th STREET

Refrigeration Engineering Co.
ESTABLISHED SINCE 1946 – SAME LOCATION
WE SPECIALIZE IN SERVICE
REFRIGERATION–AIR CONDITIONING
COMMERCIAL–INDUSTRIAL
SALES & SERVICE

Servel
• REACH-IN & WALK-IN BOXES
• MEAT & VEGETABLE CASES
• DAIRY EQUIPMENT
• AMMONIA EQUIPMENT
• LOCKER PLANTS

REFRIGERATION AND AIR CONDITIONING CONTRACTORS ASSOCIATION OF NORTHERN CALIFORNIA MEMBER

AIR CONDITIONING & HEATING EQUIPMENT
AUTHORIZED PARTS & SERVICE
CALL
GI 3-1345
ALL WORK GUARANTEED
1908-18th—Sacramento
WALT BALDWIN – Owner
Residence . . . GL 5-5000
If No Answer Call
GI 3-7461