

**Electrolysis Treatments—(Continued)**

**O'CONNOR MOFFATT & CO**  
Laurie Magre, H.E. Beauty Salon  
Stockton & O'Farrell.....SU ttr-1800  
Packard J C Mrs 405 Geary.....PR ospet-5616  
Pearce System of Electrology 210 Post..SU ttr-0896  
**RYAN MARGARET C**  
Superfluous Hair Permanently Removed  
106 Geary.....EX brook-4542  
Starr Etta 209 Post.....GA rfd-2768  
**STIVER MME** 133 Geary.....EX brook-3380  
Woolworth Ramona  
Superfluous Hair Permanently  
Removed From Face, Arms and Legs  
Eyebrows Shaped, Scientific Facials  
1476 California.....OR dway-4058

**Electrolysis Treatments—Painless**

**FORD VIRGINIA ED**  
POST GRADUATE KREE ACADEMY, N. Y.  
Recognized Authority on  
**MODERN ELECTROLYSIS**  
NO PAIN - NO SCARS - NO GROWTHS  
Recommended by Leading S. F. Physicians  
Personal Service - Unexcelled Dependability  
FREE CONSULTATION  
209 Post.....GA rfd-1787

**FRIEND MILDRED L**  
Registered Nurse-Knee Graduate  
15 yrs Established San Francisco  
Room 533 Liebes Bldg  
177 Post.....GA rfd-3556

**LA BRAUN ROSE MISS**  
Superfluous Hair Permanently  
& Safely Removed By Improved  
Method-Suite 538 Liebes Bldg  
177 Post.....SU ttr-0853

**LOGAN HELEN B MISS**  
**SUPERFLUOUS HAIR**  
Quickly and Permanently Removed  
**PAUL KREE METHOD**  
Over 15 Yrs. Experience - All Work Guaranteed  
CONSULTATION FREE  
Suite 307 Howard Bldg. Hours 10 to 4  
209 Post.....EX brook-9746

**RYAN MARGARET C**  
*Specialist*  
In Removing Superfluous Hair  
(Face, Arms, Legs). Brows and  
Necklines Permanently Shaped.  
Personal Attention—No Scars—No Pain  
Years of Experience—All Work Guaranteed  
Suite 89  
106 Geary.....EX brook-4542

**STIVER MME**  
**SUPERFLUOUS HAIR**  
**PERMANENTLY**  
**DESTROYED**  
WE ARE THE INVENTORS OF MULTIPLE  
NEEDLE ELECTROLYSIS  
Reasonable Rates For Guaranteed Work  
CONSULTATION WITHOUT OBLIGATION  
Suite 723  
133 Geary.....EX brook-3380

**Electrotyping.**

Amer Electrotype Division Electographic  
Corporation 329 Fremont.....GA rfd-3522  
From telephones served from  
East Bay Zone only  
Call or Dial "Operator" and  
ask for.....Entrprise-10453  
(No Inter-City Charge)  
Filmer Bros Electrotype Co 330 Jackson EX brook-5115  
From telephones served from  
East Bay Zone only  
Call or Dial "Operator" and  
ask for.....Entrprise-10460  
(No Inter-City Charge)  
Hoffschneider Bros Pac Div of The Rapid  
Electrotype Co 500 Howard.....DO uglas-8427  
From telephones served from  
East Bay Zone only  
Call or Dial "Operator" and  
ask for.....Entrprise-10834  
(No Inter-City Charge)  
Johnson Mat & Stereotype Co  
500 Sansome EX brook-2824  
Precision Electrotype Co 1045 Sansome GA rfd-0680  
From telephones served from  
East Bay Zone only  
Call or Dial "Operator" and  
ask for.....Entrprise-10450  
(No Inter-City Charge)

**Electrotyping—(Cont'd)**

Printing Plates Inc 7 Front.....DO uglas-0096  
Printing Plates Inc 585-21st Oakland  
From telephones served from  
San Francisco Zone only  
Call or Dial "Operator" and  
ask for.....Entrprise-10906  
(No Inter-City Charge)  
Rapid Electrotype Company The  
500 Howard, DO uglas-8427  
Western Newspaper Union 500 Howard GA rfd-0746

**Elevator Accessories**

Elevator Supplies Co Inc 186-5th.....GA rfd-7799

**Elevator Accessories—Wholesale**

Marias J F 24 California.....DO uglas-0882

**Elevator Doors—Repairing**

West Coast Wire & Iron Works 154 Main SU ttr-1136

**Elevator Maintenance**

Atlas Elevator Co 34 Harriet.....HE mlock-5150

**Elevators.**

Acme Elevator Co 49 Geary.....EX brook-0540  
**ATLAS ELEVATOR CO** 34 Harriet HE mlock-5150  
Nights Sundays Holidays.....DO uglas-5300

**CHAREST ELEVATOR CO**  
Repair - Inspection - Maintenance  
On All Types of  
**ELEVATORS**  
**CABLES A SPECIALTY**  
Telephone Day or Night for  
Prompt Service  
157 Cedar.....OR dway-6636

Columbia Elevator Co 210 Post.....GA rfd-1283  
Elevator Supplies Co Inc 186-5th.....GA rfd-7799

**FISHER ELEVATOR CO**  
**SERVICE (All Types)**  
**REPAIRS (All Makes)**  
**SALES**  
172 Clara.....GA rfd-0485  
Nights, Saturdays, Sundays &  
Holidays Call.....WE st-1400

**GOLDEN GATE ELEVATOR CO**  
Self Leveling Equipment  
**SERVICE & REPAIRS**  
Old Installations Modernized  
**NEW & USED EQUIPMENT**  
447 Ivy.....HE mlock-2544

Hayden G G 108 Bennington.....MI sm-8700  
Home Elevator Co 1034 Folsom.....MA rket-0542  
Inclinator Co of America 126 Post.....DO uglas-2720  
**INDEPENDENT ELEVATOR CO**  
72 Kissling UN drhil-3896  
National Elevator Service Co 210 Post DO uglas-3680  
**OTIS ELEVATOR CO**  
24 Hour Service  
1 Beach.....GA rfd-7171

**W**  
WESTINGHOUSE  
ELECTRIC

**ELEVATORS**

**Sales and Service**  
Day and Night Service  
**DO uglas 3733**  
Office: 1 Montgomery Service Shop: 741 Natoma

**Elevators—(Cont'd)**

Pac Elevator Maintenance Co 45 Rausch HE mlock-4476  
Pac Elevator & Equipment Co 45 Rausch HE mlock-4476  
24 Hours Night & Day call.....HE mlock-4476  
**S F ELEVATOR CO** 860 Folsom EX brook-1173  
Nights, Sun, & Hol. Call.....SU ttr-4464  
**SPENCER ELEVATOR CO**  
1 Montgomery DO uglas-3733

**SPENCER KENYON ELEVATOR SERVICE**  
Kenyon Spencer 11 Years  
With Spencer Elevator Co.  
Elevators Made Automatic  
Automatic Dumbwaiters  
Residential Elevators  
Cable Installations  
Service and Repairs  
24 Hour Night and Day  
**"SERVICE RENDERED BY"**  
**SPENCER KENYON INC**  
1173 Howard UN drhil-8100

Spencer Kenyon Inc 1173 Howard...UN drhil-8100  
**SUPERIOR ELEVATOR CO**  
491 Tehama EX brook-4481  
Van Emon B C Elevators Inc 224 Fremont SU ttr-2192

**VINCENT WHITNEY CO**  
Specializing in  
**RESIDENTIAL ELEVATORS**  
OF THE  
**PUSH BUTTON FULL**  
**AUTOMATIC TYPE**  
**ECONOMICALLY PRICED**  
**WHITCO RESIDENTIAL ELEVATORS**  
130-10th.....HE mlock-4641

**WESTERN ELEVATOR SERVICE CO**  
**SERVICE**  
**AND**  
**REPAIRS**  
24 Hour Day and Night Service  
**OR dway 3789**  
Reasonable Rates  
1038 Larkin.....OR dway-3789

Westinghouse Electric Elevator Co  
1 Montgomery DO uglas-3733

**Elevators—Hand Power**

Vincent Whitney Co 130-10th.....HE mlock-4641

**Elevators—Manufacturing**

**VAN EMON B C ELEVATORS INC**  
**MANUFACTURERS**  
of All Types of Elevators,  
Theatre and Stage Lifts  
**SERVICE & REPAIRS**  
224 Fremont.....SU ttr-2192  
Night Call.....GR ayton-1039

**Elevators—Portable**

**BARRETT-DRAVENS PORTABLE**  
**ELEVATORS—**  
**BUEHRER E C CO** 609 Howard..SU ttr-4594  
**ECONOMY PORTABLE ELEVATORS &**  
**STORAGE RACKS—**  
**MAILER SEARLES INC**  
300-7th HE mlock-8171  
**LEWIS-SHEPARD SALES CORPORATION**  
900 Tennessee VA lencia-1710  
Marwedel C W  
Distr Service Caster & Truck Co  
1235 Mission.....UN drhil-2125  
Service Caster & Truck Co 116 New Mtgy SU ttr-4178

**Elevators—Refinishing**

Industrial Enameling Co 1239-17th..HE mlock-0750

The Classified Telephone Directory will  
simplify your shopping for staple articles,  
help you locate the nearest plumber, electrician,  
coal company, dry cleaner or any of a  
host of concerns whose services you need.

**Elevators—Repairing**

Atlas Elevator Co 34 Harriet.....HE mlock-5150  
**FISHER ELEVATOR CO** 172 Clara GA rfd-0485  
Nights Sat Sun & Hol Call.....WE st-1400  
**HOME ELEVATOR CO** 1034 Folsom MA rket-0542  
**INDEPENDENT ELEVATOR CO**  
72 Kissling UN drhil-3896  
Pacific Elevator & Equipment Co  
45 Rausch HE mlock-4476  
S F Elevator Co 860 Folsom.....EX brook-1173  
Nights, Sun, & Hol. Call.....SU ttr-4464  
**VAN EMON B C ELEVATORS INC**  
224 Fremont SU ttr-2192  
Westinghouse Electric Elevator Co  
1 Montgomery DO uglas-3733  
(See Advertisement Opposite Page)

**Elevators—Residence**

Inclinator Co of America 126 Post.....DO uglas-2720  
S F Elevator Co  
Shepard Homelift  
860 Folsom.....EX brook-1173  
**WHITCO RESIDENTIAL ELEVATORS—**  
**VINCENT WHITNEY CO**  
130-10th HE mlock-4641

**Emblems**

**A B C EMBLEM & PENNANT CO**  
Associations, University & School  
Monograms made To Order  
1236 Market.....MA rket-2808  
Austin Florence Pennant Shop  
Ornells & Garments Lettered  
216 Xoe.....MA rket-7367  
Hollywood Athletic Company 609 Mission SU ttr-3179

**YOULIN I & CO**  
Manufacturers of  
**SCHIFFLI SWISS EMBROIDERY**  
**EMBLEMS**  
**CHEVRONS - ARM BANDS**  
Navy Ratings - Flags - Novelties  
Insignia - Monograms - Uniform Caps  
619 Mission.....GA rfd-5410

Most of the shops you deal with will  
gladly deliver your telephone orders. If you  
can't shop in person, you can read the ads  
and shop by telephone.

*Friends are close when you*  
*talk by*  
**TELEPHONE**



Call people up to extend congratulations,  
to express thanks, to renew old times and to do  
any of the dozens of things that strengthen the  
bonds of friendship! "Long Distance" is easy to  
use, low in cost.

**Emblems—Embroidered**

**A A EMBROIDERY CO**  
"Our Reputation Is Your Guarantee"  
MONOGRAMS - BLOCK LETTERS  
SCRIPT  
EMBLEMS OF ALL KINDS  
Overall - Coat - Sweater Lettering  
Commercial, Club or School  
Newest, Most Modern Methods  
Near 14th George A. Long  
199 Guerrero.....UN drhil-7046  
**A B C Emblem & Pennant Co**  
1236 Market MA rket-2808

**Embroideries.**

**A A Embroidery Co**  
Emblems, Monograms, Sweaters Etc  
199 Guerrero.....UN drhil-7046  
**A B C EMBLEM & PENNANT CO**  
Emblems & Sweater Monograms  
Overall Embroidery Etc  
1236 Market.....MA rket-2808  
Amer Pleating Co 212 Stockton.....GA rfd-1138

**HANDLELIKE MONOGRAMMING**  
By  
Machine  
Sheets, Cases, Towels,  
Linens, Sweaters, Shirts,  
Pajamas, Handkerchiefs,  
Robes, Names on Tapes  
to sew in, Names on  
Handkerchiefs or clothing  
and linens.  
Fur Coat linings Monogrammed.  
**"WHERE TO BUY THEM"**  
Hirk Embroidery Co 49-4th.....GA rfd-2141

Hirk Embroidery Co 49-4th.....GA rfd-2141  
**HOYERCRAFT INC**  
**EMBROIDERY FOR LADIES' APPAREL**  
Wholesale and Retail  
Creative Composition - Artistic Design  
Monogramming - Hand and Machine  
Custom Made Sets of Bathroom Towelings  
Monogrammed to Individual Requirements  
EVERYTHING IN EMBROIDERY OF QUALITY  
177 Post.....YU kon-2039

**Embroideries—(Cont'd)**

Isobe Embroidery & Beading Co  
1868 Buchanan WA Innt-2590  
Jensen & Ryberg 490 Sutter.....EX brook-7993  
Levy Bob 441 Stockton.....SU ttr-9542  
**LIN PAUL S & CO** 112 Market.....GA rfd-5387  
M T S Embroidery Shop 1901 Sutter..FI lmar-2734  
Mancke W S & Co 544 Market.....DO uglas-3426  
Merritt Mfg Co 585 Mission.....EX brook-2705  
Model Embroidery & Pleating Co  
49-4th EX brook-8076  
N-Embroidery Co The 2015 Fillmore...WE st-8582  
Needle Work Shop 133 Geary.....SU ttr-5979  
Oriental Embroidery House  
1205 Sutter PR ospet-5271

Pasquale B Co 654 Mission.....EX brook-1213  
Patterson Aurelie  
Formerly of Mosse Linens  
Stylist in Monograms Embroideries  
209 Post.....GA rfd-6322  
Serbin's Uniform & Costume Mfg Co  
1129 Market HE mlock-9136  
Stewart's Button Hemstitching &  
Embroidery Shop 150 Powell.....GA rfd-1997  
Tallman Sue Mrs 221 Larkin.....TU xdo-6846  
Youlin I & Co 619 Mission.....GA rfd-5410

**Embroideries—Hand**

Endo's 315 Grant.....DO uglas-3452  
Jemal's 141 Grant.....EX brook-4047  
M T S Embroidery Shop 1901 Sutter..FI lmar-2734  
N-Embroidery Co The 2015 Fillmore...WE st-8582  
**NEEDLE WORK SHOP**  
Trousseau Monogramming & Initialing  
133 Geary.....SU ttr-5979  
Patterson Aurelie  
Formerly of Mosse Linens  
209 Post.....GA rfd-6322

**Embroideries—Specialty**

Oriental Embroidery House  
Bead, Pearl & Rhinestone Work  
Hand & Bonnaz Machine and  
Sequin Spangles Work  
1205 Sutter.....PR ospet-5271

**Emerson Flags & Banners**

*—Look on "F" pages under*  
*"Flags—Manufacturing"*

**Efficiency... Simplicity**

*For Homes and*  
*Offices*



- 1** Connects the telephone with an outside line to make or receive a call
- 2** Connects the telephone with a second outside line to make or receive a call
- 3** Connects the telephone with a third outside line to make or receive a call
- H** Holds a call on an outside line while making or receiving a call on another line
- L** Connects the telephone with inside line to make or receive an intercommunicating call

A telephone and  
switchboard combined  
in one piece of equip-  
ment at each location.  
Provides intercommu-  
nication and outside  
service.

*For information call*  
*our Business Office*