



SYSTEM

Spot Reducing - Body Contouring

RADAR THERAPY

- RE-DESIGNS BODY LINES
- CORRECTS POSTURE
- AIDS CIRCULATION
- LIFTS DOUBLE CHINS
- Hair Follicles Stimulated by Special Scalp Massage

Safe - Effective - Relaxing

Sutter 1-3733

MEDICAL RESEARCH LABORATORIES INC.
OPPOSITE UNION SQUARE
SUITE 204 - 239 GEARY ST.

OAKLAND SAN JOSE LOS ANGELES TWInoaks 3-5741 Columbia 9324-W Exposition 8277

Rectifiers—Liquor

Astor Brands Inc 531 Jessie... MA rket-1-6781
Davau Company The 458 Brannan... YU kon-6-2370
General Distillers Ltd 136 Front... EX brook-2-1011
Giuriani A & Bro 537 Front... GA rfid-1-8724
GOODENHAM & WORTS LTD
Calif Div 340 Pine... SU tter 1-5717
Western Div 340 Pine... EX brook 2-1988
HIRAM WALKER INC 340 Pine... EX brook 2-1988
Josebra Co The 458 Brannan... YU kon 6-2370
Martinson E Co 714 Montgomery... EX brook-2-5304
Quality Products Inc 670 Howard... DO uglas-2-2974
RATHJEN BROS INC
3d & Berry... EX brook-2-7191
SCHENLEY DISTILLERS CORPORATION
850 Battery... YU kon-6-0440
SEGALAS GHAS & CO
461 Bryant... EX brook-2-7188
Service Liquor Bottlers The
458 Brannan... YU kon-6-2370
Sunripe Liquor Products Co
1082 Howard... UN drhill-1-7186
Torre R Co 249 Clay... EX brook-2-7090
WALKER HIRAM & SONS INC
340 Pine... EX brook 2-1988
WESTCO LIQUOR PRODUCTS CO
222 Front... SU tter-1-1380

Reducing Equipment

Bush Electric Co 563 Sutter... EX brook 2-1617

Reducing Methods

A-I STUDIO
Spot Reducing - Muscle Toning
M. W. Harris - By Appointment Only
1215 Hyde... PR ospect-5-0900

ALOHA INSTITUTE 328 Hyde... TU xedo 5-1712

Good rules in dialing: Wait for the dial tone. . . Dial accurately, without forcing. . . Let the dial return naturally to starting position. . . If you encounter a "busy," wait a reasonable time and try again.

Reducing Methods—(Cont'd)

ANTILLA GHAS O

Endorsed By
Stars of Stage - Screen &
Radio
Also Bust and Body
Development
Phone For Appointment

2d Floor
465 Geary... PR ospect 5-3033

BABETTE'S HEALTH STUDIO

693 Sutter... OR dway 3-4447

BAPTISTE WALT

Reducing - Conditioning
Corrective Exercise - Diet
Psychology - Spot Reducing
WALT GETS RESULTS
Complete Service for Men & Women
567 Sutter... DO uglas 2-9531

BATTLE CREEK HEALTH STUDIO THE

1250 Bush... TU xedo 5-2992
Beauty Bath Salon
For Ladies Only
4424 California... SK yline 1-0546
Bradbury's Physio-Therapy Studio
693 Sutter... OR dway-3-2321
BURNS SAN FRANCISCO TURKISH BATHS
229 Ellis... PR ospect-5-8013
(See Advertisement Opposite Page)

DONDERO SALON OF BEAUTE

JOLLES BODY CONTOURING
SPOT REDUCING
518 Geary... GR ayston 4-2214

DRURY BERNARD

DRURY'S PHYSICAL CULTURE
CONDITIONING CLUB
"For Those Who Demand the Best"
Russ Bldg... GA rfid-1-3191

Drury Bernard
See Our Adv Under Physical Culture
Russ Bldg... GA rfid-1-3191

ELECTRA-SLIM

SPOT REDUCTION
Reduce Where You Want to Reduce
By Electric Massage - Ladies Only
233 Post... YU kon-6-2890

Exercycle Company of San Francisco
455 Powell... YU kon-6-1456
FAIRMONT VAPOR BATHS
See Our Adv At Massage
Fairmont Hotel... DO uglas 2-1677
(Continued Next Page)

When you call somebody by telephone, "play ball" with him by giving him time to answer. A few more seconds may do it!

Reducing Methods—(Cont'd)

GRAVES' CONTOUR SALON

PARAFFIN BATHS
For Slenderizing & Contouring
Lose in Measurement & Weight
By Tightening Saggy Muscles &
Purifying the Body Cells. Cabinet
Baths With Corrective-Restful
Massage
Room 607
278 Post... SU tter 1-4827

HENRY'S HEALTH CLUB

Formerly at Palace Hotel
**REDUCING
MASSAGE
CABINET BATHS
FOR MEN ONLY**
101 Post... YU kon-6-1261

Horn's Electric & Physio Therapy Studio
683 Sutter... OR dway-3-6810
Jotz Nature System 889 Geary... TU xedo-5-2181

LEE ETTIE

**WEIGHT REDUCTION
— SAFELY —**
Under Licensed Physician
No Diet - No Exercise
Room 452
212 Stockton... EX brook 2-0581

McDONOUGH MARQUERITE

Scientific Reducing
CABINETS & MASSAGE
WOMEN ONLY
693 Sutter... OR dway-3-3262

MEDICAL RESEARCH LABORATORIES

239 Geary... SU tter-1-3733
(See Advertisement Opposite Page)
Philippus Posture Correction & Reducing System
Stuffer Tables
Roater Massager
323 Geary... EX brook 2-7338
(See Advertisement Opposite Page)

Physio-Therapy Institute 239 Geary... GA rfid-1-1268
Ponce de Leon System 239 Geary... SU tter-1-3733
Pozniakoff E B 274-10th Av... BA yview 1-7088

QUINN ELSA
Reducing-Upbuilding
1182 Market... HE mlock 1-4296
ROSS OLGA 833 Market... SU tter 1-2849
RUSSIAN HEALTH BATHS
1200 Silver Av... JU niper 5-7908

RYBERG HARRY L
DR. HARRY L. RYBERG, D.C., Ph.D.
Nurogenic Glandular Therapy
ELECTRONICS
1800-19th Av... MO ntrose 4-1212

SEKOV REDUCING STUDIO

101 Post... DO uglas 2-1535
(See Advertisement Opposite Page)
SLENDAVOQUE 101 Post... DO uglas 2-1535
(See Advertisement This Page)

Slenderella Salon 239 Geary... EX brook 2-2080
Smith & Dougherty Studio of Reducing &
Body Building 384 Sutter... DO uglas-2-1888
STAUFFER SYSTEM 1512 Irving Ov erland 1-7845
Stauffer System 2000 Union... FI mmar-6-8970
(See Advertisement This Page)

Salons Along the West Coast

NEW METHOD
SPOT REDUCING
Hips - Thighs - Legs - Waist
PASSIVE RELAXING
NO DRUGS
NO EXERCISE
Last Pounds in a few Treatments!

28 O'FARRELL

229 Hills
Near Mason

Prospect 5-8013

STAY BLENDER SALON

SPOT REDUCING
No Rigid Diet,
Massage, Drugs or Heat
Specializing in Reproportioning
Arms - Thighs - Legs
AMAZING RESULTS
Recommended by Physicians
115 W Portal... MO ntrose-4-4751

STAY YOUNG INSTITUTE
690 Sutter... TU xedo 5-5305
Tarr System Of Health & Figure Perfection
466 Geary... TU xedo 5-2877

TREU METHOD OF REDUCING
26 O'Farrell... DO uglas-2-1378
(See Advertisement This Page)

WHITE CHARLIE REDUCING SYSTEM
150 Powell... SU tter 1-2828
(See Advertisement This Page)
Young Clare C Mrs 2420-14th Av SE abright 1-1696
(See Advertisement This Page)

Reduction Plant Equipment

Calif Press Mfg Co 1800 Folsom... MA rket-1-4312
Christian J D Engineers
480 Potrero Av... HE mlock-1-1300

**JOHN J DUPPS MACHINERY—
LE FIELL COMPANY**
1469 Fairfax Av... AT water-2-8676

KEEGAN-GETTINS STEEL PRODUCTS INC
1551 Army... AT water 2-1501

PROCESS MACHINERY CO
441 Folsom... GA rfid-1-2129

**PROCESS MACHINERY DIVISION ENTERPRISE
ENGINE & FOUNDRY CO**
18th & Florida... MI ssn-7-0862

Refiners

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

40 Years of... REDUCING
AND REBUILDING EXPERIENCE

Mr. White, now in San Francisco, studied anatomy at De Paul U., Chicago, has successfully rebuilt and reduced weight for 40 years. He conducted, by request, health programs on Chicago radio stations WGIN, WMAQ and WBBM for five years and was physical director at the Century of Progress in Chicago. You can rebuild or reduce from double chin, arms, bust, waist, hips, thighs, calves or ankles safely, surely, easily and quickly.

Sutter 1-2828

Charlie White REDUCING SYSTEM
150 POWELL ST. SUITE 409

Refinery Equipment—Oil

See Oil Refinery Equipment

Reflectors

SMOOT-HOLMAN CO
Porcelain Enamel Coml & Industrial
460-7th... MA rket-1-8474
Wheeler Reflector Co
Incandescent & Fluorescent
1063 Howard... UN drhill 1-2621

Refractories

DIXON JOS CRUCIBLE CO
420 Market... EX brook-2-1062

**JOHNS-MANVILLE REFRACTORY CEMENT—
BAY CITIES ASBESTOS CO**
251-8th Av Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Enterprise-10552

PAC ABRASIVE SUPPLY CO
Carborundum Products
340-6th... MA rket-1-2427

WESTERN ASBESTOS CO
675 Townsend... HE mlock-1-4884
Western Refractories Co Russ Bldg... GA rfid-1-3865

Refractory Materials

MARSHALL-MURPHY CO
Distributors For Quigley Products
969 Treat Av... AT water 2-6645

PERMANENTE METALS CORP THE
1924 Broadway Oakland... TW inoaks-3-4600

Do you wait for the dial tone before hearing the tone, you prevent the equipment from getting you your number. You also impair its ability to serve other users. Waiting for the dial tone helps the service to serve oil.

Evenings by Appointment
Fillmore 6-8970

2000 UNION

Let the scales prove that you are the person you would like to be—pounds lighter - happier - healthier. Just relax while the excess pounds are "motioned" away. Do as over a million other women from coast to coast have done—Slenderize the Stauffer System way. Phone today for your trial treatment.

Evenings by Appointment
Fillmore 6-8970

Stauffer System
2000 UNION

WEIGHT REDUCTION

without rigid diets and strenuous exercises has now been accomplished by Sekov for those whose overweight was due to a thyroid deficiency.

AN ACTUAL REDUCTION

Weight Before	Weight After
212	128
Bust 46	Bust 34

Sold Only Upon A Doctor's Diagnosis and Recommendation

If your weight, like thousands of others, is due to a thyroid deficiency and you would like to know more about Sekov, for further information telephone DOuglas 2-1535.

"SEKOV" is a pharmaceutical preparation consisting of glandular extracts, herbs and intestinal tonics. SEKOV contains thyroid and constitutes a treatment for obesity only when used by persons suffering from hypothyroidism. We recommend that you consult physicians to determine the cause of your overweight as the use of Thyroid by a person not deficient in thyroid may result in serious or irreparable injury to the health of the user.

Open Evenings by Appointment
SEKOV REDUCING STUDIOS
101 POST - SUITE 402-3
DOuglas 2-1535
SAN FRANCISCO

OAKLAND - SACRAMENTO - SAN JOSE
HOLLYWOOD - LONG BEACH

Take off Inches
NO EXERCISE - NO DIETS - NO DRUGS - NO ELECTRICITY

STAUFFER TABLES

BETTER HEALTH BETTER CIRCULATION
12 TREATMENTS \$15.00
25 TREATMENTS \$25.00
SINGLE TREATMENT \$1.50

REDUCE HIPS, WAISTLINE, THIGHS
CORRECT ROUND SHOULDERS, SWAY BACK

Philippus Posture and Reducing System

323 GEARY EX brook 2-7338
NEAR POWELL SUITE 210

When an EMERGENCY ARISES

The convenient and quick way to locate someone in the immediate neighborhood is to

LOOK IN THE

Classified TELEPHONE SECTION

Tells "Where to Buy It"

When you want to telephone

LISTEN FOR THE 'DIAL TONE'

—dial carefully—turn the dial all the way and then let it go back to position naturally, without forcing. These simple steps enable you to dial telephone numbers speedily and with precision.

The Pacific Telephone and Telegraph Company