

Massage—(Cont'd)

DALEY HEALTH STUDIO
CABINET BATHS & MASSAGE
Hours 9:00 AM to 6:00 PM - Incl Sun
570 Eddy.....GR ayton 4-9728

D'OR MASSAGE STUDIO
D'OR
EXCELLENT MASSAGE
Courteous Trained Masseuses
HOT OIL MASSAGE
Salt Glow - Cabinet Baths
Hours 10:30 A.M. to 6:30 P.M.
By Appointment Only
Near Post
715 Leavenworth.....PR ospt 5-7828

ELECTRA-SLIM
ELECTRIC MASSAGE
Three Times Deeper Than
Hand Massage
LADIES ONLY
SPOT REDUCING
233 Post.....YU kon 6-2890

Emily's Mme 2410 Chestnut.....WA Inut 1-3363
Erickson & Smeaton
Graduate Swedish Masseuses
693 Sutter.....OR dway 3-3243

EVELYN'S STUDIO OF MASSAGE
Why Not Come In And
Let Us Relax You
Private - Quiet - Relaxing
EXCELLENT MASSEUSES
No Exercising - Masseur By Appt.
Outside Calls
Hours 10 A.M. to 10 P.M.
Open Sundays
All Languages Spoken
Near Hyde
861 Post.....TU xedo 5-3116

FAIRMONT BATHS & MASSAGE
550 California.....DO uglas 2-1677
Finilla's Finnish Baths Inc.
2284 Market.....MA rket-1-4838

FINNISH STEAM BATHS
Sanitary Steam Baths
Thursday Is Ladies' Day
Relax - Reduce by Massage
312 Valencia.....HE mlock 1-1221

FOSTER GRADE
STEAM CABINET BATHS
MASSAGE
EXERCISE
From 1 PM to 8 PM
Bet. Pierce & Steiner
2146 Sutter.....FI lmar 6-1824

GIBBONS VERREHNA
Physicians Referred Cases Only
333 Geary.....YU kon 6-2321

GRAVES' CONTOUR SALON
278 Post.....SU tter 1-4827
Gustafson Selma Jean
Ladies And Children Only
1900 Gough
Richmond District-Swedish &
Medical Massage-Cabinet Baths
396-17th Av.....SK yline 2-0177

HALL HANNAH
Out Calls Holidays & Evenings
500 Leavenworth.....OR dway 3-9471

HELEN'S MASSAGE STUDIO
MASSAGE
CABINET BATHS
Expert Masseuse
Near Post
715 Leavenworth.....PR ospt 6-2296

Always listen for the dial tone before you dial. It's a steady humming sound that tells you the equipment is ready to take your call.

Massage—(Cont'd)

HENRY'S HEALTH CLUB
Formerly at Palace Hotel
MASSAGE
SUN LAMPS
CABINET BATHS
HEALTH CONDITIONING
101 Post.....YU kon-6-1261

HOTEL ST FRANCIS
Massage-Baths-Ultra Violet Ray
Men's Department Only
Powell & Geary.....YU kon-6-2131
Hugo Magnuson Personal Health Service
133 Geary.....EX brook 2-7432
Ito Hokuyo 2099 Bush.....WE st 1-4973

JAPANESE THERAPY OFFICE
JAPANESE MASSAGE
Expert Masseur
ALSO ELECTRIC MASSAGE
Remove Muscular Soreness
Restful Treatments
G. Motonari P.T.
1639 Post.....JO rdan 7-7354

JENSEN DAGNY
WOMEN ONLY
Cabinet Bath & Massage
Colonics & Physical Therapy
323 Geary.....DO uglas-2-2143

Kay & Shep Massage & Modern Body
Culture Studio 545 Sutter.....DO uglas 2-3022

LAUREL STUDIO
MASSAGE
CABINET - SHOWER
LAMPS
Expert Masseuses & Assistants
Open 10 A.M. to 10 P.M.
HOTEL AND RESIDENCE CALLS
Take Buses 1, 21 and 55 Direct
Sheri Wralty - Mgr.
Near 6th Av
4424 California.....SK yline 1-0546

Layne Lois H 444 Castro.....MA rket 1-8867
LENOX JERI 2406 1/2 Polk.....PR ospt 6-1244
(See Advertisement Page 411)

LOEB GERTRUD
Home Calls For Ladies Only
European Trained Operator
1200 Fulton.....WE st 1-4997

LUCY SMITH MASSAGE PARLOR
RUSSIAN AND
SWEDISH MASSAGE
Reducing Treatment Consisting of
Rolling Table, Exercise & Exerow
Women Only
Apt. 5 - Phone for Appointments
2295 Chestnut.....WA Inut-1-0741

LURLINE MASSAGE INSTITUTE
1211 POLK
Electric Cabinet Baths
Expert Massage
SHORT WAVE DIATHERMY
Chiroprapist in Attendance
Near Sutter
R. J. PRINGLE, D. C.
1211 Polk.....GR ayton-4-6066

MABERRY SLENDERIZING SALON
For Women Only
See Our Ad Under Reducing Methods
177 Post.....YU kon 6-3710
Magnuson Hugo Personal Health Service
133 Geary.....EX brook 2-7432
Marina Health Institute 1913 Union.WA Inut 1-3023
The Yellow Pages save you time.

Massage—(Cont'd)

MARINA STEAM BATHS
Leo's Special Massage & Reducing
FOR MEN ONLY
Hours 7 AM to 8 PM
1909 Union.....JO rdan 7-3773

MCDONOUGH MARGUERITE
Women Only
693 Sutter.....OR dway-3-3262

MOORE OF S F
Vibra-Trim Slenderizing
609 Sutter.....OR dway 3-0965
New Method Slenderizing Salon
465 Geary.....PR ospt 6-1571

NIAGARA EQUIPMENT CO
For Quickest Reducing Effects
Try Our New Reducing Equipment
Suite 608
233 Post.....YU kon 2-0880

**NINE SIXTY SEVEN SUTTER
HEALTH STUDIO**
MASSAGE & PHYSIO THERAPY
BATTLE CREEK METHOD
967 Sutter.....OR dway 3-5881

Nu Life Studio 435 Eddy.....OR dway 3-5148
O'KEEFE VALOYE J
Good Swedish Massage
Hours 10 AM To 8 PM-Near Sacto
1140 Hyde.....TU xedo-5-6832
O'Neil J E Doc 435 Eddy.....OR dway 3-5148
Park-Presidio Massage Studio
390-2d Av.....EV green 6-9925
(See Advertisement Page 411)

**PHILIPPS POSTURE CORRECTION &
REDUCING SYSTEM**
Stauffler Tables
Roller Massage
323 Geary.....EX brook 2-7338
Reed Gertrude
For Ladies Only
133 Geary.....DO uglas 2-4432
Russian Health Baths
1200 Silver Av.....JU niper 5-7508

SALON OF SWEDISH MASSAGE
Electric Cabinet Baths
Expert Massage
Infra Red Lamp Treatment
Hours: 10 A.M. to 8 P.M.
Studio 17
328 Hyde.....PR ospt 6-4007

Sam's Health Club 358 Sutter.....YU kon 6-4240
Scharf Agnes W
Swedish-Home Service Ladies Only
191 Frederick.....LO mbar 6-3525
Schneider Johanna
Registered Nurse-Women Only
323 Geary.....EX brook-2-7243

SHAMROCK STUDIO
CABINET BATHS
Swedish Massage - Expert Masseuses
Hours 11 AM To 7 PM
1658 Eddy.....JO rdan 7-7024

STAY YOUNG HEALTH INSTITUTE
SCIENTIFIC SWEDISH MASSAGE
J. J. Jackson
Since 1925
Grad. College of Swedish Massage
Spot Reducing - Slenderizing
Nurse for Ladies - Masseur for Men
Strictly Ethical
Recommended by Physicians
Hours 10 AM - 9 PM - Sundays by Appt.
Near Taylor
690 Sutter.....TU xedo 5-5305

SUN RAY HEALTH STUDIO
EXCELLENT MASSAGE
Lois H. Layne App't Only
OR Market Hrs. 10 to 9 Incl. Sun.
444 Castro.....MA rket 1-8867

SWEDISH MASSAGE & VAPOR BATH
2531 Ocean Av.....DE laware 4-0490
WAHLIN F M
Expert Swedish Masseur
126 Post.....EX brook-2-7832
WALLY'S PHYSIO-THERAPY
Bicycle-Exerow-Cabinet Bath-Massage
For Women Only
1248 Leavenworth.....PR ospt-5-0569

You can carry your firm's name and advertising into the homes and business places of your best prospects by being represented in the Classified section of the Telephone Directory.

Massage—(Cont'd)

WILCOX STUDIO
Hotel & Residence Calls
Massage-Cabinet & Tub Baths
Dierker Colonic Irrigation
619 Ellis.....PR ospt 5-4156

WILLIAMS AL HEALTH SYSTEM
Swedish Massage - Steam Bath
Cabinet Bath - Individual Exercise &
Thorough Body Massage - Men Only
117 Montgomery.....EX brook 2-0470

Matches
ADPRINT CO
Adv Matches For Sales Promotion
836 Montgomery.....EX brook 2-1450
CESARI P J ADVERTISING NOVELTIES CO
Special Reproduction For Your Door
1691 Turk.....WA Inut 1-3304
Diamond Match Co The 2 Pine.....SU tter 1-3841

DIAMOND MATCHES
ADVERTISING BOOK MATCH-
ES. Carry your name and your
message to those whom you
wish to reach.
The Diamond Match Company
manufactures all types of
matches. Household Wood-
ware products, Household Paper Products.
"FOR INFORMATION CALL"
Diamond Match Co The 2 Pine. SU tter 1-3841

FEATURISTIC ADVERTISING CO
Special Reproduction For Your Door
20-2d.....YU kon 6-1480
Kaplan Jack J 1355 Market.....UN dhril 1-4420

LION MATCH CO INC
ADVERTISING BOOK MATCHES
Manufacturers of
30 - 20 - 15 & 21 STICK MATCHES
The Matches With The
AD ON THE STICKS
Lipstick Tissues - Eyeglass Tissues
Emery-Ettes
383 Brannan.....GA rfd 1-7814

MONOGRAM OF CALIFORNIA
2500-18th.....UN dhril 3-3600
OHIO MATCH CO THE 7 Front.....SU tter 1-1557
Pac Match Co 1200 Battery.....GA rfd 1-5443

SALTZ ADVERTISING SPECIALTIES
ALL SIZES NOW
F.O.B. YOUR DOOR
REGARDLESS OF
QUANTITY ORDERED
One Day Service On
MONOGRAMMED MATCHES
1339 Folsom.....MA rket 1-6994

U S BOOK MATCH CORPORATION
20-30-40 and World's Largest
Local or National Distribution
Matches Personalized - 24 Hr. Service
387 Bush.....SU tter 1-5674

UNIVERSAL BOOK MATCHES
Manufacturers of all types of
Advertising
BOOK MATCHES
For over 20 years creators of
book match campaigns for
America's top advertisers.
Tested plans for every type of
business—Large or Small.
ALSO ALL TYPES OF WOOD MATCHES
"FOR INFORMATION CALL"
UNIVERSAL MATCH CORP
1355 Market.....UN dhril 1-4419
(Continued Next Page)

When in doubt about a telephone number, please look in the telephone directory first. That helps you, helps others, and helps telephone people to do a better job for you.

Matches—(Cont'd)

Universal Match Corporation
1355 Market.....UN dhril 1-4419
WILLATS PRINTING CO
LOWEST S.F. PRICES
20-30-40 Stick & 1 1/2" Giant Size
Multicolor - Metallic - Raised Letters
Full Color Girls - Scenes - Dogs - Florals
and New Auto Dealer Covers
Special Reproductions - Free Cut Service
Complete Information on Request
950 Folsom.....EX brook 2-0660

Material Handling Equipment
See Specific Kinds, i.e., Casters;
Conveyors; Cranes; Elevators-Portable;
Hoisting & Rigging Equipment; Pallets
& Skids; Tackle Blocks; Tractors;
Trailers-Commercial; Trucks-Industrial;
Winches; Etc

Maternity Apparel
EXPECTATION SHOPS
CLOTHES FOR THE
EXPECTANT MOTHER
Two Locations
160 Geary.....YU kon 2-3520
2419 Chestnut.....WE st 1-3559

Expectation Shops 160 Geary.....YU kon 2-3520
Marina Shop 2419 Chestnut.....WE st 1-3559
GOSSARD CORSET & LINGERIE SHOP
2312 Mission.....VA lencia 4-9393
L'Appareille 3925-24th.....AT water 2-2504

MATERNITY CORNER
MATERNITY
DRESSES - SMOCKS
GIRDLES
AND
BRASSIERES
2622 Ocean Av.....DE laware 4-0102

Page Boy Maternity Shop
400 Sutter.....YU kon 6-6192
(See Advertisement This Page)

ROLLER'S HOUSE OF MATERNITY WEAR
DRESSES - SUITS - SLACKS
SKIRTS - SMOCKS - LINGERIE
One of the Largest Complete
Stocks of Maternity Wear
in San Francisco
2352 Mission.....MI san 7-0881

Maternity Supports—Mfrs
Spencer Support Shop 655 Sutter.....TU xedo 5-4292

The Yellow Pages save you time.

When a Name RECOMMENDED
has been FORGOTTEN

You remember someone recommending a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE
Classified TELEPHONE SECTION

Page Boy
MATERNITY SHOP
Apparel for Mothers-To-Be
Suits • Dresses • Slacks • Casuals
Lingerie and Brassieres
Call YUKon 6-6192
400 SUTTER STREET
Corner of Stockton

A Telephone Directory
ARRANGED BY STREETS
Instead of by Names
For Information
Call
Mission 8-9000
Extension 5100
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Matrices
AMERICAN ELECTROTYPE DIVISION
ELECTROGRAPHIC CORPORATION
329 Fremont.....GA rfd 1-3522
FILMER BROS ELECTROTYPE CO
Prompt Service On Electrotypes
Nickelotypes-Stereotypes & Mats
330 Jackson.....EX brook 2-5115
Hoffschneider Bert & Bro Inc
500 Sansome.....GA rfd-1-1725
Johnson Mat & Electrotype Co
Mats Electrotypes Plastic & Rubber Plates
555 Washington.....EX brook 2-2824
King Features Syndicate Inc
862 Howard.....GA rfd 1-3387
Precision Electrotype Co
1045 Sansome.....GA rfd-1-0680
Printing Plates Co 585-21st Oakland
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Entrprise-10906
Rapid Electrotype Co The
955 Front.....DO uglas 2-8427
WESTERN NEWSPAPER UNION
234-1st.....GA rfd 1-0746

Mats-Floor
B & M Auto Seat Cover Co
Automobile Floor Mats
2055 Market.....UN dhril 1-9744
Colberg Supplies
Mats Of Every Type
777 Golden Gate Av.....MA rket 1-3415
Dutro Co 837-31st Oakland.....HU mbolt 3-0914
GOLDEN STATE MAT MFG CO
799 Golden Gate Av.....KL ondike 2-1900
(See Advertisement This Page)
KOSS PAUL SUPPLY CO
900 Folsom.....YU kon 6-2323
LEATHER MAT MFG CO
440 Sansome.....GA rfd-1-7146
(See Advertisement This Page)

Mattress Makers' Supplies
AMER MATTRESS SUPPLY CO
342-5th.....SU tter 1-5393
Behik Products 1355 Market.....KL ondike 2-3611
Binkovitz M & Soms 1355 Market.KL ondike 2-3611
Connolly Bedding Supply Co
65 Rausch.....HE mlock 1-7569

DIETRICH DICK
Complete Line of
Mattress Makers' Supplies
Velv-O-Grip Handles - Binding Tapes
Tickings - Damasks
Pre-Built Borders - Buttons
Furniture Fabrics - Webbing - Labels
New & Used Mattress Machinery
1355 Market.....KL ondike 2-3611
If no answer call.....KL ondike 2-2311

SOFIO R & CO INC
Mill Agents - Distributors - Importers
Tickings - Twines, Threads - Springs
Filling Materials - Machinery
Complete Local Stocks All Findings
Ready Made Tick Service
Over 25 Years Service to the Trade
236-8th.....HE mlock 1-7161

UPHOLSTERY SUPPLY COMPANY
Everything for the Mattress Maker
Tickings - Damask - Springs - Cotton
Ticks Ready Made & Sewed to Order
498 Alhama.....UN dhril 1-5839

FLOOR MATS and MATTING
INDUSTRIAL - INSTITUTIONAL DOMESTIC
Manufactured - Installed - Repaired

featuring
"E-Z-TRED"
The Wood Rubber-Cushioned
Floor Mat that Rolls up

A * * * COMPLETE LINE of Colored Rubber
Entrance Mats • Corrugated Rubber Runway
Carpet Mats and Matting • Cushion Mats
Leather Link Mats • Sheet Link Mats • Tire
Fabric Mats • Elevator Mats • Office Chair
Floor Mats • Rubber Bath & Shower Mats
Door Mats • Stair Treads • Household Mats
Etc.

WE HAVE THE ANSWER TO YOUR
MATTING PROBLEM IN STOCK!

"The Master of Mats"
**GOLDEN STATE
MAT MFG. CO.**
Klondike 2-1900
799 GOLDEN GATE AVENUE

MATS AND MATTINGS
MANUFACTURED AND INSTALLED
Est. Since 1921
Used by Office Buildings, Banks,
Theatres, Hospitals, Stores, Taverns,
Steamships, Bowling
Alleys, Shops.

TRADE MARK
"Beatsall"
One of the
World's Largest
Mat Houses

Reversible - Flexible - Roll-up
Leather, Rubber, Steel, Cocoa, Wood
LEATHER MAT MFG. CO.
(MAT SPECIALISTS)
440 Sansome St. Garfield 1-7146

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