

# REDUCING

## Mac Levy

SYSTEM  
Est. 1893



SHAPELY LEGS  
ABDOMEN  
THIGHS  
BACK  
HIPS

In One Month  
Lose  
2 to 5 Inches  
15 Lbs.

FREE DEMONSTRATION  
No Starvation Diet, Exercise or Drugs  
RESULTS GUARANTEED  
STEAM BATHS

**KEY Slenderizing & Beauty Salon**  
YUkon 2-4950

150 POWELL MEZZ. FLOOR  
Evenings by Appointment



**SLENDERIZE YOUR FIGURE NOW**  
WITH THE WORLD-FAMOUS GARDNER ROLLERS!

- SPOT REDUCING
- GENTLE MASSAGE

We Invite the Investigation of Your Physician.  
PHONE YUkon 6-3710  
Evenings by Appointment  
Available ONLY at the

**Maberry SLENDERIZING Salon**  
177 Post St. Suite 801



## "TREU METHOD"

Features the Famous  
**Vitalitone Health Machine**  
Specialists in  
**REDUCING  
REBUILDING  
RELAXATION  
REjuvenation**  
ELLEN W. WARNER  
Mgr.

26 O'Farrell YUkon 2-3684



## Reduce The Niagara Way

Your tape measure will prove the inches you lose!

- NO EXERCISE
- NO BATHS
- NO DISROBING
- NO POUNDING
- NO JERKY MOTIONS

Telephone now for your complimentary free treatment!

Day and Evening  
**Mademoiselle Academy**  
345 Sutter St., EXbrook 2-2441  
Near Grant Avenue

### Reducing Methods

**ALLURA SLENDERIZING STUDIO**  
GYRODUCING—Individual Attention  
Marjorie Stites, R. N.  
Opposite the White House  
165 Post..... GA rfd 1-1833

**ASTRID'S NIAGARA REDUCING METHOD**  
THE NEW NIAGARA  
BY  
ASTRID  
Former Swedish Masseuse  
CALL ASTRID  
For Your Complimentary Treatment  
RELAX WHILE YOU SLENDERIZE  
NO CLOTHING REMOVED  
NO DIETING REQUIRED  
Room 714  
240 Stockton..... YU kon 2-5757

**BAPTISTE WALT**  
Immediate Reducing Results  
Personalized Instruction - Men & Women  
Complete Facilities - Est. 12 Years  
48 Golden Gate Av..... PR ospt 5-9501

**CALIFORNIA HEALTH STUDIO**  
REDUCING  
Radar - Massage - Electric  
CONDITIONING  
RELAXING  
10 A.M. to 10 P.M.  
518 Market..... SU tter 1-5819

**DERMACULTURE—**  
NEW AGE DERMACULTURE  
150 Powell..... YU kon 6-6325

**DOWNS LYNN G**  
Personalized Treatment  
Reducing  
Cabinet Baths  
Physio-Therapy  
Health Conditioning  
Recommended by Physicians  
4450 Mission..... DE aware 3-3847

**Drury's Phys Cult Conditioning Club**  
Russ Bldg..... GA rfd 1-3191

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

**EVELYN'S STUDIO OF MASSAGE**  
"Reduce While You Relax"  
PRIVATE - QUIET - RELAXING  
GYRO THERAPY  
Cabinet & Steam Baths  
Spot Reducing - Swedish Massage  
OUTSIDE CALLS  
10 A.M. to 10 P.M. - Open Sundays  
Near Hyde  
861 Post..... TU xedo 5-3116

**Eserecycle Company of San Francisco**  
455 Powell..... YU kon 6-1456  
From East Bay Zone only (No Inter-City Charge)  
Ask "Operator" for Entrance 10047  
**FAIRMONT BATHS & MASSAGE**  
950 California..... DO uglas 2-1677  
Geister's Massage Studio 133 Geary..... GA rfd 1-6786

**GRAVES' CONTOUR SALON**  
PARAFFIN OR CABINET BATHS  
Corrective Massage  
Electro-Way Spot Reducing  
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

### Reducing Methods—(Cont'd)

**HOLLAND'S BETTER HEALTH SERVICE**  
1823 Fillmore..... FI lmar 6-2705

**HORN'S ELECTRO & PHYSIO THERAPY STUDIO**  
683 Sutter..... OR dway 3-6810

**JESSAMINE'S SLENDERIZING SALONS**  
This Small Ad Tells You Where To Get  
Electro-Vac Facials & Electro-Way  
Home Units-5 Day Free Trial  
3293 Lakeshore Av Oakland..... GL encort 2-1166  
420 Sutter..... GA rfd 1-0666

**JOTZ HEALTH CENTER**  
See Adv Under Physical Therapists  
3481-19th..... VA lencia 4-3481

**KAY'S YOUTH LINE SYSTEMS**  
138 Colliwood..... KL ondike 2-0076

**KEY SLENDERIZING & BEAUTY SALON**  
150 Powell..... YU kon 2-4950  
(See Advertisement This Page)

**MADMOISELLE ACADEMY OF CHARM AND FASHION MODELING**  
345 Sutter..... EX brook 2-2441  
(See Advertisement This Page)

**MAYBERRY SLENDERIZING SALON**  
See Maberry Slenderizing Salon  
177 Post..... YU kon 6-3710  
(See Advertisement This Page)

**McDONOUGH MARGUERITE**  
RADAR THERAPY  
For Scientific  
SPOT REDUCING  
And Stimulation  
Cabinets and Massage  
WOMEN ONLY  
693 Sutter..... OR dway 3-3262

**Ortiz Slenderizing Studio**  
411 O'Farrell..... PR ospt 6-4621

**PHILIPPS POSTURE CORRECTION & REDUCING SYSTEM**  
Staufer Tables  
Roiler Massage  
323 Geary..... EX brook 2-7338

**QUINN ELSA**  
Reducing-Upbuilding  
1182 Market..... HE mlock 1-4296  
Rena Francine 150 Powell..... EX brook 2-2877  
Rhodes Slenderizing Salon 333 Geary SU tter 1-4527

**RYBERG HARRY L.**  
DR. HARRY L. RYBERG, D.C.  
NATURAL WEIGHT CORRECTION  
948 Market..... YU kon 2-2288  
1800-19th Av..... MO ntrose 4-1212

**Smith & Dougherty Studio of Reducing & Body Building**  
384 Sutter..... DO uglas 2-1888

**SPOT REDUCING SALON**  
WEST PORTAL DISTRICT  
Since 1938  
SPOT REDUCING  
NO DIET, MASSAGE, DRUGS OR HEAT  
BUST DEVELOPING  
RECOMMENDED BY PHYSICIANS  
26 West Portal Av..... MO ntrose 4-4751

**STAUFFER SYSTEM**  
1512 Irving..... SE ahrigt 1-9797

**STAUFFER SYSTEM 2000 Union**  
FI lmar 6-8970

**STAUFFER TABLES REDUCING**  
Downtown Location  
Across from St. Francis Hotel  
RELAX - REDUCE  
BETTER HEALTH  
Staufer Tables - Roiler Massage  
Phillips Posture Correction  
& Reducing System  
Suite 810  
323 Geary..... EX brook 2-7338

**STAY YOUNG HEALTH INSTITUTE**  
690 Sutter..... TU xedo 5-5305

**SUNSET SLENDERIZING SALON**  
PHYSIO-THERAPY SPOT REDUCING  
SWEDISH MASSAGE  
For Ladies Only - Jeannette H. McDonald  
1388 9th Av..... LO mbard 6-3959  
(Continued Next Page)

### Reducing Methods—(Cont'd)

**Tarr System Of Health & Figure Perfection**  
466 Geary..... TU xedo 5-2877  
Thorne Anna M 1629 Irving..... MO ntrose 4-3660

**TREU METHOD OF REDUCING**  
26 O'Farrell..... YU kon 2-3684  
(See Advertisement Page 562)

**VIBRA-TRIM SLENDERIZING—**  
MOORE'S SALON OF BEAUTY  
609 Sutter..... OR dway 3-0965

**WILLIAMS AL HEALTH SYSTEM**  
Men Only  
117 Montgomery..... EX brook 2-0470

**Reduction Plant Equipment**  
**CALIF PRESS MFG CO**  
1800 Folsom..... MA rket 1-4312

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

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

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

**Refinery Equipment—Oil**  
See Oil Refinery Equipment

**Refractories**  
**DIXON CRUCIBLE CO JOSEPH**  
420 Market..... EX brook 2-1062

**GENERAL REFRACTORIES CO**  
55 New Monty..... EX brook 2-6035

**GLADDING McBEAN & CO**  
Harrison At 9th..... UN drhil 1-7400

**KAISER ALUMINUM & CHEMICAL SALES INC**  
1924 Broadway Oakland..... TW inoaks 3-4600

**LACLED-CHRISTY COMPANY**  
391 Sutter..... GA rfd 1-8366

**LAVINO E J PRODUCTS—**  
GLADDING McBEAN & CO  
Harrison At 9th..... UN drhil 1-7400

**NORTON HIGH-TEMPERATURE REFRACTORIES—**  
BARTLETT E J CO  
580 Indiana..... AT water 2-9166

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

**WESTERN ASBESTOS CO**  
675 Townsend..... KL ondike 2-3868  
Western Refractories Co Russ Bldg. GA rfd 1-3865

**Wilcox E A Co**  
Electrical-Mullite & Ladle  
277-7th..... HE mlock 1-6672

**Refractory Materials**  
**QUIGLEY PRODUCTS—**  
PACIFIC MILL & MINE SUPPLY CO INC  
1-2d..... DO uglas 2-5921

**Refrigeration Controls**  
See Refrigeration Equipment—Parts & Supplies—Wholesale

**Refrigeration Equipment—Commercial**  
**A & A REFRIGERATION SERV**  
779 Edinburgh..... JU niper 4-7330  
(See Advertisement Page 565)

**ARAR REFRIGERATION CO**  
KEN MEISTER  
SALES - SERVICE  
All Types Refrigeration Equipment  
5131-3rd..... VA lencia 4-5285  
Night Phone..... VA lencia 6-5941

### Refrigeration Equipment—Commercial—(Cont'd)

**Alco Valve Co Inc**  
25 Stillman..... DO uglas 2-0934

**ALL AMERICAN REFRIGERATION CO**  
Guaranteed Repairs  
We Rent Refrigerators  
Sales & Service—New & Used Equip.  
1134 Valencia..... AT water 2-7700

**ARCTIC REFRIGERATOR CO**  
REFRIGERATING ENGINEERS & CONTRACTORS  
Manufacturers of  
Walk In Boxes and Freezers  
Cold Storage Plants  
Special Designed Refrigerated  
Fish & Display Cases  
Installation of  
Complete Markets  
Liberal Terms  
ONE TO FIVE YEARS  
21 Ritch..... DO uglas 2-2036

**ASSURED REFRIGERATION CO**  
Sales & Service  
1064 Divisadero..... FI lmar 6-9334

**ATLAS REFRIGERATION CO**  
1675 Folsom..... HE mlock 1-2410  
Baker Ice Machine Co Inc  
445 Bryant..... DO uglas 2-8904

**BAKER REFRIGERATION**  
Ammonia and Freon refrigerating equipment for all types of commercial applications. Complete engineering and design facilities. Complete installation and maintenance.  
"FOR INFORMATION CALL"  
DISTRICT OFFICE  
**BAKER REFRIGERATION CORPORATION**  
Formerly Baker Ice Machine Co Inc  
445 Bryant..... DO uglas 2-8904

**Baker Refrigeration Corp**  
445 Bryant..... DO uglas 2-8904

**BALLY**  
Open Self-Service Display Cases, Including Frozen Food Cabinets, Meat & Delicatessen Cases, Walk-In Coolers, Complete Market and Grocery Layouts. Free Specifications and Quotations.  
"WHERE TO BUY THEM"  
DISTRIBUTOR  
**PARAMOUNT REFRIGERATION DISTRIBUTORS**  
253 Natoma..... SU tter 1-2000

**BAL-MAC CO THE**  
3417-16th..... MA rket 1-1151

**BARNETT CO THE**  
McCALL REFRIGERATORS  
Schaefel Frozen Food Cabinets  
Refrigeration Equipment  
221-9th..... UN drhil 3-2525

**BARNEY MORROW INC**  
938 Valencia..... VA lencia 4-6154  
(See Advertisement Page 566)

**BARR MFG CO**  
Exclusive Mfrs Survue Doors-Cases  
8925 San Leandro Oakland..... LO ckham 8-4758

**BROWN WYATT R CO**  
734 Harrison..... YU kon 2-2171

**CALIFORNIA STEEL PRODUCTS CO**  
Barrett & A Richmond  
(Toll) Call "Operator" for..... Beacon 2-2734

**DALNOR REFRIGERATION INC**  
1126 Howard..... MA rket 1-7515  
Carrier Corporation 291-1st..... GA rfd 1-3370  
Carrier Distr 1245 Folsom..... UN drhil 1-7121  
(Continued Next Page)

You can shop at home... easily and comfortably... by thumbing through the Yellow Pages. Your Classified Directory lists 'most every store in town... helps you find everyone who sells and serves.

**ABCO REFRIGERATION CO**  
1196 Folsom..... HE mlock 1-0093  
(See Advertisement Page 565)

**ACCO CABINETS**  
1540 San Pablo Av Oakland..... TE mpbar 2-3327

**ACCURATE APPLIANCE CO**  
903 O'Farrell..... PR ospt 5-2000  
(See Advertisement Page 566)

# SHIRAR-YOUNG REFRIGERATION CORPORATION

Our 20th Frigidaire Year



Commercial Appliances

- Display Cases
- Self-Service Cases
- Continuous Run Cases
- Reach-In Refrigerators
- Water Coolers
- Ice Cream Cabinets
- Compressor Units
- Refrigerators
- Ranges
- Washers
- Dryers
- Ironers
- Water Heaters

The Largest Factory - Authorized FRIGIDAIRE Service Station in S. F.

SALES & SERVICE

Commercial Ice Cream Freezers  
Walk-In Boxes and Market Equipment

ORdway 3-6822

1450 VAN NESS AVE. • CORNER PINE  
Branch: 3080 Broadway, Oakland HIgate 4-1226

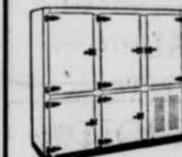
For Prompt Refrigeration Service Call

# MODERN APPLIANCE CO.

Since 1930  
DOMESTIC and COMMERCIAL  
FOR AUTHORIZED SERVICE  
and Genuine Parts



Specialists on All Makes



- Westinghouse
- General Electric
- Norge
- Crosley
- Kelvinator
- Leonard
- Grunow
- Gibson-AMC
- Cyclops
- Sparton
- Stewart-Warner
- Gilfillan
- Philco
- Coldspot

Large Display of New & Rebuilt Refrigerator Equipment For Homes - Stores Apt. Houses - Bars Restaurants  
Special Installations Made to Order

SAN FRANCISCO'S LARGEST SHOP  
Employing a Staff of Well Trained Specialists Who Use Factory Approved Methods to Insure Quick & Effective Service

William Barrell

SPARE MOTORS LOANED WHILE WE REPAIR YOURS

2311 MARKET • UNDERHILL 1-4050  
Near 16th St.