

**Gunsmiths-(Cont'd)**

Mission Radio & Gun Repair Co  
3361 Mission.....MI ssn 8-2029

**MISSION ROD & GUN SHOP**  
GUNSMITHING  
GUNS FISHING TACKLE  
JOHNSON OUTBOARD MOTORS  
2845 Mission.....MI ssn 7-1427

Pacific Gun Sight Co 355 Hayes.....HE mlock-1-0525  
Public Gun Store 441 Balboa.....BA yview 1-8734  
San Francisco Gun Exchange  
91-4th.....YU kon 2-6097  
Smith's Gun Shop 1313-24th Av. LO mbar 4-2042  
**WIEL ALAN S**  
Complete Gunsmithing-Jap Conversions  
441 Balboa.....BA yview 1-8734  
**WISLER WESTERN ARMS INC**  
63-29.....YU kon 6-5426

**Gymnasium Equipment-Whse & Mfrs**

**BELL INSTITUTE** 1028 Geary, GR ayton 4-1656  
**FINIGAN E P CO**

SINCE 1921  
Mfrs. of  
**GYMNASIUM EQUIPMENT**  
Naragansett Gym Apparatus  
Basketball Backstops - Volleyball &  
Badminton Standards - Gym Mats  
& Sanitary Soft-Coat Mat Point  
Boxing Rings - Electric Scoreboards  
Rowing Machines, Trainer Bikes, Etc.  
12th St Near Folsom  
314-12th.....HE mlock 1-6838

**MARTIN'S GYMNASIUM EQUIPMENT CO**

From Manufacturer to Consumer  
Bar Bells - Bar Bell Racks - Wall  
Pulleys - Dumb Bells - Bar Bell  
Plates - Incline Boards - Leg Press  
Machines - Also Chrome Finished  
Parallel Bars - Benches & Pedestals  
Hospital Traction Units  
2927 Market Oakland...TW inoaks 3-6210

**MEDARY FRED PRODUCTS INC**  
Ray Greenberg No Calif Reg  
7 Front.....YU kon 6-0898  
Morton Athletic Equipment  
Used Equipment-Retail Only  
386-12th.....HE mlock 1-6255  
Sullivan Awning Co  
Gym Mats & Ring Covers  
801 S Van Ness Av.....MI ssn 7-3085  
**WILSON SPORTING GOODS CO**  
8th & Howard.....HE mlock-1-5745

Please distinguish between the black letter "O" and the red numeral "0" (zero) when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

**Gymnasiums**

See also Physical Culture  
**AMERICAN JUDO ACADEMY**  
Physical Culture-Massage-Fencing  
275 Divisadero.....HE mlock 1-4012  
Amer Judo & Health Academy  
275 Divisadero.....HE mlock 1-4012  
**BAPTISTE WALT**  
Personalized System  
See Our Ad Under Physical Culture  
48 Golden Gate Av.....PR aspt 5-9501  
**CARL'S GYM** 2677 Mission.....MI ssn 8-9838  
**LA LARNE PHYSICAL CULTURE STUDIO**  
Men And Women  
518 Market.....SU tter 1-5819  
Hours 9 AM to 10 PM  
Newman & Herman  
312 Leavenworth.....PR aspt-5-7020  
Russian Center of S F Inc  
2450 Sutter.....WA inut-1-7631  
Thomas Dolph Gymnasium  
541 Turk.....GR ayton-4-9735  
**WILLIAMS AL HEALTH SYSTEM**  
117 Montgomery.....EX brook-2-0470  
Young Women's Christian Assn  
620 Sutter.....PR aspt-5-6500

**Haberdashery**

See Men's Furnishings Headings

**Hair Cloth**

Wirth George C & Co  
Distributor For John M Schwehms & Sons  
120 Market.....GA rfd-1-7665

**Hair Goods-Retail**

**BORIS BOXER** 150 Powell.....EX brook 2-4682  
**BOXER BORIS HAIR GOODS**  
150 Powell.....EX brook 2-4682  
**BOXER N STUDIO OF HAIR ARTISTRY**  
115 O'Farrell.....YU kon 2-2157  
(See Advertisement This Page)

**DANCE ART CO**

THEATRICAL WIGS - \$1.95 UP  
Beards - Mustaches - Masks  
Max Factor Make-Up (Wholesale-Retail)  
171 O'Farrell.....EX brook 2-4912

**FELIX**

**HAIR GOODS**  
Designed Expressly For You  
Fine Transformations  
Complete Line of Human Hair Goods  
In Stock and Made to Order  
458 Post.....DO uglas-2-1636

Fleischer Joseph & Co  
Geary & Stockton.....DO uglas 2-4500

**HERCULEEN HAIR GOODS**  
WIGS - TRANSFORMATIONS  
Glamour Pieces, Braids - Curls  
2270 Market.....MA rket 1-3149

Wise buyers say there's nothing like the Yellow Pages for getting in touch with almost everyone who sells things, fixes things, does things.

**Hair Goods-Retail-(Cont'd)**

**LEDNER G QUALITY HAIR STORE**  
Established 1866  
WIGS - TOUPEES - HAIR GOODS  
MADE TO ORDER  
150 Powell.....EX brook 2-5180

**MORRIS BEAUTY PARLOR**  
Transformations - Glamour Pieces  
Switches - Curls  
In Stock and Made to Order  
2003 Fillmore.....WE st 1-1439

**SEMON HAIR GOODS**  
WIGS & TOUPEES  
Hair Goods of Every Description  
Made To Order  
410 Geary.....YU xedo 5-2955

**WALLACE BEAUTY SALON**  
Imported European Hair Goods  
In Stock and Made to Order  
170 Geary.....SU tter-1-5095

**Hair Goods-Whse**

Venida 501 Howard.....DO uglas 2-8142

**Hair Nets-Mfrs**

Lion Import Co 25 California.....EX brook 2-1461  
Oriental Manufacturing Co  
231 Kearny.....YU kon 6-2995

**Hair Preparations**

**H & Z DISTRIBUTORS INC**  
1750 S Smith Av San Jose  
(Toll) Call "Operator" for.....Cypres 5-0509

Doctors, dentists, merchants... all kinds of products and services... are listed in the Yellow Pages. Keep the Classified Telephone Directory handy—it saves you time and effort.

**M. BOXER'S**  
Studio of  
Hair Artistry  
(Since 1915)



FEATHER WEIGHT SELF-ADJUSTING  
CHIGNONS  
Requiring Absolutely No Dressing  
Created Exclusively by M. Boxer

Designer of  
INDIVIDUALIZED WIGS  
TOUPEES AND FINE  
HAIR ADAPTATIONS  
FOR MEN & WOMEN

Large Stock of Imported  
Ready Made Hair Goods

Call  
**YUkon 2-2157**

115 O'FARRELL ST.  
Opposite Macy's

**Hair Removing**

**A-I ELECTROLYSIS LABORATORY**  
OF ELECTROLYSIS-THERMOLYSIS  
At Last - Perfection in Electrolysis -  
Unsurpassed!  
Exclusive, Private, Personal Attention  
Permanent, Painless, Safe Removal  
Consultative Examination - No Charge  
Recommended by San Francisco &  
East Bay Doctors  
Women Only  
Dine or Dance Same Evening  
See Blanche V. Johnson, E. D. Spec.  
Suite 514  
133 Geary.....SU tter 1-1312

**AALDERS STUDIO**  
For a Better Treatment Call Us  
Foremost in Removing Hair from  
Limbs - Body & Face  
OVER 20 YEARS OF SUCCESSFUL  
PRACTICE  
New - Fast, Permanent, Safe System  
Saves Time & Money  
APPROVED BY MEDICAL  
AUTHORITIES  
Consultation Without Obligation  
References Provided - Privacy Assured  
NELL K. FISCHER, Technician  
Graduate Kree College, New York  
Suite 510  
133 Geary.....GA rfd 1-3837

**AGATHA Z TELLEGEN**

REGISTERED ELECTROLOGIST  
UNWANTED HAIR REMOVED  
PERMANENTLY  
Recommended by Leading S. F.  
Physicians for Over 10 Years  
Free Consultation - Personal Attention  
Suite 524  
133 Geary.....YU kon 6-2761

**Check the Yellow Pages for WHO sells WHAT.**

(Continued Next Page)

**GOATES SYRIE M** 240 Stockton, EX brook 2-1804  
(See Advertisement Page 326)

**DERMIS LABORATORIES THE**  
233 Grant Av.....DO uglas 2-5335  
(See Advertisement This Page)

**DU BOIS BLANCHE** 133 Geary.....GA rfd 1-1180  
**EVANS MONA** 275 Post.....SU tter 1-4264  
**FISCHER NELL** 133 Geary.....GA rfd 1-3837  
(See Advertisement This Page)

**FORD VIRGINIA** 209 Post.....GA rfd 1-1787  
(See Advertisement This Page)

**FOSS MARTHA SCANDINAVIAN BEAUTY**  
**CLINIC** 165 Post.....SU tter 1-8588  
(See Advertisement This Page)

**FRANCES MARY**  
Registered Electrologist  
SUPERFLUOUS HAIR  
PERMANENTLY REMOVED  
FAST MODERN METHOD  
Eyebrow & Hairline Shaping  
Special Rates on Body Work  
CONSULTATIONS FREE  
Evenings by Appointment  
Suite 615  
133 Geary.....YU kon 6-2248

**SYRIE M. COATES**  
ELECTRICAL  
DERMATOLOGIST  
Graduate  
Nurse



Ultra Modern  
Electrolysis  
Consultation  
Without  
Obligation

Exclusive Parlors—Women Only  
Work Done With Skill & Efficiency  
Positive Results Without Blemishes  
References From Physicians & Clients

Established, 1929

**EXbrook 2-1804**  
240 STOCKTON RM. 614  
Opposite Union Square

**Hair Removing-(Cont'd)**

**BONNER HELEN**  
SUPERFLUOUS HAIR  
Quickly and  
Permanently Removed  
**PAUL KREE METHOD**  
Recommended by Leading S. F.  
Physicians - Over 15 Years Experience  
ALL WORK GUARANTEED  
REGISTERED ELECTROLOGIST  
CONSULTATION FREE  
DRAKE WILTSHIRE HOTEL  
340 Stockton.....EX brook 2-9746

**BURKE MARY V**  
Superfluous Hair  
PERMANENTLY REMOVED  
By the New  
Thermolysis Epilator  
**FASTEST METHOD  
KNOWN**  
Also MULTIPLE NEEDLE  
ELECTROLYSIS  
Both Methods Save Time & Money  
RECOMMENDED BY  
PHYSICIANS  
Suite 822  
133 Geary.....EX brook-2-3845

**GASPARY AUGUSTA MISS**

ELECTROLOGIST & COSMETICIAN  
Unwanted Hair Removed Perm.  
New Fast Scientific Method  
209 Post.....GA rfd 1-7516

**GOATES SYRIE M** 240 Stockton, EX brook 2-1804

**DU BOIS BLANCHE** 133 Geary.....GA rfd 1-1180  
**EVANS MONA** 275 Post.....SU tter 1-4264  
**FISCHER NELL** 133 Geary.....GA rfd 1-3837  
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SUPERFLUOUS HAIR  
PERMANENTLY REMOVED  
FAST MODERN METHOD  
Eyebrow & Hairline Shaping  
Special Rates on Body Work  
CONSULTATIONS FREE  
Evenings by Appointment  
Suite 615  
133 Geary.....YU kon 6-2248

Tell your sales story in the Yellow Pages. Classified Directory advertising reaches new prospects, promotes new business, brings new profits.

**VIRGINIA FORD, E.D.**  
San Francisco's Leading  
Electrologist



POST GRADUATE  
KREE ACADEMY, N. Y.

Recommended by  
Prominent Physicians  
For Skill &  
Efficiency

Modern Methods Saves Time & Cost  
20 Yrs. in Present Location  
Personal Service - Work Guaranteed  
Consultation Without Obligation  
209 Post GARfield 1-1787

**Hair Removing-(Cont'd)**

**FRIEND MILDRED L**  
Registered Nurse-Electrologist  
165 Post.....GA rfd 1-3556  
Geyer 108  
With The White House  
Sutter & Grant.....EX brook-2-5000

**IRELAND IRENE**  
Registered Electrologist  
Superfluous Hair Removed Perm.  
Recommended By Physicians  
2453 Fillmore.....FL Imor 6-1616

**JOHNSON BLANCHE V**

133 Geary.....SU tter-1-1312

**LOGAN HELEN B**

340 Stockton.....EX brook 2-9746

**MAGRE LAURE**

With Moore of S F  
609 Sutter.....OR away 3-0965

The Classified Directory has solved many a buyer's problem.

**UNWANTED hair**  
PERMANENTLY ERADICATED

By the "St. Pierre" Dual-Action Epilator. Making practicable the complete eradication of the heaviest and most extensive growths of hair on any part of the human body. No harm to health. No disfiguring marks. Cost modest. Men and women operators with years of experience capable of handling any hair problem on either women or men. Come in for personal interview without charge.

In San Francisco Since 1925

**THE DERMIC LABORATORIES**  
233 GRANT AVE. Open Evenings DOuglas 2-5335

**DESTROY UNWANTED HAIR FOREVER**  
WITH THERMOLYSIS (DIATHERMY)



A Sure & Successful Method  
Introduced in Los Angeles in 1938 by Martha Foss, Scandinavian Electrologist, who is widely known and highly recommended by leading Physicians both here and abroad. Thermolysis (Diathermy) is much faster than any other system. Guaranteed permanent. Leaves no scars. Electrolysis (single or multiple needle) given if desired. Free consultation. Private.

**SUtter 1-8588**

Office Hours 11 a.m. to 5 p.m.  
Evenings and Saturday by appointment

165 POST ST at Grant - Suite 412

**HAIR REMOVED**  
Permanently  
**Nell K. Fischer**  
Graduate Kree Electrolysis College  
of New York

Either the Kree Multiple Needle or the  
1000 Hair Per Hr. Method Used  
Approved by Medical Authorities  
Consultation Without Obligation  
STRICTEST PRIVACY ASSURED  
Over 20 Years Successful Practice

133 GEARY - Suite 510  
1/2 Block from Union Square  
**Garfield 1-3837**

**Hair Removing-(Cont'd)**

**MONA LISA LABORATORY**  
Of Electrolysis-Thermolysis  
Ugly Superfluous Hair Removed  
Permanently - Safely  
Painlessly From Face or Body  
Consultative Examination NO Charge  
Blanche V. Johnson, E. D.  
Suite 514  
133 Geary.....SU tter 1-1312

**PEARCE SYSTEM OF ELECTROLOGY**

210 Post.....SU tter-1-0896

**POLOS PAULINE H**

2459A-24th.....VA lenclia 4-0910

The Yellow Pages place your name and telephone number before the buyer at the very moment he wants what you have to sell.

**RYAN MARGARET O**  
Electrologist and Specialist  
In Removing Superfluous Hair  
(Face, Arms, Legs)  
BROWS AND NECKLINES  
PERMANENTLY SHAPED  
Personal Attention - No Scars  
Work Guaranteed  
Suite 89 - 27 Years at Same Address  
166 Geary.....EX brook-2-4542

**STIVER MADAME** 133 Geary.....EX brook-2-3380

**TELLEGEN AGATHA Z** 133 Geary YU kon 6-2761

**TUCKER CHARLOTTE** 133 Geary SU tter 1-7960

Worthington's Beauty Shop

2323 Clement.....BA yview 1-9622

**Hair Removing Equipment**

**KREE ELECTROLYSIS EQUIPMENT**—  
KREE INSTITUTE OF ELECTROLYSIS INC  
World Famous Training Center  
& Leading Mfg Of Short-Wave  
Thermolysis And Electrolysis Machines  
18 E 41st New York New York  
(Toll)  
Call Long Distance for Murray Hill 3-4498

**Hair Treatment**

See Scalp Treatment

**Hairdressers—See Beauty Shops**

**Hairdressing Supplies**

Lion Import Co  
Hair-Nets.....EX brook 2-1461  
25 Calif.....EX brook 2-1461

**Halls & Auditoriums**

**ALEXANDRIA HALL**

Ideal for Dances - Wedding Receptions  
Parties - Whisls - Lodge Meetings, Etc.  
Finest Accommodations & Facilities  
Ball Room - Fiesta Room - Bar - Kitchen, Etc.  
Beautifully Re-Decorated & Improved  
Located Just Off Geary Blvd.  
380-18th Av.....EV green 6-9800  
If no answer call.....WE st 1-7742  
Evenings & Sunday.....EV green 6-5786

**AMBASSADOR BALLROOM**

Hall For Rent-All Equipped  
Dance Floor 7000 Sq Ft  
1805 Geary.....FL Imor 6-4400  
Armenian Roadside Hall 1553 Page.....MA rket 1-9227

**ART STUDIO AUDITORIUM**

IDEAL PLACE FOR  
Wedding Receptions  
Dances - Parties - Banquets  
Lodge & Business Meetings  
FULLY EQUIPPED  
Stage - Grand Piano - Radio  
Public Addressing System  
COCKTAIL BAR  
Centrally Located  
Near Polk  
1570 California.....PR aspt 5-2814

**Calif Hall Association** 625 Polk.....TU xedo 5-6482

**Coliseum Bowl**

Rentals-Athletic Events Cap-3000  
45-11th.....HE mlock 1-3990

**COLISEUM BOWL BOXING OFFICE**

43-11th.....UN drhil-1-9300

**Coliseum Bowl Wrestling Office**

43-11th.....HE mlock 1-4646

**Civic Auditorium**

Rent For Meetings-Dances-Lodges  
35-43-18th.....KL ondike-2-0290

**Droids of Calif U A O D**

Halls For Rent  
44 Page.....MA rket-1-9253

**Finch Brotherhood Hall**

Rent For Weddings-Banquets-Etc  
Beautiful 35 Ft Mahogany Bar-Sep Rm  
425 Hoffman Av.....MI ssn 7-6065

**FOX HOSTESS HOUSE**

Wedding Receptions-Dinners & Parties  
3255 Balboa.....SK yline 2-0820

If no answer call.....BA yview 1-2973

German House 625 Polk.....TU xedo 5-6482

(Continued Next Page)

We want your telephone service to be as helpful as we can make it.

**BORIS BOXER HAIR GOODS**  
and Beauty Shop 150 POWELL - ROOM 208



**EXbrook 2-4682**

Complete Assortment of  
Imported and Domestic Hair Goods  
Lace Front Pieces  
MADE TO ORDER: UNDETECTABLE WIGS, TOUPEES,  
Braids, Falls and Buns  
EASY CREDIT TERMS  
Established in S. F. Since 1927