

Corsets-Retail-(Cont'd)

Heard T E Co 973 Market... DO uglas-2-8256
Hiltnerberger C H Co 1117 Market... MA rket-1-4244
Hour Glass Shops Inc The... SE abright-1-2580
HUGG H & CO INC... HE mlock 1-2111
JOHNSON STELLA K... EX brook 2-1511
LANDESS GERTRUDE M MRS... BA yview 1-5156
LEUTARD'S 17 Grant Av... YU kon 6-4673
LORD HELLAN O 376 Sutter... YU kon 6-1507
MARGARET MOORE'S CORSET SHOP... EX brook 2-1511
MORRIS CORSET SHOP... SU tter 1-2189
NEWLIN LOU... AT water 2-3921
NU BONE CORSETIERE... DE laware 3-8883
SCHMIDT CORSET & SURGICAL APPLIANCE HOUSE... AT water 2-3921

CAMP Surgical & Maternity Supports

All Nationally Advertised Brands of CORSETS BRASSIERES FOUNDATIONS Garments Made to Order
957 Market... GA rfd 1-3194

SMART-FORM OF SAN FRANCISCO 3320 Geary Blvd... BA yview 1-6881

SPENCER CORSETIERE Carrie Feix Registered Spencer Corsetiers

Spencer Supports Individually Designed Posture Corrective, Abdomen, Back & Breast Maternity & Surgical Supports Belts For Men and Women Telephone For Appointment
1154 O'Farrell... GR ayson-4-9826

SPENCER SUPPORT SHOP SPENCER CORSETIERE Individually Designed HELLAN C. LORD, Prop. 376 Sutter... YU kon 6-1507

Spencer Support Shop 376 Sutter... YU kon 6-1507

SPIRELLA CORSETIERE 219 Post... YU kon 6-0141

SPIRELLA CORSETIERE

SPIRELLA CORSETIERE SPIRELLA INDIVIDUAL SERVICE by Appointment CORSETS - GIRDLES - BRASSIERES SURGICAL & POSTURE CORRECTION CORSETS ABDOMINAL BELTS MATERNITY SUPPORTS Also Men's Belts Mrs. Emma Schuchardt - 3773A Sacto. Mrs. Rose Gevirtz - 593 4th Ave. 3773A Sacramento... BA yview 1-7048 If no answer call... EV rgreen 6-6465

SPIRELLA CORSETIERE Mrs. A. J. Franz 662-2141 Av... SK yline 1-9107

SPIRELLA CORSETS-NEWLIN LOU 2515 Mission... AT water 2-3921

The Yellow pages save you time.

Corsets-Retail-(Cont'd)

STAYFORM OF SAN FRANCISCO FOUNDATION GARMENTS POSTURE CORRECTION MATERNITY GARMENTS Pacific Bldg... GA rfd 1-1793
Summers L C Mrs 1448 Haight... UN drhl-1-5379
WHEELER'S Le Gant - Bien Jolie - Formfit & POIRETTE FOUNDATIONS Camp's Surgical Supports 2197 Chestnut... FI lmer-6-8112

Corsets-Whse & Mfrs

Anna Clarke Corset Shoppe 712 Sutter... PR exopt 5-4057
Benjamin & Johns Inc 259 Geary... SU tter 1-2189
BIEN JOLIE FOUNDATION GARMENTS-BENJAMIN & JOHNES INC 259 Geary... SU tter 1-2189
Bien Jolie Foundation Garments 259 Geary... SU tter 1-2189
BOSSARD H W & CO THE 536 Minn... GA rfd 1-4230
Kabo Inc 833 Market... YU kon 2-1208
Kops Bros Inc Nemo Foundations 259 Geary... EX brook 2-6558
PERMA-LIFT BRASSIERES & GIRDLES-STEIN A & CO 86-3d... GA rfd 1-4650
Sidley Co The Mfrs Of Brassieres-Girdles-Garter Belts-Foundations & Panty Girdles 45 Ecker... GA rfd 1-3188
Strouse Adler Co 742 Market... DO uglas-2-1495
WARNER BROS CO INC 28 Geary... DO uglas-2-2078

Cosmetics-Retail

Arden Elizabeth Salon 550 Sutter... YU kon 2-3755
BEAUTY COUNSELORS Advertising in AMA Publications MISS A. HILLHOUSE Regional Distributor Complimentary Presentation IN YOUR OWN HOME With No More Obligation to Purchase Than When You Try on a Hat or Gown in a Store 2979 Jackson... WE st 1-8163

Beauty Counselor Florence English-Dist Mgr 465 Monticello... DE laware 3-4023
BEAUTY COUNSELORS District & Sales Ofc 1000 Powell... DO uglas 2-1792
Belcane-Gordon Co 259 Geary... EX brook 2-4036
Blumenthal Elizabeth 133 Geary... GA rfd 1-0096

BURKE MARTHA MERLE NORMAN COSMETICS For Courtesy Demonstration Ask for Miss Evelyn Studio Opposite White House 253 Grant Av... EX brook 2-6957

CYGLAX OF LONDON-GAFFNEY NELLY 354 Post... GA rfd 1-5285

DERMATIC-PENNEY'S BEAUTY STUDIO 5th & Market... DO uglas 2-0406

Elysee Cosmetic Studio 133 Geary... GA rfd 1-0096
Ex-Cel-Cin Cosmetic Products Distributors 3012-24th... VA 4-9948
Jean Ferrell Cosmetics 159 Geary... YU kon 6-2248
Lady Godiva Cosmetics 22 Hillcrest Rd Mill Valley (Toll) Call "Operator" for... Dunlap 8-1800
Lan-Lay Co 1545 Mission... UN drhl 3-2345
Le Foh's House Of Beauty 133 Geary... YU kon 2-4453
LUZIER'S COSMETICS Divisional Sales Office For Northern California & Nevada 1010 Franklin... PR exopt 6-1300

LUZIER'S COSMETICS EMILIE SWARAT - Distr. Complimentary Consultation 209 Post... YU kon 6-6924

MERLE NORMAN COSMETIC STUDIO 2209 Chestnut... FI lmer-6-4314

Cosmetics-Retail-(Cont'd)

MERLE NORMAN COSMETIC STUDIO Ann Barka-Street Floor Lobby 133 Geary... DO uglas 2-3287
MERLE NORMAN COSMETIC STUDIO Gladys Holmberg & Martha Burke 253 Grant Av... EX brook 2-6957
MERLE NORMAN COSMETIC STUDIO 1217 Market... HE mlock-1-5854
MERLE NORMAN COSMETIC STUDIO Elsie M Moore Lakeside-Village 2672 Ocean Av... LO mboard 6-2153
ROLLEY COSMETICS Mfrs Of Unbelievable Sea & Ski 182 Geary... EX brook 2-4441
Sachcheri B T Mrs 917 McAllister... WE st 1-6493
Sadieoff Vera 2308 Lombard... WA lmt 1-3955
Studio Girl Cosmetics 1436 Dolores... MI ssn 8-0492
Tibbie French Company 434 Hickory... UN drhl 1-2427
TINA BISHOP COSMETICS 1002 Park Alameda... LA kehrt 3-6762

Cosmetics-Whse & Mfrs

ASSOCIATED LABORATORIES LTD Mfrs of Famous Curl Mist & Formula 51-X 209 Post... YU kon 2-4677
Avon Products Inc Pacific Bldg... YU kon 6-3930
Ayer Harriet Hubbard Inc 274 Brannan... EX brook 2-8292
Beaulana Products 516 Sutter... EX brook 2-3205
Beauty Products Corp 4008 Balboa... SK yline 2-0426
Belcane-Gordon Co 259 Geary... EX brook 2-4036
BELLVERA COSMETICS INTERNATIONAL Manufacturers And Distributors 4007 Balboa... SK yline 2-2794
Botany Show Room Botany Lanolin 823 Market... YU kon 6-6494

BOUQUET EMMY LABORATORY We Also Manufacture Private Formulas For You-Call For Appt 833 Market... YU kon 2-4260
Howe & Co 746 Geary... YU kon 6-4526
Cable Laboratories 3227-21st... MI ssn 7-6683

DERMATIC-BEAUTILITIES INC 51-1st... EX brook 2-5153
Elmo Inc 330 Ritch... YU kon 6-4526
ELYSEE COSMETIC MFG CO Confidential Mfrs Of Private Label 133 Geary... GA rfd 1-0096
Golden Peacock Co 274 Brannan... EX brook 2-8292
Hartman M H Matilda 1259 Grows... WA lmt 1-6201
Helaine Seager Cosmetics 3318 Broderick... WE st 1-4419
Howe & Co 746 Geary... YU xed 5-0732
Hudnut Sales Co Inc 963 Warfield Av Oakland... TE pbar 6-4504

LA MIREL COSMETICS Spontaneous Rejuvenating Lotion And Comesticate Rejuvenating Cream 4007 Balboa... SK yline 2-2794
Lan-Lay Co 1545 Mission... UN drhl 3-2345
Lavalon Laboratories 1625 Bush... PR exopt 6-3670
LURA-GLO LABORATORIES Toilettes-Tabs-Cosmetics-Etc Formula 4 Famous For Skin Your Formulae Complete Protection Be Sure By Quality Call Us 1504-32d Oakland... HU mbolt 3-4730
Marcelle Cosmetics Inc 200 Davis... SU tter 1-2321
Marcus-Leslie 1625 Bush... PR exopt 6-3670
MIRSKY FRED Importers 549-47th Av... SK yline 1-0356
Northern Warren Corp 813 Folsom... EX brook 2-7944
Ogilvie Sisters Sales Corp 1 S Park... EX brook 2-1493
Owerton P G & Co 2416 Clement... SK yline 1-6346
Pance Manufacturing Inc Reed Santa Clara (Toll) Call "Operator" for... Amistler 6-0540
Peacock Laboratory 416 Hayes... UN drhl 1-3750
PEGGY SADE INC 813 Folsom... GA rfd 1-7944

POND'S TOILET PREPARATIONS-POND'S EXTRACT CO 383 Brannan... EX brook 2-0878
Prestige Lines 207 Powell... YU kon 2-5033
Rogaland Laboratories 4007 Balboa... SK yline 2-2794
Richard Andre L & Terrace Specialty 450 Grant Av... EX brook 2-6341
ROBINSON LABORATORY We Specialize In Private Formulas 180-1st... SU tter 1-1393
Sadieoff Vera 2308 Lombard... WA lmt 1-3955
SCHWARTZ HARRY 382A Hayes... UN drhl 3-9761
Tendresse Cosmetics 23 Calif... EX brook 2-7448
Tux Products Co 311 Valencia... UN drhl 3-3680
V-Seventeen Products Corp 4007 Balboa... SK yline 2-2794

Please be sure to hang up properly. Your telephone bell cannot ring when the instrument is accidentally kept off the hook by books or ash trays.

Cosmetics-Whse & Mfrs-(Cont'd)

VI-JON LABORATORIES INC Mfrs. and Distrs. COSMETICS PHARMACEUTICALS PRIVATE FORMULAE Our Specialty 1833 Peralta Oakland... TE mpbar 6-4432
Wendel Sanford S Co 133 Kearny... EX brook 2-4864

Costume Designers

Carol Of Calif Folklore Dancing Costumes 1937 Hayes... ASK yline 1-5114
CONROY EDW Suits & Gowns Custom Made To Order 709 Mission... SU tter 1-6445

DANCE ART CO Theatrical Costumes Designed & Made to Order - Tights - Leotards Opera Lengths - Dance Belts 171 O'Farrell... EX brook 2-4912

David Francis 1192 O'Farrell... GR ayson-4-1206
HALSTEAD THEATRICAL COSTUME SHOP 1436 California... PR exopt 5-9686
Palmer Studio 2416 Webster... FI lmer 6-6441
Verna 2407 Ocean Av... DE laware 4-0917

Costume Designing Schools See Schools

Costume Fabrics Dance Art Co Only Complete Stock Theatrical Gds & Trimmings In City-Whse & Retail 171 O'Farrell... EX brook 2-4912

Costume Rental Banner Play Bureau 449 Powell... EX brook 2-2279

CALIFORNIA COSTUME CO Masquerade - Carnival - Theatrical Flag Decorations Reasonable Rates Near Mission St 3420-25th... AT water 2-0446

Casa Maritza Folk Dance Peasantwear Mexican Costumes & Costumes for All Occasions 1494 Calif... OR sway 3-5133
COSTUME MART 66 Haight... MA rket 1-7180

COSTUME TASINER HOUSE Costumes for All Occasions Specializing in Gay Nineties Bridal Attire - Tuxedos Evening Gowns - Chorus Wardrobes Santa Claus Suits Special Rates to Clubs Open Daily Thru Saturday Evenings by Appointment 90 Golden Gate Av... PR exopt 5-3727

(Continued Next Page)

Advertise here-it pays.

COSTUMES FOR ALL OCCASIONS

Carnival Gay Nineties Mardi Gras Masquerade Spanish Theatrical Western Rented & Sold Open Evenings SERBIN'S Klondike 2-0650 (Note New Location) 1191 Market - Near 8th & 4th Floor

Costume Rental-(Cont'd)

GOLDSTEIN & CO THEATRICAL COSTUMES Period - Pageant - Opera Stein's Theatrical Make-up 989 Market... GA rfd 1-5150
Halstead Theatrical Costume Shop 1436 California... PR exopt 5-9696
Kramers Ed Folk Shop 262 O'Farrell... SU tter 1-7294
RYDERS Dress Suits & Civilian Suits Rented 29 Van Ness Av... HE mlock 1-0916
Serbin's Uniform & Costume Manufacturing Co 1191 Market... KL ondike 2-0650 (See Advertisement Page 190)
STAGECRAFT STUDIOS 1854 Alcatraz Av Berkeley... OL ympic 3-4424

Costume Supplies See Theatrical Equipment & Supplies

Costumes-Whse & Mfrs Hollywood Costume 1911 Hayes... EV rgreen 6-9569

Cotton Blum Milton C Inc 62-1st... GA rfd 1-2893
Lilienthal Lee & Co 16 Beale... EX brook 2-1016
PARK M W CO Also Cotton Waste & Linters 1355 Market... UN drhl 3-1150
YAN WATERS & ROGERS INC 2730-16th... KL ondike 2-2631

Cotton Goods-Mfrs Allied Textile Co 2417 Harrison... AT water 2-8080
Ameritex Fabrics 62-1st... YU kon 6-6833
Bailey Joshua L & Co Inc 605 Mkt... SU tter 1-6586
Barrell Wm L Co Cotton Duck Converted Fabrics Thomas B Rodgers-Manager 681 Market... EX brook 2-3006
If no answer (Toll) call "Operator" for Orinda 2597 Calif Industrial Garment Co 1254 Mission... UN drhl 1-2757
Towels And Rugs 1355 Market... KL ondike 2-2311
Cannon Mills Inc P H Deime 605 Market... GA rfd 1-4341
Cohn-Hall-Warx Co 62-1st... YU kon 6-6833
Cone Export & Comm Co Inc 498 Market... DO uglas 2-1984
Deering Milliken & Co Inc 605 Market... SU tter 1-1316
Dundee Mills Inc 605 Market... YU kon 2-5183
Eagle & Phenix Mills 605 Market... GA rfd 1-7581
Fieldcrest Mills 1355 Market... UN drhl 3-0200
Hyman-Edw Co 1661 Mission... MA rket 1-1556
Iran John L Co 605 Market... GA rfd 1-7581
Irvine-Jefferson Co Inc 605 Market... GA rfd 1-1096
Juilliard A D & Co Inc 605 Market... SU tter 1-5124
Kendall Mills-Div Of The Kendall Co 572 Howard... GA rfd 1-1770
Lane Cotton Mills Co 605 Market... EX brook 2-4-439
Lotterhand J C 605 Market... GA rfd 1-1096
Lowenstein M & Sons Inc 605 Market... EX brook 2-4-439
Milna Hooper & Co 605 Market... DO uglas 2-4317
Parker Wilder & Co 605 Market... DO uglas 2-4317
Pequot Mills 605 Market... DO uglas 2-5745
Quever Lace Co 1355 Market... UN drhl 1-2244
REEVES BROTHERS INC 605 Market... GA rfd 1-7581
Schwartz-Liebman Textiles Inc 833 Market... YU kon 2-5399
Seneca Textile Corp Curtains & Drapery Fabric 605 Market... YU kon 6-6834
Sintex Mills 605 Market... YU kon 6-1694
SILL A W 731 Market... EX brook 2-8657
STUART J MFG CO 37 Front... GA rfd 1-2560
SULLIVAN AWNING CO Canvas Products 801 S Van Ness Av... MI ssn 7-3085
SUN TENT-LUEBBERT CO 450 Brannan... EX brook 2-5923
Taylor Pinkham & Co Inc 605 Market... GA rfd 1-6615
Utica & Mohawk Cotton Mills 605 Market... GA rfd 1-0815
Wellington Sears Co 605 Market... EX brook 2-6528
Wirth George C & Co 420 Market... GA rfd 1-7665

For speed and accuracy on your dial calls, listen first for the dial tone. Dial each letter and digit carefully, drawing the dial all the way to the finger stop. Lift your finger each time to let the dial return to position naturally.

Costume Rental-(Cont'd)

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Taylor Pinkham & Co Inc 605 Market... GA rfd 1-6615
Utica & Mohawk Cotton Mills 605 Market... GA rfd 1-0815
Wellington Sears Co 605 Market... EX brook 2-6528
Wirth George C & Co 420 Market... GA rfd 1-7665

Counting Machines BOY-MAR ELECTRIC EYE COUNTERS-BOY-MAR PRODUCTS Electronic Operated No-Relays Or Contacts-Up To 750 Per Minute 1271 Mission... UN drhl 1-2245

Coin Counter Machine Repair Co 143-2d... DO uglas 2-5321

COUNTER & CONTROL PRODUCTS-CAMPBELL & GEORGE CO Ticket Inverters-Cycle Monitors 379 Brannan... DO uglas 2-5073

DURANT PRODUCTIMETERS-HALE JAS C & CO Industrial-Mechanical Electrical-Predetermined Counters 300-7th... UN drhl 1-3300

VEEDER-ROOT COUNTING DEVICES-PETERSON F SOMERS CO 524 Folsom... SU tter 1-5416

Veeder-Root Inc 524 Folsom... SU tter 1-5416

County Government Offices See Alphabetical Directory under "S F City & County Of"

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Cotton Goods-Whse

AMER WIPING MATERIALS CO Cheesecloth All Constructions Remnants - Drills - Osnaburgs Tubular Knit Cloth - Sheetings 342-5th... SU tter 1-5393

AMER HARRIS NEVILLE CO

Sheetings - Osnaburgs Drills - Filter Fabrics Duck Wholesale Only 2800-17th... UN drhl 1-7700

BALLINGER W A & CO 30 Otis... HE mlock 1-7632
Bling's Wholesale Co Samples Sent on Request Organlies-Sheetings Cordurys-Velveteens 100 Union Lawrence Massachusetts (Toll) Call Long Distance for... Massachusetts 2-1200

COAST KOTTON CO 255 Calif... EX brook 2-4200
HERNIN GEO G 475 Brannan... SU tter 1-6671
King C O 605 Market... SU tter 1-6586
Knight Loren 179-11th... HE mlock 1-2255
Kugler Louis J Co 466 Geary... OR sway 3-4601
Langer H J 109 New Montgomery... DO uglas 2-8799
If no answer call... WA lmt 1-7219
McNeill & McNeill 62-1st... SU tter 1-5963
Moldenhauer Textiles 833 Market... DO uglas 2-6768
MONSE A U & CO 53 Page... HE mlock 1-6446
From East Bay, Hayward, Richmond Exchanges only (No Inter-City Charge) Ask "Operator" for Entrprise 10729

Pacific Cotton Goods Co 59 Rodgers... MA rket 1-2400
Phillip Darsan Fabric Co 611 Mission... YU kon 2-4672
Pierson Knight 593 Market... YU kon 6-6867
Sofia R C Co Inc 236-8th... HE mlock 1-7161
From East Bay Zone only (No Inter-City Charge) Ask "Operator" for Entrprise 11156

STUART J MFG CO 37 Front... GA rfd 1-2560
Sullivan Awning Co 801 S Van Ness Av... MI ssn 7-3085

SUN TENT-LUEBBERT CO United Textile Co 2450 Harrison... VA lencia-4-0963
UPHOLSTERY SUPPLY COMPANY 498 Alabama... UN drhl 1-5839
Winne & Sutich Co 859 Mission... EX brook 2-3563

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Couplings

ADAM-HILL CO Morse Flexible Couplings 244-9th... MA rket 1-4137
Ajax Flexible Coupling Co 420 Market... YU kon 2-7120

AMERIQUEAN-AMERICAN COUPLINGS

FOWLER CHARLES A CO Complete S F Stock 889 Bryant... UN drhl 3-5010

ANCHOR EQUIPMENT CO Smith & Serrell Flexible Couplings 526 Folsom... GA rfd 1-6506

BAY CITY IRON WORKS INC ALL TYPES OF COUPLINGS Flexible & Rigid - Falk Steelflex Roller Chain - Leather Disc 475-4th Oakland... HI gate 4-1092

CHRISTIAN J D ENGINEERS Diamond & Falk Flexible Couplings 480 Potrero... HE mlock 1-1300

DRESSER MANUFACTURING DIVISION Link-Belt Company 400 Paul Av... JU niper 7-1880
FALK CORPORATION THE 53 Stevenson... SU tter 1-4738

FAST FLEXIBLE COUPLINGS-LYMAN OLIVER B 95 New Montgomery... SU tter 1-6440

GUSTIN-BACON MFG CO Horsford Bros Co Diamond & Falco Flexible Couplings 444 Folsom... SU tter 1-0657
Link-Belt Company 400 Paul Av... JU niper 7-1880
LOVEJOY FLEXIBLE COUPLING CO Dix Universal Joints 243-6th... YU kon 6-0636

OTRICH CO ALL TYPES IN STOCK 610-16th Oakland... TE mpbar 2-3781

POOLE FLEXIBLE COUPLINGS-KING-KNIGHT CO 360 Jefferson... PR exopt 6-2700

Poole Foundry & Machine Co 360 Jefferson... PR exopt 6-2700
Sier Bath Gear Co 55 New Mtgy... YU kon 6-2610

SMITH-BLAIR INC Flexible Couplings Pipe Repair Clamps Saddles, Plugs and Tee Couplings 535 Railroad Av So S F... JU niper 5-3292

TERGO EQUIPMENT CO KOLACRIP GRUVAGRIP COUPLINGS Complete S. F. Stocks 939 Howard... GA rfd 1-1736

Thomas Flexible Coupling Co 636 Potrero... VA lencia 4-8223

THOMAS FLEXIBLE COUPLINGS-BROOKS EQUIPMENT CO 636 Potrero Av... VA lencia 4-8223

Transmission Engineering Co 53 Stevenson... SU tter 1-4738

VICTAULIC FLEXIBLE-LEAKPROOF-PIPE COUPLINGS-MANUFACTURED VICTAULIC INC 420 Market... YU kon 2-2054

WALDRON & FRANCKE COUPLINGS-PAC GEAR & TOOL WORKS 1035 Folsom... HE mlock 1-6521

WHEELING MACHINE PRODUCTS-JONES EARL H & CO INC 1150 Folsom... UN drhl 1-1626

Wood Machine Works Inc 514 Bryant... GA rfd 1-0736

Court Reporters-See Reporters

Coveralls See Overalls Hdgs; Also