

Massage-(Cont'd)

NINE SIXTY SEVEN SUTTER HEALTH STUDIO
MASSAGE & PHYSIO THERAPY
BATTLE CREEK METHOD
 467 Sutter.....OR dway 5-5881

HU LIFE STUDIO
MASSAGE - REDUCING BLOOM OF YOUTH
FACE MASSAGE
 "Foe of Lines
 Enemy of Wrinkles"
 Operators Both Sex
 Open 11 A.M. to Sun.
 435 Eddy.....OR dway 5-5148

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 DOO 435 Eddy.....OR dway 5-5148
 Park-Prisdio Massage Studio
 390-2d Av.....EV green 6-9925
 (See Advertisement Page 422)

PHILIPPS POSTURE CORRECTION & REDUCING SYSTEM
MASSAGE - SUN LAMPS
CABINET BATHS - Suite 411
 150 Powell.....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

SCHNEIDER JOHANN
 Registered Nurse-Women Only
 323 Geary.....EX brook 2-7243

SHAMROCK STUDIO
 Rose Donovan, Mgr.
HOT OIL RUBS & CABINET
 Hours 10 A.M. to 7 P.M.
 1658 Eddy.....JO rdan 7-7024

SHERRY'S STUDIO 2406 1/2 Polk, PR optct 6-1244
 (See Advertisement Page 422)

SIMPKINS D R SUNSET DISTRICT
SCIENTIFIC SWEDISH & CORRECTIVE MASSAGE - STEAM BATHS
 1636A Irving.....SE abright 1-0414

Stay Young Health Institute
 690 Sutter.....TU xedo 5-5305

SUN RAY HEALTH STUDIO
EXCELLENT MASSAGE
 App'l Only
 Off Market Hrs. 10 to 9 Incl. Sun.
 444 Castro.....MA rket 1-8887

Sunset Slenderizing Salon
 1368-9th Av.....LO mbar 6-3959
 San Frans. 3035 Baker.....WA lnut 1-3363

SWEDISH HEALTH THERAPY STUDIO
 Martin George Motamma
 2940 Octavia.....TU xedo 5-6458

TWO R'S R'S
REST AND RELAXATION
TIRED NERVOUS TRAVEL FATIGUE
JANE COLE
 By Appointment Only
 1751 Washington.....GR ayton 4-7153

WALLEN F M
 Expert Swedish Masseur
 126 Post.....EX brook 2-7832

WALLY'S PHYSIO-THERAPY
 Bicycle-Exercise-Cabinet-Bath-Massage
 For Women Only
 1248 Leavenworth.....PR optct 5-0569

WILCOX LOUISE STUDIO
IMPROVED SWEDISH MASSAGE
 Diarker Colonic Irrigation
 Tub & Cabinet Baths
 Between Larkin & Hyde
 619 Ellis.....PR optct 5-4156

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

Matches

ADAJIDE 1339 Folsom.....HE mlock 1-3023
CEZARI P J ADVERTISING NOVELTIES CO
 Special Reproduction FOB Your Door
 1691 Turk.....WA lnut 1-3304

DIAMOND BOOK MATCH ADVERTISING
 Book Match Advertising
 Counselors for over 50
 years. Pioneers in unique
 book match packaging
 (Units 2-6-10-12-25-50)
 that carry your sales story
 by mail or by personal contact to prospects
 selected by you.

"FOR INFORMATION CALL"
 Diamond Match Co The 2 Pine.....SU tter 1-3841

Diamond Match Co The 2 Pine.....SU tter 1-3841
Kaplan Jack J 1355 Market.....UN drhil 1-4420

LION MATCH CO INC
Advertising Book Matches
 Buy From the Mfg. - It Pays
 15 - 20 - 21 - 30 & 40 Stick Books
 Exclusive Manufacturers of
 Matches With the Ad on the Sticks
 383 Brannan.....GA rfd 1-7814

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

SALTZ ADVERTISING SPECIALTIES
 For 25 years creators of successful Book Match
 Campaigns for America's Top Advertisers.
 U S Book Match Corporation
 260 Kearny.....SU tter 1-5674

UNIVERSAL BOOK MATCHES
 Advertising Book Matches
 for All Types of Business
 Expert designs - unexcelled
 printing - distinctive sizes -
 finest quality PLUS exclusive
 Moisture-Resistant Striking Strip.
 For 25 years creators of successful Book Match
 Campaigns for America's Top Advertisers.
"FOR INFORMATION CALL"
UNIVERSAL MATCH CORP
 1355 Market.....UN drhil 1-4419

Universal Match Corporation
 1355 Market.....UN drhil 1-4419

WILLATS PRINTING CO
LOWEST S.F. PRICES
 20-30-40 Stick & 16" Giant Size
 Multicolor - Metallic - Raised Letters
 Full Color - Girls - Scenic - Dogs - Florals
 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

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

Maternity Apparel
EXPECTATION SHOPS
CLOTHES FOR THE EXPECTANT MOTHER
 Two Locations
 140 Geary.....YU kon 2-3520
 San Mateo
 (Toll) Call "Operator" for.....Diamond 3-5804

BOSSARD CORSET & LINGERIE SHOP
 2312 Mission.....VA lencia 4-9393
 L'Apparelle 3925-24th.....AT water 2-2504

MATERNITY CORNER
MATERNITY DRESSES - SMOCKS GIRDLES AND BRASSIERES
 2441 Ocean Av.....DE laware 4-0102

Complete Selections for the MOTHERS-TO-BE WARDROBE
"WHERE TO BUY THEM"
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 ssn 7-0881

Thompson Frances
 Wholesale & Manufacturer
 95 Minna.....YU kon 6-5480

Maternity Supports-Mfrs
 Spencer Support Shop 376 Sutter.....YU kon 6-1507

Matrices
AMERICAN ELECTROTYPE DIVISION ELECTROGRAPHIC CORPORATION
 129 Fremont.....GA rfd 1-3522

FILMER BROS ELECTROTYPE CO
 Prompt Service On Electrotypes
 Nickeltypes-Stereotypes & Mats
 330 Jackson.....EX brook 2-5115

Hofschneider Bert & Bro Inc
 590 Sansome.....GA rfd 1-1725
Johnson Mat & Electrotype Co
 Mats Electrotypes Plastic & Rubber Plates
 555 Washington.....YU kon 2-0456

King Features Syndicate Inc
 Precision Electrotype Co
 1045 Sansome.....GA rfd 1-3387

Printing Plates Co 985-22d Oakland
 From telephones served from S F Zone only
 (No Inter-City Charge)
 Ask "Operator" for Enterprise-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 drhil 1-9744

GOLDEN SUPPLIES
 Mats Of Every Type-Immediate Del
 777 Golden Gate Av.....MA rket 1-3415

DUTRO CO
 2155 Webster Alameda.....LA kehst 3-9700

Enjoy the Guest Artists series on
 "The Telephone Hour" - N.B.C.,
 Monday nights.

Mats-Floor-(Cont'd)

GOLDEN STATE MAT MFG CO
 The Largest Selection of
FLOOR MATS & MATTING
 In the West
 Leather - Rubber - Coco Fibre - Steel
 See Our Large Display Adv.
 799 Golden Gate Av.....KL ondike 2-1900

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
 2155 Webster Alameda.....LA kehst 3-9700
 (See Advertisement This Page)

Golden State Mat Mfg Co
 799 Golden Gate Av.....KL ondike 2-1900
 (See Advertisement This Page)

The buying public won't forget you when you advertise in the Yellow Pages.

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

THE MOST COMPLETE LINE OF FLOOR MATS AND MATTING IN THE WEST...
 Bar and Restaurant Floor Mats - Colored Rubber Entrance Mats - Corrugated Rubber Runners - Coco Mats and Matting - Sponge Cushion Mats - Leather Link - Steel Link - Tire Fabric Mats - Barber and Dental Chair and Office Chair Floor Mats - Elevator Mats - Rubber Bath and Shower Mats - Stair Treads - Personalized Door Mats, etc.

WE HAVE THE ANSWER TO YOUR MATTING PROBLEM IN STOCK!
"The House of Mats"
GOLDEN STATE MAT MFG. CO.
KLondike 2-1900
799 GOLDEN GATE AVENUE

MATS AND MATTINGS
MANUFACTURED AND INSTALLED
MANUFACTURERS & DISTRIBUTORS OF
 Duro Cushioned Wood Floor Mats
 "Beatsall" Leather Link Mats
 Rubber Mats & Matting
 Tire Fabric Mats
 "Beatsall" Colored Link Mats
 Steel & Coco Mats

Reversible - Flexible - Roll-up
LEATHER MAT MFG. CO.
 (OWNED & OPERATED BY DUTRO CO.)
 (MAT SPECIALISTS)
 2155 Webster Alameda
 LAkehurst 3-9700

Mattress Makers' Supplies
 Becht Products 1355 Market.....KL ondike 2-3611
 Binkovitz M & Sons 1355 Market.....KL ondike 2-3611
 Connolly Bedding Supply Co
 65 Rausch.....HE mlock 1-7569

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

GOLDING BROS CO INC
 1355 Market.....KL ondike 2-3817

LAISCO OF S F 250 Redwood.....KL ondike 2-3618
 Los Angeles Inner Spring Co
 250 Redwood.....KL ondike 2-3618

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
 238-Bth.....HE mlock 1-7161

UPHOLSTERY SUPPLY COMPANY
 Everything for the Mattress Maker
 Ticking - Springs - Cotton - Supplies
 Complete Local Stocks
 498 Alabama.....UN drhil 1-5839

Mattress Makers' Supplies

DIETRICH DICK
 Complete Line of
Mattress Makers' Supplies
 Vely-O-Grip Handles - Binding Tapes
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 Complete Local Stocks All Findings
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 Over 25 Years Service to the Trade
 238-Bth.....HE mlock 1-7161

UPHOLSTERY SUPPLY COMPANY
 Everything for the Mattress Maker
 Ticking - Springs - Cotton - Supplies
 Complete Local Stocks
 498 Alabama.....UN drhil 1-5839

Have the right number when you call. It's natural to trust to memory—but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number—won't you look it up in the telephone directory?

Mattresses-Renovating

A & A Bedding & Upholstering Co
 1044 Howard.....HE mlock 1-4330
 (See Advertisement Page 426)

A B C Bedding & Upholstery Co
 PR optct 5-0922
 1245 Geary.....HE mlock 1-3141
 (See Advertisement Page 426)

AMER BEDDING CO
MATTRESSES & BOX SPRINGS
STOP LOOK & CONSIDER
 24-Hr. Service - 7 Days a Week
 Mattresses Renovated Boxsprings Made to Order
 Converted to Innerspring Mattresses Sterilized
 3483 Mission.....MI ssn 8-0865

ASSOCIATED BEDDING CO
 1245 Geary.....PR optct 5-0922
 (See Advertisement Page 426)

ATLAS MATTRESS & UPHOLSTERING CO
 See Our Ad Under Upholsterers
 539 Hayes.....UN drhil 1-6978

CALIFORNIA BEDDING CO
 406 Divisadero.....UN drhil 3-6292
 (See Advertisement Page 426)

CAPITOL UPHOLSTERING
 Mattresses Renovated - 1 Day Service
 FURNITURE REUPHOLSTERED
 5844 Geary Blvd.....SK yline 1-3638
 (Continued Next Page)

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".

8 HOUR SERVICE
REBUILDING Inner-Spring Mattresses OUR SPECIALTY
WE CONVERT Coil Springs Into BOX SPRINGS
 At Reasonable Prices
 Kapok or Cotton Renovated as Low as \$2.00
 All Work Guaranteed

Call **VAencia 4-6911**
 After 5 P.M. SKyline 1-0440

Sand-man
MATTRESS CO.
 REG. U. S. PAT. OFF.

2620 THIRD ST. - ESTABLISHED 1913

Mattresses-Renovating

A & A Bedding & Upholstering Co
 1044 Howard.....HE mlock 1-4330
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Sand-man
MATTRESS CO.
 REG. U. S. PAT. OFF.

2620 THIRD ST. - ESTABLISHED 1913

GALANT
MATTRESS & UPHOLSTERY CO.
 ESTABLISHED 1927

CONVERT YOUR OLD MATTRESS INTO A MODERN INNER-SPRING MATTRESS
 Special Machinery to Renew Inside Filling Material

MATTRESSES RENOVATED
INNER - SPRING MATTRESSES REPAIRED
COIL-BED SPRINGS CONVERTED INTO BOX SPRINGS

\$2.00 & Up
1-Day Service
 With New Cover \$5.95 Up

We Specialize In Odd Sizes

All Work Guaranteed
West 1-7661
 2229 Geary near Divisadero
Free Estimates - Terms

Largest & Most Reliable Plant in S. F.

FACTORY SPECIAL!
 Telephone **ATwater 2-1312**

MATTRESS REBUILT
 (COTTON OR KAPOK)
 REGARDLESS OF CONDITION
\$5.95
 WITH NEW COVER
ONE-DAY SERVICE
FREE PICK-UP and DELIVERY

CHARGE IT! EASY TERMS

CONVERT or restyle your mattress into a modern innerspring
 ALL WORK GUARANTEED

MODERN boxsprings converted or restyled from your bedspring.

"FEEL GRAND. SLEEP ON A DREAMLAND"
DREAMLAND BEDDING CO.
 534 BAYSHORE BLVD.
LARGEST IN THE WEST
 MANUFACTURER DIRECT TO CONSUMER