Recording Studios

ACOMA RENTALS
TAPE RECORDERS RENTED
Day - Week - Month
320 Market.....EX brook 2-2140

Fidelity Recording Service
2428 Union.....JO rdan 7-8234
SKYLINE RECORDING CO
2030 Broadway Oakland.....TW inoaks 3-5178
SOUND RECORDERS THE
421 Powell.....DO uglas-2-7646
(See Advertisement This Page)
SOUND STAGE INC 2225 Irving..LO mbard 6-2806
(See Advertisement This Page)
WOLFE JOHN & CO
141 New Montgomery.....YU kon 6-5040
(See Advertisement This Page)

The steady hummmmm of the dial tone means the equipment is ready to handle your call. Please wait for it.

Records–Phonograph

See Phonograph Records

Rectifiers–Electric

McGOLPIN-CHRISTIE CORP LTD
Robert Sanderson-Mfrs Rep
293-26th Oakland.....GL encort 2-2858

WESTERN-ELECTRO-MECHANICAL CO INC
International Rectifier Corp.
Selenium Stacks And
Industrial Assemblies Stocked
300 Broadway Oakland..TE mplbar 2-8653

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately so that they need not be placed again . . . teaches children the little telephone courtesies.

Rectifiers–Liquor

ASSOCIATED DISTILLERS INC
1000 Brannan.....KL ondike 2-1727
Astor Brands Inc 531 Jessie.....MA rket-1-6781
Giurlani A & Bro 537 Front.....GA rfld-1-8724
Hartman Paul Co 49 Drumm.....SU tter 1-7248
HIRAM WALKER & SONS INC
1000 Brannan.....KL ondike 2-1727
Lewis-Westco & Co 222 Front.....SU tter 1-1380
Martinoni E Co 40 Drumm.....EX brook 2-5304
RATHJEN BROS INC
3rd & Berry.....EX brook-2-7191
SEGALAS CHAS & CO
461 Bryant.....EX brook-2-7188
Torre R Co 249 Clay.....EX brook-2-7090
Walker Hiram & Sons Inc
1000 Brannan.....KL ondike 2-1727

Reducing Equipment

Bush Electric Company 563 Sutter..EX brook 2-1616
Medico-Electronic Co
1488 Portola Dr.....MO ntrose 4-8495
NIAGARA EQUIPMENT CO
At Home or Salon-Complimentary
Treatments-Reduce-Relax-Refresh
100 Grand Av Oakland
From telephones served from S F Zone
only (No Inter-City Charge)
Ask "Operator" for Entrprise 10140

RELAXACIZOR INC
REDUCE INCHES
WITHOUT LOSING WEIGHT!
AMAZING NEW WAY - AT HOME
No Drugs, Vibration or Heat
EFFORTLESS - DELIGHTFUL
Vogue Magazine Says:
"Wonderful . . . Whittle Away Excess Inches While You Relax"
Trims Hips-Waist-Thighs - All Parts of Body
Works Wonders on Double Chins!
Trims, Tones, Tightens While You Relax
FREE HOME DEMONSTRATION
420 Sutter.....SU tter 1-2682

Relaxacizor Inc 420 Sutter
From telephones served from East Bay
Zone only (No Inter-City Charge)
Ask "Operator" for Entrprise 10351

The Yellow Pages save you time.

Reducing Methods

AMERICAN STUDIO OF MASSAGE
Hours 10 AM to 8 PM
Between Taylor & Mason
690 Sutter.....TU xedo 5-1117

ANA-RA NIAGARA SALON
THE NIAGARA MASSAGE
RELAX - REFRESH - REDUCE
No Disrobing or Electricity Thru Body
For Your Complimentary Treatment
At Home or Our Salon
3225 Pierce.....JO rdan 7-1640
If no answer call
from telephones served from S F Zone only
(No Inter-City Charge)
Ask "Operator" for Entrprise 10140

ANITA'S STUDIO OF MASSAGE
STEAM BATHS AND LAMPS
REDUCING CHAIRS & TABLES
ULTRA MODERN EQUIPMENT
Hours 10 A.M. to 10 P.M.
Between Leavenworth & Hyde
861 Post.....TU xedo 5-3116

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

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

DOWNS LYNN O 4450 Mission..DE laware 3-3847
Drury's Phys Cult Conditioning Club
461 Market.....GA rfld 1-3191
Exercycle Company of San Francisco
455 Powell.....YU kon-6-1456
FAIRMONT BATHS & MASSAGE
837 Powell.....DO uglas 2-1677
HADDA WILLY
Slenderize-New Vibrating Machine
Howard Steam Cabinet-Massage
396-17th Av.....SK yline 2-0177
HALL HANNAH 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

HOLLAND'S BATHS
All Over Or Spot Reducing
1323 Fillmore.....FI lmor 6-2705
HOME BEAUTY BATHS
1629 Irving.....MO ntrose 4-3660
HORN'S HEALTH CENTRE
683 Sutter.....OR dway 3-6810
JESSAMINE'S ELECTRO-WAY SLENDERIZING SALONS
This Small Ad Tells You Where To Get
Electro-Vac Facials & Electro-Way
Home Units-5 Day Free Trial
3293 Lake Shore Av Oakland..GL encort 2-1166
KEY SLENDERIZING & BEAUTY SALON
150 Powell.....YU kon 2-4950
(See Advertisement Page 575)

LADY BE BEAUTIFUL
LADY BE BEAUTIFUL METHOD
Nothing to Do - Nothing to Take
JUST RELAX & SLENDERIZE
Phone for a Complimentary Demonstration
LUCILLE ZANAZZI
253 Grant Av.....SU tter 1-0854

(Continued Next Page)

Here's how you may be sure of getting your party more often when you dial:
1. Look up your number in the latest directory.
2. Listen for the steady hummmm of the dial tone.
3. Keep you eye on the dial.
4. Wait a minute before you decide your party isn't home.

RECORDING STUDIOS
Above "UNITED AIR LINES"
with
* ORGAN
* GRAND PIANO
* SOUND EFFECTS LIBRARY
"FIRST IN RECORDS AND TRANSCRIPTIONS"
THE Sound RECORDERS
PHONE DOuglas 2-7646
ARRANGEMENTS MAY BE MADE FOR RECORDINGS, PROFESSIONAL OR PERSONAL, AT OUR STUDIOS.
421 POWELL
Phone DOuglas 2-7646
HOURS 9 to 6
Evenings and Sundays by Appointment
* MASTERS * PRESSINGS
* PRODUCTION * WRITING
* PORTABLE RECORDINGS
* CUTTING NEEDLES and BLANKS
* OFF THE AIR and LINE CHECKS
* EQUIPMENT SALES and SERVICE

COMPLETE RECORDING SERVICE
DISC - TAPE - WIRE - FILM
MASTERS - PRESSINGS
WRITING - PRODUCTION
SOUND EFFECTS LIBRARY
YUkon 6-5040
141 NEW MONTGOMERY
STEINWAY - GRAND - HAMMOND ORGAN - CELESTA
16MM SOUND TRACKS
JOHN WOLFE & CO.

COMPLETE PACKAGE SERVICE IN...
RADIO & TELEVISION PRODUCTION
• MASTERS • PRESSINGS
• AIR • LINE CHECKS • REMOTE RECORDING
Single, Double or Triple System Film Recording
Magnetic Tape, Microgrove and Standard Disc Transcribing
Phone LOmbard 6-2806
Sound Stage, Inc.
2225 IRVING

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified TELEPHONE SECTION

Reducing Methods–(Cont'd)

LA LANNE PHYSICAL CULTURE STUDIO
FIGURE PERFECTING
FOR MEN & WOMEN
SUtter 1-5819
GArfield 1-9912
Hours 9 A.M. to 10 P.M. Daily
518 Market.....SU tter 1-5819

Laurel Studio 4424 California.....SK yline 1-0546
Lee Etta 948 Market.....EX brook 2-0581
M & T HEALTH STUDIO
1417 Valencia.....VA lencia 6-2417
MABERRY SLENDERIZING SALON
177 Post.....YU kon 6-3710
(See Advertisement This Page)
MacLevy Slenderizing System
150 Powell.....YU kon 2-4950
MAYBERRY SLENDERIZING SALON
See Maberry Slenderizing Salon
177 Post.....YU kon 6-3710

MODERN STUDIO
Relax - Reduce with Satisfaction
RESULTS IN ONE TREATMENT
Registered Methods
Hours 9 A.M. Till 6 P.M.
Call for Appointments
Rm 611 - Between Mason & Powell
942 Market.....SU tter 1-1480

Ortiz Slenderizing Studio
411 O'Farrell.....PR ospct 6-4621
Philipps Posture Correction & Reducing System
150 Powell.....EX brook 2-7338
QUINN ELSA
Reducing-Upbuilding
1182 Market.....HE mlock 1-4296
Renna Francine 150 Powell.....EX brook 2-2877
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 abright 1-9797
STAUFFER SYSTEM 2000 Union..FI lmor 6-8970
STAUFFER TABLES REDUCING
STAUFFER TABLES
ROALER MASSAGER
ELECTRIC SPOT REDUCING
CABINETS & MASSAGE
PHILLIPS POSTURE &
REDUCING SYSTEM - SUITE 411
150 Powell.....EX brook 2-7338

For the finest in the world of music, listen to the Telephone Hour —N.B.C., Monday nights.

BUSIEST BOOK IN THE WORLD

The familiar telephone directory is America's No. 1 reference book. It is the busiest book in the world because it is helpful to practically everyone.

Reducing Methods–(Cont'd)

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

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 This Page)

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
Young Clare C Mrs 275 Post.....YU kon 6-2567
(See Advertisement This Page)

Reduction Plant Equipment

CALIF PRESS MFG CO
1800 Folsom.....MA rket 1-4312
ENTERPRISE ENGINE & MACHINERY CO
18th & Florida.....MI ssn 7-0862

JOHN J DUPPS MACHINERY—
LE FIELL 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 Montgy.....EX brook 2-6035
GLADDING McBEAN & CO
Harrison At 9th.....UN drhill 1-7400
Insulating Refractories Co
McNear's Point San Rafael
(Toll) Call "Operator" for....San Rafael 7435-J
KAISER ALUMINUM & CHEMICAL SALES INC
1924 Broadway Oakland.....TW inoaks 3-4600
LAGLEDE-CHRISTY COMPANY
391 Sutter.....GA rfld 1-8366

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

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

PLIBRICO PRODUCTS—
ARGONAUT ENGINEERING CO
31 Stevenson.....DO uglas 2-9131

WESTERN ASBESTOS CO
675 Townsend.....KL ondike 2-3868
Western Refractories Co Russ Bldg...GA rfld-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

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".

REDUCING
SHAPELY LEGS
ABDOMEN
THIGHS
BACK
HIPS
IN ONE MONTH
LOSE
2 TO 5 INCHES
UP TO 10 LBS.
FREE DEMONSTRATION
No Starvation Diet, Exercise or Drugs
RESULTS GUARANTEED
STEAM BATHS
You Will Feel Better After One Treatment
YUkon 2-4950
KEY SLENDERIZING SALON
Mac Levy System Est. 1893
150 POWELL MEZZ. FLOOR
Open 10 A.M. to 8 P.M. Open Evenings

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

THE GENTLE ART OF
REDUCING
LOSE INCHES IN ONE TREATMENT
Physio-and Electro-Therapy
Scientific Care of Scalp Face Body
Clare C. Young
275 POST ST.
PHONE
YUkon 6-2567
If No Answer Call
Res: SEabright 1-3944

"TREU METHOD"
Features the Famous
Vitalitone Health Machine
Specialists in
REDUCING
REBUILDING
RELAXATION
REJUVENATION
ELLEN W. WARNER Mgr.
26 O'Farrell YUkon 2-3684