

Massage-(Cont'd)

BURKHARD HUGO
PHYSICAL THERAPIST
MEDICAL MASSEUR
European Specialist
HUGO BURKHARD
Hours 11 A.M.-6 P.M.
Saturdays 10 A.M.-2 P.M.
And By Appointment
Home Calls
Medical Centre Bldg
231 Ellis.....PR ospt 6-0109
Or Residence.....OR dway 3-2048

BURNS SAN FRANCISCO TURKISH BATHS
See Our Ad Under Baths
229 Ellis.....PR ospt 5-8013

BUSCH MARIE
NURSE GRADUATE
Masseuse
Thoroughly Experienced
OUT CALLS ONLY
Early Calls Preferred
210 Post.....EXbrk 2-1556
Residence.....PR ospt 5-7255

Carlson Anna L. Massage Salon for Women
Ladies Exclusively
1878 Union.....FI lmar 6-6500
Castro Steam Baths 882 Castro.....UN drhl 1-5995

CENTRAL HEALTH SALON
CABINET BATHS
MASSAGE SHOWERS
PHYSIO-THERAPY
1-HOUR MASSAGE
Suite 301 Phone for Appointment
545 Sutter.....SU ttr 1-8744

CHARME SALON
Electric Cabinet Baths
SWEDISH MASSAGE
LAMP TREATMENTS
EXPERT MASSEUSES
HOURS 10 AM TO 8 PM
SUNDAYS TILL 6:30 PM
Rooms 2 & 3
328 Hyde.....OR dway 3-6891

COLE JANE
RESTFUL TREATMENT
QUIET SURROUNDINGS
SELECT CLIENTELE
Appointments Please
12 Noon to 8 P.M.
Apt 2
1753 Washington.....GR ayton 4-7153

DALEY HEALTH STUDIO
Hours 9:30 AM To 9:00 PM Incl Sun
1211 Polk.....PR ospt 5-3309

D'OR MASSAGE STUDIO
D'OR
EXCELLENT MASSAGE
Courteous Trained Masseuses
HOT OIL MASSAGE
Salt Glow - Cabinet Baths
Hours 10:30 A.M. to 6:30 P.M.
By Appointment Only
Near Post Studio 3
715 Leavenworth.....PR ospt 5-7828

EAST STELLA J
PHYSIOTHERAPIST
Internal Baths - Cabinet Baths
Massage
600 Leavenworth.....GR ayton 4-1321
Advertise here—it pays.

Massage-(Cont'd)

EL VIDA MASSAGE STUDIO
Eva Dickinson, Director
ELECTRIC CABINET BATHS
HEAT TREATMENTS
Call for Appointment
PRospect 6-4007
Bet Ellis & Eddy
328 Hyde.....PR ospt 6-4007

EMILY'S HEALTH STUDIO
European Trained
Specializing in Nervous Tension
Latest Steam Cabinet & Reducing Equip
2215 Chestnut.....WE st 1-3325
ERICKSON & SWENSON
Graduate Swedish Masseuses
465 Geary.....OR dway 3-3243
FAIRMONT BATHS & MASSAGE
Every Day 24 Hrs-Ladies & Gentlemen
837 Powell.....DO uglas 2-1677

FINNISH FINNISH BATHS INC
COMPLETE STAFF OF QUALIFIED
MASSEURS & MASSEUSES
Departments for Men & Women
2284 Market.....M ARket 1-4838

FINNISH STEAM BATHS
TEAM UP WITH HEALTH
Skilled Massage - No Appointment Needed
Ladies in Charge Thurs. - Ladies Day
312 Valencia.....HE mick 1-1221

HADDA WILLY
Richmond District-Swedish &
Medical Massage-Cabinet Baths
396-17th Av.....SK yline 2-0177

HAINES PHILLES
CABINET BATH & MASSAGE
Hours 1 P.M. to 8 P.M. Closed Sundays
Bet Pierce & Steiner.....FI lmar 6-1824
HALL HANNAH
Travel Weary? Driver's Fatigue?
Nervous?
THIS TIME TRY
MASSAGE
Vapor Cabinets - Light Cabinets
PARAFFIN BATHS
Reduce - Relax - Radiate Health
Out Calls Evenings & Holidays
Adjacent to Union Square
278 Post.....SU ttr 1-4827

HELEN'S MASSAGE STUDIO
MASSAGE
CABINET BATHS
Expert Masseuse
Near Post Studio 3
715 Leavenworth.....PR ospt 6-2296

HENRY'S HEALTH CLUB
Formerly at Palace Hotel
MASSAGE
SUN LAMPS
CABINET BATHS
HEALTH CONDITIONING
117 Montgomery.....EX brk 2-0470

HOTEL ST FRANCIS
Massage-Baths-Ultra Violet Ray
Men's Department Only
Powell & Geary.....YU kon 6-2131
Hugo Magnuson Personal Health Service
133 Geary.....EX brk 2-7432
Ito Hokuyo 2099 Bush.....WE st 1-4973

Always listen for the dial tone
before you dial. It's a steady
humming sound that tells you the
equipment is ready to take your
call.

Massage-(Cont'd)

JAPANESE THERAPY OFFICE
JAPANESE MASSAGE
EXPERT MASSEUR
ALSO ELECTRIC MASSAGE
Remove Muscular Soreness
Restful Treatments
G. G. Molonari P.T.
1639 Post.....JO rdn 7-7354

JENSEN DADNY
WOMEN ONLY
Cabinet Bath & Massage
Colonics & Physical Therapy
323 Geary.....DO uglas 2-2143

Jo Ann's Reducing Salon
440 O'Farrell.....GR ayton 4-6405
JUANITA MORGAN 889 Geary.....TU xedo 5-2746
KEY SLENDERING & BEAUTY SALON
Steam Cabinet - Hand Massage
for
Health & Reducing
150 Powell.....YU kon 2-4950

LAKESIDE VILLAGE SWEDISH MASSAGE
STUDIO
NEAR STONESTOWN
SPOT REDUCING MASSAGE
VAPOR CABINET BATHS
Colonics Diathermy Heat
Salt Glow With Needle Shower
Masseuse Graduate of Sweden
Measurements Taken & Filed
LADIES ONLY
Hours 8 A.M. to 6 P.M.
After 6 P.M. by App't
Entrance - 100 Eucalyptus Dr.
2531 Ocean Av.....DE laware 4-0490

LIEDBERG JULIE
GRADUATE MASSEUSE
Hotel and Residence Calls
Positively No Service At My Home
1870 Jefferson.....FI lmar 6-0434

LOEB GERTRUD
Home Calls for Ladies Only
European Trained Operator
Physiotherapist 20 Yrs. Experience
1200 Fulton.....WE st 1-4997

LUCY SMITH MASSAGE PARLOR
RUSSIAN AND
SWEDISH MASSAGE
Reducing Treatment Consisting of
Rolling Table, Exercise & Exerow
Women Only
Apt. 5 Phone for Appointments
2295 Chestnut.....WA lnut 1-0741

Magnuson Hugo Personal Health Service
133 Geary.....EX brk 2-7432
Marina Health Institute 1913 Union,WA lnut 1-3023
MARINA STEAM BATHS
Leo's Special Massage & Reducing
FOR MEN ONLY
Hours 7 AM to 8 PM
1909 Union.....JO rdn 7-3773

Mission Mineral Baths 3379-26th.....MI ssn 7-7474
MOORE OF S F
Vibra-Trim Slenderizing
609 Sutter.....OR dway 3-0965
NIAGARA MASSAGE UNITS-
NIAGARA EQUIPMENT CO
Massage Units For The Home
100 Grand Av Oakland
From telephones served from S F Zone
only (No Inter-City Charge)
Ask "Operator" for Entrprise 10140

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

Massage-(Cont'd)

NINE SIXTY SEVEN SUTTER
HEALTH STUDIO
MASSAGE & PHYSIO THERAPY
BATTLE CREEK METHOD
967 Sutter.....OR dway 3-5881

Nu Life Studio 435 Eddy.....OR dway 3-5148
O'KEEFE VALOYCE J
GOOD SWEDISH MASSAGE
10 A.M. to 8 P.M.
By Valoyce
1140 Hyde.....TU xedo 5-6832

O'NEIL JE DDD 435 Eddy.....OR dway 3-5148
Park-Prsidio Massage Studio
390-2d Av.....EV rgreen 6-9925
(See Advertisement Page 447)
Parkes Wanita Ruth
For Women & Children-Home Calls
1065 Bush.....TU xedo 5-3169

PHILIPPS POSTURE CORRECTION &
REDUCING SYSTEM
MASSAGE SUN LAMPS
CABINET BATHS Suite 411
150 Powell.....EX brk 2-7338

Reed Gertrude
For Ladies Only
133 Geary.....DO uglas 2-4432
SHERRY'S STUDIO 2406 1/2 Polk.....PR ospt 6-1244
(See Advertisement Page 447)

Stay Young Health Institute
690 Sutter.....TU xedo 5-5305
SUN RAY HEALTH STUDIO
EXCELLENT MASSAGE
App't Only
Hrs. 10 to 9 Incl. Sun.
444 Castro.....MA rket 1-8887

Sunset Slenderizing Salon
For Ladies Only
1388-9th Av.....LO mbar 6-3959
Swedish Health Therapy Studio
150 Powell.....YU kon 2-6624
Swenson & Erickson 465 Geary.....OR dway 3-3243

TREU METHOD OF REDUCING
Eliminate Fat & Build Muscle Effortlessly -
Regain Strength - Vitality - Youth Through
Proper Nutrition & Deep Tissue Massage
With Controlled Radio Waves - Deeper
Than Fingers Can Reach - No Direct Current
But the Normal Stimulation of Natural Im-
pulses - Men and Women.
26 O'Farrell.....YU kon 2-3684

TWO R'S R'S
REST AND RELAXATION
TIRED
NERVOUS
TRAVEL FATIGUE
JANE COLE
By Appointment Only - 12 Noon Till 8 P.M.
1753 Washington.....GR ayton 4-7153

WANLIN F M
Expert Swedish Masseuse
126 Post.....EX brk 2-7832
WALL'S PHYSIO-THERAPY
Bicycle-Exerow-Cabinet Bath-Massage
For Women Only
1248 Leavenworth.....PR ospt 5-0569

WILCOX LOUISE STUDIO
Improved
SWEDISH MASSAGE
Electro Therapy & Reducing
Colonic Irrigation
Cabinet & Tub Bath
FOR APPOINTMENT PHONE
PRospect 5-4156
Bet Hyde & Larkin
619 Ellis.....PR ospt 5-4156

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

Wilma's Health Studio
1417 Valencia.....VA lencia 6-2417
Woodstock Health Studio 466 Geary,GR ayton 4-8255
(See Advertisement Page 447)

Massaging Equipment

Niagara Equipment Co
100 Grand Av Oakland.....TW inola 3-3645

Matches

ADAIDS
20-30-40 Stick & 16" Giant Size
Lowest Delivered Prices
1339 Folsom.....HE mick 1-3023
ALLEN CO THE 420 Market.....SU ttr 1-8854
CESARI P J ADVERTISING NOVELTIES CO
Special Reproduction FUB Your Door
1691 Turk.....WA lnut 1-3804

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 prospect
selected by you.

"FOR INFORMATION CALL"

Diamond Match Co The 2 Pine SU ttr 1-3841
Diamond Match Co The 2 Pine SU ttr 1-3841
FEATURING ADVERTISING CO
20-2d.....YU kon 6-1480
Kaplan Jack J 1355 Market.....UN drhl 1-4420

LION MATCH CO INC

Advertising Book Matches
ONLY LION CAN OFFER
10 Different Kinds
15-20-21-22-30-40 STICKS
SPOT FRICTION - DISPLAYS
CONTOUR - GIANTS
PRINTED STICKS
Buy From the Manufacturer
383 Braman.....GAR tld 1-7814

MILLER WM CO
Italian Waxed Waterproofed Matches
Pier 39.....YU kon 6-2187
MONDRIAN OF CALIFORNIA
2500-18th.....UN drhl 3-3600
OHIO MATCH CO THE 7 Front.....SU ttr 1-1557
Pac Match Co 1200 Battery.....GA rhd 1-5443
SALTZ ADVERTISING SPECIALTIES
1339 Folsom.....MA rket 1-6994

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 drhl 1-4419

Universal Match Corporation
1355 Market.....UN drhl 1-4419
WILLATS PRINTING CO
950 Folsom.....EX brk 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

Behind on orders? Let handy
Classified introduce the suppliers
you need. It's fast. It's convenient.
Wise buyers say there's nothing
like the Yellow Pages of your tele-
phone book for getting in touch
with almost everyone around who
sells things, fixes things, does
things. Try Classified once . . .
you'll use it often.

Maternity Apparel

COSTUME TASINER HOUSE
Retail of Maternity Formals
90 Golden Gate Av.....PR ospt 5-3727

EXPECTATION SHOP MATERNITY FASHIONS

COMPLETE
MATERNITY
WARDROBES
Expectation Shops

"WHERE TO BUY THEM"

Expectation Shops
1419 Broadway East.....WalnutCreek 5849
Expectation Shops
1962 Bdry Oakland.....TE mplr 2-6262
EXPECTATION SHOPS
160 Geary.....YU kon 2-3520
Expectation Shops
17-4th Av San Mateo.....Dimnd 3-5804

Expectation Shops 160 Geary YU kon 2-3520
BOSSARD CORSET & LINGERIE SHOP
2312 Mission.....VA lencia 4-9393

MATERNITY BARNER

MATERNITY
DRESSES - SMOCKS
GIRDLES AND
BRASSIERES
Nr Lakeside Village
2441 Ocean Av.....DE laware 4-0102

MORRILL FRIEDA CO
Maternity Girdles & Brassieres
1557 Polk.....OR dway 3-6022

PAGE BOY FASHIONS FOR MOTHERS-TO-BE

Complete Selections
for the
MOTHERS-TO-BE
WARDROBE
Page Boy

"WHERE TO BUY THEM"

PAGE BOY MATERNITY SHOP
400 Sutter.....YU kon 6-6192

Page Boy Maternity Shop
400 Sutter.....YU kon 6-6192
(See Advertisement This Page)

ROLLER'S-HOUSE OF MATERNITY WEAR

Everything for
The Expectant Mother
At Unexpected Prices
2352 Mission.....MI ssn 7-0881

Thompson Frances
Wholesale & Manufacturer
330 Mission.....EX brk 2-0591

Check the Yellow Pages for WHO sells WHAT.

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 Supports-Mfrs

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

Matrices

AMERICAN ELECTROTYPE DIVISION
ELECTROGRAPHIC CORPORATION
329 Fremont.....GA rhd 1-3522
FILMER BROS ELECTROTYPE CO
Prompt Service On Electrotypes
Nickelotypes-Stereotypes & Mats
330 Jackson.....EX brook 2-5115
Huffsneider Bert & Bro Inc
500 Sansome.....GA rhd 1-1725
Johnson Mat & Electrotpe Co
Mats Electrotypes Plastic & Rubber Plates
555 Washington.....YU kon 2-0456
From telephones served from East Bay
Zone only (No Inter-City Charge)
Ask "Operator" for Entrprise 10400
King Features Syndicate Inc
862 Howard.....GA rhd 1-3387

PRECISION ELECTROTYPE CO
Dealer Publicity & Merchandising
Mats - The West's Leader in Four
Color Newspapers & Syndicate Mats
1045 Sansome.....GAR tld 1-0680

Printing Plates Co 585-22d Oakland
From telephones served from S F Zone only
(No Inter-City Charge)
Ask "Operator" for Entrprise-10906
Rapid Electrotpe Co The
595 Front.....DO uglas 2-8427
WESTERN NEWSPAPER UNION
234-1st.....GA rhd 1-0746

Mats-Floor

B & M Auto Seat Cover Co
Automobile Floor Mats
2055 Market.....UN drhl 1-9744
GOLDBERG SUPPLIES
Mats Of Every Type-Immediate Del.
777 Golden Gate Av.....MA rket 1-3415
Color Cover Co 6331 Geary Blvd.....SK yline 1-9756
DUTRO CO 3110 Adeline Oakland.....Pledmt 5-7947

To dial correctly, pull the finger
all the way to the stop . . . then let
dial return at its own speed.

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 River Mats • Colored
Rubber Entrance Mats • Corrugated Rubber
Runners • Cocoa 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.
YUkon 6-0900
752 FOLSOM

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.
752 Folsom.....YUkon 6-0900

Golden State Mat Mfg Co 752 Folsom, YUkon 6-0900
(See Advertisement This Page)

KOSS PAUL SUPPLY CO
900 Folsom.....YU kon 6-2929

LEATHER MAT MFG CO
(Owned & Operated by Dutra Co.)
MFRS. & DISTRS. OF
"Beastall" Leather Link
Dutra Cushioned Wood Floor Mats
Rubber Mats & Matting
"Beastall" Colored Link
Tire Link, Steel & Cocoa Mats
3110 Adeline, Oakland.....Pledmt 5-7947

PACIFIC WAX & TRADING CO
Importers-Coco Mats-Immediate Del
64 Pine.....GAR tld 1-6153

SULLIVAN AWNING CO
Cocoa Fibre & Canvas Runners
801 S Van Ness Av.....MI ssn 7-3084

Mattress Makers' Supplies

Bechik Products 1355 Market.....KL ondike 2-3611
Connolly Bedding Supply Co
1567-19th Av.....LO mbar 4-2634

DIETRICH DICK ASSOCIATES

Complete Line of
MATTRESS MAKERS' SUPPLIES
Vely-O-Grip Handles - Binding Tapes
Tickings - Damasks - Pre-Built Borders
Furniture Fabrics - Cottonet - Labels
Buttons - Spring Units - Box Spring Legs
New & Used Mattress Machinery.
1335 Market.....KL ondike 2-3611

GOLDING BROS GO INC
1355 Market.....KL ondike 2-3617
LAISCO CO THE 250 Redwood.....KL ondike 2-3610

SOPHIE B GO 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
236-8th.....HE mick 1-7161

Swift Mfg Co 1355 Market.....KL ondike 2-3611

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

An extension telephone will
give added comfort in your home.

Incidentally
Prompt answering of a
telephone's ring is thought-
ful, courteous - and good
business.
THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY