

Massage-(Cont'd)

LAKESIDE VILLAGE SWEDISH MASSAGE STUDIO
NEAR STONESTOWN
HAND SPOT REDUCING MASSAGE
VAPOR CABINET BATHS
DIATHERMY - SALT GLOW
MASSEUSE GRADUATE OF SWEDEN
LADIES ONLY
Hours 8 A.M. to 7 P.M. by Appt.
Entrance-100 Eucalyptus Dr.
2531 Ocean Ave.
5 Yrs at This Location
100 Eucalyptus Dr. Delaware 4-0490

LIEDBERG JULIE
GRADUATE MASSEUSE
Hotel & Residence Calls
Out Calls Only - Phone for Appointment
1870 Jefferson Filmlr 6-0434

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

LUCY SMITH MASSAGE PARLOR
RUSSIAN AND SWEDISH MASSAGE
Relaxing or Reducing
LADIES ONLY - BY APPOINTMENT
Hours 8 to 8 - Also Saturdays & Sundays
2295 Chestnut WAint 1-0741

MARIE'S OUT CALL MASSAGE SERVICE
363 Union Ekrk 2-1556
Marina Health Institute 1913 Union WA int 1-3023
MARINA STEAM BATHS
For Men Only
1909 Union JOrdn 7-3773
Mission Mineral Baths 3379-26th. MI ssn 7-7474
NIAGARA MASSAGE EQUIPMENT OF SAN FRANCISCO 105 Geary. SUtr 1-5860

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

O'KEEFE VALOYCE J
Good Swedish Massage
By Appointment
1140 Hyde TUxedo 5-6832
O'Neil J E Doc 435 Eddy ORewy 3-5148
Park-Prisidio Massage Studio
390-2d Av. EV green 6-9925
(See Advertisement Page 441)

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 - MASSAGE
By Appointment
1200 Silver Av. JUnior 5-2260

Sharin Samuel 1100 Shotwell VAencia 4-5863
SHERRY'S STUDIO 7406 1/2 Polk. PR opt 6-1244
(See Advertisement Page 441)

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

WAHLIN F M
Expert Swedish Masseuse
126 Post Ekrk 2-7832
Wally's Physio-Therapy
Women Only-Cabinet Baths
2248 Laxenworth. PR opt 5-0569

Massage-(Cont'd)

WILCOX LOUISE STUDIO
IMPROVED SWEDISH MASSAGE
CABINET & TUB BATH
By Appointment Only
PProspect 5-4156
619 Ellis PRopt 5-4156

Massaging Equipment
Arnold Health Equipment Co
32 W 46th New York 39, New York. Judson 2-4733
NIAGARA MASSAGE EQUIPMENT OF SAN FRANCISCO 105 Geary. SUtr 1-5860
Niamco Inc 1355 Market. UNdrl 1-9842

Matches
Adairs
All Sizes-Lowest Delivered Prices
1339 Folsom HEmlok 1-3023
Anglo Sales Associates 3450 Geary Bl. Bayw 1-5629
Cesari P J Advertising Novelities Co
All Kinds For Adv
1691 Turk WAint 1-3304

DIAMOND BOOK MATCH ADVERTISING
Diamond - the originator of book matches-offers a variety of book sizes, packaging and programs; Free design service, superior art work, finest paper stocks, engravings and printing.
"FOR INFORMATION CALL"
Diamond Match Co The
Book Match Advertising Department
Russ Bldg SUtr 1-3841

Diamond Match Co The 2 Pine. SUtr 1-3841
Dual Standard Printing 4341 Calif. Bayw 1-1629
Kaplan Jack J 1355 Market. UNdrl 1-4420

LION BOOK MATCH ADVERTISING
FAMOUS FOR QUALITY for over 35 years.
All standard types plus Lion's exclusive FEATURE styles. Designed for your business. Priced for your budget. Complete service-art to finished product. Consult Lion without obligation.
"FOR INFORMATION CALL"
LION MATCH CO INC
383 Brannan GARfid 1-6040

MONOGRAM OF CALIFORNIA
2500-18th UN drhl 3-3600
Ohio Match Co
15882 Via Granada St. Lornzo. ELgn 1-2180
OHIO MATCH COMPANY THE
1717-17th UNdrl 3-4517
Pac Match Co 1200 Battery DOuglas 2-5153
SERVICE GOLD OF CALIFORNIA
707 Market DOuglas 2-1147

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 UNdrl 1-4419

Universal Match Corporation
1355 Market UN drhl 1-4419
WILLATS PRINTING CO
950 Folsom EXbrk 2-0660

Material Handling Equipment
See Specific Kinds, I.e., Casters; Conveyors; Cranes; Elevators-Portable; Hoisting & Rigging Equipment; Pallets & Skids; Tackle Blocks; Tractors; Trailers-Truck; Trucks-Industrial; Winches; Etc

Maternity Apparel

ARVIN'S MATERNITY SHOP
MATERNITY APPAREL EXCLUSIVELY
Suits - Jackets - Dresses
Lingerie - Brassieres - Supports
Near Grant Av
108 Geary EXbrk 2-1534

Blossomtime
Manufacturer
70 Fremont DOuglas 2-1633

BRUSH FRANK
MATERNITY APPAREL MANUFACTURER
376 Sutter EXbrk 2-6725
If no answer call GRaystn 4-8552

EXPECTATION SHOP MATERNITY FASHIONS-
COMPLETE MATERNITY WARDROBES
"WHERE TO BUY THEM"
EXPECTATION SHOPS
140 Geary YUkon 2-3520
Expectation Shops
72 Stonestown LOnbrd 4-7766
Expectation Shops
1962 Bdw Oakland TEmlbr 2-6262
Expectation Shops 1419 Broadway East Walnut Creek YElostin 5-5849
Expectation Shops
17-4th Av San Mateo DIMnd 3-5804

Expectation Shops 133 Geary. YUkon 2-3480
Expectation Shops 160 Geary. YUkon 2-3520
Expectation Shops 72 Stonestown LOnbrd 4-7766
GOSSARD CORSET & LINGERIE SHOP
2312 Mission VAencia 4-9393
Mills 2416 Mission MIson 8-3353
MORRILL FRIEDA CO
2441 Ocean Av DElaware 4-0102
MORRILL FRIEDA CO
Maternity Girdles & Brassieres
1557 Polk ORawy 3-6022

PAGE BOY FASHIONS FOR MOTHERS-TO-BE
Complete Selections for the MOTHERS-TO-BE WARDROBE
"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)

THOMPSON FRANCES
Wholesale & Manufacturer
330 Mission EXbrk 2-0591

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

Matrices

AMERICAN ELECTROTYPE DIVISION
ELECTROGRAPHIC CORP
Dealer-Publicity-Bista Color Mats
Quality & Service
329 Fremont GARfid 1-3522

FILMER BROS
ELECTROTYPES - STEREOTYPES
MATS & RUBBER PLATES
Pick-Up & Delivery Service
330 Jackson EXbrk 2-5115

Johnson Mat & Electrotype Co
Mats Electrotypes Plastic & Rubber Plates
555 Washington YU kon 2-0456

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

Printing Plates Co 585-22d Oakland
From telephones served by the following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Entrprise 10906
Rapid Electrotype Co The
955 Front DO uglas 2-8427
WESTERN NEWSPAPER UNION
234-1st GA rfid 1-0746

Mats-Floor
COLBERG SUPPLIES
Mats Of Every Type-Immediate Del
777 Golden Gate Av MA rket 1-3415
DUTRO CO 3110 Adeline Oakland. Pledmt 5-7947

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

(Continued Next Page)

Mats-Floor-(Cont'd)

Golden State Mat Mfg Co 752 Folsom. YUkon 6-0900
(See Advertisement Page 442)

KOSS PAUL SUPPLY CO
WOOD & RUBBER MATS
Immediate Delivery or Made to Order
900 Folsom YUkon 6-2323

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

Mats-Table-See Table Pads
Mattress Makers' Supplies
Bechik Products 1355 Market. KL ondkr 2-3611

DIETRICH DICK ASSOCIATES
Complete Line of MATTRESS MAKERS' SUPPLIES
Velv-O-Grip Handles - Binding Tapes
Tickings - Damasks - Pre-Built Borders
Furniture Fabrics - Cottonet - Labels
Buttons - Spring Units - Box Spring Legs
New & Used Mattress Machinery
1355 Market KL ondkr 2-3611

GOLDING BROS CO INC
1355 Market KL ondkr 2-3817
SOFIO R & CO INC 236-8th HEmlok 1-7161
SUPER SPRING CO 250 Redwood Klondr 2-3618
Swift Mfg Co 1355 Market. Klondr 2-3611

UPHOLSTERY SUPPLY COMPANY
Tickings-Cotton & Supplies
498 Alabama UNdrl 1-5839

Mattress Makers' Supplies-(Cont'd)

VAN WATERS & ROGERS OF CALIF INC
U. S. Foteloom, Mattress Cores
Mattress Bags - Twines & Supplies
Marley Tufting Buttons
16th & Carolina. KLondr 2-2631

Mattresses-Cleaning
See Sterilizing Service
Mattresses-Renovating
A B C Bedding & Upholstery Co
1245 Geary. PR opt 5-0922

ACME BEDDING CO
MATTRESS RENOVATING
Called For & Returned Same Day
REASONABLE PRICES
WORK GUARANTEED
"Better Rest" Mattresses Sold Only at Our Factory
Established Over 40 Years
1917 Bryant HEmlok 1-3141

AIRFLEX McROSKEY MATTRESS CO INC
1687 Market UNdrl 1-4532
Associated Bedding Co 1245 Geary. PRopt 5-0922
(See Advertisement Page 444)

BEST-REST MATTRESS CO
812 Howard EXbrk 2-5192
(See Advertisement Page 444)

CALIFORNIA BEDDING CO
1919 Bryant UNdrl 3-6292
(See Advertisement Page 444)

COMMUNITY MATTRESS CO
308-5th Av SKyline 2-3220
(See Advertisement Page 444)

(Continued Next Page)
Thousands of people use these Yellow Pages as a buyers' guide.



GALANT MATTRESS 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 RENOVATED - \$7.50 UP
COIL BED SPRINGS CONVERTED INTO BOX SPRINGS
NEW MATTRESSES & BOX SPRINGS

\$2.00 & UP
KAPOK OR COTTON WITH NEW COVER \$5.95
1-DAY SERVICE

We Specialize In Odd Sizes
PHONE West 1-7661



2229 Geary near Divisadero
Free Estimates - Easy Terms
All Work Guaranteed

Largest & Most Reliable Plant in S. F.

There's a BIG DIFFERENCE in MATTRESS RENOVATING

More people who own good mattresses have AIRFLEX rebuild them... Here's why:
Your mattress fillings are always kept separate from those of other customers.
Only new fillings (of finer, better grades) are added to yours.
Separate wrapping on pick-up and delivery is part of the careful Airflex handling of your article.
A thorough, factory examination is made so that recommendations are made only for what is needed for your comfort.
An itemized free estimate is given for your approval before any work is started.
Phone AIRFLEX for better renovation service.

Underhill 1-4532 AIRFLEX

McRoskey AIRFLEX Mattress Co., Inc.
1687 Market St. (at Gough) San Francisco 3
FREE PARKING

FACTORY SPECIAL MATTRESS REBUILT

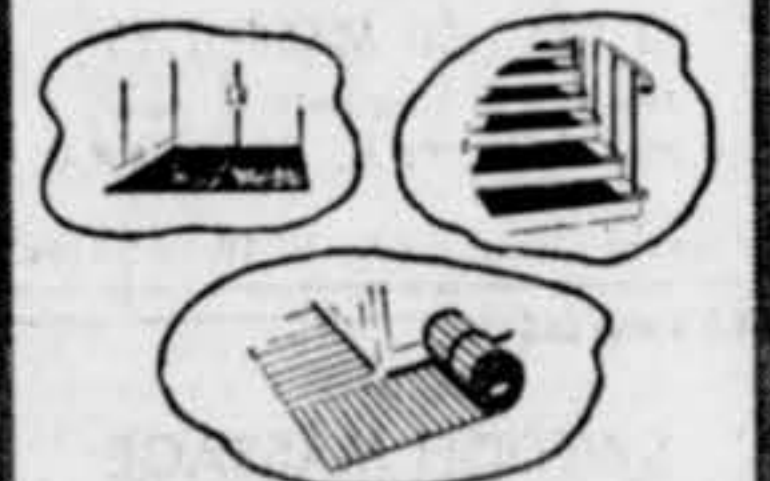
LOW AS \$595
Cotton or Kapok Regardless of Condition Chlorophyll Air Fluffing Process
ONE DAY SERVICE
ALL WORK GUARANTEED
TERMS



CONVERT YOUR BED SPRING TO A MODERN BOX SPRING
INNER-SPRING MATTRESSES RENOVATED
LOW AS \$995
ATWATER 2-1312
"Feel GRAND - Rest on a DREAMLAND"
DREAMLAND BEDDING CO.
534 BAYSHORE BLVD.
MANUFACTURER DIRECT TO CONSUMER

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 - 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



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