

**Massage—(Cont'd)**

**LAKESIDE VILLAGE SWEDISH MASSAGE STUDIO**  
**NEAR STONESTOWN**  
**HAND SPOT REDUCING MASSAGE**  
 Cabinet Baths — Hydrotherapy  
 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.  
 6 Yrs at This Location  
 100 Eucalyptus Dr. DElawar 4-0490

**LOEB GERTRUD**  
 Home Calls for Ladies Only  
 European Trained Operator  
 Licensed Physiotherapist 21 Yrs. Experience  
 1200 Fulton ..... Flmor 6-2962

Lucy Smith Massage Parlor  
 2295 Chestnut, WAInt 1-0741

**MARIE'S OUT CALL MASSAGE SERVICE**  
 210 Post, EXbrk 2-1556  
 JOrdn 7-4959

**MARINA STEAM BATHS**  
 For Men Only  
 1909 Union ..... JOrdn 7-3773

**NIAGARA MASSAGE EQUIP OF S F**  
 105 Geary, SUttr 1-5860

**NINE SIXTY SEVEN SUTTER**  
**HEALTH STUDIO**  
 MASSAGE & PHYSIO THERAPY  
 BATTLE CREEK METHOD  
 967 Sutter ..... GR way 3-5881

**O'KEEFE VALDYCE J**  
 Good Swedish Massage  
 By Appointment  
 1146 Hyde ..... TUeds 5-6832

O'Neil J E Doc 435 Eddy ..... ORay 3-5148  
 Park-Presidio Massage Studio  
 390-2d Av. .... EV green 6-9925  
 (See Advertisement Page 463)

**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 uplas 2-4432

Russian Health Bath 3200 Silver Av. JUntr 5-2260  
**SHENRY'S STUDIO** 2406 1/2 Polk. PR opt 6-1244  
 (See Advertisement Page 463)

**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 ..... GRayson 4-7153

Union Square Studio 278 Post. .... SUttr 1-4827

**WALLEN F M**  
 Expert Swedish Masseur  
 125 Post ..... EXbrk 2-7832

Wally's Physio-Therapy  
 Women Only-Cabinet Baths  
 1248 Leavenworth ..... PR opt-5-0569

**WILCOX LOUISE STUDIO**  
 LOUISE B. STONE  
 Licensed Physical Therapist  
**DIETIKER COLONIC IRRIGATION**  
 Men & Women  
 CABINET & TUB BATHS — MASSAGE  
 Hrs. 9 Till 5 by Appointment  
 619 Ellis ..... PRopt 5-4156

**Massaging Equipment**  
 Arnold Health Equipment Co  
 32 W 46th New York 19, New York. Judson 2-4733

**NIAGARA MASSAGE EQUIP OF S F**  
 HOME — BUSINESS — PROFESSIONAL  
 Portable Massage Units — Tables  
 Lounge Chairs — Cyclotherapy — Terms  
 105 Geary ..... SUttr 1-5860

**RELAX-IT DISTRIBUTORS CO**  
 Relaxer Vibrator, Vibro-Chair  
 Confeur Cushion, Vibro-Lounge  
 2393 Sutter ..... JOrdn 7-2137

**Matches**

**BROOKS W D**  
 Monarch Match Distributor  
 Monadnock Bldg. .... GARfid 1-7182  
 Cesar P J Advertising Novelties 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 2 Pine. SUttr 1-3841

Diamond Match Co The 2 Pine. .... SUttr 1-3841  
 Kaplan Jack J 1355 Market. .... UNdri 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 prod-  
 uct. Consult Lion without obligation.  
 "FOR INFORMATION CALL"  
**LION MATCH CO INC**  
 383 Brannan ..... GARfid 1-6040

Lion Match Co Inc 383 Brannan ..... GARfid 1-6040

**MONARCH MATCH DISTRIBUTORS**  
 All Sizes—Lowest Delivered Prices  
 1339 Folsom ..... HEmlok 1-3023

Monarch Match Distributors ..... MARKt 1-6994

**MONOGRAM OF CALIFORNIA**  
 2500-18th ..... UN dhril 3-3600

**OHIO MATCH COMPANY THE**  
 3717-17th ..... UNdri 3-4517

Pac Match Co 1200 Battery ..... DOuglas 2-5153

**SERVICE GOLD OF CALIFORNIA**  
 767 Market ..... DOuglas 2-1147

**UNIVERSAL MATCH BOOK ADVERTISING**  
 Universal, the leading producer  
 of special design Match Books,  
 with the largest art department,  
 offers you the same service and  
 quality that has won top honors  
 for its customers. Ideas, sketches  
 and prices without obligation.  
 "FOR INFORMATION CALL"  
**UNIVERSAL MATCH CORP**  
 1355 Market ..... UNdri 1-4419

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

**WILLATS PRINTING CO**  
 950 Folsom ..... EXbrk 2-0660

**Material Handling Equipment**  
 See Specific Kinds, i.e., Conveyors;  
 Cranes; Elevators—Portable; Hoisting &  
 Rigging Equipment; Pallets & Skids; Tackle  
 Blocks; Tractors; Trailers—Trucks; Trucks—  
 Industrial; Winches; Etc

**Maternity Apparel**  
 Blossomtime  
 Manufacturer  
 70 Fremont ..... DOuglas 2-1633

**BRUSH FRANK** 376 Sutter. .... EXbrk 2-6725  
 If no answer call. .... GRayson 2-0660

**EXPECTATION SHOP MATERNITY FASHIONS**  
 COMPLETE  
 MATERNITY  
 WARDROBES  
 Expectation Shops  
 "WHERE TO BUY THEM"  
**EXPECTATION SHOPS**  
 160 Geary ..... YUkon 2-3520

Expectation Shops ..... LQmbard 4-7766

Expectation Shops ..... TEMpitr 2-6262

Expectation Shops 1419 Broadway East  
 Walnut Creek ..... VEIsta 5-5849

Expectation Shops  
 17-4th Av San Mateo. .... DImnd 3-5904

**Maternity Apparel—(Cont'd)**

Expectation Shops  
 General Office Only  
 133 Geary ..... YUkon 2-3480

Expectation Shops 160 Geary. .... YUkon 2-3520

Expectation Shops 72 Stonestown. .... LQmbard 4-7766

**MILLS 2416 Mission** ..... Missn 8-3353

**MORRILL FRIEDA CO**  
 2441 Ocean Av. .... DElawar 4-0102

**MORRILL FRIEDA CO**  
 Maternity Girdles & Brassieres  
 1357 Polk ..... ORay 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

Riley's Childrens Shop 1556 Haight. .... MARKt 1-8385

**ROLLER'S-HOUSE OF MATERNITY WEAR**  
**MATERNITY**  
 LARGEST SELECTION  
 OF EVERYTHING FOR THE  
 EXPECTANT MOTHER AT  
 UNEXPECTED SAVINGS  
 2352 Mission ..... Missn 7-0881

**THOMPSON FRANCES**  
 Wholesale & Manufacturer  
 330 Mission ..... EXbrk 2-0591

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

**SCREW STUCK?**  
 To loosen tight screws or bolts,  
 place a few drops of peroxide on  
 them. Let soak for a few minutes.

**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 · etc.  
 Hair Treads · Personalized Door Mats, etc.  
**WE HAVE THE ANSWER TO YOUR  
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**GOLDEN STATE  
 MAT MFG. CO.**  
**YUkon 6-0900**  
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**Matrics**

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

**Filmer Bros**  
 Mats Electro Plastic & Rubber Plates  
 330 Jackson ..... EXbrk 2-5115

**Johnson Mat & Electrotype Co**  
 Mats Electro 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 585-224 Oakland**  
 From telephone served by the  
 following exchange  
 S F Zone  
 (No Inter-City Charge)  
 Rapid Electrotype Co The  
 955 Front. .... DO uplas 2-8427

**WESTERN NEWSPAPER UNION**  
 234-1st ..... GAR fid 1-0746

**Mats-Floor**  
 Colberg Supplies  
 Mats Of Every Type-Immediate Del  
 777 Golden Gate Av. .... MA rket 1-3415

**Diplo-Mat Mfg & Dist Co**  
 Mfgs of Cord Rubber Strip Mats  
 Horse Trailer & Golf Driving Mats  
 1247 Berry Av Hayward. .... LUCern 1-7903

**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 - Cocoa Fibre - Steel  
 See Our Large Display Adv.  
 Between 3d & 4th  
 752 Folsom ..... YUkon 6-0900

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

June Faye Spring Step Mats  
 544 Market. GARfid 1-7700