

Massage—(Cont'd)

HOUSE OF SLENDERIZING
MASSEUSE A.M.T.A. - SAUNA
WOMEN ONLY
See Ad Under Reducing Methods
220 Taraval - MO 4-0074

Jeanine (Please See Advertisement Page 635)
Jensen Dagny 323 Geary - DOuglas 2-2143
(Please See Advertisement Page 635)

JOHNSON RUTH GRAY MASSAGE SALON
EXPERT SWEDISH MASSAGE
Medical Referrals Accepted
RUTH GRAY JOHNSON - MT
GRADUATE MASSEUSE
Member American Massage & Therapy Association
2421 Clement - SK 2-0243

JOTZ PHYSICAL THERAPY
3483-17th - VA 4-3481

KIRK HELEN HEALTH SALON
MASSAGE - JACUZZI WHIRLPOOL
9 AM to 5 PM - Mon Thru Fri
2205 Clement - BA 1-6728

Lady Be Beautiful Salon 1838 Lawton - LO 6-6123

LEO'S SWEDISH SAUNA BATH & MASSAGE
"FOR THOSE WHO LIKE THE BEST"
Formerly Marina Steam Baths
MASSAGE
BY APPOINTMENT ONLY
For Men - Expert Masseuse
Best For General Health & Relaxation
3410 Geary Bl - Room 313
At Stanton St - Room 313
SK 2-7999

LOEB GERTRUD
Home Calls for Ladies Only
European Trained Operator
Licensed Physical Therapist 21 Yrs Experience
213 Masonic Av - FI 6-2962

Maberry Slenderizing Salon
For Ladies Only
140 Geary - YUkon 6-3710
Mal Tai House of Beauty 453 Grant Av - EX 2-1052

MAJESTIC THE
Licensed Irish Masseuse
THERAPEUTIC MASSAGE
STEAM CABINET
Dr Referrals Accepted
10 AM 'TIL 8 PM
BY APPOINTMENT ONLY
Downtown
1026 Market - MA 6-1666
Room 309

MARIE'S OUT CALL MASSAGE SERVICE
For Ladies Only
3890-17th - HE 1-7851

MASSEUSE SCANDINAVIAN
SCANDINAVIAN
MASSEUSE
3890-17th - HE 1-7851

MILDRED'S OUT-CALL MASSAGE SERVICE
OR 3-3205

NIAGARA CYCLO MASSAGE OF S F
See Our Ad Massage Equipment
107 Geary - SU 1-5860

NINE SIXTY SEVEN SUTTER
HEALTH STUDIO
LICENSED PHYSICAL THERAPIST
BATTLE CREEK METHOD
967 Sutter - ORow 3-5881

OATEZ SOLOMON
PL 6-8972
(Please See Advertisement Page 635)
Pauline for Personalized Beauty Services
133 Geary - EX 2-2199

Massage—(Cont'd)

PETCHONKINA A
MARINA DISTRICT
MEDICAL MASSAGE
HAND MASSAGE REDUCING
STEAM BATH
HEAT LAMP TREATMENT
By Appointment Only
At Scott
2295 Chestnut - FI 6-6697

Russian Health Baths 1200 Silver Av UNder 5-2260

SAN FRANCISCO SCHOOL OF MASSAGE
MASSAGE
WOMEN & MEN
By Graduate Masseuses & Masseurs Only
150 Powell - EX 2-7338

SAN FRANCISCO STUDIO OF MASSAGE &
PHYSICAL THERAPY 466 Geary - PR 6-2697
(Please See Advertisement Page 635)

S F TURKISH BATH
MASSAGE - SUN LAMP
EXPERT MASSEURS
OPEN DAY & NIGHT
229 Ellis - PRupt 5-8013

SAWICKI BARNEY
Masseur Out Calls Only
Men or Women
155 Turk - PR 6-2136
(Please See Advertisement Page 634)

SCHIER STEAM BATHS
3244-23rd - MI 8-9853
Hylites 2563-14th Av - MO 4-1258

TWIN PEAKS HEALTH STUDIO
ELIN FLODSTROM
Graduate of Sweden - Ladies Only
STEAM CABINETS ETC-OUTCALLS
679 Portola Dr - LO 4-9575

UNION SQUARE STUDIO
278 Post - SUtr 1-4827
(Please See Advertisement Page 634)

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

Mac Levy Prods Corp
Exercise Health Equipment-
Professional-Home
320-5th Av New York City
New York - 212 WI 7-4073

NIAGARA CYCLO-MASSAGE EQUIPMENT
Increases circulation
where applied
Helps relieve everyday
tension, fatigue
Helps relieve minor pain,
arthritis, rheumatism when they occur
Encourages restful, drugless sleep.
"El isn't Niagara - if it isn't Cyclo-Massage!"
"WHERE TO CALL"
DISTRIBUTORS
NIAGARA CYCLO MASSAGE OF S F
107 Geary - SU 1-5860

Mal Board Mtrs
NATIONAL CARD MAT & BOARD CO
115 New Montgomery - EX 2-9109

Matches
AD-AIDS ADVERTISING SPECIALTIES
MONARCH MATCH DISTRIBUTORS
All Sizes - Fast Delivery
1234 Folsom - HE 1-3023

Allen Co The Advertising Specialties & Calendars
420 Market - YU 1-4429

Would you like to get your share
of business from customers in your
neighborhood? Then why not advertise
in the YELLOW PAGES? Simply call the Business Office of
the telephone company and ask for
the Directory Advertising Representative. He will help you plan a
sales-building message.

Be Sure Your Phones Are Answered

Matches—(Cont'd)

AMERICAN MATCH CO &
SAN FRANCISCO NEWS CO
Specialists in Distinctive Advertising
Book Matches Calendars & Advertising
Spec Items Over 10,000 Different
Promotion Pieces to Fit Every Possible
Program Local Branch Offers You
Finest Service & Low Prices
657 Howard - SU 1-1276

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 Natl Corp Diamond Match Division
2 Pine - EX 7-0855

Diamond Natl Corp Diamond Match Division
2 Pine - EX 7-0855
Floyd Jeff D 685-25th Av - BA Yuv 1-1189
Hylites 2563-14th Av - MO 4-1258

LION MATCH CO INC
One of the Largest Variety
of Sales Proven Matchbook Programs
to Suit Your Needs
EXCLUSIVE FEATURE STYLES
AND CUSTOM DESIGNS
OUR SPECIALTY
GA 1-6040
383 Brannan - GA 1-6040

Universal Match Corporation
1355 Market - UN der 1-4419
Willatts Printing Co 950 Folsom - YUkon 2-9040

Material Handling Equipment
See also Conveyors; Cranes; Elevators-
Portable; Hoisting & Rigging Equipment;
Pallets & Skids; Trucks-Industrial; Etc
ACE PALLET ROLLERS-
ACE ENGINEERING CO
222 Napoleon - VA 6-3443

ALLIS-CHALMERS INDUSTRIAL
TRUCKS
THE LONG LIFE
LIFT TRUCKS
Electric Gasoline
LP Gas Diesel
2000-12000 lb. capacities
SALES • SERVICE • PARTS
RENTALS • LEASING
"FOR INFORMATION CALL"
MANUFACTURERS
ALLIS-CHALMERS MFG CO
1400 Park Av Emeryville - 653-3100

Anderson Bros
15444 Hesperian Bl Sn Lornza - 351-5152
Atlas Fork Lift Service Inc 299 Stewart - YU 2-7927
1821 Mt Diablo Bl Walnut Crk
From the following exchanges only
No Charge Ask Operator for - Enterprise 15198
Globe Fork Lift Service 552 Beale - YUkon 2-3226

BLACK HAWK HYDRAULICS-
SCHEID HEAVY HARDWARE & STEEL CO
329 Tehama - DO 2-0300
(Continued Next Page)

People can't reach you by telephone
when the instrument is left
"off the hook." Your line is "busy"
to anyone calling.

LOW COST
LEASING
Fork lifts and
loaders, tractors,
balers, conveyors,
all Material
Handling Equipment. Any Make,
any model.
Information
without
obligation.
McALISTER EQUIPMENT
LEASING CO.
U.S., Canada, Puerto Rico
1230 Van Ness Ave. PR 5-2400

Conveying & Elevating Equipment
For Bulk Materials
Helicoid & Sectional Screw Conveyors
Drag Conveyors - Bucket Elevators
INDUSTRIAL
MACHINERY CO., INC.
YU 1-8510
420 MARKET ST. SAN FRANCISCO

Industrial
Stockroom
Institutional
Commercial
CASTERS - WHEELS - HAND TRUCKS
H. FRIEDMAN CO.
512 BRANNAN S.F.

Matches—(Cont'd)

MONARCH MATCH CO
BOOK MATCH MANUFACTURERS
FACTORY LOCATION
SAN JOSE
2300 S 1st St - 294-3240

MONARCH MATCH DISTRIBUTORS
HE 1-3024
MONOGRAM OF CALIFORNIA
500 Hampshire - UN 3-3600

OHIO MATCH CO
35 West A Hayward - 351-6750
Pac Match Co 615-2d - DOuglas 2-5153
Saltz Advertising Specialties
1234 Folsom - MA 1-6994

SERVICE GOLD OF CALIFORNIA
767 Market - DO 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 - UN der 1-4419

Universal Match Corporation
1355 Market - UN der 1-4419
Willatts Printing Co 950 Folsom - YUkon 2-9040

Material Handling Equipment
See also Conveyors; Cranes; Elevators-
Portable; Hoisting & Rigging Equipment;
Pallets & Skids; Trucks-Industrial; Etc
ACE PALLET ROLLERS-
ACE ENGINEERING CO
222 Napoleon - VA 6-3443

ALLIS-CHALMERS INDUSTRIAL
TRUCKS
THE LONG LIFE
LIFT TRUCKS
Electric Gasoline
LP Gas Diesel
2000-12000 lb. capacities
SALES • SERVICE • PARTS
RENTALS • LEASING
"FOR INFORMATION CALL"
MANUFACTURERS
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1400 Park Av Emeryville - 653-3100

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SCHEID HEAVY HARDWARE & STEEL CO
329 Tehama - DO 2-0300
(Continued Next Page)

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LOW COST
LEASING
Fork lifts and
loaders, tractors,
balers, conveyors,
all Material
Handling Equipment. Any Make,
any model.
Information
without
obligation.
McALISTER EQUIPMENT
LEASING CO.
U.S., Canada, Puerto Rico
1230 Van Ness Ave. PR 5-2400

Conveying & Elevating Equipment
For Bulk Materials
Helicoid & Sectional Screw Conveyors
Drag Conveyors - Bucket Elevators
INDUSTRIAL
MACHINERY CO., INC.
YU 1-8510
420 MARKET ST. SAN FRANCISCO

Industrial
Stockroom
Institutional
Commercial
CASTERS - WHEELS - HAND TRUCKS
H. FRIEDMAN CO.
512 BRANNAN S.F.

Material Handling Equipment—(Cont'd)

BUHRER E C ASSOCIATES INC
AUTOMATIC
ELECTRIC TRUCKS
Nothing Hand Trucks—Economy Balers
Sturd-Bulk Racks—American Monorail
Arrow Conveyors—Economy Elevators
Faultless Casters—Lewis Boxes
Whiting Trackmobile
ENGINEERING - SALES
SERVICE
253-4th Oakland - 836-2082

CAL-TRAM INC
2815-7th Berkeley - 848-4481

CALAYAR CORP
See Our Ad Under Conveyors Equip
850 Harrison - GA 1-4971

CATERPILLAR MATERIAL HANDLING
EQUIPMENT-
PETERSON TRACTOR CO
955 Marina Bl Sn Leandro - 357-6200

CHRISTIAN MANUFACTURING ENGINEERS
Bulk Handling Specialists
World Trade Center - YU 2-1220
Cleveland Tramrail 1821 Mt Diablo Bl Walnut Crk
From the following exchanges only
No Charge Ask Operator for - Enterprise 15198

COFFING HOIST-
SCHEID HEAVY HARDWARE & STEEL CO
329 Tehama - DO 2-0300

COLSON EQUIPMENT & SUPPLY CO
544-2d - GA 1-0280

CONVEYOR ENGINEERING INC
420 Market - YU 1-4230

CURTIS EQUIPMENT CO
See Our Ad Trucks Industrial
322-4th - EX 2-2974

DANKS WALTER & CO
1340 Underwood Av - MI 8-6016

DENNING MILLS CO
Steel Warehouse Racks & Dollies
305 Pittsburg Av Richmond - 235-2244
Derby Equipment & Mfg Co
Bulk Handling & Conveying Equipment
3001 Chapman Oakland - 261-6018

EHRSAM J B & SONS MFG CO
2475 Mar Cast Tibon - 435-1783

ELDER & CO
1640 Evans Av - VA 6-0290

FABRICATED METALS INC
Mfg of Flat-Grills for Bulk Materials
2401 Merced Sn Leandro - 357-0220

FRIEDMAN H C
512 Brannan - YU 2-8750
(Please See Advertisement Page 636)

General Conveyor Inc of Northern Calif
1821 Mt Diablo Bl Walnut Crk
From the following exchanges only
No Charge Ask Operator for - Enterprise 15198
Globe Fork Lift Service 552 Beale - YUkon 2-3226

GLOBE INDUSTRIAL HOIST-
EASTMAN EQUIPMENT CO
871 Park Av Sn Jee - 295-2050

GO-DEVIL-
BESORE JAY & ASSOCIATES
380 Bayshore Bl - MI 8-4860

GUARANTEE FORK LIFT TRUCK CO
Sales-Rentals-Leases-Maintenance
919 E 14th Oakland - 893-4330
Hand Truck Service 330 Front - SU 1-5808

HARR GEORGE H & CO
FORK LIFT TRUCKS
SALES - SERVICE - RENTALS
REPAIRED & REBUILT
1465 Folsom - MAkt 1-4564

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE
1. Please answer promptly.
2. Please be on the line when the
party you want answers.
3. Please speak distinctly and without
hurrying, with the lips close
to the mouthpiece.
4. Please replace the receiver
gently when through talking.

Material Handling Equipment—(Cont'd)

HECO MATERIAL HANDLING EQUIP
SPRING ACTUATED
ADJUSTABLE TRUCK
LOADING RAMPS
STEEL RAIL DOCKBOARDS
SPECIAL ENGINEERED
MATERIALS
HANDLING EQUIPMENT
"FOR INFORMATION CALL"
MANUFACTURERS
HECO-PACIFIC MFG INC
Ofc. 55F - 589-1545
Plant 1240 Montgomery Av Sn Brno-583-3022

DISTRIBUTORS
HAMERSLAGER EQUIPMENT COMPANY
110 Freeway Bl 55F - 761-1684

INDUSTRIAL MACHINERY CO INC
420 Market - YU 1-8510
(Please See Advertisement Page 636)

INDUSTRIAL SERVICE PRODUCTS
Serving Northern California
Material Handling Equip
Designed - Engineered - Manufactured
Trucks - Lift Trucks - Wheels
Ramps & Skids - Conveyors - Casters
Trailers - Dollies
Custom Built Installations
"FOR INFORMATION CALL"
INDUSTRIAL SERVICE CO
496 Wester Sn Leandro - 569-2545

INTEGRATED HANDLING SYSTEMS
1105 O'Brien Dr Mnlo Prk - 321-3997

LANING CO OF CALIF
See Our Ad Trucks Industrial
8th & Harrison - EX 2-2974

MAGCOLIGHT METAL HANDLING
EQUIPMENT-
PERIN CO INC 128 Starlite SSF - 583-3672

Manning Maxwell & Moore Inc
450 Bayshore Bl - MI 8-1420

McALISTER EQUIPMENT LEASING CO
1230 Van Ness Av - PR 5-2400
(Please See Advertisement Page 636)

MORRIS DRYING CO
Fork Lift Trucks Rentals
190-9th Av Oakland - 569-4453
Murphy & Siml Co 912 Howard - SUtr 1-4266

O'DONNELL P F CO
NEW & USED
HANDLING EQUIPMENT
2298 Jerrild Av - VA 6-6382

OLD JAMES A & SON
944 Terminal Wy Sn Carlos - 591-8231
Olsen A C Co - GR 8-3952
Pacific Pallet Co 1526 Wallace Av - MI 7-2700

PERIN CO INC
128 Starlite SSF - 583-3672

PHILPOTT GEORGE M CO INC
E Grand Av & Harbor Wy SSF - 589-1010

Rapistan of Calif Inc
1150 Chrysler Dr Mnlo Prk - YU 2-3880

ROLL-RITE TRUCKS
All Types & Sizes
Hand & Barrel
Trucks
Warehouse Trucks
Whse & Drag Line Trailers
Hospital & Dept Store
Specials To Order
"FOR INFORMATION CALL"
MANUFACTURERS
Roll-Rite Corporation
801 Jefferson Oakland - 451-5921

ROYAL PRODUCTS CO
113 S Park - EX 7-2259

SHEEDY DRYAGE CO
1215 Michigan - MI 8-7171

TO FILL CRACKS
Cracks in wooden walls, etc., can
be permanently repaired by filling
them with a thick paste made of
approximately 1 part linseed oil, 2
parts hot glue, 3 parts whiting and
4 parts sawdust.

Material Handling Equipment—(Cont'd)

THOMAS JOB-SUITED FLOOR TRUCKS
Thousands of different
ent 2 and 4 wheel
trucks and superstructure
combinations: racks, shelves, boxes.
Also casters and wheels—metal or rubber tired.
New "Job-Suited" Catalog.
"WHERE TO BUY THEM"
Old James A & Son
944 Terminal Wy Sn Carlos - 591-8231

TRAVELIFT-
BESORE JAY & ASSOCIATES
380 Bayshore Bl - MI 8-4860

UNIVERSAL CRANEHOIST & MONORAIL CO
44 Ton to 5 Ton Hoists in Stock
We Repair all Makes of Hoists
424 Harriet - MAkt 1-8841

WALLY'S FORK LIFT SERVICE
Rent to 10 Ton Cap with Operators
TRUCK LOADING & UNLOADING
Conveyor Serv - Need a Lift? Call
1 Townsend - GA 1-3588

WAYNE MATERIAL HANDLING LIFTS-
FACTORY REPRESENTATIVES
SHIELDS HARPER & CO
Hydraulic & Mechanical Dusk Levelers
Platform & Specialized Lifts
5107 Broadway Oakland - 653-9119

Western Industrial Equipment Co
420 Market - SU 1-0222

Maternity Apparel
Brush Frank 165 O'Farrell - EX 2-6725

EXPECTATION MATERNITY SHOPS
133 Geary - YU 2-3480

FERN WARNER MATERNITY SHOP
331 South Mayfair Av Daly City - PL 6-4119
(Please See Advertisement This Page)

GARDEN MATERNITY SHOP
2166 Union - JO 7-0425

LANE BRYANT 35 Geary - GARfid 1-4575

MILLS MATERNITY WEAR
2436 Mission - MI 8-3353
(Please See Advertisement This Page)

Morris Corset Shop
Maternity Corsets-Girdles-Bras
Elastic Stockings-Supp-Hose
414 Sutter - YU 2-3992

PAGE BOY MATERNITY FASHIONS
180 Geary - EX 7-4192

RILEY'S CHILDRENS SHOP
2352 Mission - MA 1-8385

Roller's Maternity Fashions
122 Geary - YUkon 2-0892

ROLLER'S MATERNITY FASHIONS
2352 Mission - MI 7-0881
(Please See Advertisement This Page)

Warner Fern Maternity Shop
331 South Mayfair Av Daly City - PL 6-4119

Maternity Supports-Mtrs
Spencer Support Shop 150 Powell - YU 6-1507

Matrices
Advertisers Mat Service 1050 Sansome - YU 6-5138

AMERICAN WESTERN GRAPHICS DIVISION
ELECTROGRAPHIC CORP
Dealer, Publicity And Advertising Mats
Phototone Mats - R.O.P. Bisto Colormats
Typography - Printing - Reprint Specialists
Complete Mailing Facilities - Newspaper
Lists
390-9th - UN 3-2911

JOHNSON PRINTING PLATES
Johnson Mat & Electrotype Co
Complete Service under One Roof
Art Engravings Mats Electrotypes
135 Main - EX 7-2233

PRECISION ELECTROTYPE CO
Dealer, Publicity & Adv. Mats, The
World's Leader in R.O.P. Newspaper
Color Mats - Exclusive Pacomats
1045 Sansome - GARfid 1-0680

Rapid Electrotype Co The
955 Front - DO 2-8427

The Yellow Pages save you time.

WESTLA SHOPPING CENTER
Fern Warner
MATERNITY SHOP
EVERYTHING
For The Expectant Mother
BankAmericard • Charge Accounts
PL 6-4119
331 S. Mayfair Ave.
Daly City

ROLLER'S
MATERNITY FASHIONS
LARGE SELECTION - LATEST STYLES
SIZES 6 TO 44
COMPLETE LINE OF LINGERIE
CHARGE ACCOUNTS INVITED
BANKAMERICARD
2 Locations
122 GEARY 2352 MISSION
YU 2-0892 MI 7-0881

MILLS MATERNITY WEAR
Largest Selection
in One Store
CHARGE ACCOUNTS INVITED
FREE PARKING
NOTHING OPEN
DOWN WED & FRI.
TILL 9 P.M.
USE BANKAMERICARD
CALL
MI 8-3353
2436 MISSION ST. S.F.

To Find an
AUTHORIZED
Sales and Service
Dealer
When you want a nationally
advertised product or service
Look in the
YELLOW PAGES
They Tell "Where to Buy It!"