

Massage-(Cont'd)

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

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

HOTEL ST FRANCIS
Massage-Baths-Ultra Violet Ray
Men's Department Only
Powell & Geary...YUkon 6-2131

HOWELL HELEN
466 Geary...ORway 3-1120
Hugo Magnuson Personal Health Service
333 Geary...EX brook 2-7432

JAPANESE THERAPY OFFICE
JAPANESE MASSAGE
Reclining Steam Cabinet
Electronic Massage
G. G. Motonari P. T.
Near Laguna 1639 Post...JOrdn 7-7354

Jensen Dagny 323 Geary...DOglas 2-2143
Sharin Samuel 1100 Shotwell...VAIencia 4-5863

KEY SLENDERIZING & BEAUTY SALON
Steam Cabinets-Hand Massage & Machines
SLENDERIZE THE KEY WAY
Health & Reducing
150 Powell...YUkon 2-4950

LAKESIDE VILLAGE SWEDISH MASSAGE STUDIO
NEAR STONESTOWN
SPOT REDUCING MASSAGE
VAPOR CABINET BATHS
Colonics Diathermy Heat
Salt Glow With Needle Shower
Massage Graduate of Sweden
Measurements Taken & Fitted
LADIES ONLY
Hours 8 A.M. to 7 P.M. by Appt.
Entrance - 100 Eucalyptus Dr.
2531 Ocean Av...DEIaware 4-0490

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

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

LUOY 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 Inut-1-0741

MARIES OUT CALL SERVICE
280 Post...EXbrk 2-1556
Marina Health Institute 3913 Union,WA Inut 1-3023
The Yellow Pages-meeting place of buyers and sellers.

Massage-(Cont'd)

MARINA STEAM BATHS
Lee's Special Massage & Reducing
FOR MEN ONLY
Hours 9 AM to 8 PM
1909 Union...JO rdn 7-3773

MISSION MINERAL BATHS 3379-26th...MI ssn 7-7474
MOORE OF 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 by the following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Entrprise 10140

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...TUzedo 5-6832

O'NEIL J E DOG 435 Eddy...OR dway 3-5148
Park-Residio Massage Studio
390-2d Av...EV rygreen 6-9925

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

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

SHERRY'S STUDIO 2406 1/2 Polk...PR ospt 6-1244
Sunset Slenderizing Salon
For Ladies Only
1388-9th Av...LO mboard 6-3959

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...GRayston 4-7153

WALHIN F W
Expert Swedish Masseur
126 Post...EXbrk 2-7832
Wally's Physio-Therapy
1248 Leavenworth...PR ospt 5-0569

WILCOX LOUISE STUDIO
IMPROVED SWEDISH MASSAGE
COLONIC IRRIGATION
CABINET & TUB BATH
For Appointment Phone
Prospect 5-4156
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...EXbrk 2-0470

Matches

Allen Co The 420 Market...SUtr 1-8854
Cesar! P J Advertising Novelities Co
Special Reproduction FOB Your Door
1691 Turk...WAInt 1-3304

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 prospects selected by you.

"FOR INFORMATION CALL"
Diamond Match Co The 2 Pine...SU tter 1-3841

Diamond Match Co The 2 Pine...SU tter 1-3841
FEATURING ADVERTISING CO
20-20...YUkon 6-1480

Kaplan Jack J 1355 Market...UNdrhl 1-4420
LION MATCH CO INC 383 Brannan...GARfield 1-6040

MONOGRAM OF CALIFORNIA
2500-18th...UN drhl 3-3600
Ohio Match Co
15882 Via Granada Sn Lornzo...LOckhn 9-0579

OHIO MATCH COMPANY THE
1717-17th...UNdrhl 3-4517
Pac Match Co 1200 Battery...GARfield 1-5443

SALTZ ADVERTISING SPECIALTIES
1339 Folsom...MA rket 1-6994
SERVICE GOLD OF CALIFORNIA
767 Market...DOupas 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...UNdrhl 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-Commercial; Trucks-Industrial; Winches; Etc

Maternity Apparel
BRUSH FRANK
MATERNITY APPAREL MANUFACTURER
376 Sutter...EXbrk 2-4725

COSTUME TASINER HOUSE
Rental of Maternity Formalis
90 Golden Gate Av...PR ospt 5-3727

LION BOOK MATCHES
Sell FOR YOU!
Your ad on LION MATCH STICKS COMMANDS ATTENTION!
12 DIFFERENT KINDS TO ADVERTISE YOUR BUSINESS
GARfield 1-6040
LION MATCH CO., INC.
383 Brannan Street Carl Black, Dist. Mgr.

Maternity Apparel-(Cont'd)

EXPECTATION SHOP MATERNITY FASHIONS
COMPLETE MATERNITY WARDROBES
Expectation Shops

"WHERE TO BUY THEM"
EXPECTATION SHOPS
160 Geary...YUkon 2-3520

EXPECTATION SHOPS 1419 Broadway East
Walnut Creek...YElostin 5-5849

EXPECTATION SHOPS
1962 Bdw Oakland...TEmpir 2-6262

EXPECTATION SHOPS
17-4th Av San Mateo...DIMnd 3-5804

Expectation Shops 160 Geary...YUkon 2-3520
GOSSARD CORSET & LINGERIE SHOP
2312 Mission...VA Iencia 4-9393

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

Mills 2416 Mission...MIsn 8-3353
MORRILL FRIEDA CO
Maternity Girdles & Brassieres
1557 Polk...ORdwy 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

ROLLER'S-HOUSE OF MATERNITY WEAR
ROLLER'S
Everything for The Expectant Mother At Unexpected Prices
2352 Mission...MIsn 7-0881

Thompson Frances
Wholesale & Manufacturer
330 Mission...EXbrk 2-0591

Listen for the dial tone before you start to dial. It means that the equipment is ready to receive your call.

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 CORP
Dealer-Publicity-Bista Color Mats
Quality & Service
329 Fremont...GARfield 1-3522

FILMER BROS ELECTROTYPE CO
Prompt Service On Electrotypes
Nickelotypes-Stereotypes & Mats
330 Jackson...EX brook 2-5115

Hofschneider Bert & Bro Inc
500 Sansome...GA rhd-1-1725

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

Precision Electrotypes Co
Dealer Publicity & Merchandising
Mats - The West's Leader in Four Color Newspapers & Syndicate Mats
1645 Sansome...GARfield 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 Electrotypes Co The
955 Front...DO uglas 2-8427

WESTERN NEWSPAPER UNION
234-1st...GA rhd 1-0746

Mats-Floor
B & M Auto Seat Cover Co
2055 Market...UN drhl 1-9744

GOLDBERG SUPPLIES
Mats Of Every Type-Immediate Del
777 Golden Gate Av...MA rket 1-3415

DUTRO CO 3110 Adeline Oakland...PIdmt 5-7947

The oldest of all the telephone industry's traditions is service.

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

Mats-Floor-(Cont'd)

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.
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 6-2323

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

Mats-Newspaper-See Matrices
Mats-Table-See Table Pads

Mattress Makers' Supplies
Bechik Products 1355 Market...KL ondie 2-3611

Central States Paper & Bag Co Inc
607 Market...GARfield 1-0426

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

GOLDING BROS CO INC
1355 Market...KL ondie 2-3817

SOFIO R G CO INC
Mill Agents - Distributors - Importers
Ticking - 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 mlock 1-7161

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

UNITED SPRING CO 250 Redwood,KL ondie 2-3618
UPHOLSTERY SUPPLY COMPANY
498 Alabama...UNdrhl 1-5839

Mattresses-Cleaning
See Sterilizing Service

Mattresses-Renovating
A & A BEDDING & UPHOLSTERY CO
No. 1 LICENSE BY THE STATE OF CALIFORNIA
GUARANTEES SPECIALIZED WORK
Free Estimates
COMPLETE MATTRESS & BOX SPRING SERVICING
Free Pick-Up & Delivery - Same Day
Old Mattresses Made Into Modern Innerspring
Open Coil Springs Converted to Modern Box Springs
ALL AT FACTORY PRICES
1044 Howard...HEmlok 1-4330

A B C BEDDING & UPHOLSTERY CO
1245 Geary...PR ospt 5-0922
(Continued Next Page)
We hope that you enjoy our radio program, "The Telephone Hour" which is produced weekly for your pleasure and enjoyment -N.B.C., Monday nights.

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 REPAIRED
COIL BED SPRINGS CONVERTED INTO BOX SPRINGS
NEW MATTRESSES & BOX SPRINGS
We Specialize In Odd Sizes
PHONE West 1-7661
2229 Geary near Divisadero
Free Estimates - Terms
All Work Guaranteed
Largest & Most Reliable Plant in S. F.

HAVE YOUR MATTRESS FACTORY REBUILT REGARDLESS OF CONDITION WITH NEW COVER
One Day Service
LOW AS \$5.95
ATwater 2-1312
COTTON OR KAPOK
All Work Guaranteed
Free Pick-Up and Delivery
CHARGE IT! OR EASY TERMS
Also Innerspring Mattresses Rebuilt as Low as 9.95
Any type mattress converted into modern innerspring.
MODERN boxsprings converted or restyled from your old spring.
"Feel GRAND-Rest on a DREAMLAND"
DREAMLAND BEDDING CO.
534 BAYSHORE BLVD.
LARGEST IN THE WEST
MANUFACTURER DIRECT TO CONSUMER