

Knitwear

THE VALUE OF DISTINCTION IN DRESS

A **SWEATER COAT** is an integral part of the well-rounded wardrobe. The **G & M Sweater** will appeal to women who want something a little different. It is fashioned with the painstaking care of the tailor-made garment and has the leisure lines of smartness which stamp it as exclusive.



G & M UNDERWEAR will give you a new definition of Underwear Satisfaction. We carry in stock at all times every weight, every weave, every size and every price.

G & M HOSIERY always wears well—a little longer than others. It fits better—a little better than others. It is moderately priced—a little lower than others. Over 300 styles. Try them next time.

G & M BATHING SUITS represent the latest and most original ideas in design, color and materials. Our models are copied by Eastern manufacturers and are in evidence from Santa Cruz to Palm Beach.



Gantner & Mattern Co.
KNITTERS

GRANT AVENUE AT POST STREET
SAN FRANCISCO