

"California's Largest Exclusive Furriers"



FURS

That Win You

An Outstanding
Collection
of Lovely New
Styles

Buy direct from Fred Benioff, one
of the largest and most reliable fur
houses on the Pacific Coast.

Visit our Sacramento Fur Salon in the
Senator Hotel. See for yourself the
beautiful furs and remarkable values.

Complete Fur Service

We clean your furs
We re-fashion your furs
We repair your furs
We store your furs

All Workmanship
Guaranteed

Convenient Credit Terms

Sacramento's Retail Shop
Senator Hotel

Capital 2963

Courteous and sincere salespeople will make your
visit delightfully pleasant. Visitors always welcome.

Fred Benioff's Furs

Since 1872

San Francisco Retail Store 259 Geary, FIFTH FLOOR
Stockton Retail Store 442 E. Main St.

Listen in daily on our Radio Programs over KJBS & KYA

Fur Business

Benioff Fred Senator Hotel.....Capital-2963
Benioff's Senator Hotel.....Capital-2963
Berman Wm 808-2nd.....Main-2615
Gluck's 624 J.....Capital-2689
GREEN'S FUR STORE 721 Kay.....Main-550
Knapstad The 610 K.....Main-4700
Pac Fur & Wool Co 808-2nd.....Main-2615
SKINNER E R & CO 818-0th.....Main-7698
Weinstock Labin & Co 12th & K.....Main-6200

Cleaning, Fur

FIDETTI DRY CLEANING CO
8030 8.....Main-2540

Manufacturers, Fur

Benioff's Senator Hotel.....Capital-2963
(Continued Next Page)

BEAUTY SHOPS

When milady would go
to a Beauty Shop, she
looks in the Buyer's
Guide to see if it con-
tains news for her.

Maybe there is a new
Beauty Shop right in
your neighborhood.

Buyers Guide

Put another assistant in your
business—at a cost of but a
few cents a day!

Order an—

EXTENSION
TELEPHONE

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Fur Business (Cont'd)

Raw Furs

Gluck's 624 J.....Capital-2689
(See Advertisement This Page)
PAC FUR & WOOL CO 808-2nd.....Main-2015

Storage, Fur

Green's Fur Store 721 Kay.....Main-550
(See Advertisement This Page)

Furnace Business

AHL FRANK 2 SHEET METAL WORKS
1618-31st.....Main-3800
Dallman Supply Co 8th & R.....Capital-3240
Golden West Heating Co 3081 Y.....Main-2085
Holland Furnace Co 1402 J.....Capital-2932
McLAUGHLIN SHEET METAL WKS
Miller & Cahill 1321 K.....Main-4698
RYAN WARM AIR FURNACE AGENT
2182 Sacto Blvd.....Capital-62
SINCLAIR & BESSETY 2422 J.....Main-755

Repairs, Furnace

Fry Dolph 5018-14th Ar.....Main-9422
(See Advertisement This Page)

HOLLAND FURNACE CO
"Holland Furnaces Make
Warm Friends"

WORLD'S LARGEST
INSTALLERS OF FURNACES
Oil, Gas, Wood & Coal
We Clean and Repair All Makes
of Furnaces

1402 J.....Capital-2932

Warm Air Furnaces

Dallman Supply Co 8th & R.....Capital-3240

WAGNER'S SHEET METAL WORKS

WARM AIR FURNACES
Gas, Oil, Coal or Wood Fuel

3900 M.....Main-4252

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like to have evidence that the book
in which they are advertising is
received and used by buyers; and
to us because the book receives due
credit for the service it renders.

Furnace Repairing

Gas Appliance Repair Service
GAS FURNACE
COAL FURNACE

OVERHAULING—REPAIRING
SUPPLIES

FOR QUICK SERVICE
PHONE
RY Main 9422

Shop 3800 Stockton Blvd.
F89-1 Office 5018-14th Avenue

GREEN'S FUR STORE

721 Kay Street

"Largest Exclusive Fur Store in
Northern California"

Phone Main 550



Fifteen years of honest values have
built this large volume of sales—
resulting in lower prices on superior
pelts and superb styles.

Buy on Convenient Terms
Remodeled,
Repaired, Stored,
Cleaned and Dyed

F10-4

When Away From Home

You can keep in touch with
your family by Long Dis-
tance Telephone.

A personal talk will assure
you that everything is all
right at home and will be a
pleasure to those you have
left behind.

FURS—MADE TO ORDER —REMODELED —REPAIRED

Fur Storage and Cleaning with
a New Process—Reasonable.
Tanning and Mounting a Specialty.
Fur Collars and Trimmings
Made While You Wait.

GLUCK
The Real Furrier

We pay the highest prices for
raw furs

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F61-1

Speed Up Your Business

An—

EXTENSION
TELEPHONE

enables your force to do more
work — at a cost of but
a few cents a day!