

OFFICIALLY DESIGNATED BY THE WAR DEPT.

★ UNIFORMS ★ DRESS AND SERVICE ARMY - NAVY - COAST GUARD MERCHANT MARINE



COMPLETE EQUIPMENT IN
STOCK AND CUSTOM MADE
Fast Service
UNIFORMS OUR BUSINESS
NOT A SIDE LINE Since 1907

UNIFORMS FOR GUARDS - TEAMS - BANDS - HOTELS
RAILROAD - POLICE - FIREMEN AND CHAUFFEURS

L. RIZNIK & SON

171 GROVE OPP. CITY HALL AT VAN NESS
★ UN derhill 4824 ★

Buy Quality because Quality Lasts



FOR OFFICERS
OF ALL THE SERVICES

ARMY - NAVY - MARINE CORPS - COAST GUARD
MARITIME SERVICE

HICKEY-FREEMAN UNIFORMS
KUPPENHEIMER UNIFORMS
ARMY EXCHANGE SERVICE UNIFORMS
NAVAL UNIFORM SERVICE UNIFORMS

Look to **Hastings**
OUR 90th YEAR
for the Quality that Lasts

FIVE CONVENIENT LOCATIONS
POST AT KEARNEY 887 MARKET STREET, Opp. Importation
25 POWELL STREET, FOWLER AT GRANT
IN OAKLAND 1330 BRADSHAW, 10thm Square
SU tter 5400

EXPERIENCED OFFICERS GO TO

Roos Bros AUTHORIZED DISTRIBUTORS



FOR ARMY and NAVY OFFICERS'
UNIFORMS and EQUIPMENT

Dobbs Military Caps ★ Officers' Uniform Shop

MARKET AT STOCKTON SUTTER 4040



NAVAL UNIFORMS

CAPS AND EQUIPMENT
To Meet the
Requirements of All
Branches of the Navy
Coast Guard and
MERCHANT MARINE
IMMEDIATE DELIVERY
Blues - Whites - Khakis

SU tter
6268

JOE HARRIS
SINCE 1885

16 Sacramento Street

Uniforms.

AJEL MANUFACTURING CO
Washable Uniforms
280 Natoma..... GA rfd-1603
American Middy Co
School Uniforms
1119 Geary..... OR dway-1825
American Tailors 339 Kearny..... DO uglas-3351

ANGELICA WASHABLE SERVICE APPAREL
Largest Institution Of
Its Kind Manufacturing
Washable UNIFORMS
for Hotels, Cafes, Clubs,
Hospitals, Physicians,
Dentists, Nurses, Beati-
ficiana, Cooks, Waiters,
Waitresses, Industrial Uniforms.



Catalog Upon Request
"WHERE TO BUY THEM"
ANGELICA JACKET CO OF CALIF
158 Taylor OR dway-5877

CALIF UNIFORM CO 46 Kearny..... GA rfd-8346
Califurze Inc 138-4th..... SU tter-7510
Cooks & Waiters Uniform Co 158 Taylr. PR opct-8404
Davis Jack 640 Market..... GA rfd-6883
Doctors & Nurses Outfitting Co Inc 1214 Sutter OR dway-8525

Doctors & Nurses Quality Shop Floodg. YU kon-0875
EAGLESON & CO 726 Market..... EX brook-3806
(See Advertisement Opposite Page)

EASTON D A & CO
Army & Navy Uniforms
85 Post..... DO uglas-7482

EMPORIUM THE
**UNIFORMS AND
ACCESSORIES**
Ready-made or Tailored to
Measure Army, Navy and Marine
Corps Uniforms, Coats, Caps and
Insignia
Authorized Army Exchange Service Department
The Emporium Uniform Shop
Store for Men, Street Floor
Market Opposite Powell
835 Market..... EX brook-6800

FASHION CLOTHING CO 2304 Msn. MI ssn-7965
Foreman & Clark 25 Stockton..... YU kon-0657
Grundy Alfred S W 1214 Sutter..... OR dway-8525
Harris Joe Co 16 Sacramento..... SU tter-6268
(See Advertisement This Page)
Hastings Post at Kearny..... SU tter-5400
(See Advertisement This Page)
Home Clothing Co 568 Larkin..... OR dway-0488
Hyman Edw Co 1661 Mission..... MA rket-1556
King Fred A 833 Market..... DO uglas-4785
Kroesen Gus 242 Market..... EX brook-7308
(See Advertisement Opposite Page)

LEIBOLD & CO 101 Post..... GA rfd-3570
Lilley-Ames Co 833 Market..... DO uglas-4785
Lyon Street Tailors 2920 Lyon..... WA lnut-8908
McAlister's Men's Store 2733 Msn. AT water-4826

MILITARY TAILORS & CLEANERS
TAILORS TO SAILORS
Tailor Made and Made Over
Our Specialty
UNDRESS - MADE DRESS
Service While You Wait
W. H. Billingsley
349 Market..... GA rfd-9722

MISSION PANTS FACTORY
Frontier Pants-Breeches-Jackets
Made To Order at Retail Prices
Uniform Cloth Sold By The Yard
Job Lots A Specialty
1965 Mission..... UN drhil-3506

NEUMANN'S SID MENS SHOP
All Types of Uniforms Made to Order
55 Jones..... MA rket-9200

NURSE'S SPECIALTY SHOP
UNIFORMS & SMOCKS
For Hospitals, Hotels, Restaurants
And Beauty Shops
Doctors & Nurses
Stock Sizes or Made to Measure
ANNA LAWRENCE
2d Floor
419 Sutter..... DO uglas-4610

Pac Surgical Gown Co 1626 Eddy..... WA lnut-1158

PANAMA CLOTHING CO
WAITERS' SUPPLIES
Uniforms - Paper Collars & Fronts
150 Powell..... GA rfd-1814

(Continued Next Page)

Uniforms.—(Cont'd)

PASQUALE B CO 654 Mission..... EX brook-1213
Planz Theo Co
Naval Uniforms and Equipment
218 Market..... SU tter-8231

REGENT DUCK COAT & LINEN CO
447 Grove UN drhil-8125
RIZNIK L & SON 171 Grove..... UN drhil-4824
(See Advertisement Opposite Page)

Roberts Joe & Co 68 Townsend..... DO uglas-1706
(See Advertisement This Page)
ROOS BROS INC Market at Stockton..... SU tter-4040
(See Advertisement Opposite Page)

Selix Clothing Co 123 Kearny..... DO uglas-1133

SIMPSON CLOTHES
NAVAL UNIFORMS
Tailored To Measure By
J. B. SIMPSON Inc.
Opposite Palace Hotel
3d Floor
660 Market..... GA rfd-3465

Uniforms—Made to Order

Holden O K 25 Taylor..... TU vedo-9821
Leibold & Co 101 Post..... GA rfd-3570

MADINTOSH STUDIO CLOTHES
"The Smartest Clothes in Town"
Uniforms Made-To-Order
For Men and Women of the
Army, Navy & Marines
Tailored to Your Personal Measure
San Francisco
222 Powell..... EX brook-6592
Hollywood
6518 Hollywood Bl (Toll) Call Opr.Gruit-1118

SIMPSON CLOTHES 660 Market..... GA rfd-3465

Uniforms—Manufacturing.

Coast Military Supply Co 420 Market..... SU tter-2374
(See Advertisement This Page)
Harris Joe Co 16 Sacramento..... SU tter-6268
Koret Al Co 120-2d..... YU kon-1813
Leibold & Co 101 Post..... GA rfd-3570
Nurse's Specialty Shop 419 Sutter..... DO uglas-4610
Riznik L & Son 171 Grove..... UN drhil-4824

Unions

—See Labor Organizations

Unit Heat

—See Furnaces Headings; also Heaters

United Service Detectives

—Look on "D" pages under
"Detective Agencies"

Universal Authorized Appliance Service Station

—Look on "E" pages under "Electric
Appliances—Household, Retail"

Buy United States War Savings Bonds
and Stamps for Victory.

PLEASE LISTEN for the DIAL TONE BEFORE DIALING

That "dial tone," a steady hum,
is the signal that the equipment is
ready to receive a call. It corre-
sponds to an operator's "Number,
please?"

**MERCHANT
MARINE**
**NAVAL
UNIFORMS**
Since 1913
Officers, Blues
Raincoats,
Whites, Khakis,
Caps in Stock
JOE ROBERTS & CO.
DO uglas 1706 24 Hour
Service
If No Answer Call WA lnut 2376
68 Townsend 1 Block West of Pier 38

NAVAL TAILOR
OVER 35 YEARS
UNIFORMS
To Your Own Measurement
(16 oz. & 18 oz. Serges)
24 HOUR SERVICE
COATS-CAPS-INSIGNIAS-ETC.
EX brook 7308
GUS KROESEN
242 & 121 MARKET
SAN FRANCISCO — SEATTLE — HONOLULU

Wholesale Distributors - Bernard S. Greiff
ARMY & NAVY SUPPLIES
Navy Blue Uniforms - Pea Jackets - Hats - Caps
NAVY RATING BADGES
Gold Bullion Embroidered Insignia &
Cap Devices. Navy Braids, Army and
Navy Overseas Caps.
Garrison Hats for Army, Navy, Marines • Shirts for
Army, Gray Shirts for Navy, WAC's Shirts
Pants - Trench Coats for Army Nurses & WAC's
Neckwear - Novelties - Luggage - Rain Cap Covers,
Hundreds of Items for Navy & Army
Coast Military Supply Co.
420 Market. Rm. 225 SU tter 2374

Official Distributors
of
U. S. Navy Uniforms
Complete Accessories
for
Army & Navy
Uniforms for
Police—Mailmen
Firemen—Guards
EX brook 3806
Eagleson & Co.
726 Market Bet. Grant Ave. & Kearny

Upholsterers' Materials— Wholesale

Eagle Ottawa Leather Co 615 Howard DO uglas-4626
Leather Supply Company 615 Howard. DO uglas-4626

Upholsterers' Supplies.

Bennett Mills Co 165-2nd..... DO uglas-2135
Bonded Hair Co 370 Brannan..... GA rfd-5096
Braun Clarence T Co
Curled Hair-Sisal-Cocca
1207 Thomas..... VA lenclia-6776
Burch John K Company 165-2nd..... DO uglas-2135
Dorell Fabrics Inc 77 O'Farrell..... DO uglas-3047
Huebel Bros
Safepin Thumb Tacks-Furniture Nails
667 Howard..... DO uglas-6074
La France Industries 155 New Mlgy..... SU tter-3328

PACIFIC FELT CO
Manufacturers of
**UPHOLSTERERS' COTTON FELT,
DOWN, FILLING MATERIAL
AND SUPPLIES**
Cotton and Wool Butts for Comforters and
Dealers in Raw Cotton - Picked Fibre,
Wool and Hair
W. A. Ladley
710 York..... MI ssn-0111

Pioneer Fabrics Co Oakland
From telephones served from S F Zone only
Call or Dial "Operator" for..... Enterprise-10917
(No Inter-City Charge)
Scovel & Sons Co 1133 Post..... OR dway-8300
Smith Harold E
Upholstery & Mattress Fillers
255 California..... SU tter-4971

SOFIO R C CO
WHOLESALE DISTRIBUTORS
Complete Upholstery and Mattress
Supplies. Ready Made Ticking and
Down Cushion Service
WESTERN SALES AGENTS
Armour & Co. - "Hair Felt"
National Freight & Down Co.
Freund Freund & Co. - Ticking
260-8th..... HE mick-7161

Steinberg & Sons 666 Eddy..... GR ayton-5104

UPHOLSTERY SUPPLY COMPANY
Manufacturers of
**COTTON FELT - SPRINGS &
SPRING CONSTRUCTIONS**
Western Distributors
**MASLAND LEATHER FABRICS
COLONIAL FRAMES**
A Complete Line of All Supplies for
the Upholstery & Mattress Trade
898 Folsom..... EX brook-8766

"Information" is only too glad to
serve you, but when you ask for her
assistance, you tie up telephone
equipment that may be urgently
needed for production and defense
calls. Please look in the Directory for
the name and number you want;
call "Information" only if it is not
there.

TO SPEED SERVICE PLEASE LOOK UP THE NUMBER FIRST!

Each new issue of the Telephone Directory
contains an important percentage of list-
ings that are new or changed.
Many new telephones have been installed.
Many people have changed their places
of residence or business.

PLEASE CONSULT THE
DIRECTORY FIRST