



**A FUR COAT? LET US SHOW YOU SAN FRANCISCO'S LARGEST SELECTION**  
or phone **MARKET 8181**

**SHOP AND SAVE**

**FURS**  
**READY-TO-WEAR**  
**NO SHORTAGE ON STYLE OR QUALITY**

**PRICE AND QUALITY AS ALWAYS**

**TRADE-INS ACCEPTED**  
*Featuring* **\$199.**  
This Group For Less Than

Russian Squirrel — Mink-Dyed Muskrat — Imported Caracul—Marten-Dyed Skunk—Natural and Dyed Fox — Squirrel Lockes (pieced squirrel) — Mink Gills — Russian (Peschanki) Weasels—Imported Persian Paw—Mink-Dyed Marmot—Silver Fox Jackets and Coats . . . all colors and sizes.

**FUR COATS CLEANED \$3.95**  
**FUR COATS GLAZED \$1.00**

**FUR DOCTOR SERVICE INCLUDES FREE GLAZING**  
ANY FUR, ANY TIME that has the Fur Doctor Label. The largest, up to date, dry-steam glazing machines on the Pacific Coast.

**FOR INFORMATION CALL MARKET 8181**

**California's FUR DOCTOR and STAFF**  
**1521 MARKET at Van Ness**

**OPEN TIL 7 P.M. Free Parking SEE OUR 12 HUGE WINDOWS**

**Fur Dealers—Retail**

**ACE USED FUR BUYING CO**  
**USED FURS**  
BOUGHT SOLD EXCHANGED  
Repossessed Fur Coats  
Jackets, Neckwear - For Sale  
Amazing Bargains  
3rd Floor  
133 Kearny..... GA rfd-5121

Alaska Fur Co 55 Geary..... DO uglas-3364

**ALASKA TRAPPER FURS**  
**QUALITY FURS**  
At Reasonable Prices  
Complete Selection on Hand  
Expert Remodeling & Repairing  
Cleaning & Glazing  
Near Ellis  
1350 Fillmore..... FI lmor-8575

Allgoewer & Co 140 Geary..... EX brook-2305  
**ARENBERG BROTHERS**  
Now Located-5th Floor  
140 Geary..... DO uglas-6637  
Asher Harold Furs 166 Geary..... YU kcn-1434  
**BAILEY & PETERSEN** 278 Post..... EX brook-8806

**BAY FUR TRADING POST**  
"Manufacturer to You"  
Complete Stock  
**COATS - JACKETS - SCARFS**  
Expert Remodeling & Repairing  
Betw Grant Ave & Stockton, 2nd Floor  
166 Geary..... SU tter-0144

**BEAVER FUR CO**  
Ken Schumacher, Mgr.  
**COATS - JACKETS - SCARFS**  
On Budget Terms  
RECYCLING  
RELINING  
CLEANING REPAIRING STORAGE  
Opposite Union Square  
212 Stockton..... EX brook-3261

Beetz Bros & Co Inc  
H B Beetz  
475 Haight..... MA rket-5245

**BEEZT BROS & CO INC FURS**  
FINE FUR GARMENTS  
COMPLETE FUR SERVICE  
ONE STORE ONLY

"WHERE TO BUY IT"  
**BEEZT BROS & CO INC**  
H B Beetz  
475 Haight..... MA rket-5245

**BEEZT FRED FURS**  
Buy with Confidence from Us  
Over 20 Years in Same Location  
Fine Furs and Restyling  
171 Ellis..... GA rfd-3696

Begun Furs 1153 Market..... UN drhil-0705

**BELMONTE VINCENT**  
**COLISEUM FUR CO.**  
**DISTINCTIVE FURS**  
Remodeling - Cleaning - Storing  
504 Clement..... SK yline-0531

**BENARD'S FUR FACTORY**  
3474 Mission. MI ssn-8926

**BENIOFF ALEXIS**  
Fred Benioff Furs-Entire 2nd Floor  
133 Geary..... DO uglas-5400  
(Continued Next Page)

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

**Fur Dealers—Retail—(Cont'd)**

**BENIOFF BROS DAVID FURS**  
"Where the West Buys the Best"  
David Benioff  
No Branch Stores  
We Do Not Advertise on the Radio  
New Location, 2nd Floor, 140 Geary  
"WHERE TO BUY THEM"

**BENIOFF BROTHERS DAVID FURRIERS**  
David Benioff-Pres  
John F Everett-Vice Pres  
Robert W Taylor-Secretary  
Robert Benioff  
140 Geary..... SU tter-2543

**BENIOFF DAVID**  
David Benioff Brothers Furriers  
New Location 2nd Floor 140 Geary  
140 Geary..... SU tter-2543

**BENIOFF F**  
Original Fred Benioff Himself  
"West's Best Known Furrier"  
Six Floors of Fine Furs - Facing Union Sq.  
250 Stockton..... SU tter-8610

**BENIOFF F HIMSELF FURS**  
West's Best Known Furrier  
35 Years of Fur Leadership  
SIX FLOORS  
of FINE FURS  
Repairs - Restyling - Cleaning  
"We Know How"  
Satisfaction Guaranteed  
"SERVICE RENDERED BY"

**BENIOFF FRED HIMSELF**  
Fred Benioff Bldg-Union Square  
250 Stockton..... SU tter-8610

**BENIOFF FRED**  
Original Firm-West's Leading Furriers  
Only One S F Location-Entire 2nd Floor  
133 Geary..... DO uglas-5400  
(See Advertisement Following Page)

**BENIOFF FRED HIMSELF**  
250 Stockton SU tter-8610  
(See Advertisement This Page)

**BENIOFF FURS**  
ORIGINAL FIRM  
WEST'S LEADING FURRIERS  
on KFO Daily  
**FRED BENIOFF**  
"WHERE TO BUY THEM"

**BENIOFF FRED**  
Helen Harris Benioff-President  
No Branches in S F-Entire 2nd Floor  
133 Geary..... DO uglas-5400

**BENIOFF GEORGE FURS**  
Fine Furs  
**GEORGE BENIOFF**  
"WHERE TO BUY THEM"

**BENIOFF GEORGE H CO**  
At The Corner of Post & Stockton  
Post & Stockton..... DO uglas-2925

**BENIOFF GEORGE H CO** Post & Stkn.. DO uglas-2925  
**BENIOFF HELEN HARRIS**  
President-Original Fred Benioff Firm  
133 Geary..... DO uglas-5400  
(See Advertisement Page 201)

**BENIOFF IDA**  
Now With Fred Benioff Himself  
31 Years of Fur Leadership  
Near Post - Facing Union Square  
250 Stockton..... SU tter-8610

**BENIOFF ROBERT**  
David Benioff Brothers Furriers  
New Location 2nd Floor 140 Geary  
140 Geary..... SU tter-2543  
Berk E M 133 Geary..... DO uglas-4964  
Bordin Fur Co 133 Geary..... SU tter-1615  
**BUBEN FURS** 278 Post..... EX brook-5873  
Bahr Thelma 166 Geary..... SU tter-2109  
(Continued Next Page)

**"YOUR RELIABLE FURRIER"**  
INVEST IN RELIABILITY . . . 35 YEARS FUR LEADERSHIP

*Fred Benioff*  
**HIMSELF**  
*Guaranteed Furs*

*A Professional Furrier of Known Reliability*

\* **SIX FLOORS OF FINE FURS**

\* Remember—  
**Fred Benioff Himself**  
The West's Best Known Furrier



*Our Budget and Layaway Plans*

**APPLY TO ALL OUR FINE FURS**

Call  
**SUTTER 8610**

*Fred Benioff*  
**HIMSELF**  
UNION SQUARE, SAN FRANCISCO

**250 STOCKTON St. near POST • SU tter 8610**  
Easy Parking In Union Square Garage