

Be sure it's  
**Mr. Fred Benioff**  
San Francisco's Master Manufacturing Furrier



**Guaranteed FURS**  
Largest variety to Choose from

FACTORY PHONE  
**DOuglas 2-5964**

Ask for Mr. Paul G. Smith  
**REPAIRS • RESTYLING  
CLEANING • GLAZING  
STORAGE**  
All Work Guaranteed



40 Years of "Know-How"

**BENIOFF--250 STOCKTON ST.**

our ONLY location  
in San Francisco



Complete Fur Services:  
Expert restyling, repair-  
ing, cleaning, glazing,  
Storage on premises.

**DOUGLAS  
2-5400**



**Fungicides—See Insecticides**

**Fur Cleaners & Dyers**

**BEAVER FUR CO** 212 Stockton... EX brook-2-3261  
**BENARD'S FUR FACTORY**  
3474 Mission... MI ssn-7-8926

**BENIOFF F**  
Original Fred Benioff - Himself  
Every Type of Fur Cleaned  
"WE KNOW HOW"  
250 Stockton... DO uglas 2-5964

**BENIOFF FRED**  
ORIGINAL FIRM - ON KPO DAILY  
Helen Harris Benioff - President  
Only One S. F. Location - 2nd Floor  
133 Geary... DO uglas 2-5400

**BENIOFF GEORGE H CO**  
Post & Stockton... DO uglas 2-2925  
Carr's Furriers 2863-24th... VA lencia 4-1785  
**DEL TONE FURS** 2285 Mission... MI ssn-7-0338  
**FISHER FURS** 231 Grant Av... SU tter-1-6358  
**FOX J FUR CO** 2341 Mission... MI ssn-7-7454  
Frank's Fur Shop 116 Taylor... PR ospet-5-2532  
Landsberg's-A Fur Shop 374 Eddy... TU xedo 5-3040  
Mission Fur Co 2451 Mission... VA lencia-4-7338  
Parisian Fur Co  
Cleaning-Glazing-Repairing  
1972 Mission... UN drill-1-9362  
**ROBERTS FURS** 23 Grant... SU tter-1-8486  
**SCHROEDER A & H**  
Fur Dyers & Blenders-Wholesale Only  
119 Day... MI ssn-7-3155  
**SHELDON FURS** 278 Post... DO uglas 2-2728  
Silverman Sam 12 Geary... SU tter-1-0653  
Stubbs Harold M 212 Stockton... SU tter-1-6312  
**WALLAGE ROBERT INC** 146 Geary GA rfd-1-3872  
**WINTON FUR CO** 439 O'Farrell... TU xedo 5-1531

**ZACKINIZING CO OF CALIF**  
A Natural Cleaning Process  
For Beaver - Nutria and  
All Fine Furs  
Pick-Up & Delivery  
Insured Bonded  
376 Sutter... DO uglas 2-7773

**Fur Dealers—Retail**

**AGE USED FUR BUYING CO**  
"HOUSE OF 1000 FUR BARGAINS"  
REPOSSESSED FUR COATS  
5% Additional If You Mention Ad  
133 Kearny... GA rfd 1-5121

**ALASKA FUR CO** 55 Geary... DO uglas 2-3364

**ALLGOEWER & PETROGHI**

Furs of Distinction  
Remodeling - Repairing  
Cleaning - Storage

Howard Bldg - Suite 1014  
209 Post... DO uglas 2-4769

Angelich Stella 166 Geary... GA rfd-1-2966  
Arenberg Brothers 140 Geary... DO uglas 2-6637  
Asher Harold Furs 166 Geary... YU kon-6-1434  
**BAILEY & PETERSEN** 278 Post. EX brook-2-8806  
Barranti Joe 2967 Mission... AT water-2-3454

**BAY FUR CO**

**BAY FUR CO**  
"Manufacturer to You"  
COATS - JACKETS - SCARFS  
Expert Remodeling & Repairing  
Betw Grant Ave & Stockton, 2nd Floor  
166 Geary... SU tter-1-0144

(Continued Next Page)

Books, ash trays, ornaments can  
keep your telephone "off the hook".  
In that case it's "busy" to anyone  
who calls. Please keep objects from  
under your telephone.

**Fur Dealers—Retail—(Cont'd)**

**BEAVER FUR CO**

Ken Schumacher, Mgr.  
Chas. H. Spengemann, Associate  
COATS - JACKETS - SCARFS  
On Budget Terms  
RESTYLING - REPAIRING  
CLEANING - STORAGE  
Opposite Union Square  
212 Stockton... EX brook-2-3261

**BEETZ BROS & CO INC**  
Hans Beetz-Vernon Stieper  
475 Haight... MA rket-1-5245  
(See Advertisement This Page)

**BEETZ BROS & CO INC FURS**

FINE FUR GARMENTS  
COMPLETE FUR SERVICE  
ONE STORE ONLY



**"WHERE TO BUY IT"**

**BEETZ BROS & CO INC**  
Hans Beetz-Vernon Stieper  
475 Haight... MA rket-1-5245

**BEETZ FRED FURS**

Buy Here  
Buy Your Furs  
With Confidence  
20 Years in This Location  
Fully Equipped Factory  
On Premises  
RESTYLING  
GLAZING  
CLEANING  
171 Ellis... GA rfd-1-3696

**BEKATOROS FUR SHOP**  
Re-Styling Cleaning Repairing  
And Garments Made To Order  
3204 Scott... WA lnut-1-8872

**BELMONTE VINCENT**

**COLISEUM FUR CO.**  
DISTINCTIVE FURS  
Remodeling - Cleaning - Storing  
504 Clement... SK yline-1-0531

**BENARD'S FUR FACTORY**  
Since 1915  
Remodeling - Low As \$29.00  
Furrier Visits Your Home  
3474 Mission... MI ssn-7-8926

Benard's Fur Factory 3474 Mission... MI ssn-7-8926  
(See Advertisement This Page)

**BENIOFF ALEXIS FURS**

ORIGINAL FIRM  
WEST'S  
LEADING  
FURRIERS  
on KPO daily



**"WHERE TO BUY THEM"**

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

A store may not immediately  
come to the mind of a prospect  
when special services are desired,  
such as are offered by a Beauty  
Salon, Radio or Watch Repairing  
Department. Many establishments,  
realizing this, advertise under sev-  
eral classifications in the Classified  
Directory. Thus they direct more  
business their way.

**Distinctive FURS**

Remodeling  
Cleaning  
Storing



Call  
**SUTTER  
1-6312**

**Harold M. STUBO**  
212 Stockton Overlooking Union Square  
Opposite New Underground Garage



**FURRIERS SINCE 1907**  
Terms—10 to 12 Mos. to Pay  
**WE HAVE A FUR OR COAT  
TO FIT EVERY PURPOSE**  
Year Free Service on Furs  
Purchased from Us

**REPAIR  
RESTYLE  
AND WE  
KNOW HOW**  
Prices  
Reasonable  
Satisfaction  
Guaranteed

**J. FOX FUR CO.**  
2341 MISSION  
Mission 7-7454  
Open Evenings

**BEETZ  
BROS.  
furs**  
475 HAIGHT  
Market 1-5245

**REMODEL  
Your FUR COAT Now**

AS LOW AS **\$28.50** No Federal Tax

Redyeing of Latest Shades on All Furs  
Trade-ins Accepted on New Furs  
Established for 30 Years  
**LARGE SELECTION OF NEW FURS**  
Liberal Trade-in Allowances  
on Your Old Furs  
BUDGET TERMS

**B. KAPLAN**  
YOUR DOWNTOWN FURRIER  
259 GEARY ST.  
BET. POWELL AND STOCKTON  
2nd Floor, Suite 206 SUTTER 1-7045

**BENIOFF BROS DAVID FURS**

"Where the West  
Buys the Best"  
No Branch Stores

**David  
Benioff**

We Do Not Advertise on the Radio  
New Location, 2nd Floor, 146 Geary

**"WHERE TO BUY THEM"**

**BENIOFF BROTHERS DAVID FURRIERS**  
David Benioff-Pres  
John F. Everett-Vice Pres  
Robert W Taylor-Secretary  
Robert A Benioff-Treasurer  
140 Geary... SU tter-1-2543

**BENIOFF DAVID**  
David Benioff Brothers Furriers  
140 Geary... SU tter-1-2543

**BENIOFF F**  
Original Fred Benioff - Himself  
"West's Best Known Furrier"  
Six Floors of Fine Furs - Facing Union Sq.  
250 Stockton... DO uglas 2-5964

**BENIOFF F HIMSELF FURS**

West's Best Known Furrier  
38 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... DO uglas 2-5964

Benioff Fred 133 Geary... DO uglas 2-5400  
(See Advertisement Opposite Page)

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ORIGINAL FIRM - ON KPO DAILY  
Helen Harris Benioff - President  
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250 Stockton... DO uglas 2-5964  
(See Advertisement Opposite Page)

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ORIGINAL FIRM  
WEST'S  
LEADING  
FURRIERS  
on KPO Daily



**"WHERE TO BUY THEM"**

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

(Continued Next Page)

Keep the Classified Telephone  
Directory handy; it can save you  
time and effort.

**"HOUSE OF 1000 FUR BARGAINS"  
HUGE STOCK NEW  
FACTORY SAMPLES**

We Also Sell Elegant Repossessed  
and Unclaimed Furs  
and  
SOME SOLD FOR BALANCE DUE  
Trade-ins Accepted - Terms

**DOW FUR WAREHOUSE**  
133 Kearny  
Near Sutter, 3rd Floor GARfield 1-5121  
5% Discount if You Mention Ad

**Furs... DESIGNERS-CREATORS**

**QUALITY:** The finest pelts  
obtainable—high grade crafts-  
manship on all work. Repairing -  
restyling.  
**ECONOMY:** Low rent overhead  
plus factory based selling costs  
means savings to you.  
**TERMS:** (Trade-ins accept-  
ed) budget plan, bank plan, lay-  
away plan.

Generations of Furriers  
**benard's**  
1474 MISSION ST. opp. Cortland Ave.

**The Biggest Little Shop  
In the World**

**Giuseppe Miriani  
Furs**

Wholesale - Retail  
Designs of the Unusual

Restyling Cleaning  
Storage

678 Geary Tuxedo 5-4221

**5% Additional If Ad Is Mentioned  
WE PAY CASH  
FOR OLD FURS**

BOUGHT, SOLD  
& EXCHANGED

**SAN FRANCISCO  
FUR EXCHANGE**

133 KEARNY  
Between Post & Sutter, Upstairs

**Fisher  
furs  
Exclusively**

• REMODELING  
• REPAIRING  
• CLEANING  
• DYEING  
• STORAGE

Phone **SUTTER 1-6358**  
231 GRANT AVE.  
Opposite The White House