

THE LATEST STYLES Including All Accessories



FORMAL WEAR RENTED

- TUXEDOS
- FULL DRESS
- CUTAWAYS
- WHITE FORMALS
- BUSINESS SUITS
- WHITE FLANNEL PANTS
- SHOES
- SHIRTS

HEmlock 1-0916



FORMAL WEAR
29 Van Ness Ave., Near Market

DRESS SUITS

Rented and Sold
Reasonable Prices
Phone—
Tuxedo 5-9868



Select Dress Suit Rental Parlors
224 Ellis St., near Mason

TUXEDOS

Rented
LATEST STYLES
Socials & Formal Occasions
WEDDING PARTIES
Our Specialty
Evenings by Appointment
Personally Fitted



Graystone 4-0754
SERBIN'S UNIFORM & COSTUME MFG. CO.
120 - 122 GOLDEN GATE

Dress Suit Renting—(Cont'd)

RYDERS 29 Van Ness Av. HE mlock 1-0916
(See Advertisement This Page)

SELECT DRESS SUIT RENTAL PARLORS
224 Ellis St. TU xedo-5-9868
(See Advertisement This Page)

SELIX FORMAL WEAR
123 Kearny DO uglas 2-1133
(See Advertisement Page 211)

Serbin's Uniform & Costume Mfg Co
120 Golden Gate Av. GR ayston 4-0754
(See Advertisement This Page)

Uptown Clothiers 1360 Fillmore. WA inut-1-2000
(See Advertisement Page 211)

Dress Suits
See Clothing Headings

Dress Trimmings
Apparel Manufacturers Supply Co
2180 Palou Av. MI ssn 8-5887

Dreyfus Henry & Daughter
Laces-Beads-Sequns-Etc
830 Market. DO uglas 2-0988

Dresses-Mfns
Adeline Frocks 130 Kearny. GA rfd 1-8733

ALICE OF CALIF
LADY ALICE & LIL ALICE
DRESSES & SPORTSWEAR
75 Fremont. EX brook-2-5282

Alice Frock Co 75 Fremont. EX brook-2-5282
Brush F R 13618 Mason. PR opt-5-9648

BRUSH FRANK
MATERNITY DRESSES
For Sport & Street Wear
Selection From Stock Available
376 Sutter. YU kon 6-1713

Caldwell Dress Mfg Co Apparel City. AT water 2-4701
Caldwell Inc 113 Steuart. EX brook 2-5998
Chim A 1439 Pacific Av. OR day 3-9844

FLEISCHMAN M R OO
Martha Jean and Classic-Cal
Apparel City
2285 Palou Av. VA lencia 4-6293

Fritz Of Calif 523 Mission. YU kon 6-6054

GREEN ELEANOR OF CALIF
Misses and Junior
Evening and Street Dresses
77 O'Farrell. GA rfd 1-5735

LORI DAWSON ORIGINALS—
DAWSON LORI 1179 Market. MA rkt 1-1461

LORRIE SUB-TEEN DRESSES
2245 Palou Av. MI ssn 8-5448

Marvin Co 595 Mission. YU kon 6-0911
Morris L B & Co 2160 Palou Av. AT water 2-6343

NATHALIE NICOLI 375 Sutter. GA rfd 1-2683

NICOLI NATHALIE 375 Sutter. GA rfd 1-2683

Oppenheimer Walter & Co
2251 Palou Av. VA lencia 4-2172

Pac Mfg Co 453 Merchant. DO uglas 2-5372

Reynolds G W Co 70 Fremont. DO uglas 2-1633

ROGERS EVELYN OF CALIF
77 O'Farrell. YU kon 2-7157

Schneider Murray Dress Co
Junior & Misses Dresses
2166 Palou Av. AT water 2-1044

Shirley Diane Of Calif 682 Mission. YU kon 2-5449

Simon Dress Co 2170 Palou Av. MI ssn 7-9214

Steinberg Alex Co 2245 Palou Av. MI ssn 8-5448

Tracy Dress Co 259 Geary. EX brook-2-5763

Velia Modes California 171-7th. HE mlock 1-5963

Work on a nation-wide dialing system is part of our current construction program.

Dresses-Retail

Adrien 405 O'Farrell. TU xedo 5-5229
Alice Blue Shop 2150 Irving. SE abright 1-3878

Alma Madame 165 Post. SU tter 1-7244

Alta Gowns 78 Post. SU tter 1-4151

Ann's Dress Shop
Ann Albert Proprietress
1207 Sutter. OR day 3-2726

ANN'S FASHIONS 349 Geary. GA rfd 1-8857

Appelbrosch
1281 Golden Gate Av. FI imor-6-4424

Arnell J 610 Bush. SU tter 1-7037

Balboa Swing Shop 3626 Balboa. SK yline 2-0716

Bayview Dress Shop 5021-3d. AT water 2-2235

Beattie Jule W 45 Lick Pl. YU kon-6-0927

Bessie's Dress Shop 5240 Mission. DE laware 3-8649

Bette Frances Shoppe
347 Stockton. DO uglas 2-8699

BETTE FRANCES SHOPPE
347 Stockton. DO uglas 2-8699

Betty Fay Shop 1810 Irving. MO ntrose-4-9696

BETTY JEAN SHOPPE
DRESSES - SUITS - COATS
PEARL RESTRINGING - JEWELRY
ALTERATIONS
5547 Geary Blvd. SK yline 1-8615

BON TON
Coats-Suits-Dresses
2768 Mission. MI ssn-7-4657

BRENT'S
Dresses-Coats-Suits-Accessories
224 Ocean Av. MO ntrose-4-2664

Carroll's Dress Shop 1809 Sn Jose. JU niper 7-7141

Castle Dress Shop 815 Geary. OR day 3-2857

Charm 5644 Geary Blvd. BA yview 1-8110

CHINA LADY THE 656 Grant Av. EX brook 2-4220

Claire's Dress Shop 984 Sutter. GR ayston-4-6636

Cleo Frocks 750 Francisco. OR day 3-3383

GONNERS
Dresses-Suits-Blouses & Skirts
335 Stockton. GA rfd 1-2243

224 Ocean Av. DE laware 4-1240

Constance Marie Dress Shop
1410 Polk. OR day 3-5911

COVER GIRL 2076 Chestnut. WA inut-1-1675

El Theatre Bldg
1966 Ocean Av. DE laware 3-7690

Davis Wm R 912 Market. EX brook-2-10170

Davis Wm R The Coutman
912 Market. EX brook-2-0170

Dixon Dress Shop 5715 Geary Blvd. SK yline 1-5536

Dress Circle The 45 Lick Pl. YU kon 6-0927

Elisabeth Style Shop 4619 Mission. JU niper-5-2814

ELEANOR INC 312 Stockton. EX brook 2-7384

ELEONOR INC 312 Stockton. EX brook 2-7384

EL REY
Dresses-Suits-Coats-Lingerie
395 Ashton Av. JU niper 4-7821

Elsa Margot's Apparel Shop
Store No 1 1941 Irving. SE abright-1-5287

Store No 3 1872 Haight. HE mlock-1-1256

Elwood's Ladies Apparel
2524 Mission. AT water 2-6214

Essex Apparel Shop 169 W Portal. OV erland-1-5710

Ethel's 907 Clement. BA yview 1-2416

Fanchon Shop 2336 Chestnut. JO rdn 7-4066

Fashionette The 1681 Haight. KL ondlke-2-0849

FAYLEEN'S 1512 Polk. OR day 3-3933

Fox Dale Dress Shop 1951 Lawton. MO ntrose 4-2853

French Shop The 565 Haight. UN drhl 1-5136

Geary-Hyde Apparel 800 Geary. PR opt 5-8778

Genevieve's 1259 Polk. OR day 3-8841

Geraldine 622 Clement. BA yview 1-7406

Gleason's Dress Shop
6335 Mission Daly City. JU niper 4-9114

Glenn Sportswear 1560 Haight. MA rkt 1-3075

Goldie Iversen Dress Shop
Dresses-Coats-Suits-Sweaters-Skirts
209 W Portal Av. OV erland-1-5621

Gray House The 1848 Irving. LO mbar 6-5532

Grayson's Shops Inc 875 Market. DO uglas 2-5417

Grayson's Shops Inc 2630 Mission. VA lencia 4-9548

Gre-Bi Shop The 647 Sutter. TU xedo 5-0202

Grossendoff Jane L 619 Post. OR day 3-9918

Hansen Edith 130 Maiden Ln. YU kon 6-6317

Harriet's Apparel Shop
4522 Mission. JU niper 4-7736

Hayman B Ladies Ready To Wear
754 Clement. BA yview 1-2327

HELENA 1606 Polk. PR opt 5-6486

Hime Gladys 2222 Irving. MO ntrose 4-6608

HOUSE OF NINE THE
Size 9 Only
212 Stockton. EX brook 2-6683

Irene Carroll Dresses
Store No 1 1600 Ocean Av. JU niper 7-7151

Store No 2 1043 Taraval. LO mbar 4-7101

INDIVIDUAL DRESS SHOP THE
Dresses Suits & Coats
2101 Chestnut. FI imor-6-3088

Jacques Apparel 1844 Polk. OR day 3-6781

Joyce Apparel 494 Hayes. KL ondlke 2-1670

JUNE'S SHOP
Hilde Wygon-Owner
568 Haight. UN drhl 1-2264

K & F FASHIONS 152 Kearny. DO uglas 2-7266

Kaye's Dress Shop
66 School Daly City. PL aza 5-3710

Kelsey Carolyn 225 Post. EX brook 2-0092

Knit Kross Sportswear 51 Stockton. EX brook-2-8348

Ladies Shop
The Dresses Suits Coats Hats Hosiery
1532 Ocean Av. DE laware 3-2513

LADY LILLIAN SHOPPE
WOMEN'S WEARING APPAREL
Dressmaking
Size 9 to 46
1317 Pine. OR day 3-0816

LANE BETTE
SPECIALIZING
LARGER SIZE DRESSES
165 POST STREET
165 Post. DO uglas 2-0679

LANZ OF CALIFORNIA INC
272 Post. DO uglas 2-2277

Leanna's Dress Shoppe
Serving North Beach District
1437 Stockton. DO uglas 2-1506

Lee Carte 2519 Ocean Av. DE laware 4-0500

Lee Style Shop 1345 Fillmore. WA inut-1-2740

Lerner Reb 133 Geary. EX brook 2-1388

Lerner Shops 831 Market. DO uglas 2-5914

Lorraine Dress Shop 749 Clement. BA yview 1-3513

Lupton Martha Dress Shoppe
1823 Polk. OR day 3-1584

LIZENA
Exclusive Coats-Suits-Dresses
251 Geary. GA rfd 1-6046

Maisels S 516 Geary. GR ayton 4-7425

Maison Blendsolle 339 Powell. GA rfd 1-4390

Mara Lee's Apparel 427 Castro. MA rkt 1-6206

Marge's Dress Shop 475 Castro. UN drhl 1-1932

Marguerite Shop 1752 Fillmore. WA inut-1-3288

MARIE'S DRESS SHOP 967 Market. SU tter-1-3536

Marie's Dress Shop 1053 Market. MA rkt-1-3531

Marina Casual Shop
Dresses-Blouses-Skirts-Shorties
2391 Chestnut. WE at 1-5354

Marina Smart Shoppe
6088 Chestnut. WA inut-1-5412

Mary Louise Style Shop
Dresses-Suits-Coats-Hats-Hosiery
2700 Sn Bruno. JU niper-5-0936

Maryetta Dress Shop 2238 Polk. GR ayton-4-8151

MARY'S DRESS SHOPPE
Men's Shirts Made to Order
1717 Post. WA inut 1-9634

Matthews Ann Style Shop
3106-16th. HE mlock 1-7230

Maxine Dress Shop 300 Sutter. SU tter-1-5470

Maxine's 2523 Mission. VA lencia 4-1659

MAXWELL'S DRESS SHOP
1608 Haight. MA rkt-1-2531

McAllister's Department Store
Specializing in Large Sized Dresses
2733 Mission. WE at 1-9350

Melissa 2391 Chestnut. MI ssn 7-9354

MERIT SHOPPE THE
5509 Geary Blvd. BA yview 1-7122

Merrill's Dress Shop
139 Montgomery. EX brook 2-0850

MILJENE 3244 Scott. WA inut 1-2643

Mission Dress Shop 2242 Mission. HE mlock 1-5008

Mod-O-Day Frock Shop
1859 Fillmore. JO rdn 7-4829

Mod-O-Day Dress Shop
1336 Stockton. SU tter 1-7223

Mod-O-Day Frock Shop
2224 Chestnut. WA inut-1-8946

Mod-O-Day Frock Shop
2045 Irving. LO mbar 4-6120

Mod-O-Day Frock Shop
979 Market. DO uglas 2-2348

Mod-O-Day Dress Shop
6428 Mission Daly City. JU niper 5-0617

Mod-O-Day Frock Shop
Dresses-Lingerie-Hosiery
1908 Polk. OR day 3-6418

Monterey Smart Shoppe
665 Monterey Blvd. JU niper 5-5641

Nancy's 3264 Mission. AT water 2-5863

Natalie's Apparel 667 Geary. TU xedo 5-0337

New Vogue Shop The 1321 Fillmore. WA inut-1-9714

New York Coat&Dress Shop
Suits Coats&Dresses
1419 Fillmore. WA inut-1-4154

NINE HOUSE OF THE
212 Stockton. EX brook 2-6683

Ode's Dress Shop 1719 Polk. GR ayton 4-6993

Pansie's Dress & Baby Shop
803 Cortland Av. MI ssn 8-6288

Paul's Dress Shop 4920-3d. VA lencia 4-4406

Peacock Shoppe 969 Geneva Av. DE laware 3-4615

Peter Pan Shop 425 Stockton. DO uglas 2-2992

Plyvia Frocks 2250 Chestnut. WE at 1-3550

Quality Shoppe 2704-24th. AT water 2-6886

Robinson's Specialty Shop
2277 Chestnut. WA inut-1-7788

Roosevelt Apparel Shop
Dresses-Lingerie-Hosiery
2870-24th. AT water 2-2394

Sai D'O Dress Shop 130 Geary. EX brook-2-5197

Sally Smart Shop 2422 Mission. VA lencia 4-7563

SALLIE 3232 Scott. WA inut-1-5066

Salon Hyla Gowns 278 Post. YU kon 6-6168

Schwartz B 422 Geary. OR day 3-6861

Sellwell Dress Shop 3330-24th. AT water 2-2662

Shane's Women & Childrens Apparel
5424 1/2 Sn Bruno Av. JU niper-4-1085

Simpson Elizabeth H 508 Geary. GR ayton 4-9887

Slender-Mode 1900 Fillmore. JO rdn 7-1341

STEPHANIE'S 5145 Geary Blvd. SK yline 1-7718
(Continued Next Page)

Dresses-Retail—(Cont'd)

LADY LILLIAN SHOPPE
WOMEN'S WEARING APPAREL
Dressmaking
Size 9 to 46
1317 Pine. OR day 3-0816

LANE BETTE
SPECIALIZING
LARGER SIZE DRESSES
165 POST STREET
165 Post. DO uglas 2-0679

LANZ OF CALIFORNIA INC
272 Post. DO uglas 2-2277

Leanna's Dress Shoppe
Serving North Beach District
1437 Stockton. DO uglas 2-1506

Lee Carte 2519 Ocean Av. DE laware 4-0500

Lee Style Shop 1345 Fillmore. WA inut-1-2740

Lerner Reb 133 Geary. EX brook 2-1388

Lerner Shops 831 Market. DO uglas 2-5914

Lorraine Dress Shop 749 Clement. BA yview 1-3513

Lupton Martha Dress Shoppe
1823 Polk. OR day 3-1584

LIZENA
Exclusive Coats-Suits-Dresses
251 Geary. GA rfd 1-6046

Maisels S 516 Geary. GR ayton 4-7425

Maison Blendsolle 339 Powell. GA rfd 1-4390

Mara Lee's Apparel 427 Castro. MA rkt 1-6206

Marge's Dress Shop 475 Castro. UN drhl 1-1932

Marguerite Shop 1752 Fillmore. WA inut-1-3288

MARIE'S DRESS SHOP 967 Market. SU tter-1-3536

Marie's Dress Shop 1053 Market. MA rkt-1-3531

Marina Casual Shop
Dresses-Blouses-Skirts-Shorties
2391 Chestnut. WE at 1-5354

Marina Smart Shoppe
6088 Chestnut. WA inut-1-5412

Mary Louise Style Shop
Dresses-Suits-Coats-Hats-Hosiery
2700 Sn Bruno. JU niper-5-0936

Maryetta Dress Shop 2238 Polk. GR ayton-4-8151

MARY'S DRESS SHOPPE
Men's Shirts Made to Order
1717 Post. WA inut 1-9634

Matthews Ann Style Shop
3106-16th. HE mlock 1-7230

Maxine Dress Shop 300 Sutter. SU tter-1-5470

Maxine's 2523 Mission. VA lencia 4-1659

MAXWELL'S DRESS SHOP
1608 Haight. MA rkt-1-2531

McAllister's Department Store
Specializing in Large Sized Dresses
2733 Mission. WE at 1-9350

Melissa 2391 Chestnut. MI ssn 7-9354

MERIT SHOPPE THE
5509 Geary Blvd. BA yview 1-7122

Merrill's Dress Shop
139 Montgomery. EX brook 2-0850

MILJENE 3244 Scott. WA inut 1-2643

Mission Dress Shop 2242 Mission. HE mlock 1-5008

Mod-O-Day Frock Shop
1859 Fillmore. JO rdn 7-4829

Mod-O-Day Dress Shop
1336 Stockton. SU tter 1-7223

Mod-O-Day Frock Shop
2224 Chestnut. WA inut-1-8946

Mod-O-Day Frock Shop
2045 Irving. LO mbar 4-6120

Mod-O-Day Frock Shop
979 Market. DO uglas 2-2348

Mod-O-Day Dress Shop
6428 Mission Daly City. JU niper 5-0617

Mod-O-Day Frock Shop
Dresses-Lingerie-Hosiery
1908 Polk. OR day 3-6418

Monterey Smart Shoppe
665 Monterey Blvd. JU niper 5-5641

Nancy's 3264 Mission. AT water 2-5863

Natalie's Apparel 667 Geary. TU xedo 5-0337

New Vogue Shop The 1321 Fillmore. WA inut-1-9714

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212 Stockton. EX brook 2-6683

Ode's Dress Shop 1719 Polk. GR ayton 4-6993

Pansie's Dress & Baby Shop
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Paul's Dress Shop 4920-3d. VA lencia 4-4406

Peacock Shoppe 969 Geneva Av. DE laware 3-4615

Peter Pan Shop 425 Stockton. DO uglas 2-2992

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2870-24th. AT water 2-2394

Sai D'O Dress Shop 130 Geary. EX brook-2-5197

Sally Smart Shop 2422 Mission. VA lencia 4-7563

SALLIE 3232 Scott. WA inut-1-5066

Salon Hyla Gowns 278 Post. YU kon 6-6168

Schwartz B 422 Geary. OR day 3-6861

Sellwell Dress Shop 3330-24th. AT water 2-2662

Shane's Women & Childrens Apparel
5424 1/2 Sn Bruno Av. JU niper-4-1085

Simpson Elizabeth H 508 Geary. GR ayton 4-9887

Slender-Mode 1900 Fillmore. JO rdn 7-1341

STEPHANIE'S 5145 Geary Blvd. SK yline 1-7718
(Continued Next Page)

Dresses-Retail—(Cont'd)

LADY LILLIAN SHOPPE
WOMEN'S WEARING APPAREL
Dressmaking
Size 9 to 46
1317 Pine. OR day 3-0816

LANE BETTE
SPECIALIZING
LARGER SIZE DRESSES
165 POST STREET
165 Post. DO uglas 2-0679

LANZ OF CALIFORNIA INC
272 Post. DO uglas 2-2277

Leanna's Dress Shoppe
Serving North Beach District
1437 Stockton. DO uglas 2-1506

Lee Carte 2519 Ocean Av. DE laware 4-0500

Lee Style Shop 1345 Fillmore. WA inut-1-2740

Lerner Reb 133 Geary. EX brook 2-1388

Lerner Shops 831 Market. DO uglas 2-5914

Lorraine Dress Shop 749 Clement. BA yview 1-3513

Lupton Martha Dress Shoppe
1823 Polk. OR day 3-1584

LIZENA
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Marge's Dress Shop 475 Castro. UN drhl 1-1932

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MARIE'S DRESS SHOP 967 Market. SU tter-1-3536

Marie's Dress Shop 1053 Market. MA rkt-1-3531

Marina Casual Shop
Dresses-Blouses-Skirts-Shorties
2391 Chestnut. WE at 1-5354

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6088 Chestnut. WA inut-1-5412

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MARY'S DRESS SHOPPE
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Matthews Ann Style Shop
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Maxine Dress Shop 300 Sutter. SU tter-1-5470

Maxine's 2523 Mission. VA lencia 4-1659

MAXWELL'S DRESS SHOP
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Maxine's 2523 Mission. VA lencia 4-1659

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Nancy's 3264 Mission. AT water 2-5863

Natalie's Apparel 667 Geary. TU xedo 5-0337

New Vogue Shop The 1321 Fillmore. WA inut-1-9714

New York Coat&Dress Shop
Suits Coats&Dresses
1419 Fillmore. WA inut-1-4154

NINE HOUSE OF THE
212 Stockton. EX brook 2-6683

Ode's Dress Shop 1719 Polk. GR ayton 4-6993

Pansie's Dress & Baby Shop
803 Cortland Av. MI ssn 8-6288

Paul's Dress Shop 4920-3d. VA lencia 4-4406

Peacock Shoppe 969 Geneva Av. DE laware 3-4615

Peter Pan Shop 425 Stockton. DO uglas 2-2992

Plyvia Frocks 2