

Wire Rope-(Cont'd)

JONES & LAUGHLIN WIRE ROPE- JAKON ENGINEERING SPECIALTIES 181 Stewart... YU kon 2-7055

KRIEGER M MACHINERY CO New & Used 724 Brannan... MA rket 1-5409

LESONEN A & SONS ROPE CO Mrs Hercules Red Strand Wire Rope 520-4th... GA rfd-1-8134

LESONEN HERCULES RED STRAND WIRE ROPE- DISTRIBUTOR MERRILL-BROSE CO THE 211th & Howard... HE mlock 1-8933

Levin Steel Products 593 Market... YU kon 2-2707

MACWHYTE COMPANY Mrs Monarch Whyte Strand Wire Rope Special Traction Elevator Cable 141 King... EX brook 2-4966

NORTH-WEST WIRE ROPE CO NEW & USED WIRE ROPE BOUGHT & SOLD Logging Equipment & Supplies 966-77th Av Oakland... LO ckham 2-2953

PACIFIC WIRE ROPE Pacific Coast Mrs. of Wire Rope Preformed & non-Preformed Galvanized Strand Wire Rope Splicing "NO ORDER TOO SMALL" Teletype Connections With Factory "The Blue Reel" "FOR INFORMATION CALL" BRANCH OFFICE

PACIFIC WIRE ROPE 681 Market... GA rfd 1-2580

Pac Wire Co 681 Market... GA rfd 1-2580

Pacific Wire Rope Co 681 Market... YU kon 2-6934

Pacific Wire Rope Co Hydrex Wire Rope Cutter 25 New Montgomery... EX brook 2-5247

Phelps Ralph L Jr 164-14th... MA rket 1-0551

Puncher Ropes Inc 1045 Brannan... UN drhil 1-6068

ROCHESTER WIRE ROPE RAINBOW STRAND- ROCHESTER ROPES INC Office & Warehouse 1045 Brannan... UN drhil 1-6068

ROEBLING WIRE ROPE- BRANCH OFFICE ROEBLING'S JOHN A SONS CO 1740-17th... MA rket 1-6787

DISTRIBUTORS BACON EDWARD R COMPANY 17th & Fallon... HE mlock 1-3700

HENDRY C J CO 27 Main... DO ugias 2-4242

ROSE W & CO 510 S Oak Oakland... TE mpbar 2-7495

UNITED SALES CO 828 Howard... DO ugias 2-2898

VOEDTLY & WHITE 540 Fallon Oakland... HI gate 4-1914

WEEKS-HOWE-EMERSON CO INDUSTRIAL DIVISION Wire Rope & Fittings - Splicing Socketing - Silage - Skookum - Escro Rigging 515 Fallon... SU tter 1-3662

WICKWIRE ROPE Tough Wire Rope for heavy hauling, hauling and rigging. In all sizes and constructions -standard lay or WISSCOLAY preferred.

"WHERE TO BUY IT" CALIF WIRE CLOTH CORP THE 1245 Howard... MA rket 1-2869

OAKLAND WAREHOUSE CALIF WIRE CLOTH CORP THE 1080-10th Av Oakland... KE llog 2-2141

Wire Rope Corporation Of America Inc 100-10th... UN drhil 1-0212

Wire Stitching Machines

See Stitching Machines

Wire Workers' Equipment

PELL CABLE CUTTER CO Hydrex Wire Rope Cutter 55 New Montgomery... EX brook 2-5247

Women's Accessories-Retail

Fuerst R L 769 Market... SU tter 1-7066

LOVE BRASSIERE SHOPPE Moss Stores Inc 143 Grant... DO ugias 2-4635

Moss Stores Inc Retail Store No 1 125 Geary Retail Store No 2 816 Market Retail Store No 17 2530 Mission 201-1st... DO ugias 2-8200

Women's Accessories-Wholesale

HARRIS-JACK 154 Sutter... EX brook 2-2657

Women's Coats & Suits-

Mfrs

ADLER MATTHEW M LTD 154 Sutter... SU tter 1-6154

ARCADIA MANUFACTURING CO Ladies Suits and Coats 767 Market... YU kon 6-5345

BURTIS HOWARD & CO INC 731 Market... DO ugias 2-0914

Expert Coat Co 942 Market... SU tter 1-4973

Fortune Modes 51 Grant Av... GA rfd 1-8622

BAINES & CO 783 Mission... YU kon 6-4181

Gold Phil & Hy 154 Sutter... YU kon 6-0607

GOLDMAN MORRIS 735 Market... EX brook 2-1520

GORDON COAT & SUIT CO 109 Geary 109 Geary & Suit Mfg Co 93 Misson... DO ugias 2-4097

Herbert Coats & Suits Inc 731 Market... YU kon 2-5886

JAN GOLD- GOLD PHIL & HY 154 Sutter... YU kon 6-0607

Jan Gold 11 Battery... EX brook 2-2385

Kay Saks Of Calif 35 Durman Av... MI ssn 8-4141

Land Originals 233 Post... DO ugias 2-7899

LILLI ANN 973 Market... DO ugias 2-2182

LILLY OF CALIFORNIA- DE GRILLA BOB 833 Market... EX brook 2-6060

MANASSE & GERSH 731 Market... GA rfd 1-5370

Mastercraft Garment Co 313 Sutter... YU kon 6-1914

Middleton Rae 833 Market... EX brook 2-8710

Pacific Coat & Suit Co 154 Sutter... GA rfd 1-0991

ROSENBLUM OF CALIFORNIA- van de SANDE D H 833 Market... GA rfd 1-7907

ROTH & 77 O'Farrell... YU kon 6-3828

Salp 731 Market... SU tter 1-0521

Saks George 35 Durman Av... MI ssn 8-4141

Schuman A P 973 Market... DO ugias 2-2182

Seaman Maurice 154 Sutter... SU tter 1-7487

SIMMONDS A J 154 Sutter... SU tter 1-7487

Town Craft Of California 154 Sutter... SU tter 1-6266

STYLE RITE OF CALIFORNIA 341 Market... YU kon 6-1597

TAUBE & GLAUBERMAN 62-1st... SU tter 1-0141

Theater Garment Co Pacific Bldg... EX brook 2-6678

TOWN CRAFT OF CALIFORNIA- SIMMONDS A J 154 Sutter... SU tter 1-6266

Women's Coats & Suits-

Wholesale

ADAMS-HENRY 154 Sutter... DO ugias 2-3091

BARRY-WEISS & CO 154 Sutter... SU tter 1-5310

FERNBERGER LOBE CO 154 Sutter... SU tter 1-2585

Frank Milton 0 154 Sutter... GA rfd-1-0991

GOLDMAN MORRIS 735 Market... EX brook 2-1520

LADY EVELYN INC 77 O'Farrell... YU kon 2-7157

Loevey Edmund & Co Inc 154 Sutter... DO ugias 2-1685

Manasse & Gersh 731 Market... GA rfd-1-5370

MRS EVELYN OF CALIF 27 O'Farrell... YU kon 2-7157

Roth S 77 O'Farrell... YU kon 6-3828

SAMPLE SHOP THE Solid Retail at Wholesale Prices 133 Geary... GA rfd 1-5646

Seaman Maurice 154 Sutter... GA rfd 1-5646

Trend of California 573 Mission... EX brook 2-1478

ADLAIDE & VIRGINIA'S 746 Geary... DR dway 3-8885

Alex de House of Coats 812 Market... SE abright 1-4154

Jay Ve Stores 2298 Chestnut... WA hnt 1-4167

Ann's Fashions 373 Geary... VA lencia 4-6402

Arnette's 731 Market... GA rfd 1-6857

Axelrod's Dry Goods Store 1682 Haight... MA rket 1-7749

BALBOA SWIND SHOP 3620 Balboa... SK yline 2-2716

Ballingier Jessie 133 Geary... GA rfd 1-5165

Bartel de House of Coats 812 Market... DO ugias 2-0474

BEHUFF'S THE FRED BEHUFF CO Helen Harris Behuff-Pres 166 Grant Av... DO ugias 2-3400

Berly Jean Shoppe 5547 Geary Blvd... SK yline 1-8615

Bon Ton 2768 Mission... MI ssn 7-4657

BOON CLOTHING STORES Post & Kearny... YU kon 6-0585

Carolyn Kelly 225 Post... EX brook 2-2512

CHINA LADY THE 656 Grant Av... BA yview 1-8110

CHRISTINE SINIS GALLO 5108 Geary Blvd... SK yline 1-2318

COLUMBIA OF SAN FRANCISCO 1131 Market... KL ondtke 2-2189

Corcoran Clark & Sull Co 398 Post... GA rfd 1-8880

CRAMER A E 160 W Portal Av... SE abright 1-0799

Daniels Co 785 Market... EX brook 2-5785

Daniels Co 955 Market... DO ugias 2-1955

Davis Schomwaser Co Grant at Sutter... YU kon 6-1717

DAVIS WM & THE COATMAN 912 Market... EX brook 2-0170

Daytons 955 Market... DO ugias 2-1955

DE COUX MARIA Specialize In Suits & Coats-Blouses 2297 Chestnut... UN drhil 1-7713

De's Apparel Shop 463 Castro... UN drhil 1-7713

De Monte Sportswear Shop 240 Powell... GA rfd 1-6966

Dunleavy Marie Shop 128 Post... GA rfd 1-9235

Women's Wearing Apparel-

Retail-(Cont'd)

GRAY'S FASHION GARDEN 209 West Portal Av... DO ugias 1-5621

Gray's Shops Inc 2630 Mission VA lencia 4-9548

GUMPS Lounging Apparel & Custom Gowns By Gibson Bayh 850 Post... YU kon 2-1616

Hall Robert Clothes Inc 1400 Valencia... MI ssn 8-3105

Hall Robert Clothes Inc 40 Van Ness Av... UN drhil 3-1922

Hansen Edith Dresses-Blouses-Lingerie-Suits-Coats 130 Maiden Ln... YU kon 6-6317

Hansen Irene 212 Sutter... GA rfd 1-1356

HARTFIELD'S 817 Market... GA rfd 1-4432

Store No 2 39 Stockton... GA rfd 1-4416

Helene Dress Shop 129 West Portal... LA mbard 6-6479

HIME GLADYS 2222 Irving... MO ntrose 4-6649

Johnman Justin 731 Market... GA rfd 1-5641

HOUSE OF HINE THE Size 9 Only... EX brook 2-6683

Hughes Ladies' Apparel 2454 Mission... VA lencia 4-2444

Jay Ve Stores 2298 Chestnut... WA hnt 1-4167

Jay Ve Stores 51 Leland Av... DE laware 3-6484

Jay Ve Stores 1373 Mission... HE mlock 1-0566

Jay Ve Stores 250 West Portal Av... LO mbard 6-4116

JEAN-NEE-B SHOP Coats-Suits-Blouses 230 Eddy... TU xedo 5-3492

Jorja Lou Ladies Apparel 2241 Market... UN drhil 3-2354

Juliette's 775 Market... EX brook 2-8448

Justin Apparel Shops 731 Market... DE laware 3-6484

K & O FASHIONS 152 Kearny... DO ugias 2-7246

Kahn Sidney S 731 Market... GA rfd 1-5641

Kay's Apparel Shop 2656 Mission... AT water 2-7348

King's Millinery & Apparel 2762 Mission... MI ssn 7-2300

KIRK ROBERT LTD General Office 620 Market... DO ugias 2-7891

Ladies Shop No 1 37 Post... DO ugias 2-7891

KNIT KRAFT SPORTSWEAR 2544 Mission... AT water 2-1690

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

Lady-An's Shop 584 O'Farrell... GA rfd 1-4671

Land Originals 233 Post... DE laware 3-7499

Landsdorf's Phelan Bldg... EX brook 2-4429

LAPARILLE Between Koe & Sanchez 3925-24th... AT water 2-2984

Lawton Shop 3631 Lawton... SE abright 1-0799

Leanna's Dress Shoppe 1437 Stockton... DO ugias 2-1506

Leslie's 2368 Junipero Serra Blvd Daly City... PL aza 5-5181

Lester & 422 Geary... TU xedo 5-9170

Lexington Barbara Ladies Apparel Shop 422 Geary... PR opect 5-0732

LIEBES H & CO Grant Av & Geary... GA rfd 1-6240

From San Rafael Exchange only No Inter-City Charge Act Operator for Enterprise 10000

Women's Wearing Apparel-

Retail-(Cont'd)

VARIE'S DRESS SHOP 967 Market... SU tter 1-5536

Very Jane Shop Vogue Suits & Slips 580 Mission... MI ssn 8-1466

LAY JEAN DRESS SHOP Alterations & Remodeling 2205 Clement... SK yline 1-0515

Mary Louise Style Shop 2100 So Bruno... JU niper 5-8156

Maryveta Dress Shop 2238 Polk... GR ayson 4-0931

McDell's 2404 San Bruno Av... JU niper 4-9396

Merrill's Dress Shop 1279 Montgomery... EX brook 2-0850

Nichols 2146 Chestnut... WE st 1-2683

NOORIE'S Hart-Schaffner & Marx Rosenblum Clothes 101 Post... WA hnt 1-4154

Nitty Sport Shop 1054 Fillmore... WA hnt 1-0576

840 Market... GA rfd 1-1200

Nouber John 364 Post... GA rfd 1-5466

Natalie's Apparel 667 Geary... PR opect 5-0337

Notson Bill 333 Market... DO ugias 2-2640

New Vogue Shop The 1331 Fillmore... WA hnt 1-2582

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

Nitty Sport Shop 1054 Fillmore... WA hnt 1-0576

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

Nob Hill Sports Shop 1428 Polk... PR opect 5-0637

Noriega Shop 2215 Noriega... SE abright 1-0736

Odde's Dress Shop 1713 Polk... GR ayson 4-6993

Oppenheimer Mara 6122 Geary Blvd... SK yline 2-1150

OREGON CITY WOOLLEN MILLS 54 Kearny... DO ugias 2-1891

Overbey Estelle J 278 Post... EX brook 2-0708

Page Boy Maternity Apparel See Our Ad Under Maternity Apparel 400 Sutter... YU kon 6-6192

Peacock Shoppe 949 Geneva Av... DE laware 3-4615

Peggy Shoppe 764 Market... SU tter 1-8771

Popular Dress Shop 1761 Fillmore... FI Imor 6-6779

Ramothoff's 259 Post... EX brook 2-7500

Rialto Shops Ltd 122 New Mtgay... EX brook 2-3291

Robinson M Specialty Shop 2227 Chestnut... WA hnt 1-7788

ROOS BROS INC 400 Sutter... YU kon 6-6192

Rothschild Esther 420 Post... SU tter 1-7874

Salzman J First Facing Union Square Coats-Suits-Furs 378 Post... GA rfd 1-0976

SAMPLE SHOP THE LADIES WEARING APPAREL Solid Retail at Wholesale Prices 2nd Floor 133 Geary... GA rfd 1-5646

Senge's 2232 Mission... HE mlock 1-5468

Sheehan Apparel Dry Goods 425 Clement... BA yview 1-5155

Shoptad Gladys 1900 Hyde... TU xedo 5-5023

Skivly 22912 Balboa... DE laware 3-4615

Stella's Apparel Shop 2285 Mission Valencia 6-5425

STEPHANIE'S 5145 Geary Blvd... SK yline 1-7718

Women's Wearing Apparel-

Wholesale & Mfrs

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

Anthony Bros 1130 Howard... MA rket 1-5630

Bassett Earl A 833 Market... EX brook 2-2893

BERNSTEIN LIONEL 833 Market... YU kon 6-1244

BETTY KENNEDY OF CALIF Formal-Bridesmaids-Bridal Gowns 1695 Sacramento... WE st 1-3392

Blake & Miller 315 Sutter... YU kon 6-6070

BREIT W 140-2d... SU tter 1-0167

CALDWELL INC Trelica-Misses-Active Sportswear 113 Stewart... EX brook 2-5998

Calistini Leo 833 Market... EX brook 2-2744

Calif Manchu 3548-22d... VA lencia 6-6872

225 Bright... GA rfd 1-6434

COWAN-FRANK MFG CO Women's & Children's Wearing Apparel 217-2d... DO ugias 2-8244

Capital Lure Of Calif 731 Market... EX brook 2-2026

Deby Of Calif 833 Market... YU kon 2-4451

DECADE OF CALIFORNIA Manufacturer of LADIES BLOUSES Distinctive Cotton Dresses