

Women's Wearing Apparel-Retail

ADELAIDE'S USED APPAREL SALON
463 Geary
ALEX DE MAY LTD
APAREL FOR WOMEN & MEN
IN LAKESIDE VILLAGE

Alexander's 2400 Mission
VA lencia-4-6402

ALLEN WAUGH
Large Selection of
FURS - CLOTH COATS - SUITS
Nationally Known Brands by
Top Government Makers at
WHOLESALE PRICES
All Sizes Displayed in Our Showrooms
Entire 3d Floor
51 Grant
Doulgas 2-4964

Ann's Fashions 373 Geary
GA rfd 1-8857

Arnet's 731 Market
GA rfd 1-5641

ATKINS ROBERT S CLOTHING CO
130 Sutter
Doulgas 2-5421

Stonestown
Lombard 4-7200

Avenue Apparel Shoppe
910 Geneva Av
JUnipr 4-9411

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

Bailinger Jessie 133 Geary
GA rfd 1-5165

Bartel House of Coats 812 Market
DO uglas 2-0474

BENOFF'S THE FRED BENOFF CO
166 Grant Av
DO uglas 2-5400

Betty Jean Shoppe
5547 Geary Blvd
SKYline 1-8615

BOWTON
Coats-Suits-Dresses
2768 Mission
Mison 7-4657

BOND CLOTHING STORES
Post & Kearny
YU kon 6-0585

Caroline Shop 1745 Taraval
JO rdn 7-3328

CHARLED SHOP THE 240 Hyde
TUvedo 5-6747

Charm 544 Geary
BA yview 1-8110

CHINA LADY THE
CHRISTINE SINISGALLO
All Sizes-Room 630
133 Geary
EXbrk 2-0960

COLONY SHOPPE THE
5108 Geary Blvd
SK yline 1-2318

COLUMBIA OF SAN FRANCISCO
1111 Market
KLondke 2-2189

Cosgrave Cloak & Suit Co 398 Post
GARfld 1-8880

CRAMER A E 160 W Portal Av
SE abright 1-5670

Daniels Co 955 Market
DO uglas 2-1955

Davis Schomwasser Co Grant at Sutter
YU kon 6-1717

DAVIS WM R THE GOATMAN
912 Market
EX brook 2-0170

Daytons 955 Market
DO uglas 2-1955

DE COUX MARIA
Specialize in Suits & Coats-Blouses
2209 Chestnut
JO rdn 7-0328

Dey's Apparel Shop 483 Castro
UN drhl 1-7713

DEL MONTE SPORTSWEAR SHOP
511 Geary
PRospect 6-3422

Diane's Dress Shop 128 Post
SUTtr 1-1184

Dorell's Ladies Apparel Shop
520 Clement
SKYline 2-3515

Dunlavy Marie R 212 Sutter
GARfld 1-1356

EAGLESON'S 726 Market
YU kon 2-6900

Elyth Leigh Shoppe 2006 Taraval
SE abright 1-6541

ELIMOR'S INC
290 Post And 312 Stockton
EX brook 2-7384

El Rey Apparel
Dresses-Suits-Coats-Lingerie
395 Ashton Av
JU niper 4-7821

ELSA MARGO'S APPAREL SHOP
Store No 1 1941 Irving
SE abright 1-5287

Store No 3 1672 Haight
HE mlock 1-1256

Essex Apparel Shop
169 West Portal Av
OVrind 1-5710

Fannette's 771 Market
DO uglas 2-8964

Felker Win 358 Sutter
GA rfd 1-6226

Fink's 2592 Mission
AT water 2-7212

Fisher's Men's & Women's Apparel
645 Castro
HE mlock 1-3746

Flora Dora Dress Shop 749 Clement
BA yview 1-3513

Frohman Jeannette
5754 Geary Blvd
SK yline 2-1633

Fuerst R L 775 Post
GRayston 4-6225

Gaffney Grace Dress Shop
841 Irving
SE abright 1-0784

Gaffney Kelly 354 Post
GA rfd 1-5285

Women's Wearing Apparel-Retail-(Cont'd)

GUMPS'
Lounging Apparel & Custom Gowns
By Gibson Bay
230 Post
YU kon 2-1616

Hall Robert Clothes Inc
1600 Valencia
MI san 8-3105

Hall Robert Clothes Inc
40 Van Ness Av
UN drhl 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
Main Office 39 Stockton
GARfld 1-5667

Store No 1 817 Market
GARfld 1-4452

Credit Dept 817 Market
GARfld 1-4416

Collection Dept 39 Stockton
GARfld 1-5155

General Offices 39 Stockton
GARfld 1-5082

Helene Dress Shop 124 West Portal
Lombard 4-6479

Hersch's Department Store
5616 Geary Blvd
SKYline 1-6726

NINE GLADYS 2222 Irving
MO ntrose 4-6608

Hofman Justin 731 Market
GA rfd 1-5641

HOUSE OF NINE THE
Size 7 And 9 Only-3rd Floor
212 Stockton
EX brook 2-6683

Hughes Ladies' Apparel
2654 Mission
VA lencia 4-2444

IDEAL THE 2370A Mission
VA lencia 6-6020

IRENE'S SMART APPAREL
2752 Mission
Mison 7-2300

Jay Vee Store 4569 Mission
JUnipr 7-3268

Jay Vee Stores 2298 Chestnut
WA Inut 1-4167

Jay Vee Stores 51 Leland Av
DE laware 3-0484

Jay Vee Stores 1171 Mission
HE mlock 1-0566

Jay Vee Stores 200 West Portal Av
LO mbar 4-4116

JEAN-NEE'S SHOP
Coats-Suits-Blouses
230 Eddy
TU xedo 5-3492

Juliette's 775 Market
EX brook 2-8448

Justin Apparel Shops 731 Market
GA rfd 1-5641

Kahn Sidney S 731 Market
GA rfd 1-5641

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

Kelsey Carolyn 225 Post
EXbrk 2-0092

KIRK ROBERT LTD
General Office 620 Market
DO uglas 2-7891

Ladies Shop No 1 37 Post
DO uglas 2-7891

KLEVER KASUALS 360 Geary
YUkon 2-1665

KNIT KRAFT SPORTSWEAR
251 Mission
AT water 2-1690

Knit Kraft Sportswear 51 Stockton
EX brook 2-8348

Lady-Ann's Shop 584 O'Farrell
GR ayston 4-6781

Lady Lillian Shoppe 1030 Hyde
ORdwy 3-0816

Lande Originals 233 Post
DO uglas 2-7699

Langsdorf's Phelan Bldg
EX brook 2-4429

L'APARELLE
Between Noe & Sanchez
3925-24th
AT water 2-2504

LAVONNE'S LADIES & CHILDREN'S READY
TO WEAR
Everything for Style and Beauty
Beauty Salon
2027 Chestnut
WEst 1-0785

Lawton Shop 3631 Lawton
SE abright 1-0799

Leanna's Dress Shoppe
1437 Stockton
DO uglas 2-1506

Lesslie's
2348 Junipera Serra Blvd Daly City
PL aza 5-5181

Lester's 422 Geary
TU xedo 5-5770

Lexington Barbara Ladies Apparel Shop
664 Post
PR ospect 5-0732

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

From Sn Rafael Exchange only (No Inter-City
Charge) Ask "Operator" for Entrprise 10000

LINDA'S APPAREL SHOP
1539 Fillmore
WA Inut 1-9422

Linda's Dress Shop 1539 Fillmore
WA Inut 1-9422

LINDY SHOPPE
Coats-Suits & Furs
2620 Mission
VA lencia 4-2318

LIVINGSTON BROS
Grant Av at Geary
DO uglas 2-3060

LOWE BRASSIERE SHOPPE
141 Grant
DO uglas 2-4635

Madeline's Dress Shop
3811 Noriega
SE abright 1-2665

Women's Wearing Apparel-Retail-(Cont'd)

Maryetta Dress Shop 2238 Polk
GR ayston 4-0931

Merrill Vera 129 Mtgy
EXbrk 2-0850

Michelle's 2146 Chestnut
WE st 1-2683

MOORE'S
Hart Schaffner & Marx
Rosenblum Clothes 101 Post
GA rfd 1-1200

Mouber John 364 Post
GA rfd 1-5466

Natalie's Apparel 667 Geary
TU xedo 5-0337

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

Nifty Sport Shop 1050 Fillmore
WA Inut 1-0576

NINE HOUSE OF THE
212 Stockton
EX brook 2-6683

Peacock Shoppe 969 Geneva Av
DE laware 3-4615

PR ospect 5-8637

Noriega Shop 2515 Noriega
SE abright 1-0758

OREGON CITY WOOLLEN MILLS
54 Kearny
DO uglas 2-1891

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

Peacock Shoppe 969 Geneva Av
DE laware 3-4615

Peggy Shoppe 764 Market
SU tter 1-8771

Popular Dress Shop 1761 Fillmore
FI lmer 6-6779

Ranshoff's 259 Post
EX brook 2-7500

Rialto Shops Ltd 122 New Mtgy
EX brook 2-3291

Robinson Accessories 2277 Chestnut
WA Inut 1-7788

ROOS BROS INC
Market at Stockton
SU tter 1-4040

Saks Fifth Ave
Grant Av at Maiden Lane
DO uglas 2-7557

Salzman J Furs
Facing Union Square
Coats-Suits-Furs
328 Post
GA rfd 1-0976

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

Seabright Shop 1728 Noriega
SE abright 1-0239

Senge's 2232 Mission
HE mlock 1-5468

You get full value and con-
tinuous circulation for every dollar
spent in Classified Telephone
Directory Advertising.

Sheehan Apparel Dry Goods
425 Clement
BA yview 1-5155

Sivi's 3735 Balboa
SK yline 2-2912

Stella's Apparel Shop 2285 Mission
VA lencia 6-5425

Style Shops 843 Clement
SK yline 1-7718

Style Shops 2318 Mission
VA lencia 4-2786

SUMMERFIELD & HAINES
997 Market
YU kon 6-5570

Suz-Ett's Opportunity Shop
2104 Market
MA rket 1-7645

TAYLOR'S DRESS SHOP
See Our Ad Under Dresses-Retail
923 Market
DO uglas 2-2179

Thelma's 2222 Fillmore
JOrdn 7-0726

Specialize In Coats-Suits & Furs
963 Market
EX brook 2-2252

Towne & Beach Top Shoppe
365 S Mayfair Av Daly City
PLaza 5-7760

WALLACE ROBERT INC
Coats-Suits-Furs
146 Geary
GARfld 1-5872

Wallach's 139 Geary
DO uglas 2-3940

Waugh Allen 51 Grant
DO uglas 2-4964

WEBBER SHOPPE THE
365 S Mayfair Av Daly City
PLaza 5-7760

Wolmar Fannie Miss 85 Post
GA rfd 1-8898

WORTH'S READY-TO-WEAR
2442 Mission
AT water 2-3904

YOUNGER-SET
Bridal & Bridesmaids Dresses
Veils and Accessories
Formals & Group Orders
Coats, Suits & Dresses for
Afternoon Wear
145 Grant Av
YU kon 6-1080

ZUKORS
DRESSES - COATS
SUITS - SPORTSWEAR
Junior - Misses - Women Sizes
885 Market
EXbrk 2-1029

Women's Wearing Apparel-Retail-(Cont'd)

Allen Waugh 51 Grant
DO uglas 2-4964

Anthony Bros 1130 Howard
MA rket 1-5630

Basset Earl A
Women's Dresses & Coats-Wholesale
833 Market
EXbrk 2-2893

BERNSTEIN LIONEL 833 Market
YU kon 6-1244

Black John Robert 833 Market
YUkon 6-2613

BREIT W 140-2d
SU tter 1-0167

GALDWELL INC
Frescos-Misses-Active Sportswear
113 Stewart
EX brook 2-5998

Caletini Lec 833 Market
YU kon 6-0872

California Fashion Apparel 154 Sutter
GARfld 1-3937

Calmore Coats 154 Sutter
GA rfd 1-6414

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

Cupid Lure Of Calif
Bridal Attire & Formals
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
Chinese Lounging Pajamas
Square Dance Outfits
615 Washington
YUkon 6-0147

De Grilla Bob 833 Market
EXbrk 2-6060

DOMB EMMA INC
2225 Palou Av
ATwatr 2-6080

Efron Saml D 833 Market
DO uglas 2-1745

Egerman Fred
Blouses & Skirts
833 Market
DO uglas 2-0668

Elite Manufacturing Co 731 Market
EX brook 2-5514

Florida Syl R 821 Market
YUkon 6-6979

France's Sportswear 2992 Calif
WA Inut 1-1499

GAINES & CO
Mfrs Coats & Suits
783 Mission
YU kon 6-4181

GOLDMAN MORRIS
GORDON BOAT & SUIT CO
109 Geary
EX brook 2-5678

Griyalva Arnold 833 Market
SU tter 1-0925

Jung On Co 465 Jackson
EXbrk 2-9924

Kaufman Samuel G 154 Sutter
SU tter 1-6325

Kaufmann Richard J
Ladies Sportswear
833 Market
GA rfd 1-6509

Knott Howard R 833 Market
EX brook 2-6409

KORET OF CALIFORNIA INC
611 Mission
EX brook 2-8723

Landecker Herbert 833 Market
EX brook 2-0594

LANDO LEONARD O 833 Market
YU kon 2-6664

Lea Root S 833 Market
YUkon 2-2078

Levinson Oscar 833 Market
DO uglas 2-2168

Levy-Abrams Co 154 Sutter
GA rfd 1-6414

Levy-Abrams Juniors 154 Sutter
GA rfd 1-6414

LINDA FROCKS
Wm Chusid-Owner
88-125
SU tter 1-8316

Lewy Edmund & Co Inc
154 Sutter
DO uglas 2-1603

Lorrie Deb & Sub Teen Dresses
2225 Palou Av
ATwatr 2-6085

An extension telephone saves
time and steps.

When you call somebody
by telephone
PLEASE DON'T
"HANG UP"
TOO SOON
"Play Ball" with him by
giving him time to answer.

"Hey, I'm not making that
noise. It's the phone signal-
ing that you dialed your num-
ber wrong!" To get the right
number, always dial carefully,
keeping your eye on the dial
... Pacific Telephone.

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425 Clement
BA yview 1-5155

Sivi's 3735 Balboa
SK yline 2-2912

Stella's Apparel Shop 2285 Mission
VA lencia 6-5425

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PLaza 5-7760

WALLACE ROBERT INC
Coats-Suits-Furs
146 Geary
GARfld 1-5872

Women's Wearing Apparel-Whse & Mfrs

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

Allen Waugh 51 Grant
DO uglas 2-4964

Anthony Bros 1130 Howard
MA rket 1-5630

Basset Earl A
Women's Dresses & Coats-Wholesale
833 Market
EXbrk 2-2893

BERNSTEIN LIONEL 833 Market
YU kon 6-1244

Black John Robert 833 Market
YUkon 6-2613

BREIT W 140-2d
SU tter 1-0167

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Frescos