

LIQUOR MART

2 STORES TO SERVE YOU BETTER
Imported & Domestic
WINES - BEER - CORDIALS - CHAMPAGNES
SODA & ICE CUBES

Free Delivery ANYWHERE IN SAN FRANCISCO
WE PREPAY CASE SHIPMENTS ANYWHERE IN CALIFORNIA
WHEN CALLING FROM OUT OF TOWN
CALL COLLECT

264 KEARNY 2175 CHESTNUT
GARfield 1-2138 JORDAN 7-2844
EXbrook 7-0866 JORDAN 7-4725
Mon. thru Sat. 9 A.M. to 7 P.M.
Closed Sunday
Mon. thru Thurs. - 10 A.M. to 7 P.M.
Fri. & Sat. - 10 A.M. to 9 P.M. - Closed Sunday



PARKSIDE - SUNSET - PARK-MERCED

Jerry & Eddie's
LIQUOR LOCKER

CATERING ADVICE FOR ALL OCCASIONS
ICE & GLASSES AVAILABLE FOR PARTIES

SEabright 1-2619

THE KEY TO FINE WINES AND LIQUORS

FREE DELIVERY
1223 TARAVAL STREET



FREE DELIVERY

NORM MURFEE'S
JUG SHOP

350 DIFFERENT WINES
SELECTED LIQUORS

TUxedo 5-6050

2235 POLK STREET
BETWEEN GREEN AND VALLEJO STREETS

CORK LIQUORS

DOMESTIC & IMPORTED
LIQUORS - WINES - CHAMPAGNES - BEERS
If It Is a Beverage of Merit We Have It

CATERING SERVICE
FOR SPECIAL OCCASIONS

FREE DELIVERY

"Two Stores To Serve You"

PHONE
EXbrook 2-3028

PHONE
YUkon 2-9380

10 MINNA ST.

545 MARKET ST.

Liquor Stores—(Cont'd)

Brookline's Liquors 1328 Grove... FIlmor 6-5850
BRUZZESE MARIO FINE FOOD
4567 Mission... DElaware 3-5536
Budget Market 481 O'Farrell... GRaystn 4-9769
Bud's Liquor Store 5799 Mission... JU niper 7-9923
C & C Liquor & Delicatessen Store
799 Turk... ORdwy 3-9117
Cable Car Corner 71 Powell... YUkon 6-2082
Caesar Drug Co 5151 Mission... JU niper 7-8420
Cal-Front Store Johnny's
Delivery
Open from 9:30 AM to 6:00 PM
146 Front... EXbrk 2-5241
Cappelletti N 140 Embarcadero... EXbrk 2-8708
Carella Cut Rate Liquor Store
1907 Ocean Av... DElaware 3-9131

CARLO'S WINES & LIQUORS
MARINA DISTRICT
FREE FAST DELIVERY
Ice Cubes and Mixes
2080 Chestnut... WAInt 1-5632

Carmel Liquors
Snac Delicatessen
498 Hayes... Markt 1-9037
Carr's Market 3457 Sacramento... FIlmor 6-9730
Caruso Wine & Liquor Store
4011-24th... ATwtr 2-3841

CASTELLI WINES & LIQUORS
Delivery Service
974 Geneva... JU niper 6-1309
Castelli's Groceries & Liquor Store
2801 Bryant... MIsn 8-9934
Castelli's Groceries & Liquor Store
2801 Bryant... VAIncia 4-7096

CHARLIE'S TERMINAL LIQUORS
USE YOUR BANKAMERICARD
OPEN EARLY - CLOSED LATE
JUST OFF MISSION
3372-26th... VAIncia 6-9798

CHESO'S HIT-RUN LIQUORS
COMPLETE STOCK OF LIQUOR-WINE-BEER
DELIVERY SERVICE
PIZZAS - 8 VARIETIES TO TAKE OUT
6253-3d... JU niper 6-0181

CHIP'S LIQUOR STORE
Potrero District
1461-18th... VAIncia 4-1276
Chuck's Grocery 136-4th... DOuglas 2-6764

CITY OF PARIS

Famous Verdier Cellars
Geary & Stockton... DOuglas 2-4500
After 5:30 PM Weekdays &
Sundays & Holidays call... DOuglas 2-6720
Coast Liquor Store 1567 Fillmore... FIlmor 6-9334
Cole St Liquor Store 906 Cole... LO mbard 6-1808
Colonial Bill Liquors 2867 Mission... MIsn 7-8056
Community Liquor Store
50 Clement... BA yview 1-2043
Conlor's Drug Stores 2855 Judah... SEabright 1-4701
Cooper's Liquor Store 263-4th... SUttr 1-4417
Copp's Liquor Store 1528 Union... GRaystn 4-6533
Corbett's Wine & Liquor Store
1798 Sn Jose Av... JU niper 5-6657
Corbett's Wine & Liquor Store
500 S Van Ness Av... UNdrl 1-7745

CORK LIQUORS
Stores
10 Minna... EXbrk 2-3028
545 Market... YUkon 2-9380
(See Advertisement This Page)
Cortland Ave Liquor Store
416 Cortland Av... MIsn 8-0674
Courtesy Liquor Store 281 Jefferson... PRspt 6-3971
Cow Palace Wines & Liquors
2109 Geneva Av... DElaware 3-0152
Crest Liquor Store 200 Ellis... ORdwy 3-4038

BY'S LIQUORS & FINE WINES
3325 Balboa... BA yview 1-9018

D & M LIQUORS
FAST DELIVERY
PACIFIC HEIGHTS
Fillmore 6-1325
Sacramento & Fillmore... FIlmor 6-1325

DAIR'S PINE-TAYLOR MARKET
NOB HILL DISTRICT
Open 8 A.M. to Midnight Daily
FREE DELIVERY
996 Pine... TUxedo 5-0414
(Continued Next Page)

FROSTING SAVER
Frosting won't stick to waxed
paper if you butter the paper
lightly before wrapping.



KEN & CYNIA
FREE DOWNTOWN DELIVERY
LIQUOR - BEER - WINES
CHILLED CHAMPAGNES - ICE CUBES
Member Bank of America Charge Club
Hours 11 A.M. to 2 A.M.
Sun 11 A.M. to 12 P.M.
DOuglas 2-8473
730 BUSH - Near Powell

O'SULLIVAN'S BOTTLE SHOP

UNITED LIQUORS

For Every Liquor Need
FREE FAST DELIVERY
MARINA - PACIFIC HEIGHTS
PRESIDIO - RUSSIAN HILL
• ICE CUBES
• DINERS CLUB MEMBERSHIP
• CASE DISCOUNT
• GIFT WRAPPING
• FRIENDLY SERVICE
Call JORDAN 7-0580
OPEN EVERY DAY
2401 Chestnut Corner Divisadero

MISSION AREA

WE HAVE THE MOST
COMPLETE STOCK OF
POPULAR BRANDS
VETERAN'S
Liquor Store
Established Since 1946
Also Cigars-Cigarettes-Candy-Beer & Wines
DEPENDABLE FAIR PRICES
Mission 8-4900
1710 Church Near 29th St. S.F.

Liquor Stores—(Cont'd)

DAVE'S LIQUOR MARKET
DAVE'S
Dave & Dan Ravetti
LIQUOR - WINE - BEER
Call
DOuglas 2-8539
521-3d... DOuglas 2-8539

Del Monte Grocery & Liquors
Open 9 AM to 2 AM
696 Geary... PRspt 6-5772
Delvin Liquors 5211 Geary Blvd... BA yview 1-0200

DE MARTINI WINE & LIQUOR SHOP
C. MAGISTRI - New Owner
MARINA DISTRICT
Free Delivery
OPEN EVENINGS UNTIL 8 P.M.
2240 Chestnut... WAInt 1-4022

De Pau Liquor Store 1394 Evans Av... ATwtr 8-0464
Depot Liquor Store 212 Townsend... EXbrk 2-8074
Dilling Charles & Co 57 California... DOuglas 2-3910
Dilling Charles & Co 57 California... DOuglas 2-3911
Dilling Wines & Spirits
57 California... DOuglas 2-3910
Dino's Pharmacy 4601 Mission... JU niper 7-2031
Dino's Wine & Liquor 4122-18th... HEmlck 1-7369

DISERNIA'S PHARMACY
Mission & Precita Av... VAIncia 4-4044
Divisadero Liquors 1801 Divisadero... JOrdn 7-5546
(See Advertisement This Page)
Doug's Liquors 2324 Chestnut... WEST 1-6904
Downtown Liquor Store 246 Eddy... ORdwy 3-5745
Duca Liquors 4712 Mission... JU niper 7-6572
Dumont Liquors 3020-16th... HEmlck 1-0944
Dunn's Liquor Store 4522-3d... MIsn 7-9824
E & M Liquor Store 399 Valencia... MA rket 1-4680
Earl's Liquors 1944 Ocean Av... JU niper 4-7278
Eat & Sip Liquors 2999 Harrison... MIsn 7-9912
Ed's Fountain & Liquor Store
397 Sutter... GARfld 1-7813
Ed's Liquor Store 648 Mission... SU tter 1-1337
Ellis & Webster Liquor Store
1498 Ellis... WAInt 1-2932
El Rey Wine & Liquor Co
1521 Ocean Av... JU niper 6-2000
Emilio's Liquor Store 2584-3d... AT water 2-6421
Empire Liquor Co 1859 Market... UNdrl 3-9649
Encore Liquor Store 2212 Mission... Markt 1-4507
ERNE'S LIQUOR STORES
Offices 107 Shipley... SU ttr 1-7232
Stores
798 Sutter... ORdwy 3-3351
841 Clement... SKYIn 1-1287
1825 Irving... SEabright 1-6361

EXCELSIOR WINES & LIQUORS
4501 Mission... JU niper 6-4853
(See Advertisement This Page)

F & G DELICATESSEN
Open 9 A.M. 'Til Midnight
Complete Liquor Dept.
Imported Delicacies - Cooked Food
853 Divisadero... JOrdn 7-8422

Fairmont Hotel Pharmacy
California & Powell... DOuglas 2-3000
Family Liquor Store
Near West Portal Tunnel
Delivery Service
79 W Portal Av... ORvnd 1-7828
Fanny's Market 820 Bush... GRaystn 4-6110
Feldheim's Wines & Liquors
Imported Beers Wines Sake Etc
1542 Polk... ORdwy 3-1833
Flamingo Liquors 3461 California... SKYIn 2-2938
(See Advertisement Page 531)

FLORENCE WINE & LIQUOR STORE
HAIGHT DISTRICT
FREE DELIVERY
HEmlck 1-4724
1569 Haight... HEmlck 1-4724

Foley's 514 Larkin... PRspt 5-2525
FOODWAY LIQUOR STORE
1501 Revere Av... VAIncia 4-4474
Forty-Third Av & Balboa Liquor & Food Store
4150 Balboa... SKYIn 1-1813

FORTY-THIRD & LAWTON LIQUOR STORE

3645 Lawton... SEabright 1-8800
FOSTER FRED O CO 91-2d... DOuglas 2-4775
Four-O-One Smoke Shop 401 Geary... ORdwy 3-7610
Francis' Cigar-Liquor Store
121 Taylor... TUxedo 5-4306
FRANK & JOE'S LIQUOR STORE
5170 Mission... DElaware 3-4568
Frank's Liquors 1201 Vicente... LO mbard 6-5715
Fred's Liquor Bowl 3045 Army... MIsn 7-7349
G & E Liquors 710 Innes Av... VAIncia 4-5618
G & H Liquors 209 Jones... PRspt 6-9285
G & L Cigars & Liquor 3298 Mission... MIsn 7-5305
G & L Liquor 1600 Guerrero... ATwtr 2-1271
Ga-Way Liquor Store 900 McAllister... FIlmor 6-8733
Galant's Liquors 1584 Haight... Markt 1-0766
Galileo Market 2458 Polk... ORdwy 3-4616

GALVEZ WINE CO
COMPLETE WINE & LIQUOR STOCK
ICE CUBES & FREE DELIVERY
"Home of Galvez Wines"
5821 Geary Bl... SKYIn 1-9533

Garfield Market 1399 Kearny... DOuglas 2-4564
Gary's Liquor Store
76 Embarcadero... DOuglas 2-4460
Geary Drug Co 18th Av & Geary Bl... SKYIn 1-4539
Geary Foods & Liquors 5045 Geary Bl... SKYIn 1-2507
Geary Jones Liquor Store 599 Geary... ORdwy 3-5149
GEARY-LARKIN CIGAR & LIQUOR STORE
901 Geary... PRspt 5-9117
Gene's Liquor 2201 Taraval... ORvnd 1-4880
Gene's Liquors 1516 Fillmore... JOrdn 7-2452
George's Liquor Store 3290 Mission... VAIncia 6-3435
Gerolds Liquor Store
6379 Mission Daly Ct... PLaza 5-9964
Ghidella Wine & Liquor Store
2251 Market... HE mlck 1-0668

GIRAFFE LIQUOR SHOP
DIAL "SPLENDID" FOR
FAST DELIVERY
Near Washington
1846 Van Ness Av... PRspt 5-3633

GLEN PARK LIQUOR STORE
598 Bosworth... JU niper 4-6433
GOLD STAR LIQUOR STORE
1199 1/2 McAllister... JOrdn 7-0303

GOLDBERG BOWEN-GOURMET FOODS
FAMOUS SINCE 1850
BON VOYAGE BASKETS, GIFT BOXES
Wines & Liquors. Free Delivery
242 Sutter... SUttr 1-4000

Golden Clipper Wine & Spirit Shop
2755 Taylor... ORdwy 3-7269
Golden Eagle Wine & Liquor Co
Free Delivery 9 AM-6 PM
5122-3d... VAIncia 4-9400
Gough Liquor Store 112 Gough... UNdrl 1-6546
Grand Central Market 2435 Calif... FIlmor 6-7503

GRAY'S LIQUORS
WEST OF TWIN PEAKS
FOR FAST DELIVERY
Hours - 8 A.M. 'Til 12 P.M.
1521 Ocean Av... JU niper 7-7700
If no answer call... JU niper 6-2000

Graystone Wine & Liquor Cellar
4100-24th... VAIncia 4-0436
Graystone Wine & Liquor Store
87-4th... EXbrk 2-0213

GREEN HENRY INC
3 Stores in Financial District
FREE DELIVERY
MORRIS GREEN
353 Montgomery... YUkon 6-2791

Gross Howard M Liquors 239 Powell... EXbrk 7-4576
H & K LIQUORS 2834 Jennings... VAIncia 6-3225
Haight-Fillmore Liquor Store
499 Haight... Markt 1-9974
Haight Street Delicatessen
505 Haight... UNdrl 1-3043
HAIGHT ST WINE & LIQUOR STORE
1395 Haight... VYgrn 6-9685
HAPPY'S WINE & LIQUOR STORE
731 Columbus Av... DOuglas 2-5068
Harbor Liquor Store
92 Embarcadero... EXbrk 2-9525
Harris Jack 1207 Fillmore... WAInt 1-1759
(Continued Next Page)

For speed and accuracy on your
dial calls, listen first for the dial
tone. Dial each letter and digit
carefully, drawing the dial all the
way to the finger stop. Lift your
finger each time to let the dial re-
turn to position naturally.

LIQUORS

★ WINES ★ BEER
FAST DELIVERY SERVICE
ICE CUBES
OPEN 6 A.M. TO 2 A.M.
7 DAYS A WEEK
Divisadero Liquors
JORDAN 7-5546
1801 Divisadero Corner Bush

EXCELSIOR

WINES
and
LIQUORS
4501 MISSION ST.



ROYAL LIQUORS

WE ACCEPT
★ DINER'S CLUB CARDS
★ BANKAMERICARDS
★ AMERICAN EXPRESS CARDS
★ CARTE BLANCHE
FREE DELIVERY
OPEN EVENINGS - SUNDAYS & HOLIDAYS
For the Unusual & Hard to Find
PHONE
GRaystone 4-4400
1400 POLK AT CORNER OF PINE

ANSON'S

WINES & SPIRITS
Complete Stock
LIQUOR - MIX - PARTY SUPPLIES
GLASSWARE
ICE CUBES
Special
WINE & CHAMPAGNE
ON ICE
Free Delivery
PRospect 5-7471
Buy Here With
• BANKAMERICARD
• DINER'S CLUB CARD
• AMERICAN EXPRESS CHARGE PLAN
• CARTE BLANCHE
Located Downtown S.F. 700 GEARY



OK LIQUORS

FREE FAST DELIVERY
"Let Us Plan Your Party"
Catering to
CLUBS RECEPTIONS WEDDINGS
We Supply
• LIQUOR • MIXES • ICE CUBES
• BEER • WINE
FIlmore 6-0076
1064 DIVISADERO

W

ARTELL'S
LIQUORS
GLASS RENTAL ICE CUBES
FREE DELIVERY
SERVING
SUNSET - PARKSIDE - STONESTOWN
PARKMERCED & RICHMOND DISTRICTS
DIAL
SEabright 1-5024
1900 IRVING CORNER 20th AVE.



PRIVATE BRANDS

LIQUORS INC.
A COMPLETE SERVICE
FAST FREE DELIVERY
MARINA - PACIFIC HEIGHTS
ICE CUBES
CASE DISCOUNTS
DELICATESSEN ITEMS
GIFT WRAPPING
PERSONALIZED SERVICE
PRospect 6-7270
OPEN DAILY - MARCO NORWITT - Owner
1600 LOMBARD CORNER GOUGH

LIFESAVER LIQUORS

A NEW Fast
FREE Delivery for your
convenience
FIlmore 6-4472
SERVING ALL OF SAN FRANCISCO
A PINT, QUART OR CASE
Open 365 Days a Year - 6 A.M. - 2 A.M.
20 Hours a Day!
A Wide Selection of Imported & Domestic
WINES AND LIQUORS - ICE CUBES
Cold Beer & Wines On Ice-Ready to Serve
Clarice and Alvin Newman-Owners
1581 TURK STREET

