

DeSoto



# JAMES F. WATERS, Inc.

## WORLD'S LARGEST DE SOTO - PLYMOUTH DISTRIBUTOR

### VAN NESS AT BUSH SAN FRANCISCO PHONE TU XEDO 5-1865



# GUMP'S

250 POST STREET

**AUTOMOBILE TOP MANUFACTURERS**  
All-Coast Top & Trim Shop 835 Golden Gate av  
Cuneo Fred 1174 Bryant  
Hibbons G G 1580 Bush  
Lobig John 1153 Polson  
Nattress F M 731 Turk  
Standard Auto Top & Body Shop 1623 Pine  
Valencia Auto Top 751 Valencia

**\*AUTOMOBILE TOWING**  
PRIOLA BROS, 4900 Mission, Tel JU nlder  
7-7935 (For further information see page 12  
Buyers' Guide and left side lines)  
VOGEL LES CHEVROLET COMPANY, Mar-  
ket at Van Ness Av, Tel UN derhill 1-1702  
(For further information see page 15 Buy-  
ers' Guide and right side lines)

**AUTOMOBILE TRAILERS—DEALERS**  
California Industrial Trailers 232 Spear  
Utility Trailer Sales Co Inc 155 Bay Shore  
blvd

**AUTOMOBILE TRAILERS—  
MANUFACTURERS**  
Continental Trailer & Equipment Co 420  
Market 8501  
Fruhaufl Trailer Co of California 2030 3d

**AUTOMOBILE TRAILERS—RENTING**  
A-1 Trailer Co 1663 Valencia  
Rent-A-Trailer System 1400 Valencia

**AUTOMOBILE TRIMMERS AND  
TRIMMINGS**  
Freitas Manuel 635 Hyde  
Maker G E 331 Grove  
Metzel Hal 42 12th  
Noll O W 1767 15th  
Roche H J Jr 145 Clara  
Tracy J E 42 Valencia  
Waggoner Noel 714 Van Ness av

**\*AUTOMOBILE TRUCKS—DEALERS**  
VOGEL LES CHEVROLET COMPANY, Mar-  
ket at Van Ness Av, Tel UN derhill 1-1702  
(For further information see page 15 Buy-  
ers' Guide and right side lines)

**\*AUTOMOBILE UPHOLSTERING**  
ANTHONY EARLE C INC, 901 Van Ness Av,  
Tel PR ospect 5-0444 (For further informa-  
tion see page 9 Buyers' Guide and right  
top lines)

**BISSINGER AND WELCH, Ford Dealers,**  
Sales Dept 1800 Van Ness Av, Tel GR ay-  
stone 4-4373, Service and Parts Dept 1580  
Pacific Av, Tel GR aystone 4-4373 (For fur-  
ther information see page 16 Buyers' Guide  
and right side lines)

**GILMORE DON, 590 Van Ness Av at Golden  
Gate Av, Service Dept Van Ness Av at  
Eddy, Tel UN derhill 1-1026 (For further  
information see page 6 Buyers' Guide and  
right bottom lines)**

**INGOLD ERNEST CO, 999 Van Ness Av, Tel  
GR aystone 4-7700 (For further information  
see page 10 Buyers' Guide and left bottom  
lines)**

**JAMES MOTORS INC, 1301 Van Ness Av at  
Sutter, Tel OR dway 3-7500 (For further in-  
formation see page 8 Buyers' Guide and  
right bottom lines)**

**STATER GLEN C CO INC, 1600 Van Ness Av,  
Tel OR dway 3-6133 and corner Polk and  
O'Farrell (For further information see page  
12 Buyers' Guide and right side lines)**

**WATERS JAMES F INC, 1355 Van Ness Av,  
Tel TU xedo 5-1865 (For further information  
see page 15 Buyers' Guide and right top  
lines)**

**\*AUTOMOBILE UPHOLSTERING AND  
WOODWORK**  
STANDARD AUTO TOP & BODY SHOP,  
1623 Pine, Tel GR aystone 4-5211

**AUTOMOBILE WASHING AND POLISHING**  
Brown W C 1915 Bush  
Cannon Henry 2447 1/2 Sutter  
Dillard Willard 168 Hyde  
Evans S M 949 Post  
Fred & Dave's Auto & Truck Service 3275  
25th

Lustr Wash Inc 444 Divisadero  
Ming Auto Paint Plating 445 Golden Gate av  
Muenzer J P 550 S Van Ness av  
Stuoe J A 726 Golden Gate av  
Whithorn C C 3321 26th  
Woooster W C 3320 Fillmore  
Zakesian Sam 2200 Market

**\*AUTOMOBILE WHEEL ALIGNING**  
LIVELY W E & SON, 1666 Hayes between Van  
Ness and Polk, Tel HE mlock 1-0982 (For  
further information see page 17 Buyers'  
Guide and left side lines)

**AUTOMOBILE WRECKERS**  
Cohn Phil Co 430 Golden Gate av  
Fender House & Standard Auto Wreckers  
1632 Mission  
Forde J H 556 Golden Gate av

**HAI DEN AUTD & TRUCK WRECKING,**  
Complete Line Auto & Truck Parts, Late  
Model Cars & Trucks Bought & Sold, Any  
Condition, 655 Potrero Av, Tel VA lencia  
4-2921

Howarth J A 385 Bay Shore blvd  
Kiger C E 490 Arthur av  
Pastel Harry 425 Golden Gate av  
Rahmer M B Mrs 148 Vermont  
Sabin A O 2190 San Bruno av  
Stubler Frank & Co 330 10th  
Truck Wrecking Co 1710 Harrison

**\*AUTOMOBILE WRECKERS—TRUCK**  
STUBER FRANK & CO, New and Used Truck  
Parts For All Makes of Trucks, 330 10th,  
Tel HE mlock 1-7782, Res Tels JU eiper  
5-5028 or EM erson 8-1425

**\*AUTOMOBILES**  
BUICK AUTOMOBILES, Howard Automobile  
Co Inc, 1601 Van Ness Av, Tel GR aystone  
4-9000

**CHEVROLET (Don Gilmore) 599 Van Ness Av  
at Golden Gate Av, Tel UN derhill 1-1026**

**CHEVROLET (Les Vogel Chevrolet Co) Mar-  
ket at Van Ness Av, Tel UN derhill 1-1702**

**CHEVROLET MOTOR CARS, Ernest Ingold  
Co Dealer, 999 Van Ness Av, Tel GR aystone  
4-7700**

**CHRYSLER MOTOR CARS, James W Mc  
Alister Inc Dealer, 1300 Van Ness Av cor  
Post, Zone 9, Tel PR ospect 5-2400**  
**CHRYSLER MOTOR CARS, Harold Menzies  
Inc, Geary, 4th Av to 5th Av, Tel SK yline  
1-5681**

**CHRYSLER MOTOR CARS (Royal Motor  
Sales) 2325 Jones at Bay and Columbus Av,  
Tel TU xedo 5-0674**

**DE SOTO AUTOMOBILES, James F Waters  
Inc, Distributor, 1355 Van Ness Av, Tel  
TU xedo 5-1865**

**DODGE MOTOR CARS, T F Ormond Co  
Dealer, 3700 Geary Blvd at Arzuella Blvd,  
Tel BA yview 1-2643**

**DODGE MOTOR VEHICLES (J E French Co)  
1355 Van Ness Av at Washington, Tel OR dway  
3-2121**

**FORD MOTOR CARS, Bissinger and Welch  
Dealers, Sales Dept 1800 Van Ness Av, Tel  
GR aystone 4-4373; Service and Parts Dept  
1580 Pacific Av, Tel GR aystone 4-4373**

**FORD MOTOR CARS, Wm L Hushon Co Inc,  
Dealers, Office and Service 1200 Larkin cor  
Bush, New Car Sales Dept and Showroom  
1400 Van Ness Av, Tel OR dway 3-9541 (For  
further information see page 7 Buyers'  
Guide and left top lines)**

**HUDSON (Priola Bros) 4900 Mission Tel JU n-  
pder 7-9355**

**HUBBARD Glen C Stater Co Inc, 1600 Van  
Ness Av, Tel OR dway 3-6133 and corner  
Polk and O'Farrell**

**KAISER-FRAZER MOTOR CARS, Sales and  
Complete Automotive Service, 1201 Van  
Ness Av at Post, Tel OR dway 3-1105**

**LINCOLN AND MERCURY, Van Ella Mo-  
tors Inc, Dealer, 1101-35 Van Ness Av  
Geary-Post Block, Tel OR dway 3-8800**

**LINCOLN AND MERCURY (William & Freder-  
erick Motors) 4249 Geary Blvd at 7th Av,  
Tel BA yview 1-4570**

**NASH (James Motors Inc) 1301 Van Ness Av  
at Sutter, Tel OR dway 3-7500**

**OLDSMOBILE (Van Ness Motors Inc) 1700  
Van Ness Av, Tel OR dway 3-3412**

**PACKARD MOTOR CARS, Earle C Anthony  
Inc, Distributor, 901 Van Ness Av at Ellis,  
Tel PR ospect 5-0444; Metropolitan Dealers:  
Laurent & Niello, 850 Post and Taraval  
Motors Inc, 200 Taraval, Tel MO ntruse  
4-2012**

**PLYMOUTH AUTOMOBILES, James F  
Waters Inc, Distributor, 1355 Van Ness Av,  
Tel TU xedo 5-1865**

**PLYMOUTH MOTOR CARS, J E French Co,  
Van Ness Av at Washington, Tel OR dway  
3-2121**

**PLYMOUTH MOTOR CARS, James W Mc-  
Alister Inc, Dealers, 1300 Van Ness Av cor  
Post, Zone 9, Tel PR ospect 5-2400**

**PLYMOUTH MOTOR CARS, Harold Menzies  
Inc, Geary, 4th Av to 5th Av, Tel SK y-  
line 1-5681**

**PLYMOUTH MOTOR CARS, T F Ormond Co  
Dealer, 3700 Geary Blvd at Arzuella Blvd,  
Tel BA yview 1-2643**

**PLYMOUTH MOTOR CARS (Royal Motor  
Sales) 2325 Jones at Bay and Columbus Av,  
Tel TU xedo 5-0674**

**PONTIAC (Boas Motor Company) 3800  
Geary Blvd, Tel BA yview 1-2337**

**PONTIAC (J A Herzog) 601 Valencia, Tel  
MA rket 1-3040**

**\*AUTOMOBILES FOR HIRE**  
**ARMSTRONG'S U-DRIVE, 1037 Geary, Zone  
9, Tels GR aystone 4-6600 and 4-6601 or  
GR aystone 4-3024 (For further information  
see page 17 Buyers' Guide and right side  
lines)**

**\*AUTOMOBILES FOR HIRE—WITHOUT  
DRIVER**

**ARMSTRONG'S U-DRIVE, 1037 Geary, Zone  
9, Tels GR aystone 4-6600 and 4-6601 or  
GR aystone 4-3024 (For further information  
see page 17 Buyers' Guide and right side  
lines)**

**\*AUTOMOBILES FOR RENT—WITHOUT  
DRIVER**

**ARMSTRONG'S U-DRIVE, 1037 Geary, Zone  
9, Tels GR aystone 4-6600 and 4-6601 or  
GR aystone 4-3024 (For further information  
see page 17 Buyers' Guide and right side  
lines)**

**AUTOMOBILE PRODUCTS—  
MANUFACTURERS**  
**HOLLINGSHEAD R M CORPORATION**  
(Manufacturers Whiz Products) 60 Federal,  
Tel EX brook 2-2891

**\*AUTOMOTIVE TOOLS AND EQUIPMENT**  
**THORSEN TOOL CO, Mechanics' Band Tools  
and Equipment, 1475 Bush, Tel OR dway  
3-3330**

**\*AVERAGE ADJUSTERS**  
**COSGROVE & COMPANY INC, 343 San-  
some, Tel EX brook 2-1928**

**\*AVIATION PRODUCTS MANUFACTURERS**  
**GILBREATH AVIATION CO, 383 Brannan,  
Tel SU tter 1-7337**

**AWNINGS AND TENTS**  
Aluminum Awning Distributors Inc 744 Harrison  
American Tent & Awning Co 1132 Mission  
AMES HARRIS NEVILLE CO, 17th and Flor-  
ida, Zone 10, Tel UN derhill 1-7700 (For fur-  
ther information see page 18 Buyers' Guide  
and left side lines)

**SULLIVAN AWNING COMPANY, 801 South  
Van Ness Av, Tel MI sson 7-3085 (For fur-  
ther information see page 18 Buyers' Guide  
and right side lines)**

**\*BABBITT METALS**  
**FINN JOHN METAL WORKS, 384 2d, Zone  
7, Tel SU tter 1-4188 (For further infor-  
mation see page B)**

**BABY SITTERS**  
Davis L J Mrs 915 Cole  
Edwards Eva Mrs 47 Kearny 8501

HOUSE  
OF  
A  
THOUSAND  
TREASURES

EARLE  
C.  
SIDELLE  
REALTOR

"It's Results  
that  
Count"

SUNSET  
PARKSIDE  
PROPERTIES

HOMES  
APARTMENTS  
FLATS

SALES  
LEASES

PROPERTY  
MANAGEMENT

2366 19th  
Ave.

SE ABRIGHT  
1-6720

# THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

MILWAUKEE, WISCONSIN

"There is a Significant Difference Between Life Insurance Companies"

RICHARD J. SHIPLEY, General Agent

(No Brokerage)

564 Market Street, Tel. EX brook 2-4485