



TAKE THE "IF"

OUT OF LIFE THROUGH

MASS. MUTUAL

LIFE INS. Co.

F. J. Van Stralen

General Agent

One Eleven Sutter Street

GA rfield 1-3866

Joni

Benchmark Clothing Individually Designed

Joni's own Fashionwise Studio

272 O'Farrell Street San Francisco 2 YU kon 6-2582

# Pacific Pump & Supply Co.

420 Bryant Street  
San Francisco  
(See Page 129, Buyers' Guide)

# MPS

# Far Farm and Industrial Use

Water Systems, Windmills, Engines  
Water Softeners  
Hand and Power Sprayers

Erlich Jas Mrs h340 Eddy  
" Lenore slswn Sommer & Kaufmann r340 Eddy  
Erik Helen (Una) clo clnr 2429 Col h659 22d av @  
" Jack H (Lucille) h1755 42d av @  
Eary Eva K Mrs clk D L Miller r310 Gonzalez dr  
" Huber W (Eva) sls mgr Pac Coast Aggregates h319 Gonzales  
Ess Bertha H Mrs emp St Francis Hosp h2844 Lyon  
Essand Theo T (Rena) clk h692 Greenwich Esch Bros (E G and Roger) gro 1201 Divisadero  
" E Geo (Victoria) (Essanf Bros) h1821 1/2 Eddy @  
" Emily clk r1821 1/2 Eddy  
" Maude (wid G N) gro 1499 9th av h828 Kirkham  
" Roger G (Essanf Bros) gro 2769 Cal h1250 11th av  
" Rose (wid G N) clk R S Essanf r1259 11th av  
" Steph J photog International News Photos h1821 1/2 Eddy  
" Thos G slswn r1259 11th av  
Essary Dorothy clk r887 34th av  
Essayan Ivon C (Madge) photog Gabriel Moulton Studios h1938 Sunnymdale av  
Ese Adele (wid Peter) r1436 15th av  
" Anna B r44 Cayuga av  
Aug L (May C) shipdwkr h183 Rolph @  
" Ceila Mrs maid r1418 1/2 Webster  
" Geo P (Mary) electn h1759 48th av @  
" Geraldine E compt opr r322 Moscow  
" Harold P (Mabelle) electn h322 Moscow @  
" Jake (Celia) lab r1419 1/2 Webster  
" Jos P (Eula) gro 1171 Tolson h1821 Eddy  
Esser Agnes L (wid John) r83 Hill  
" Albt J (Irene J) apt mgr h2650 Fillmore  
" Bernard E (Gertrude) exec sec Republican County Central Committee of SF h165 Westgate dr @  
" Bernard E jr r185 Westgate dr  
" Calvin L h725 Ellis  
" Caroline h1462 Valencia  
" Fred W (Marguerite) refrigerators 15 Steu- CO at Okld  
" Kenneth r935 Capp  
" Mamie Mrs boxmkr Ralsin-Thiebaut r482 Francisco  
" Mary A r2715 Lake  
" Richd r935 Capp  
" Victor P (May) h462 Francisco  
" Wm (Monika) h3550 Fillmore @  
" Wm H C h1801 Hyde  
" Wm I (Ann) eng SP Bldg h835 Capp  
" Wm P r2715 Lake  
Essex Advertising Service Kenneth Moxwell mgr adv agcy 155 Sansome R921  
" Apartments Mrs G E McCoy mgr 1687 Haight  
" John J (Peggy T) h464 43d av  
" Robt (Donna) emp SOCO h3244 Mission  
" Shop (Elsie Oughton, Mrs Queenie Scruggs) women's cla 169 West Portal av  
" Wire Corp W D Barnes dist mgr 1077 Howard  
Essick J Leo (Dorothy C) millwrt h843 Bryant  
" Philip S (Margt) pres Starbuck Commercial Co at Okld  
Essie Gale h852 Sutter  
Essig Francis R h2810 Franklin  
" Kathleen J typist City Civil Serv Com r148 Gonzalez dr  
" Wm lab h841 Dolores  
" Wm A aud City & County Assessor r148 Gonzalez dr  
Essigman Geo whsmn Sloss & Brittain r57 Mtn @  
" Geo Mrs h549 Central av  
Essinger Grace h903 Pine  
" Robt C r903 Pine  
Essley Arth B (Linda) mtrctr r118 San Jose av  
" Lee E (Irene) h655 Shwlg  
" Wayne (Ireha) clk h118 San Jose av @  
Esslinger Maxine I typist R-L Corp r Larkspur  
" Pauline h1225 Pine  
Essmann Ernest U (Charlotte) estimator Muller Mtg Co h500 Eureka  
" Shirley r590 Eureka  
Essner Dorothy tchr Pub Sch r1243 28th av  
" Eug F (Dora) h1243 28th av @  
" Harold P (Sarah J) dentist 870 Market CO r1038 h14 Stratford av @  
" Hattie Mrs bend repr 704 Market R801 h4248 20th  
Esson Alex H estimator EA&ECO r Burlingame  
ESTABROOK. See also Esterbrook  
" Cornelia with Cal Youth Authority r Stinson Beach

ESTABROOK  
" Craig W h2995 Scott  
" Milva P (Florence) r561 Anderson  
Estacalle Edmond L tralnmn r2355 17th av  
" Henry M acct Olympian Dredging Co r2355 17th av  
Estacio Marical restrwkr EFG r1069 Jackson Estacion Bernardo C busmn Pign Whistle Corp r510 Bush  
Estada Vincent lab h278a Clementina  
Estaille Louis r1310 Fairfax av  
Estallia Marion (Mrs) h28 Allen  
Estanco Mary Mrs (Marvian Co) r1419 37th av  
Estand John F (Olga) mach h1387 8th av  
Estanlas Salvador C Jan The Balalaika r1327 McAllister  
Estans Maria r1498 Cal  
Estape Fran E (Concepcion) lab h1966 Don- ncr av @  
Estas Jack r1104 Harrison  
Estavan Kathryn L h570 5th av  
Estberg Edw F (Audrey) mgr Western Crown Etc & Seal Corp r Menlo Park  
Estby Fern r860 Geary  
Estcourt Vivian F (Helen G) eng PG&ECO h1814 Green  
" Zilla P (wid H S) with SF Chronicle h166 Grandville way  
Estebez Fred J (Lila R) dr h220 Somerset  
" Jos A (Mona) clk Loyal Liquor Store r52 Parsons  
" Mariano (Bernice) h677 Pennsylvania av @  
" Ester David G underwriter Canadian Indemnity Co r Albany  
Estelita Edw J (Virginia J) mach PW&CO h481 Gates  
" Edw J (Helen A) dr h44 Maddux av @  
" Edw L (Kath) plmbr h328 Shotwell  
" Geo E (Helen R) chauff h14 Delano av @  
" Helen A typist r14 Delano av  
" Jos F (Anne F) bottler h125 Delano av  
" Josephine slswn Natl Dollar Stores r491 47th av @  
" Milton H dr r328 Shotwell  
" Raymond E r760 47th av  
" Russell R fctywrk A J Ruhman & Co r780 47th av @  
" Theresa H r328 Shotwell  
" Wm J (Amy) emp DN&EW&CO h780 47th @  
" Wm J (Dorree) mech h1820 Clement Estelle Clarence (Fanchita) h2808 Bush  
" Hotel 335 Eddy  
" Jewel (Eliz) h2340 Sutter  
" Marie h1350 23rd  
Estenstn John S restrwkr Mervin Ganyard r1012 Fillmore  
Estens Maria E clk BeTA r1499 Cal  
Estep Airle Mrs emp SW Coml Club h227 9th  
" Coonle r87 Whittier  
" Harold C h1408 Shrader  
" Henry (Gladys) h855 Frederick  
" Howard (Inez) dr YCC h947 Bush  
" Paul C h11 Dolores  
" Pearl A h1645 Franklin  
" Russell emp Williams-Wallace Co r Son Mtn @  
" Walter V (Evelyn E) ironwkr h641 Hayes  
Estepo Diego (Kathryn) mach h1709 Geary  
Ester Dewayne (Theodora) h48 Harbor rd  
Ester Nominia (wid Alarigo) r1342 San Bruno av @  
Esteromy Rudolph (Gizella) h819 Noe @  
Esterley Emilia Mrs r63 San Anselmo av  
Estes Albt L (Estes Electric Co) r Bkly  
" Betty L r569 Darlen way  
" Clay E (Helen) mfrs agt 1355 Market R217 h166 Juanita way @  
" Clayton I (Helen M) dr h383 Guerrero  
" Clifford (Rene) whsmn h2277 Geary  
" Della M clk PCL r240 Benton av  
ESTES (ELECTRIC CO (A L Ester), Commercial Refrigeration Service, 680 McAllister, Zone 2, Tel WE st 1-1029  
" Eileen E clk CBMCO r Redwood City  
" Eug C jr (Gall R) slswn h2022 33d av @  
" Evelyn M with Cal Water & Tel Co r154 Liberty  
" Frances slswn SHK&Co r340 Eddy  
" Frank A r2277 Geary  
" Gene C (Audrey) acct h1347 43d av @  
" Grace L Mrs clk SDE h1750 Washn  
" Harold W (Grider & Estes) r750 Sutter  
" Harry M dr Sylvan Cohen Displays r240 Benton av  
" Henry emp W C Wooster r224 3d  
" Howard M eng r512 Van Ness av  
" Inne M ofc sec Jack Wollenberg r2118 46th av  
" Irene Mrs h545 O'Farrell  
" Irene (wid W E) h1458 47th av @  
" Jack B mech Angells Sls & Serv h340 Eddy  
" Jos S (Mary) mech h1378 Waller @

ESTES  
" John B (Ellen) mot pict opr Metro Theatre h1879 34th av @  
" Jos W h2059 Market  
" Kathryn Mrs h359 Lexington  
" L Parlin (Ione) h2118 46th av @  
" Leslie A busnr SPCo h455 Hyde  
" Lora E (wid J M) clk PKO h533 Ellsworth @  
" Naomi r130 Larkin  
" Nellie mach opr CIRB r3845 Ulloa  
" Oliva underwriter Preferred Acc Ins Co h3400 Sacto  
" Orville E (Eliz) mgr W M Reese h589 Dar- len way @  
" Richd E (Lola) sec-treas Pac Coast Instru- ment Co and sec-treas Sweet-Stoore Corp r Redwood City  
" Sylvan (Doris) electn Max Doerfer r Daly City  
" Valine R x-ray techn A J Williams r3400 Sacto  
" Wm (Josephine) barber 1433 Taraval  
Estess Floyd M (Cath) phys h218 5th av  
Esteva Jeannette P slswn SHK&Co r696 12th av  
" Jesus (Jeannette) trade asst Philippine Consulate h896 12th av @  
Esteves M r241 8th  
" Roger (Rose) h1243 48th av @  
" Serafin ingshrmn r1449 Powell  
Estey Chas J (Vivian) techn DLBS h1650 Franklin  
" Eugenie M (wid F T) h938 Capitol av @  
Esther Apartments 1355 Pine  
ESTHER EAKLE SERVICE OF BEAUTY, 764 Geary, Tel PR aspect 5-4565  
Esther's Club (Esther and John F Aiello) Loretto 508 Hayes  
" Estly Garret H (Daisy) slswn h2568 18th av @  
" Esilgoy Johnny M barber M T Lacson r42a Ritch  
" Mariano D (Mary E) wdwr h128 Hilltop rd  
" Estle John E (Erica) h153 Alpin ter  
Estlund Donald W (Gloria D) clk PG&ECO h228 Bridge View dr @  
" Gloria Mrs clk PG&ECO r226 Bridge View dr  
Esto Geo h368 5th  
Estogal Vincent barber Aquilino Marinas r522 Kearny  
Estoker Chas R (Shirley) h121 Kona rd  
" Martin W USMM r121 Kona rd  
Estola Aune E lab r648 Grove  
" Elmer W mach h648 Grove  
Estolas John D (Alice A) emp UC Hosp h43 Bastogne  
Estoll Alex M (Mary) h140 Tiffany av  
" Jack (May E) dr h1078 Connecticut  
Estonilo Theo E (Bessie B) lab h2158 Mason  
Estopare Guillermo porter h437 Tehama  
Estoque Jesus V (Rose Mary) porter h1635 York @  
" Rose M emp Fibreboard Products r1635 York  
" Venance V emp Fibreboard Products r2141a Mason  
Estpon Ella Mrs r1574 O'Farrell  
" Ella (wid Cecil) h2712 Sutter  
Estrada Adelfa Mrs r1285 Geary  
" Adeline (wid C S) r533 Ashbury  
" Corinne r516 Naples  
" David J (Victoria C) whsmn h559 Naples @  
" Edw shiptr h306d Lily  
" Edw with Schmidt Litho Co r Larkspur  
" Eliza Mrs h140 23d av  
" Eliz A ster State Div of Fish & Game r1845 46th av  
" Elsy with Simmons Co r1111 Laguna  
" Emilio (Regina H) cook h882 Geary  
" Emilio (Rose) mnsage 855 Hyde  
" Enos h167 Wallace av @  
" Frank (Loretta) ingshrmn h10 Flora  
" Frank (Trinie) with Berden Printing Co h110 Larline  
" Fred A mech r533 Ashbury  
" Geo E h154 Lombard  
" Geo E h3987 28th  
" Gilbert C lab r559 Naples  
" Guillermo mach h103 Shotwell  
" Herman busmn St Francis Hotel r937 Steiner  
" Isaura E r1894 45th av  
" Jas cook r761 Pine  
" Jas J (Minnette) mech h1340 Sunnymdale av  
" Jas G (William H) mech r370 Mission  
" John J (Emelia) (Bayview Wines & Li- quors) h109 Cayuga av @

**WILLIAM & FREDERICK MOTORS**  

  
 AUTHORIZED SALES - SERVICE - PARTS  
 4249 GEARY BLVD. BA YVIEW 1-4570