

I. MAGNIN & CO.

UNION SQUARE

Women's and Misses' Apparel and Accessories

Westbrooke Allice R Mrs h3101 Cal
 " Doris N Mrs maid h658 Grove
 " Ernestine h1908 15th
 Westbury Wm J (June) brake adj McKales Corp r Richmond
 Westby Albt E (Mattie) drftsmn Gladding McBean & Co r
 San Leandro
 " Hal mech r1870 Sacto
 " John (Lena J) millwrk h620 Guerrero
 Westby-Gibson Herbt (Dorothy) h1824 Larkin
 Westchester Barber Shop (Arlene Hughes, Roy Lackey)
 74 3d

WESTCHESTER FIRE INSURANCE CO., Seeley & Co.
 Genl Agts, 130 Sansome, Zone 4, Tel SU trar
 1-2770

" Hotel (Loren and Adrien Delagnes, R M Grialou) 74
 3d
 Westcliffe Apartments E H Nash mgr 821 Leavenworth
 Weston Pump Sales Co G G Selby mgr 560 7th
 " Television Service J C and W S Woelcher 3927 24th
 Westcott see also Westoll
 " A G see-treas Unltd Ice Co
 " Alth N seaman r2733 Greenwich
 " Edw (Frances M) putr SPCo h632 Ellsworth @
 " Florence (old C A) r1738 Mission
 " Genevieve Mrs keys 3257 24th r430 Bartlett
 " Hattie Mrs r215 9th
 " Lewis C (Allen A) clk h3342 25th
 " Loretta clk Baker & Hamilton r Novato
 " Marshall T (Jean) mgr Barker Bros Corp r Menlo Park
 " Viola stdt nurse r3801 Sacto

Westdahl Alma S (old L H) h2722 Green @
 " Lawrence S (Edith H) with Alexander & Baldwin h
 2724 Lyon @
 " Phillip R Georgia R plays 490 Post R804 h2722
 Green

Westen John D h2755 Greenwich
 Westenberg Mel R (Gloria) USMC h462 Collingwood
 Westor Anna P Mrs r39 Pearl
 " Bert bartndr h535 Leavenworth
 " Chas O (Hessie) driver CMTCo h190 Newton @
 " Chas H (Helen) underwriter Bathbone King & Seelye
 r1201 12th av
 " H T r24 Sacto
 " Hilda Mrs r1241 4th av
 " Hilda G Mrs h3251 16th
 " Jos M (Betty) formn Barnes-Hind Laboratories r So
 SF

" Nick G carp Cramer Co r So SF
 " Wm (Helen) bus h1201 12th av
 Westerback Joan A Mrs sten Rettig & Dunn r1763 39th
 av

" John J (Joan A) slsman h1763 39th av @
 Westerback Mary E firwn A S Menzies Co r Palo Alto
 " Rachel Mrs slswn Par Coast Stores r535 Northridge
 rd

" Robt (Vera) h535 Northridge rd
 Westenberg A H pilot SF Bar Pilots r Bkly
 " Gust h72 Gough
 " Karl A baker D L Dunn h658 Church
 " Otto M (Hazel) ntr h539 Guerrero

Westendahl Vera C slswn City of Paris r795 Pine
 Westerfeld Chas A (Charlotte) h770 36th av
 " Kath h2190 Beach
 " Kathryn prof ofr Adult Probation Dept r2123 33d av
 " Mary E Mrs r1479 27th av

Westerfield Arth D (Irene) shl mtl wkr Geo T Gerhardt
 Co r1084 McAllister
 " John D (Rita) driver h1289 38th av @
 Westergaard Ella clk Am Trust Co r Okld

" Gladys E clk Aetna Ins Co r Richmond
 Westergard Andrew (Aunt L) baker h822 40th av @
 " Dolores M Mrs clk Dun & Bradstreet r Bkly
 " Wm K (Lillian A) slsman h1579 27th av

Westergren Jacqueline L clk HEICO r1227 Schroden
 Westerbhoff John sausagegrk Golden State Meat Co h371
 Turk

Westerholm Victor W (Fanny) h626 Castro @
 Westerhouse Henry J (Cath R) h836 Capp
 " John H (Hannah V) whsmn Cudahy Pkg Co h800
 Edinburgh @

" Margt M clk US Int Rev r836 Capp
 Westering Helen ofr sec J A Herzog h3210 Gough
 Westerland Barbara J rec clk ACo r825 Geary
 " John r718 Howard

Westertlin Hope Mrs h1885 Golden Gate av
 Westertlund Chis E (Mary) driver YCCo h1843 48th av
 @

" Gunnar B acct BV&SCO h1290 20th av
 " Gunnor (Ellen) BFA r2132 24th
 " W M (Helme E) r197 Praelita av
 Westerman Amanda clk h507 Halght

" Dan J h1465 Wash
 " Frank bartndr h81 9th
 " Gladys G clk HILCO Hush Corp r2221 Pacific av
 " Jack USMM h860 Bush
 " Mahel G Mrs beauty opr r1465 Wash
 " Margt Mrs clk h1701A Webster
 " R E asst mtr curser States Marine Lines r Okld
 " Roy L (Ava) clk clk LENRR r SanPablo

" Sally clk Weinstein Co h3711 Fillmore
 " Sylvia h225 11th av
 " Willo B nurse SFH r222 Praelita av
 Westermann Bonnie L clk WO&SSCo r Burlingame
 " John D h1705 Jones

" Lee J h2106 Jackson
 " Loy W (Eliz) asst ttr sls mgr WO&SSCo r Burlingame
 " Miriam r2101 Sacto
 " Vera Mrs h1192 Pae

Westmark John A (Marie) h1271 2d av
 Westmeyer Robt F (Mildred) cbnkr h2353 Union
 Western Advertising (monthly) Stuart Chate editor 580
 Market R400

" Alf Lines Inc R D Williams chl agt 406 Sutter R400
 dia ofc 291 Geary ticket ofr 287 Geary
 " Art Stone Works (Ray Ruggeri, Bruno Mariani) 523
 Brannan

WESTERN ASBESTOS COMPANY
CHAS B PURCELL, Pres
CLARKE E WAYLAND, V-Pres
JOS J KELLY, Sec-Treas
675 TOWNSEND, TEL KLONDIKE 2-3868
 Asbestos Supply Co W B Ludlow mgr whol bldg matls
 148 Townsend

" Associated Farm Papers J J Mattus mgr adv rep 55
 New Monty R707
 " Autograph Inc A P Ames pres-treas O F Johnson v-pres
 W W Scott jr sec dictating mach 74 New Monty
 R547
 " Auto Supply Co Rodney McPherson mgr 154 S Van
 Ness av

" Automatic Machine Co 4840 Cabrello

WESTERN
 " Automotive Service (monthly) R H Argubright editor
 600 Market R417
 " Barium Corp J A Gorman pres A W Gorman v-pres
 C R Gray dir mlne onrs 235 Monty R1125
 " Battery Separator Co E W Payne pres F W Payne Jr
 v-pres Jas Ludlow v-pres J I Sutter R638
 " Beet Sugar Producers Inc J D North mgr 2 Pine R402
 " Box Distributors J W Rodgers pres W G Hurlbert seo
 681 Market R403
 " Builders Supply Co C R McCroskey pres-mgr F C
 Ferns sec-treas 1811 Folsom

WESTERN BUTCHERS' SUPPLY CO., Wm Fisher Pres,
 Butchers' Supplies and Tools, Sausage Casings 158
 4th, Tel SU trer 1-2216

WESTERN CALIFORNIA FISH CO
ANTHONY CATO, Pres
W O WEISSINC, V-Pres
A E TRAPANI, Sec-Treas
WHOLESALE FISH
 556-566 CLAY
 TEL EXBROOK 2-6304

WESTERN CAN CO
MFRS ALL KINDS OF TIN CANS
PLAIN AND DECORATED
17TH AND RHODE ISLAND
TEL HEMLOCK 1-0784

WESTERN CAN CO
MFRS ALL KINDS OF TIN CANS
PLAIN AND DECORATED
17TH AND RHODE ISLAND
TEL HEMLOCK 1-0784

WESTERN CATALOG SERVICE (J E Gardner), Es-
 tablished Catalog Compilation and Publishing 450
 Battery, Zone 11, Tel SU trer 1-1459

" Chemical Co (J D Haley, H J Soumerai) Jans sups 2833
 25d
 " China Co Robt Hutchins pres Alan Hutchins v-pres
 985-87 Howard

" Cooperage Inc G M Schaefer br mgr 1 14th
WESTERN CRDWN CORK & SEAL CORP
RUSSELL GOWANS, Pres
EDMUND B SPREAD, V-Pres
TMOE G BROWN, Treas
CHAS L THOMAS, Asst Sec-Treas
BOTTLES SUPPLIES AND
MACHINERY
 2650 BAY SHORE BLVD
 ZONE 24
 TEL JUNIPER 5-7686

" Cyril wtr r58 Clara
 " Dailles M A Elges mgr 116 New Monty R239
 " Dairy Products Inc H R Swig pres S B Well v-pres
 J J Smith v-pres O J Jacobsen sec-treas 132 Miss-
 sion

" Electric Co Inc P R Brunse zone mgr 111 Sutter
 R304 installation dept 315 Monty R640
 " Electrochemical Co C M Johnson agr chem ofrs 235
 Monty R2205
 " Employers Service W R Stover mgr 995 Market R906
 " Engineering A H Wray mgr shipmstls 369 Dore

WESTERN ENGRAVING CO.
ANTHONY VIRGILIO, Owner
HARRY WHITE, Owner
T E TAYLOR, Owner
PHOTO ENGRAVERS
 84 " AWARD"
 TEL GARFIELD 1-1252

" Equipment Supply Co G B Schlyer pres mail order
 1465 Mission
 " Evergreen Co (Angelo V and Giuseppe Costa, Louis
 Cisl, Attilio DePaoli) whol florist 163 5th
 " Factors Ltd Merrill Comstock pres Paul Bancroft Jr
 v-pres mfrs agt 731 Market R400

" Family E A Seymour pres publication 461 Market
 R515
 " Federation of Butchers of Cal (AFOUL) Mrs L J Klefer
 sec 1095 Market R619

" Feed & Seed Magazine R N Beeler mgr 320 Market
 R209
 " Fiberglass Supply Co C A Leighton mgr 739 Bryant

WESTERN FIRE EQUIPMENT CO.
(FORMERLY CALIFORNIA FIRE
EXTINGUISHING CO)
ROBERT ST JOHN ORR, Owner
MANUFACTURERS AND DISTRIBUTORS OF
MARINE
INDUSTRIAL
FIREST FIRE AND
FIRE DEPARTMENT EQUIPMENT
AND SUPPLIES
 69-71 MAIN
 TEL SUTTER 1-0618

" Freight Association W H Strauss mgr 201 Cal
 " Frozen Food Processors Assn A H Harrison sec 244
 Cal R305
 " Fruit Grower E B Wienand publr 717 Market R503
 " Furniture Conference 1355 Market R998
 " Gold & Platinum Works D C Davis pres W L Hack
 v-pres 589 Bryant and 1069 Howard

" Hardware & Tool Co (Jack and Fred Licht, Ben
 Osharov) 122 10th
 " Hardwood Floor Co (E H Ahlgren, H E Ahlgren) 425
 Bosworth
 " Highway Institute J L Springer mgr 417 Market
 R350

" Holly Appliance Co 1353 Market R436
 " Hotel J I Potter mgr 335 Leavenworth
 " Ice Co E F Duarte mgr 520 Mendell
 " Importers J M Anderson mgr 510 Battery R318

WESTERN IRON WORKS
M N MORRIS, Pres
K C HAMILTON, V-Pres
E RICE, Sec
STRUCTURAL STEEL CONTRACTORS
 141-147 BEALE, ZONE 5
 TEL GARFIELD 1-2507

" Junk Co (Stanley J and Gerald N Fraucht) 409 9th
 " Kennel World Mrs H R Burket publr 20 Sycamore
 " Knapp Engineering Co H F Lynn mgr 760 Folsom
 " Life Insurance Co E V Collins ageny supt 47 Kearny
 " Lithograph Co C B Atterbury mgr 215 Market R333
 " Lithograph Supply Co (J D Marenda, L C Bollen Jr)
 540 1st

" Loan Assn The N I Winterburn Pres J A Ernst v-pres
 P N Williams sec-treas 1150 Divisadero
WESTERN LOOSE LEAF CO, Ira L Allyn Pres-Genl
 Mgr, Manufacturers, 1045 Sansome, Zone 11, Tel
 GA field 1-4360

" Machinery & Steel World (monthly) J S Hines publr
 R N DeRoche asst publr 564 Market R703

WESTERN MANUFACTURING CO INC
W C STOREK, Pres
W C STOREK JR, V-Pres
F A STOREK, 2d V-Pres
MANUFACTURERS OF FAMOUS STO-REX
LEATHER EQUIPMENT AND CANVAS
GOODS
LEATHER CRAFT MATERIALS, SUPPLIES
SKINS AND TOOLS
 149 9TH
 TELS HEMLOCK 1-145B AND 1-1459

" Maryland Railway Co A E Sinclair genl agt 681
 Market R1077
 " Merchandise Exhibitors Association Kay Leber show mgr
 1355 Market R658

WESTERN MERCHANDISE MART
FRANK A RUYANAN, Pres
A CAMERON BALL, V-Pres
A E SIEGEL, Supt
WHOLESALE EXHIBITION SHOW
ROOMS OF
FURNITURE AND HOME FURNISHINGS
 1355 MARKET COR 10TH
 TEL KLONDIKE 2-2311

" Merchandiser R S Oppenheim editor 1355 Market
 R921a

WESTERN MORTGAGE CORPORATION, Wilbur F
 Warner Resident V-President, 43 Sutter, Zone 4,
 Tel YU kon 2-1600 (For further information see
 page 86 Buyers' Guide and list top lines)

WESTERN MOTOR CO (Pete Landry, Henry Masterson),
 Largest Wholesaler of Used Autos in Northern
 California, 824 Ellis Just Off Van Ness av, Tel
 PR aspect 5-9810

" Movie Supply Co P H Lasher pres whol camera sups
 28 Geary

WESTERN NATIONAL INSURANCE COMPANY
 (Formerly Western National Indemnity Company),
 Casualty, Fidelity, Surety, Liability, Accident and
 Health, Reinsurance Only, Chas R Page Chairman
 of the Board, James F Crafts Pres, Raymond L
 Ellis V-Pres, Leslie J Haeftner V-Pres, Fred H
 Merrill V-Pres, Fred H Morasch V-Pres, Edw V
 Mills V-Pres, Jack B McGowan Sec, Harrison C
 Bottorff Treas, 401 California, Zone 20, Tel
 SU trer 1-7000 (For further information see page
 65 Buyers' Guide and back cover)

" Neckwear Co (D H and Madeline Saeger) 88 1st 3d fl
WESTERN NEWSPAPER UNION
ROY J BURR, Resident Manager
NEWSPAPER SERVICE
 234 1ST, ZONE 5
 TEL GARFIELD 1-0746

" Nu-Grain Corp Bert Rosenblum pres furn fnshrs 1829
 Egbert av

" Pacific Hotel (Mrs Grace Pahlmann) 505 Rth
 " Pacific Railroad Co F B Whitman pres exec offices
 526 Mission J H Couplin genl agt 149 New Monty
 R200 (tel ofc 294) Post frt ofc 901 Brannan

" Pallet Board Co C R Brock mgr lbr 1634 Jerrold av
 " Paper Converting Co J H Duffie mgr 420 Market R633
 " Pioneer Sales Co R W Mann slsman soda fountain equip
 2202 Mission

" Pipier & Engineering Co (R J W Talam Jos Zimmer-
 man) steel fabricator 123 Kansas
 " Plastics Co (Geo F Fahlgro, R D Tully) 3178 17th
 " Plumbing & Heating Co A J DeLoe mgr 2500 Folsom
 " Prefabrication Corp W L Pentec sec-treas mach mfrs
 582 Market R1210

" Refractories Co H K Chase mgr fire brick mfrs 235
 Monty R546
 " Refrigeration Inc F W Esser mgr 256 Mission 2d fl
 " Research Institute (W W Hicks Harold Dunleavy) 207
 Powell 7th fl

" Salesbook Co M E Woken dist mgr 681 Market R631
WESTERN SCHOOL OF BEAUTY CULTURE
BERNICE MARKEE, Mgr
FREE PLACEMENT
PHONE OR WRITE FOR INFORMATION
 2595 MISSION
 TEL ATWATER 2-1709

" Slong Construction Co (D N Hillery, Harry Foog,
 H J Kleefisch) contrs 1232 Market R102
 " Slope Sales Service (Benj and Harold Silberstein)
 mfrs agts 788 Mission 5th fl
 " Sporting Goods Dealers Association 369 Pine R621
 " States Insurance Brokers Benj B Brett pres 114 San-
 some R506
 " States Life Building 995 Market
 " States Meat Packers Assn Inc E F Forbes pres-genl
 mgr 604 Mission R306
 " States Trading Co Imports 600 Market R715
 " Steel & Metals Corp Hans Popper mgr 55 New Monty
 R419

" Supply Co The drugs 810 Grant av
 " Surgical Supply Co J F Inch and J P Lawler mgrs
 129 Sutter and 544 Mission

WESTERN SURVEYING INSTRUMENT CO (J M
Czapany), Transits and Levels Repaired, Makers of
Western Builders Levels, 568 Hayes, Zone 2, Tel
ME mlck 1-5428

" Switchboard Co R R Crooke pres Chas Barkis v-pres
 474 Bryant
 " Tariff Service (C A Smith, Bee Jay Raisner) 593
 Market R1010

WESTERN TERMINAL CO
WM G FAHY, Owner
WM G FAHY JR, Owner
FREIGHT HANDLING
CARLOADING AND UNLOADING
 341 THE EMBARCADERO, ZONE 11
 TEL EXBROOK 2-0237

WESTERN THEATRICAL EQUIPMENT CO. Every-
 thing for the Theatre, 337-341 Golden Gate av,
 Tels HE mlck 1-8302, 1-8303 and 1-8304

" Title Insurance Co T G Morton pres J A Orstein sec
 130 Monty 3d fl
 " Tobaccoist C M Chaplin publr 251 Kearny R410
 " Traction Co H F Knox mgr const machy dtrs 2230 3d
 " Transportation Magazine B H Foster mgr 320 Market
 R223

WESTERN TRUCK LINES LTD
R T CLOSE, District Mgr
INTERSTATE COMMON CARRIERS
TEXAS, ARIZONA, NEW MEXICO AND
OTHER SOUTHWEST POINTS
INTERSTATE COMMON CARRIER
BETWEEN BAY AREA AND LOS ANGELES,
CAL
 75 COLUMBIA SQUARE
 TEL MARKET 1-8261

" Underwriter (monthly) C B Council publr 215 Leides-
 dorff

LIBERTY MUTUAL INSURANCE CO.

LIBERTY MUTUAL FIRE INSURANCE CO.

Casualty, Fire and Inland Marine Insurance

LIBERTY MUTUAL BLDG., 216 PINE ST.

TEL. GA field 1-6915