FULLY EQUIPPED TO GIVE YOU THE UTMOST IN EVERY SERVICE

LES VOGELS CHEVROLET SALES - SERVICE - REPAIR - PARTS

"The Chevrolet Block" TOWING MARKET and VAN NESS AVE. - UN derhill 1-1702

WESTERN CROWN CORK & SEAL CORP
RUSSELL GOWANS, Pres
EDWIN J. SPREAD, Vpres
THEO G BROWN, Treas
CHAS L THOMAS, Asst Sec-Treas
BOTTLERS SUPPLIES AND MACHINERY
2650 BAY SHORE BLVD
ZONE 24
TEL JUNIPER 5-7685

Dallas Mavis & Sons repair pubirs reps 116 New Montgomery R239
Dairy Products Howard B Swig pres Sidney B Weil and J J Smith v-pres Otto J Jacobsen sec-treas 1311 Fillmore
Electric Co Inc (western zone ofc) Paul R Brouse zone manager and office 111 Butter R3034 installation 315 Montgomery R640
Electronic Sales & Contribution Hechert Parker mgr 1355 Market R468A
Elevator Co W Edwards pres 754 Clementina
Empire Direct Advertising Co Jack Hecht Fred H Smith IV, Rdm pres Shelbourne 612 Howard 4th fl
Empire Distributing Co Donald F Crosbie pres Thos Cooper Berry v-pres sec-treas (also whl 715 Bryant)
Employers Service W Rolf Nelson pres 905 Market 2d fl
Engineering Albert H Hirsch ship repairs 369 Dore

WESTERN ENGRAVING CO
ANTHONY V. OTTO, Owner
T E TAYLOR, Owner
PHOTO ENGRAVERS
847 HOWARD
TEL SUTTER 1-1252

Enterprises Inc John J Waldron v-pres exporters 1133 Montgomery
Envelope Corp John R McGraw pres Nathan Bower v-pres 320 Bush R
Everybrew Co (Angelo v and Sam Cocco, Attilio L Denoili, Louis Cuneo) whol dortits 163 5th
WESTERN EXPORT PACKING CORP, Donald E Sullivan Pres. Packing, Crating Shipping "Government-Recognized Packers" 1228 Folsom, "Government-Approved" 1-800 Per 22 Manufacturers Depts
Family Editor A Sermour pres 461 Market R515
WESTERN FEDERATED MANUFACTURERS OF CALIFORNIA, Barney Mayes Technical Advisor, Mrs L G Kiefer Sec, 1095 Market, Room 618, Tel HEmlock 1-1417
WESTERN FIBROID GLASS PRODUCTS CO, C A Lightner Pres. 729 Bryant, Tel Sutter 1-5967
WESTERN FIRE EQUIPMENT CO
ROBERT C. STEIN ORR, Owner
MANUFACTURERS AND DISTRIBUTORS OF MARINE, INDUSTRIAL FOREST FIRE EQUIPMENT AND SUPPLIES
24-HOUR SERVICE
69-71 MAIN
TEL SUTTER 1-0616
Freight Assn 201 California
Freight Handlers Inc Gordon S Jones pres A H Jones v-pres Alfred Jones jr v-pres-sec-treas 311 California R
Fruit Growers Processors Assn Albert H Harrison mgr 244 California R481
Fruit Grower Emil B Wennand publr 717 Market R504
Fur Co J Lyer pres 1 Post
Furniture Conference Ralph A Brown conference sec 1355 Market R698
Glass Products Co (Francis M Smith, Geo H Koch) mfrs mirrors 1355 Market R547
Gold Inc Wm H Taylor pres mining 942 Russ bldg
Gold & Platinum Works Daniel C Dainty Walter E Hack v-pres 589 Bryant
Hardware & Tool Co (Fred Lichi) 122 10th
Harewood Floor Co (Herman and Erwin Ahlgren) 425 Bonwell
Highway Institute John L Springer exec dir 417 Market R350
-Holly Appliance Co C Roy Ohnimus pres-mgr gas ranges 1 Market 36
Hotel (Thos Davis) 427 9th
Hotel Lyon C Mitchell 325 Leavenworth
Ice Co E F Duarte mgr 520 Mendell
Importers John M Anderson 1 Sutter R328
Industrial Cleaning (Carter H Arnold) tank car cleaners 1801 Pilton ave
Industry King Publications publr 1355 Market 6th fl
Insulated Wire Co Elbert L Brentnall elec eng 640 Russ bldg
International Reinsurance Exchange Ella G Henderson mgr 233 Sansome R1102 93
Iron Works Howard H Morris pres Kenneth C Hamilton v-pres L E Wright sec-treas 47 Beale
Jewelry Co (Sidney Mitchell) 407-09 9th
Kenkel World (Wm Kenkel) 1 Sansome
Laundry Supply Co Jack Lee 144 4th
Lead Products Co Ben F Bernstein pres 725 2d
Life Adjuster Association Geo geol agt 734 Grant av
WESTERN LIFE INSURANCE COMPANY, Ted Collins Supt. 544 Market, Tel Exbrook 2-1913
Life Insurance Co 835 Clay R212 and 681 Market R974
Linoleum Sales & Service Wm A Koral mgr 1811 Montgomery
Litho Supply Co of California (Lee C Bolt pres, John D Marsden) 240 14th
Lithograph Co Chas B Atterbury mgr (also ofc) 215 Market Room 7
Loan Assn The N J Leving Association pres Peter N Dinkelspiel sec Peter E Williams treas-asst sec 1150 Dinkelspiel
WESTERN LOOSE LEAF CO, Irs L Aljiu Pres-Gen Mgr, Manufacturers 1045 Sansome, Zone 11, Tel GArfield 1-4309
Lumber Mfrs Inc Perry A Thompson sec-mgr 681 Market R974
Lure Lamp Co Hans J Andreassen pres Stuart
Marketing Co Ed H Hoe pres Ralph B Uhl v-pres of Wenzo Dir H J Mayer v-pres Industrial Bldg
Mining Journal 681 Market R974
Machinery and Steel World Jas S Hilmer 584 Mission R705
WESTERN MANUFACTURING CO INC, W C Stork Pres, W C Stork Jr V-Pres, F A Stork 26 V-Pres, Manufacturers of Famous Sta-Rite Leather Equipment and Canvas Goods 449 9th, Tel HEmlock 1-1458
Manufacturing Jewelers (Karl W Pulke) 830 Market R818
Maryland Railway Co Jas G Lawless genl agt 681 Market R1077
Medical Supply Co (Dale D Ames) whol drugs 630 Divisadero
Merchandise Exhibitors Assn Kay Leber show mgr 1355 Market R958

WESTERN MERCHANDISE MART
FRANK K RUNYAN, Genl Mgr
A CAMERON BALL, Asst Genl Mgr
HARRY A ADAMS, Promotion Mgr
WHOLESALE FURNITURE SHOW ROOMS
FURNITURE AND HOME FURNISHINGS
1355 MARKET STREET
TEL KLONDIKE 2-2311
Metropolitan Inc Jerome H Oppenheim publr magazine 81355 Market R479
WESTERN MOBILGAS CORPORATION, Wilbur F Warner President-V-President, 43 Sutter, Zone 4, Tel YUkon 2-8801 Sales Dept 75 Buyers' Guide
WESTERN MOTOR CO (Pete Landry, Henry Mayterna), Largest Wholesale Distributors of Used Autos in Northern California, 824 Ellis just off VanNess av, Tel PRospect 5-9811
Movie Supply Co Philip H Lasher pres Robt W Lasher v-pres-treas 1355 Market R1000 Sec Jas Lasher
National Insurance Co Chas R Page claims ofc 1 Sutter
Crafts pres Robt H Lee v-pres Leslie A Hastier, Fred H Merrill, Fred H Mortsch and Jos V Mills v-pres-asst sec Jas Hastier treas-sec
Insurance Co of North America Jas S Selfridge treas
Navigation Co David H Sargent 88 1st 3d 8
WESTERN NEWSPAPER UNION
ROY J BURR, Resident Manager
ELECTROTYPERS—PRINTERS
234 1ST, ZONE 18
TEL GARfield 1-0746
Nu-Grain Corp Bert Rosenblum pres furn refinishing 1828 Eastman ave
Office (S R Winship) tags and labels 1045a Mission
Overall Mfr 725 Washington
Pacific Railroad Co Frederick B Whitman pres Harry C Munson v-pres-gen mgr Malcolm W Baker v-pres-traffic Clarence L Pruitt sec Roy E Larson treas-asst sec 626 Pacific Coast Co Equity genl agt 149 New Montgomery R200 1st ofc 299 Post flrt ofc 901 Market
Pallet Board Co (Chas H Brooch) wood pres mfrs 1834 Jerrold av
Paper Converting Co Arthur Bass R633
Pasteurizing Co Howard S Bloom 998 Indiana
WESTERN PAYROLL AGENCY (Edward A Silsby), Employment Agency 26 O'Farrell, Tel YUkon 2-4640
Physicians Supply Co 50 Venus
WESTERN PIANO & SALES CO OF SAN FRANCISCO 50 WINN, 2024 FOUNTAIN EQUIPMENT RESTAURANT AND CAFETERIA EQUIPMENT
2204 MISSION
TEL UNDERHILL 1-4200
Piping & Engineering Co Inc Roy J W Tatum pres Jos C Zimmerman v-pres-treas David W Tatum sec 123 Kearny
Plastics Co (Nico D Tully, Geo F Fabiano) 2190 Folsom
Plate & Window Glass Co (Willard O Cate) 1639 Howard
Plumbing & Heating Co Jos J Pasero pres A J Decio sec 2590 Folsom
Precipitation Co Walter L Penick mgr dust and fume control 582 Market R1102
Radio & Sound Co (Wm A Blake) 3819 Balboa
Radio & Television Co Inc Jas F McGovern adv 1124 Market R1096
Research Foundation Inc Chas Dunlap dir 660 Market
Research Institute (Hal Dunlevy, Wyman Hicks) 483 Pine
Sales Co Robt B Fisher mgr mfrs agts 200 Davis R218
Sales & Service Co (Hector E Stange) ventilating fans 1355 Market R1000
WESTERN SCHOOL OF BEAUTY CULTURE (BEAUTY SCHOOL) FREE PLACEMENT PHONE OR WRITE FOR INFORMATION 2505 MISSION TEL ATWATER 2-2100
Show Case Co (Pauline Kipnis) 716 McAllister
Show Sales Service (Jos Sibert and Benj Silberstein) mfrs agts 788 Mission 5th fl
Statics A J Gale 1355 Market R220
Statistics Investigation Gerald J Warren mgr 1355 Market R1000 Sec Jas Lasher treas
Sue Insurance Broker Ben Breit pres 114 Sansome R500 1st fl
States Meat Packers Assn Inc E Floyd Forbes pres 1 Sansome Chas Dunlap sec 604 Mission R1000
States Publications (Rich H Beeler, Sam M Hawkins) 1355 Market Inside Stamps R1200
States Trading Co Soter G Liberty rep ceramics 1355 Market R1000
WESTERN STEEL & METALS CORP
HANS FOTTRINO, Mgr
55 NEW MONTGOMERY
TEL SUTTER 1-1000 ZONE 5
TEL GARfield 1-5986
Stud Co (Raymond L Teitlebaum) 1426 Egbert av
Stencil Co (Raymond L Teitlebaum) 527 Howard
Summit Hotel (Tom Wilson) 4000 Jones av
Supply Co Inc Hor New Gee pres (from) 608 Grant av
Surgical Supply Co Jas F Inch mgr 544 Mission
Surgical Supply Co (Jay Gilbert H January Jr mgr 1355 Market R1000
WESTERN SURVEYING INSTRUMENT CO (A M Cramer, Treasurer and Level Repairer, Makers of Western Builders Levels, 568 Mayes, Tel GRaymond 1-1000
Switchboard Co Inc Chas E Banks v-pres Chas E Banks sec-treas 1355 Market R1000
Tailor Wm A Langlois sec Mildred Windrall treas
Tailor Trimming Co (David Ungar) 1354 Fillmore
Tailor Trimming Co (Charles A Smith) rate sec 593 Market R1010
WESTERN TERMINAL CO
WM G FAHY, Owner
WM G FAHY, Mgr
FREIGHT HANDLING
CARLOADING AND UNLOADING
341 THE EMBARCADERO, ZONE 11
TEL DOUGLAS 2-0400
WESTERN THEATRICAL EQUIPMENT CO, Everything for Stage Lighting, 1 Golden Gate av, Tel HEmlock 1-8302, 1-8303 and 1-8304
"Tips" Sales Co Jos Sabatino 3 Flut, Jas C Hanson 1355 Market R1000
WESTERN TITLE GUARANTY COMPANY, 1138 Sutter Blvd, Zone 15: Downtown Office 130 Montgomery, Zone 4: Civic Center Office 240 VanNess av, Zone 2, Tel UNderhill 3-0700 (See page 110 Buyers' Guide)
WESTERN TITLE INSURANCE AND GUARANTY COMPANY, Thomas G Morhan Pres-Mgr, Fletcher V-Pres, J A Ornstein V-Pres-Trust Officer, E G Schwartmann Sec, 5135 Geary blvd, Zone 18; Downtown Office 30 Montgomery, Zone 4, Tel Under; Center Office 240 VanNess av, Zone 2, Tel Underhill 3-0700 (See page 110 Buyers' Guide)
Tobacco Co Charles M Chaplin publr pub 251 Kearny R410

WESTERN
Tool Co (Victor B Carbotti) machs 715 Lincoln way
Transfer Co (John Jorgensen) road machs 2230 3d
Transportation (Ben H Foster) newspaper 320 Market R223
Transportation Co Del A Bennett mgr freight forwarders 1355 Market
WESTERN TRUCK LINES LTD
M S BERTHEAU, Agent
INTERSTATE COMMON CARRIERS
TEXAS, ARIZONA, NEW MEXICO AND OTHER SOUTHWEST POINTS
INTERSTATE COMMON CARRIER BETWEEN BAY AREA AND LOS ANGELES, CALIF
75 COLUMBUS SQUARE
TEL MARKET 1-5291
Typewriter Service (Jas L Gable) 830 Market R518
Vocational Guidance Bureau Gerald Publishing Co public 215 Leidesdorff 4th fl
WESTERN WOODWORKER PUBLISHING COMPANY, Publishers Western Woodworker and The Western Business Letter, Clarence B Connell Publisher, 215 Leidesdorff, Tel YUkon 2-3060
WESTERN UNION TELEGRAPH COMPANY GENERAL OFFICES, 742 MARKET MAIN CITY OFFICE, 51 GEARY SUPERINTENDENT (CITY), 49 GEARY, ROOM 343 DISTRICT SUPERINTENDENT, 49 GEARY, ROOM 343 PLANT AND ENGINEERING DEPT, 49 GEARY, ROOM 435 PURCHASE AND STORES DEPT, 49 GEARY, ROOM 435 WAREHOUSE, 550 6TH BRANCH OFFICES: 358 CALIFORNIA 1114 MONTGOMERY 1 MONTGOMERY 240 DAVIS FAIRMONT HOTEL 166 POST 333 MARKET 1363 MARKET 57 FRANCIS HOTEL 35 TAYLOR 2415 ALTA 1 ETTERMAN GENERAL HOSPITAL PRESIDIO MARK HOPKINS HOTEL 881 MARKET 220 BUSH 2527 MISSION 471 MARKET 242 MONTGOMERY PALACE HOTEL 1 POWELL 118 NEW MONTGOMERY 235 MONTGOMERY SIR FRANCIS DRAKE HOTEL 1448 VAN NESS AV TREASURE ISLAND BURLINGAME, CALIF SAN MATEO, CALIF REDWOOD CITY, CALIF SOUTH SAN FRANCISCO, CALIF SAN FRANCISCO AIRPORT
Wholesale Drugs 841 Chester H Loveland mgr 300 Montgomery R1010
Wholesale Oils Co (Jos Adolph A Schumann pres B J Bonner v-pres D F Miller sec mfrs edible oils 24 Pacific R1000
Wiener Nerz Bert L Smith editor newspaper 821 Market R918
Wire Corp Lid Boswell B Jones pres cadlc mfrs 973 Mission
WESTERN WAKED PAPER DIVISION CROWN ZELLERBACH 2101 WILLIAMS SAN LEANDRO FROM SAN FRANCISCO TEL ENTERPRISE 5-1212, NO INTER-CITY CHARGE
Wire Mfr Co (Richd O Kraemer) ofc mfrs 475 Market
Wholesale Hardware Co Frank Bremer jr pres 475 Market
Wholesale Mfrs Assn (Jas B Hunt) whol mas lin-1355 Market R464
Wool Grower Assn Inc Ben Bernstein pres Mrs Ana Yeomans exec sec 609 Sutter R401
Wrecks Co (Jack A Kerrett) 212 Sutter 5th fl
Western under Albert (Hal Bank of Am 84199 Lin-Market
Westerveld Arth H (Billie) 930 Mitchell & Co b676 Grant ave R1
Belles Mrs Ida The Travelers b676 Geary apt R1
Westfall Jos Ann 1 Post
Carl A 2564 Texas
Chas E 5 Yerba Buena av apt 12
Daisy Mrs 8221 Stillings av
Geo 1 Post R1
Ellen L Lafer rms 1 Post R
F F & Co Inc claims mgr Mass Bonding & Ins b 1 Sutter 5th fl
Harry S emp Bethlehem Steel h1340 Hyde
Lois L Mrs acct Wm A Hinckley h401 Hyde apt 605
Louis Mrs Lewis Lowell High Sch 12633 Lombard
Vera I women h564 Texas
Wm H mgr Pacific Coast Co 1221 Stillings
Westfield David r1751 Market
Westgate Apartments Frederick 1007 Haight and 1326 Hyde
Elmer Mrs Wm W bellmn Maurice Hotel h2470 40th av
Westhoff Doris Mrs playground dir City Park Dept h1451 Clayton
Mary A slspr Boston Inc h1482 Masonic av
Richd Doris Mrs Music Dept h1451 Clayton
Westhouse Virginia sten Libby McNeill & Libby 5634 Geary apt 33
Westin Ella Mrs h2415 VanNess av apt 402
Wm Mrs Chas Co r 1 Mason R
WESTINGHOUSE AIR BRAKE CO THE, John S Muir Mgr, 201 Mission Bldg, Zone 5, Tel EXbrook 2-1790
WESTINGHOUSE ELECTRIC CORPORATION W J MAYTHAM, District Manager ELECTRICAL MANUFACTURERS 410 BUSH TEL EXBROOK 2-5531
Electric Corp Lamp Div Walter H Thompson Pac coast mgr 1 California
Electric Corp Appliance Division Walter T Young v-pres mgr 1355 Market R480
Electric Corp Elevator Division Rod H Wagner dist mgr 715 Harrison
WESTINGHOUSE ELECTRIC SUPPLY CO, Wholesale Electrical Supplies, 201 Potrero av, Tel UNderhill 1-1000
Westington Sydney P (Ethel A) h1935 Franklin apt 483
Westington Sydney P (Orrin) dist supt Indec Underwriters 1 Sansome R

BRUSH, SLOCUMB & CO. Inc. MEMBER SAN FRANCISCO STOCK EXCHANGE INVESTMENT SECURITIES
1 MONTGOMERY ST. GArfield 1-4511

MILTON MEYER & CO. A COMPLETE REALTY SERVICE
39 SUTTER ST. ZONE 4 SUTter 1-5100