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" Engraving Co (Anthony F Vergilio, Thos E Taylor) photo engrs 485 Brannan
" Enterprises & Associates Geo Adams mgr mfrs agt 420 Market R353
" Envelope Corp Nathan E Bower pres mfrs 236 Ritch
" Evergreen Co (Angelo and Guiseppe Costa, Louis Cisi, Attilio DePaoli) whol florist 678 Brannan
WESTERN EXPORT PACKING CORPORATION, Export Packing, Export Processing, 1501 Harrison, Tels HEmlock 1-0606-07
" Family Donald E Knight mgr publ 461 Market R524
" Farm Management Co Robt L Smith mgr appraisers 625 Market R1019
WESTERN FEDERATION OF BUTCHERS OF CALIFORNIA, Max Osslo Pres, 870 Market R572, Tel GArfield 1-6839
" Feed & Seed Magazine (Richd Beeler) 1445 Stockton R209
WESTERN FIBROUS GLASS PRODUCTS CO, C A Leighton Pres-Treas, A W Burroughs Sec, 739 Bryant, Tel SUtter 1-5967
" Fire Equipment Co Robt StJohn Orr pres Roger J O'Donnell v-pres Dorothy Farrar sec Lawrence Moser treas 69 Main
" Fire Protection Inc Lee E Langlois rep fire extinguishers 785 Market R403
" Fixture & Showcase Co (Isidore Kipnis) sls 716 McAllister
" Freight Handlers Inc G S Jones pres Allen H Jones v-pres W Ernest Jones jr v-pres-sec trucking 311 California R311
WESTERN FROZEN FOOD PROCESSORS ASSOCIATION, A H Harrison Managing Director, 244 California R410, Tel YUkon 6-2808
" Fruit Grower Emil B Wienand publ publication 251 Kearny R610
" Gear Corp Wm E Hoard mgr machy mfrs 1035 Folsom
" Hardware & Tool Co Fred Licht pres Ben Osharow v-pres Jack Licht sls mgr 122 10th
" Hardwood Co (Herman and Evan Ahlgren) hardwood floor contrs 425 Bosworth
WESTERN HIGHWAY INSTITUTE, John L Springer Executive Director, 130 Montgomery 4th Floor, Tel YUkon 6-4068
" -Holly Appliance Co E Roy Obnimus mgr gas ranges 1355 Market R436
" Hotel 335 Leavenworth
" Hotel's Reservation Bureau Wm D Hinkley mgr 450 Powell
" Ice Co E F Duarte mgr mfg ice 520 Mendell
" Ice Equipment Co Thos B Gilliam rep mfrs 420 Market R516
" Industrial Equipment Co Edgar D Ross rep mfrs 420 Market R603
" Industrial Supply Inc Chas 1 Jackson pres David Hacker v-pres-sec-treas whol 236 Clara
" Industry John J Timmer editor publication 609 Mission 6th fl
WESTERN INSTITUTIONAL SUPPLY CO (Siegfried Hamburger), Wholesalers To Hotels, Hospitals, Motels and Institutions, 585 Mission, Tels EXbrook 2-1215 and YUkon 6-5479
" Insurance Information Service Albert H Wood mgr publication 582 Market R308
WESTERN JUNK CO (Stanley J Frucht), Dealers in Used Machinery, Scrap Metals, Waste Materials, 407-09 9th, Tel MArket 1-7230
" Kennel World (Mrs Helen R Burket) 20 Sycamore
WESTERN LIFE INSURANCE COMPANY, Ted Collins Supt, 870 Market Room 463, Tel EXbrook 2-1913
" Life Insurance Co 681 Clay and 251 Kearny R303
" Linoleum Sales & Service (Wm F Rovai) sls and serv 1811 Powell
" Lithograph Co Clint E Ward mgr 420 Market R211
" Lithograph Supply of California (John D Marenda, Lee C Bolin jr) 540 1st
" Loan Assn N Irving Winterburn pres Peter N Williams sec 1150 Divisadero
WESTERN LOOSE LEAF CO, Ira L Allyn Pres-Genl Mgr, Clyde F Allyn V-Pres, Ira J Allyn Sec-Treas Manufacturers 1045 Sansome, Zone 11, Tel GArfield 1-4360
" Lumber Co (Kurt Grunwald, Victor Wolf) 2328 Taraval
" Lumber Manufacturers Inc Harry A Thompson sec-mgr 681 Market R769
" Machinery Co Jack H How pres H J Mayer v-pres E J Barshell sec-controller Mrs Clara How treas machy mfrs 650 5th
" Machinery & Steel World Jas S Hines Publishing Co publrs 681 Market R1036
" Maintenance Service (Wing Jin) elec contrs 2023 Polk
" Manufacturing Co (W C Storck jr) leather gds 149 9th
" Manufacturing Jewelers (Karl W Polke) 830 Market R816
" Marine Refrigerators Co Inc Fred Murdock pres Mrs Dorothy Murdock v-pres Fred W Esser sec-treas 1417 15th
" Maryland Railway Co (traffic dept) Jas G Lawless dist traffic mgr 681 Market R1077
" Meat Industry (Donald E Oman) publ 121 2d R601
" Merchandise Exhibitors Assn Kay Leber show mgr trade shows 1355 Market R223A

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Western Military Bureau Elmer R Schaefer mgr 461 Market R613

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WILBUR F WARNER, Resident V-Pres
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JOSEPH WALTON, V-Pres
432 MARKET, ZONE 11
TELEPHONE YUKON 2-1600
(See Yellow Page 83)

Western Motor Co (Edw G Norris) used cars 824 Ellis
WESTERN MOVIE SUPPLY CO, Philip H Lasher Pres, Robert W Lasher V-Pres, Mario G Revelli Sec-Treas, Wholesale Distributors of Leading Photographic Lines 351 8th, Tel UNderhill 3-1155
" Neckwear Co (David H Saeger, Mrs Madeleine N Saeger) neckwear mfrs 88 1st 3d fl
WESTERN NEWSPAPER UNION
ROY J BURR, Resident Manager
ELECTROTYPERS—PRINTERS
234 1ST, ZONE 18
TELEPHONE GARFIELD 1-0746
" Nipple Manufacturing Co (sls ofc) Frank J Penque mgr 420 Market R131
" Nu-Grain Corp Bert L Rosenblum pres 1829 Egbert av
" Overall Manufacturing Co (Luther Dong) 728 Washington
" Pacific Railroad Co Fredk B Whitmen pres Roy E Lerson v-pres-treas Harry C Munson C W Dooling and L J Gesney v-prests Logan Paine sec genl ofc 526 Mission frt sta 625 8th 901 Brannan and 149 New Montgomery ticket ofc 1st fl Ferry bldg
WESTERN PALLET BOARD CO (Chas Brook), Pallet Board Manufacturers, 1634 Jerrold av, Tel ATwater 2-1634
" Paper Converting Co Inc Chas J Spongberg pres 2423 Polk
" Paper Stock Co (Howard S Bloom) salvage paper stock dir 998 Indiana
" Personnel Agency emp agcy 26 O'Farrell R903
WESTERN PIPING & ENGINEERING CO INC, Joseph C Zimmerman Pres, David W Strom V-Pres-Treas, Darwin W Bryan Sec, Pipe Bending, Welding, "Service When Service Counts," 123 Kansas, Tel MArket 1-6000
" Plastics publications 274 Brannan R203
" Plastics Co (Rico D Tully, Geo F Fabiano) plastic mfrs 3355 17th
" Plate & Window Glass Co (Willard O Caro) glass 1550 17th
" Plumbing & Heating Co Jos J Pasero pres Al Bach v-pres Frank Landi sec-treas plmb contrs 2590 Folsom
" Plywood & Cooperage Inc Geo M Schaefer pres David F Weerner v-pres 1940 Harrison
WESTERN PRECIPITATION CORP, Walter L Penick Mgr, Fume and Dust Control for Industrial Plants 1902 Hobart Bldg 582 Market, Tel EXbrook 2-0354
" Production (Chas K Walden) adv 593 Market R902
" Railway of Alabama The Jack D Jackson genl agt 681 Market R969
" Refrigerator Co (Edw R Holm) 576 Natoma
" Republican Club Mrs Sara Blaghurn pres 525 Market R212
" Research Foundation 660 Market R401
" Research Institute (Hal Dunleavy) 483 Pine
WESTERN ROOFING SERVICE (Frank J Miller), Merv LaFaille Mgr, Roofing and Asbestos Contractors, 1245 Selby, Tel MIssion 8-6472
" Sales Co (Robt B Fisher) auto accessories 200 Davis R2
" Sales & Service Co (Herman E Stange) vent equip 50 Hawthorne R104
" Services (Donald A Kinsley, Kenneth A Goddard) plmb sups distr 501 6th
" Slopes Sales Service (Benj and Harold S Silberstein) mfrs agts 788 Mission
" States Architects Engineers & Contractors Catalog Files Alston W Johnson br mgr publ 3004 16th R209
" States Atomic Vaults Inc Thos W Thompson pres Dani P Tinney sec-treas storage vaults 55 New Montgomery R803
" States Chemical Corp W L Dixon jr sec-treas fertilizer mfrs 24 California R501-03
" States Finance Co Roger M Wall mgr 1336 VanNess
" States Insurance Brokers Benj B Breit pres Jas B Rodgers v-pres Jane Cruden sec Roy W Nelson treas 114 Sansome R506
" States Meat Packers Association E F Forbes pres-genl mgr 604 Mission R1003
" Steel & Metals Corp Hans Popper mgr scrap metal dlrs 55 New Montgomery R419
" Steel & Wire Co (E G Stephens) wire mfrs 1428 Egbert av
" Stencil Co (Raymond L Trittschuh) stencil mfrs 527 Howard
" Subdivision Engineering Co Walter D Foy pres P Q Chin v-pres civil eng surv 555 Sutter R206
" Sunset Market (Arth C Bowler) gro 4099 Judah
" Supply Co Lui Sucy Chung mgr tobacco whol 808 Grant
" Surgical Supply Co 544 Mission and 429 Sutter
" Switchboard Co Roscoe R Crooke pres elec swtchbd mfrs 474 Bryant 1st fl
WESTERN TELEPHONE EXCHANGE, 35 Vicente R2-S, Tels EXbrook 2-0540, LOmbard 4-6600, JUniper 5-3030 (See right side lines)
WESTERN TERMINAL CO
WM G FAHY, Owner
WM G FAHY JR, Owner
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CARLOADING AND UNLOADING
341 THE EMBARCADERO, ZONE 11
TELEPHONE EXBROOK 2-0237
" Terminal Co Del A Bennett dist mgr forwarding agts 635 8th
" Theatrical Equipment Co Jas R Barry pres 337 Golden Gate av
" Tire Sales (Peter P Ernani, Jas Fuller jr, Antone J Plut) 359 Potrero
WESTERN TITLE GUARANTY COMPANY, 5138 Geary blvd, Zone 18; Downtown Office 130 Montgomery, Zone 4; Civic Center Office 240 Van Ness av, Zone 2, Tel UNderhill 3-0750; Parkside Office 1100 Taraval (See Yellow Page 123)
WESTERN TITLE INSURANCE AND GUARANTY COMPANY, Thos G Morton Pres-Mgr, G F Placke Senior V-Pres, David E MacEllven Associate Counsel, Norman E McFadden Public Relations Officer, J A Ornstein Trust Officer-Auditor, E G Schwarzmann Sec, Royal Crompton Chief Title Officer, 5138 Geary blvd, Zone 18; Downtown Office 130 Montgomery, Zone 4; Parkside Office 1100 Taraval; Civic Center Office 240 Van Ness av, Zone 2, Tel UNderhill 3-0750 (See Yellow Page 123)
" Tobacconist Claude M Chaplin publ publication 251 Kearny R410
" Tool Research (Victor B Carboni) machs 715 Lincoln way
" Traction Co (John Jorgensen) machy distr 2230 3d

WESTERN
" Transportation (Ben H Foster) newspaper 10th fl Ferry bldg ft Market
" Transportation Co Del A Bennett dist mgr trucking 635 8th
" Transportation Co Inc Del A Bennett mgr forwarding agts 635 8th
" Truck Leasing Co Del A Bennett mgr 635 8th av

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TELEPHONE MARKET 1-8261
DIST OFFICE 860 92D AV (OAKLAND 3)
TELEPHONE LOCKHAVEN 2-3838

Western Typewriter Service (Jas L Gabel) whol serv 395 Valencia
" Underwriters Publishing Co (Clarence B Council) 215 Leidesdorff
WESTERN UNION TELEGRAPH COMPANY
GENERAL OFFICES, 742 MARKET
MAIN CITY OFFICE, 740 MARKET
SUPERINTENDENT (CITY), 742 MARKET ROOM 343
DISTRICT SUPERINTENDENT, 742 MARKET ROOM 343
PURCHASE AND STORES DEPT, 742 MARKET ROOM 335
WAREHOUSE, 550 6TH
BRANCH OFFICES:
358 CALIFORNIA
FAIRMONT HOTEL
5 DRUMM
588 THIRD
1363 MARKET
ST FRANCIS HOTEL
35 TAYLOR
5416 GEARY
MARK HOPKINS HOTEL
681 MARKET
220 BUSH
2527 MISSION
471 MARKET
PALACE HOTEL
131 POWELL
118 NEW MONTGOMERY
235 MONTGOMERY
1448 VAN NESS AV
TREASURE ISLAND
BURLINGAME, CALIF
SAN MATEO, CALIF
REDWOOD CITY, CALIF
SOUTH SAN FRANCISCO, CALIF
SAN FRANCISCO INTERNATIONAL AIRPORT
WESTERN UNITED COMPANY, Eugene L Murnane Manager, Beverage Distributors, 2444 San Bruno av, Zone 24, Tel JUniper 7-2273
" Utilities Corp 300 Montgomery R1010
" Warehouse & Produce Council Jos M Dillon dir 25 Taylor R612-14
" Water News Bert L Smith editor 821 Market R945
" Wax Corp Bosswell B Jones pres candle mfrs 973 Minna
WESTERN WAXED SPECIALTY
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2101 WILLIAM
SAN LEANDRO
TELEPHONE LOCKHAVEN 9-4811
FROM SAN FRANCISCO
TELEPHONE ENTERPRISE 1-0912
" Wear Mfg Co (Richd O Kraemer) children's clo Pier 3 ft Jackson
" Wholesale Hardware Co Inc Robt Loudon pres Frank Youngdale v-pres Simeon W Newman sec-treas 475 Brannan
" Women's Club Mrs Sophia Breslauer pres 609 Sutter R401
Westervaarder Albert (Hazel B) clk Bank of Am h4199 Lincoln way
Westerveld Arth H h676 Geary apt B1
" Arth H (Helen) traffic mgr City h547 25th av
Westervelt LeMura (wid Jas L) h255 Buckingham way apt 304
Westfal-Larsen Co Inc Saml F Alioto v-pres-mgr R G Thomas treas Emma T Mussatto sec steamship agts 310 Sansome 8th fl
Westfall Barbara USN h2240 California apt 5
" Ben USN h1010 Haight apt 20
" Carl A (Verna) h143 Park
" Edw B waiter Palm Garden Grill r172 6th
" Ellen L Mrs h1340 Hyde
" Fred J (Annette J) h1585 5th av apt 104
" Harry S surveyor Bethlehem Steel r1340 Hyde
" Julia h651b Minna
" Richd L (Elsie) editor Calif Retail Hdw Assn r Menlo Park
" Robt T h9 Russell
" Theresa Mrs tchr Unified Sch Dist h2833 Lombard
" Wm H mech Cadillac Motor Car Div r Burlingame
Westfield David bus boy h1751 Market apt 33
Westgard Hilda Mrs clk Fort Miley h454 Castro
" Joan clk r454 Castro
Westgate Apartments 49 Broderick 1007 Haight and 1326 Hyde
" Don emp TWA h2452 Washington apt 3
Westgrate Open Steel Flooring Co V A Indig slsmgr 464 Bryant
Westhever Billie R delineator State Div of Hwys r2517 Greenwich
" Loren J (Mona S) v-pres Columbia-Geneva Steel Div (US Steel Corp) r Hillsborough
Westhoff Doris Mrs playground dir h1266a 25th av
" Richd (Betty) (The Music Den) h931 Geary
Westhorpe Josephine Mrs cash Hartford Accdt & Indemnity r Oakland
Westhouse Virginia sten Capital Co h634 Powell apt 33

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1562 Russ Building 235 Montgomery St. Tel. EXbrook 2-7484