

TERMITE AND PEST CONTROL

CALL Market 1-6388

RATS — MICE — ROACHES — ANTS — MOTHS
FLEAS — FLIES — BEDBUGS, ETC.

WESTERN

" Dairy Foods Review Mrs Virginia J Baker publ publication 614 Balboa bldg
" Designers (Frank Buehler) adv 353 Kearny R402
" Electric Co H A Powell mgr tel equip 111 Sutter R21
" Electronic Service & Supply Co (Harding Chan) tel equip 820 Pacific av
" Elevator Service (Arne Drejer Harold E Sharp) 1274 Folsom
WESTERN EMPIRE DIRECT ADVERTISING CO, Jack Welch Pres, Fred M Smith IV V-Pres, Wm E Sites Sec-Treas, 612 Howard 36, 4th and 5th Floors, Tel Garfield 1-8500
" Employers Service Inc W Robt Stover pres Bette Orborow v-pres 995 Market 2d fl
" Engineering Albert N Irvy sup v-ship repr 369 Dore
" Engraving Co (Anthony F Virgilillo Thos E Taylor) photo 485 Brannan
" Envelope Corp Nathan E Bower pres mfrs 144 Spear
" Evergreen Co (Angelo V and Giuseppe Costa Louis Cist Attilio L DePaoli) wheel florist 678 Brannan
" Exhibitors Inc Mrs Kay Leiber pres booking agts 1355 Market R223A
" Export Packing Corp Donald E Bullivant pres Lawrence C Ives v-pres treats Mrs Mabel English sec 1501 Harrison
" Factors Ltd Fred Heman genl mgr 731 Market R400
" Family Donald E Knight mgr publ 524 Sheldon bldg
" Farm Paper Joseph J Maltus mgr publs 35 New Montgomery 921-22
" Federation of Butchers of California Max J Ossie pres 572 Florida bldg
" Feed & Seed Magazine (Richard Beeler) publ 1445 Stockton R209

WESTERN FIBROUS GLASS PRODUCTS CO, C A Leighton Pres, A W Burroughs Sec and Treas 739 Bryant, Tel Sutter 1-5967

" Fire Equipment Co Robt Sid Orr pres Roger J O'Donnell v-pres Mrs Dorothy Farrar sec Lawrence Moser treas 60 Main
" Fire Protection Inc Leon E Langlois rep fire exc Haulinger 785 Market R403
" Fixture & Showcase Co (Hidoro Kiplis) sts 716 Mc Allister
" Freight Asian Roland Wolf mgr forwarders 299 Berry
" Freight Handlers Inc Gordon S Jones pres Allen H Jones v-pres W Ernest Jones Jr v-pres-sec trucking 311 California R311
WESTERN FROZEN FOOD PROCESSORS ASSOCIATION, Thomas B House Managing Director, 244 California Road 410, Tel Yukon 6-2808
" Fruit Grower Emille B Wienand publ publ 251 Kearny R310
" Fur Co (Joseph Lowe) 243 8th
" Girl Inc William R Stover pres Frank G MacElroy Mrs Bette Osterrow Mrs Jane Moran v-pres Mrs W Smith sec Glenn A Stewart treas emp agcy 995 Market
WESTERN GREYHOUND LINES
FREDRICK W ACKERMAN, Pres
MELVIN C FRAILEY, V-Pres
DAVID GRANT, Sec
GREATON W SELLERS, Treas
CLIFFORD A SMITH, Comptroller
GENERAL OFFICES, 369-71 MARKET
TELEPHONE DOUGLAS 2-4664
BUS STATION 50 7th
" Greyhound Lines Travel Bureau John P Redaban mgr 369 Market
" Greyhound Ticket Office Mrs Alice E Armstrong mgr 1410 Lombard
" Hardware & Tool Co Fred Licht pres Ben Oscharow v-pres Jack Licht sec-treas safety devices 122 10th

WESTERN HARDWOOD FLOOR CO
HERMAN E AHLGREEN, Owner
EVAN H AHLGREEN, Owner
FLOORING ENGINEERS
HARDWOOD FLOORING
425 BOSWORTH
TELEPHONE JUNIPER 7-6803

" Highway Institute John L Springer exec dir business org 130 Montgomery 4th fl
" Hotel 935 Leavenworth
" Hotel Supply Inc Carl D Arnold Jr pres Hal Chaslin v-pres Harold W Zimmerman sec-treas 968 Mission
" Hotels Reservation Bureau Wm D Hinkley mgr 450 Powell 17th
" Ice Co Darrell Bernard mgr mfrs 520 Mendel
" Ice Equipment Co Thos B Gilliam rep mfrs 516 Tilden Sales bldg
" Industrial Equipment Co Edgar D Ross rep machine dirs 603 Tilden Sales bldg
" Industrial Supply Inc Chas I Jackson pres David Hacker v-pres Exec Director Public Relations
" Industry Peter A Dickinson editor publication 609 Mission 8th fl
WESTERN INSTITUTIONAL SUPPLY CO (Siegfried Hamburger), Wholesalers To Hotels, Hospitals, Motels and Institutions, 585 Mission, Tels EX-12115 and Yukon 6-5479
" Instrument Co Joe M Czagany mgr rent 568 Hayes
" Insulated Wire Co Curry Co rep mfrs 305 King
WESTERN INSURANCE INFORMATION SERVICE, Albert H Wood, Exec Director Public Relations Publications 582 Market, R30B, Tel Yukon 6-6852
" Kennel World (Mrs Helen R Burket) publ 20 Sycamore
" Knapp Engineering Co 850 5th
WESTERN LIFE INSURANCE COMPANY, P & French Suit, Mills Tower, 220 Bush 2d fl, Tel EX-1000 7-3713
" Life Insurance Co (K M Chen) 681 Clay
" Lincoln Sales & Service (Wm F Rovani) sts & sec 181 Powell

WESTERN

" Liquid Gas Association Albert L Walters managing dir treas agcy 1355 Market 1938
" Lithograph Co Clint E Ward mgr 211 Tilden Sales bldg
" Lithograph Supply of California (John D Marenda Lee C Bolln Jr) 540 1st
" Loan Association The N Irving Winterburn pres Peter N Williams sec 1150 Divisadero
" Loan Leaf Co Clyde F Allyn pres mgr John H Painter sec Ira J Allyn treas ofc equip 1045 Sansome R402
" Lumber Mrs Inc Geo A Craig sec-mgr 769 Monadnock bldg
" Machinery Co Jack H How pres Herbert J Mayer exec v-pres Ralph B Utt v-pres E J Barsbell sec-treas mfrs 650 5th
" Machinery & Steel World James S Hines Publishing Co pubrs publication 1036 Monadnock bldg
" Maintenance Service (Wing F Chin) elec contrs 2021 Polk
" Manufacturing Co (Wencil C Storker Jr) leather goods 149 9th
" Marine Refrigerator Co Inc Fred Murdoch pres Mrs Dorothy Murdoch v-pres Fred W Ester sec-treas 1417 15th
" Maryland Railway Co (traffic dept) James G Lawless dist traffic mgr 1077 Monadnock bldg
" Merchandise Co Henry Hochstetler mgr whol toys 1013 Mission
" Merchandise Mart Henry A Adams genl mgr ofc hldg 1355 Market
" Military Bureau Elmer R Schaefer mgr 613 Sheldon Bldg

WESTERN MORTGAGE CORPORATION

JACK IRVINE, Pres
WILBUR F WARNER, Resident V-Pres
JOSEPH WALTON, V-Pres
PAUL R MANNING, V-Pres
432 MARKET, ZONE 11
TELEPHONE MISSION 2-1600
(See Yellow Page 71)

" 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 and Tape Recorder Lines 351 8th, Tel Underhill 3-1155
" Neckwear Co (David H Saeger Mrs Madeleine Pike) whol 172 Howard 3d
" Newspaper Union Roy J Burr mgr electro-typers 234 1st
" Nipple Manufacturing Co Frank J Penque sis mgr 131 Tilden Sales bldg
" Non-Ferrous Metals Corp Jos Lowell v-pres brokers 545 White bldg
" Overall Manufacturing Co (Luther Dong) 728 Washington
" Pacific Agency Robt G Whitte mgr ins 905 Kohl bldg
" Pacific Railroad Co Fredk B Whitman pres C W Dooling and Leo J Gosney v-pres Roy E Larson v-pres-treas Logan Payne sec (genl ofc) 526 Mission (tr sta) 625 8th 901 Brannan and 149 New Montgomery (ticket ofc) 1st fl Ferry bldg
WESTERN PALLET BOARD CO (Chas Brock), Pallet Board Manufacturers, 1634 Jerrold av, Tel AT-water 2-1634
" Paper Converting Co Inc Charles J Spongberg sis mgr 242 1/2 Kl
" Paper Stock Co (Howard S Bloom) 998 Indiana
" Personnel Agency (Geraldine Reiff) emp agcy 26 O'Farrell R301

WESTERN PETROLEUM COMPANY
THOMAS F PAUSON, Pres
E REIFF, V-Pres
A M SMITH, Sec
J F HELMS, Treas
OIL AND GAS PRODUCTIONS
304 SUTTER ROOM 605
TELEPHONE DOUGLAS 2-0224

WESTERN PIPING & ENGINEERING CO INC, Joseph C Zimmerman Pres, David W Strom V-Pres-Treas, Darwin W Bryan Sec, Pine and Tube Bending Welding and Stress Relieving, "Service When Service Counts," 123 Kansas, Tel Market 1-6000
" Plastics (Frederic M Rice) publications 274 Brannan R201
" Plastics Co (Rico D Tully Geo F Fabiano) mfr 355 17th
" Plate Window Glass Co (Willard O Caro) 1550 17th
" Plumbing & Heating Co Jos J Pasero pres Al Bach v-pres Frank Lind sec-treas 2500 Folsom
" Plywood & Coeprage Inc Geo M Schaefer pres David F Woerner v-pres 1940 Harrison

WESTERN PRECIPITATION CORP
WALTER E BROWN, Pres
FUME AND DUST CONTROL FOR INDUSTRIAL PLANTS
1902 HOSART BLDG
582 MARKET
TELEPHONE EX-8000 2-0354

" Production (Chas K Walden) adv agcy 904 Balboa bldg
" Railway of Alabama The Jack D Jackson genl agt 969 Monadnock bldg
" Refrigerator Co (Edw R Holm) 576 Natoma

WESTERN ROOFING SERVICE
FRANK J MILLER, Owner
M F LAFAILLE, Mgr
CEO CONLEY, Asst Mgr
ROOFING AND ASBESTOS CONTRACTORS
610 NEWHALL
TELEPHONE MISSION 8-6472
" Sales Co (Robt B Fisher) mfrs agts 200 Davis R2

WESTERN

" Sales & Service Co (Herman E Stange) ventilating equip 50 Hawthorne R104
" Sales & Supply Co (David Swancy) mfrs agts 19 Tehama
" School of Beauty Culture (Bernice M Markee) 2595 Mission R303
" Services (Donald A Kinsley Kenneth A Goldard) mfrs agts plumb supe 501 6th
" Slope Leaf Co (Clyde F Allyn pres and Harold S Silberstein) mfrs agts 788 Mission 5th fl
WESTERN AND SOUTHERN LIFE INSURANCE CO, Stanton C Seeba Genl Agent, Life, Accident and Health, Major Medical Disability Income Coverage, 319 West Portal av, Tel Monterey 1-1440
" States A E C Catalog Co Albert L Fox mgr 365 S Van Ness av
" States Atomic Vaults Inc Thos W Thompson pres Dan P Hillyer sec-treas storage 55 New Montgomery R803
" States Chemical Corp W L Dison Jr pres fertilizer mfrs 24 California
" States Finance Co Roger M Wall mgr 1335 Van Ness av
" States Insurance Brokers Ben J Breit pres Jan B Rodgers v-pres Jane Currie sec Roy W Nelson treas 114 Sansome R306
" States Lease Corp John Braden Jr pres Edw J Goldie v-pres Bill L Jackson v-pres Jos Martin Jr sec Chas A Smith Treas auto leases 905 Russ bldg
" States Mail Packers Association Inc Floyd Forbes pres-genl mgr 604 Mission R1003
" Steel & Metals Corp Hans Pepper pres Louis J Gletschke sec-treas brokers 35 New Montgomery R819
" Steel & Wire Co (Eug G Stephens) 1428 Egbert av
" Stencil Co (Raymond L Trittschke) stencil mfrs 827 Howard
" Subdivision Engineering Co Walter D Foy pres P Q Chin v-pres surveyors 555 Sutter R205
" Supply (Art C Bowler) gro 4099 Judson
" Supply Co Lui Szei Chung mgr tobacco wholesale 808 Grant av
" Surgical Supply Co James F Inch mgr surg supe 544 Mission
" Switchboard Co Chas A Langlais pres elec switch-bldg mfrs 474 Bryant 1st fl
" Tablet & Stationery Corp R W Daubenspeck mgr 319-20 2nd
" Telephone Exchange David T Arison mgr answering ser 35 Vicente R5
" Terminal Co Del A Bennett dist mgr forwarding agt 635 8th
" Theatrical Equipment James R Barry mgr 168 Golden Gate av
" Tire Sales (Peter P Eranal Antonio J Plut) 359 Polk av

WESTERN TITLE GUARANTY COMPANY, 5138 Geary Blvd, Zone 18; Downtown Office 2103 Montgomery, Zone A; Civic Center Office 240 Van Ness av, Zone 2, 2101 Underhill 3-0750; Parkside 1100 Taraval (See Yellow Page 123)

WESTERN TITLE INSURANCE AND GUARANTY COMPANY, Thomas G Morton Pres-Mgr, G F Ficks Senior V-Pres-Counsel, David E MacElvyn V-Pres-Associate Counsel, Norman E McFadden V-Pres-Public Relations Officer, Haskell E Sheed V-Pres, Jack A Ornstein Sec-Treas-Trust Officer, 5138 Geary Blvd, Zone 18; Downtown Office 130 Montgomery, Zone A; Parkside Office 1100 Taraval; Civic Center Office 240 Van Ness av, Zone 2, Tel Underhill 3-0750 (See Yellow Page 123)
" Tobaccoist Claude M Chaplin publ publ 251 Kearny R410
" Tool Research (Victor B Carbon) machinists 715 Lincoln way

WESTERN TRACTIDIN COMPANY, John J Jorgensen Pres, W O Cariston V-Pres, Thos Regmond V-Pres-Sec-Treas, Machinery Distributors, Sales, Rentals, Service and Parts, 1615 Jerrold av, Tel AT-water 2-0287

" Traffic Association (Research Committee) Wm J Sweeney chairm 630 Monadnock bldg
" Transportation (Ben H Foster) publication 1st fl Ferry bldg fl 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
" Truck Lines (Richard Canizal Jos Tenzola) trucking 75 Columbia Square
" Underwriter Publishing Co (Clarence B Council) 215 Leitchfield

WESTERN UNION TELEGRAPH COMPANY
GENERAL OFFICES, 745 MARKET
MAIN CITY OFFICE, 740 MARKET
DISTRICT MANAGER, 742 MARKET
ROOM 343
DISTRICT SUPERINTENDENT, 742 MARKET
ROOM 343
PURCHASE AND STORES DEPT, 742 MARKET
ROOM 335
WAREHOUSE, 685 MINNESOTA

BRANCH OFFICES:
358 CALIFORNIA
FAIRMONT HOTEL
S DRUMM
588 THIRD
1363 MARKET
ST FRANCIS HOTEL
35 TAYLOR
5416 GEARY
MARK HOPKINS HOTEL
681 MARKET

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4977 MISSION ST.
Tel. DELAWARE 3-6900SUNSET BRANCH
2329 IRVING ST.
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