

EVERY STORE should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer looks for.

The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.

- Continental Life Ins Co 625 Market R200
Contractors Indemnity Exchange of California
206 Sansome R805
Dixie Fire Ins Co 220 Montgy
Eagle Fire Co of N Y 234 Sansome
Eagle Fire Ins Co (New Jersey) 114 Sansome
R1003
East & West Ins Co of N Y (fire) 114 Sansome
R720
Equitable Insurance Co of California 821
Market R626
Equitable Life Ins Co of Iowa 111 Sutter
R727
Estate Planning Corp of Calif 315 Montgy
R915
Eureka Mutual Life Assn 760 Market R300
Exchange Underwriters Agency 60 Sansome
Federal Life Ins Co 703 Market R1003
**FEDERAL UNION INSURANCE CO (Fire) 201
Sansome, Tel KE army 3883**
Fidelity Health & Hospital Assn 244 Kearny
R200
Fidelity Mutual Life Ins Co 220 Montgy R216
Fidelity & Casualty Co 60 Sansome R500
Fidelity & Guaranty Fire Corp 360 Pine 4th fl
Finn Thos F-Gus A Elbow Co 324 Sansome
Fire Assn of Phila 200 Bush
Fireman's Fund Indemnity Co 401 Calif
Fireman's Fund Ins Co 401 Calif
Firemens Ins Co of Newark 220 Bush 7th fl
First National Ins Co of America (fire) 114
Sansome R500
**FRANKLIN FIRE INSURANCE CO OF PHILA-
DELPHIA, 311 Montgomery, Tel KE army
5600**
Franklin National Ins Co (fire) 234 Bush
General Accident Fire & Life Assurance Corp
5 3d R312
General Casualty Co of America 114 Sansome
R500
General Ins Co of America (fire) 114 Sansome
R500
Ghirard Fire & Marine Ins Co 220 Bush 7th fl
Globe Indemnity Co 201 Sansome R400
Golden State Life Insurance Co 1938 Fillmore
Great American Indemnity Co 241 Sansome
Great Republic Life Ins Co 235 Montgy R339
Guarantee Mutual Life Co 235 Montgy R1114
Guardian Life Ins Co of America 760 Market
R620
Gulf Ins Co (fire) 114 Sansome R608
Hancock John Mutual Life Insurance Co 681
Market R795
Hancock John Mutual Life Ins Co 760 Market
R868
**HARTFORD ACCIDENT & INDEMNITY CO
(Pacific Dept) 720 California, City Dept 441
California, Tel SU tter 7680**
**HARTFORD FIRE INSURANCE CO (Pacific
Dept) 720 California, City Dept 441 Califor-
nia, Tel SU tter 7680**
Hartford Live Stock Insurance Co 433 Calif
R609
Hartford Steam Boiler Inspection & Ins Co
114 Sansome R406
Home Fire & Marine Ins Co 401 Calif
**HOME FLEET, Chas J Magill Manager, Com-
prising Following Companies: Home Insur-
ance Co New York, Franklin Fire Insurance
Co, City of New York Insurance Co, Nation-
al Liberty Insurance Co, Home Indem-
nity Company, Home Underwriters Agency,
341 Montgomery, Tel KE army 5600 (See
front edge and page 1729)**
Home Ins Co (Hawaii) 234 Sansome
**HOME INDEMNITY CO NEW YORK, 341
Montgomery, Tel KE army 5600 (See front
edge and page 1729)**
**HOME INSURANCE CO NEW YORK, 341
Montgomery, Tel KE army 5600 (See front
edge and page 1729)**
Home Life Ins Co 111 Sutter R638
**HOME UNDERWRITERS AGENCY, 341 Mont-
gomery, Tel KE army 5600**
Indemnity Ins Co of N A 231 Sansome
Indianapolis Life Insurance Co 235 Montgy
R472
**INDIVIDUAL UNDERWRITING CORPORA-
TION (Auto), 1311 Mills Tower, 220 Bush,
Tel SU tter 1460**
Insurance Co of North America 231 Sansome
Inter Ocean Casualty Co 5 3d R418
Jefferson Standard Life Insurance Co 155
Montgy R408
John Hancock Mutual Life Ins Co (life dept)
235 Montgy R1122
Kaufmann Medical Service Ltd 760 Market
R1160
Keystone Underwriters 220 Bush 7th fl
Liberty Life Ins Co 681 Market R382
Liberty Mutual Ins Co (casualty) 149 Calif
R520
Lincoln National Life Ins Co 333 Montgy R608
**LIVERPOOL & LONDON & GLOBE INSUR-
ANCE CO, LTD (Fire), 201 Sansome, Tel
KE army 3883**
London Assurance Corp 369 Pine
London Underwriters Agency 369 Pine
London & Scottish Assurance Corp 60 San-
some
**LOYALTY GROUP, 7th Floor Mills Tower, 220
Bush, Tel DO uglas 4540**
Manhattan Fire & Marine Ins Co 369 Pine
Manhattan Life Ins Co 681 Market R359
Manufacturers Life Ins Co 111 Sutter R709
Manufacturers Mutual Fire Ins Co 333 Montgy
R1701
**MARINE OFFICE OF AMERICA, 340 Pine,
Tel GA rfield 6770**
Massachusetts Bonding & Insurance Co 235
Montgy R1113
**MASSACHUSETTS BONDING & INSURANCE
CO, Pacific Coast Department, 324 Sansome,
Tel KE army 7100**
Massachusetts Mutual Life Ins Co 681 Market
R600
Massachusetts Protective Assn 821 Market R
526
Massachusetts Protective Life Assurance Co
821 Market R526
Mechanics Ins Co 220 Bush 7th fl
Mechanics & Traders Ins Co (fire) 234 Bush
Medical Protective Co 760 Market R401
Merchants Fire Assurance Corp of N Y 114
Sansome R511
Merchants Underwriters Ltd 114 Sansome R535
Mercury Ins Co 60 Sansome
Metropolitan Casualty Ins Co 220 Bush 7th fl
Metropolitan Life Insurance Co 600 Stockton
Metropolitan Life Ins Co 25 Taylor R410
Metropolitan Life Ins Co 3410 19th
Metropolitan Life Insurance Co (Golden Gate
Br) 235 Montgy R931
Midland Mutual Life Ins Co 235 Montgy R1043
Midland National Life Ins Co 235 Montgy R
1920
Millers National Ins Co (fire) 235 Montgy R631
Milwaukee Mechanics Ins Co 220 Bush 7th fl
Minnesota Mutual Life Ins Co 235 Montgy R
422
Minnesota Underwriters Agency 60 Sansome
Missouri State Life Ins Co 235 Montgy R1163
Motor City Agency Inc (auto) 405 Montgy R
708
Mount Moriah Mutual Life Assn 450 Sutter
R809
Mutual Benefit Life Ins Co 703 Market R911
**MUTUAL LIFE INSURANCE CO OF NEW
YORK, W L Hathaway Mgr, 19th Floor, III
Sutter, Tel SU tter 6526**
National Automobile Ins Co 114 Sansome R901
National-Ben Franklin Fire Ins Co 220 Bush
7th fl
**NATIONAL BOARD OF FIRE UNDERWRIT-
ERS, 1014 Merchants Exchange Bldg, 465
California, Tel DO uglas 2170**
National Casualty Co 234 Bush
National Casualty Co 821 Market R426
National Fire Ins Co 234 Bush
**NATIONAL LIBERTY INSURANCE CO OF
AMERICA (Life and Auto) 341 Montgomery,
Tel KE army 5600**
National Life Ins Co of USA 519 Calif R210
National Life Ins Co of Vermont 681 Market
R1003
National Retailers' Mutual Ins Co (fire) 206
Sansome R1000
National Surety Co of N Y 160 Sansome
National Union Assurance Society 760 Market
R912
Netherlands Ins Co 519 Calif R408
New Amsterdam Casualty Co 105 Montgy 7th fl
New England Fire Ins Co 114 Sansome R425
New England Mutual Life Ins Co 220 Bush R
260
**NEW WORLD LIFE INSURANCE CO, 505 Mills
Bldg, 220 Montgomery, Tel EX brook 6530**
**NEW YORK LIFE INSURANCE COMPANY, 503
Crocker First National Bank Bldg, 1 Mont-
gomery**
New Zealand Ins Co Ltd 334 Calif
North American Accident Ins Co 760 Market
R616
North American Life Insurance Co of Chicago
235 Montgy R1643
North River Ins Co (fire) 266 Bush
Northern Assurance Co 60 Sansome
Northern Ins Co of N Y 220 Bush R1317
Northwest Casualty Co 461 Market R313
Northwestern Mutual Fire Assn 461 Market R
313
Northwestern Mutual Fire Assn 525 Market R
511
Northwestern National Insurance Co 235
Montgy R320
Northwestern Underwriters Agency 235 Montgy
R320
Norwich Union Fire Ins Society 234 Sansome
Norwich Union Fire Ins Society (marine dept)
114 Sansome R330
Norwich Union Indemnity Co 242 Sansome
Occidental Indemnity Co 401 Calif
Occidental Ins Co 401 Calif
**OCCIDENTAL LIFE INSURANCE CO, Entire
11th Floor, 785 Market, Tels DO uglas 0817-
0818-0819 and 0820**
Occidental Life Ins Co (thrift dept) 625 Mar-
ket R208
Old Colony Ins Co (fire) 238 Bush
Oregon Mutual Life Insurance Co 315 Montgy
R642
Pacific Employers Ins Co 80 Sansome R407
Pacific Health Corp 760 Market R300
Pacific National Fire Ins Co 376 Pine
Pacific States Life Ins Co 995 Market R1101
Pacific States Life Ins Co 25 Taylor R724
Paul Revere Life Insurance Co 821 Market
R526
Penn Mutual Life Insurance Co 333 Montgy
R1100
People's Mutual Life Ins Co 681 Market R270
Peoria Life Ins Co 111 Sutter R1701
Phoenix Assurance Co Ltd of London 358 Pine
Phoenix Assurance Co Ltd of London (marine
dept) 114 Sansome R330
Phoenix Mutual Life Ins Co 155 Sansome R704
Pittsburgh Underwriters 220 Bush 7th fl
Plate Glass Ins Corp of Am 519 Calif R503
Praetorian Life Insurance Agency 821 Market
R303
Preferred Accident Ins Co 220 Montgy R457
Protective Mutual Life Ins Assn 235 Montgy
R1343
Providence-Washington Ins Co (fire) 238 Bush
Provident Life & Acc Ins Co 681 Market R275
**PROVIDENT MUTUAL LIFE INSURANCE CO
(OF PHILADELPHIA), Alfred Matthews,
Genl Agt, 1100-1413 Claus Spreckels Bldg,
703 Market, Tel EX brook 1731**
**PRUDENTIAL INSURANCE COMPANY OF
AMERICA THE (LIFE), ORDINARY DE-
PARTMENT, 310 Russ Bldg, 235 Montgome-
ry, Tel GA rfield 2316**
**PRUDENTIAL INSURANCE COMPANY OF
AMERICA THE—(GROUP AND PENSION
DEPARTMENT)—Merritt D Wells Mgr, 111
Sutter, R926-928, Tel GA rfield 6935**
Prudential Insurance Co 1182 Market R320
Prudential Insurance Co (life) 25 Taylor R210
Prudential Life Ins Co 2595 Mission R305
Public Indemnity Co 360 Pine 6th fl
Reinsurance Underwriters (fire) 114 Sansome
R924
Republic Ins Co (fire) 111 Sutter R924
Rochester American Ins Co 220 Montgy
Rossia Ins Co of America (fire) 142 Sansome
R601
Royal Exchange Assurance 60 Sansome
Royal Indemnity Co 201 Sansome 3d fl
St Paul Fire & Marine Ins Co 60 Sansome
St Paul Fire & Marine Ins Co (marine dept)
114 Sansome R410
San Francisco Mutual Life Assn 681 Market
R825
Scottish Metropolitan Underwriters Agency 60
Sansome
Scottish Union & National Ins Co 201 Sansome
Security Ins Co of New Haven (fire) 114 San-
some R720
Sentinel Fire Ins Co 114 Sansome R425
Springfield Fire & Marine Ins Co 114 San-
some R425
Standard Accident Ins Co 206 Sansome 9th fl
Standard Fire Ins Co 333 Pine
**STAR INSURANCE CO OF AMERICA (Fire)
201 Sansome, Tel KE army 3883**
State Life Ins Co of Indiana 681 Market R889
State Mutual Life Assurance 225 Bush R306
Sun Life Assurance Co of Canada 315 Montgy
R940
Superior Fire Ins Co 220 Bush 7th fl
Travelers Fire Insurance Co The 315 Montgy
12th fl
Travelers Indemnity Co The 315 Montgy 12th fl
Travelers Insurance Co of Hartford Conn 315
Montgy 12th fl
Union Central Life Ins Co 1 Montgy R221
**UNION CENTRAL LIFE INSURANCE CO, 1635
Russ Bldg, 235 Montgomery, Tel KE army 0082**
Union Fire, Accident & General Ins Co 369
Pine
Union Indemnity Co of New Orleans 210-218
Sansome
Union Insurance Society of Canton Ltd 340
Pine R501
Union Marine & General Ins Co 114 Sansome
R330
Union Mutual Life Insurance Co 235 Montgy
R2412
United Mutual Fire Ins Co 149 Calif R514
**UNITED MUTUAL LIFE INSURANCE CO, 662
Russ Bldg, 235 Montgomery, Tel DO uglas
0342 (See left top lines and page 1736)**
United Pacific Casualty Ins Co 114 Sansome
R605
United States Casualty Co (claims dept) 216
Pine R608
United States Fidelity & Guaranty Co 332 Pine
R602
United States Fire Ins Co 266 Bush
Washington National Ins Co 821 Market R951
Washington National Ins Co 1005 Market R413
**WEST AMERICAN INSURANCE COMPANY,
340 Pine, 2d Floor, Tel DO uglas 4060**
West Coast Life Insurance Co 605 Market
Western National Life Insurance Co 235
Montgy R1643
**WORLD FIRE & MARINE INSURANCE CO
(Hartford, Conn) 220 Bush, Tel SU tter 3010**
**YORKSHIRE INSURANCE CO LTD, Wallace
Kelly Mgr, F Leslie Tindell Asst Mgr, 40
Leidesdorff, Tel GA rfield 5047**
Zurich General Accident & Liability Ins Co
Ltd 315 Montgy R832