Insurance–(Cont'd)

State Life Insurance Co
1406 Los Molinos Wy–IV 7-1632

STATE MUTUAL LIFE ASSURANCE CO OF AMERICA 2530 J–HI 6-4091
Statewide Real Estate
Eugene C Yates-Agent
1209-21st–GI 8-8241

STEIGER JAMES A
GENERAL INSURANCE
Otto L. Norgaard – Real Estate
2016-28th–GL 1-6546

Stein Ervin E Western Life Insurance Co
1414 Broadway–GI 1-2372

Stein Insurance Agency
710 Alhambra Bl–GI 1-4619

Stephan Robt J Forum Bldg–GI 1-0108

STEPHENS DON CO
2850 Fulton Av–IV 9-3632

STERLING INSURANCE & REAL ESTATE
WARD R. STERLING
Complete Insurance Service
2606 J–GI 8-9147
If no answer call–GI 3-1662

Sterud & Fallis Ins Agents
2115 J–GI 3-7925

Stewart's Realty
6440 Stockton Bl–GA 8-4530

STINE INSURANCE AGENCY
ALL TYPES OF BETTER INSURANCE
BETTER SERVICE – LOW COST
Auto – Life – Fire – Boat – Liab. – Hospital
710 Alhambra Bl–GI 1-4619

STINE INSURANCE AGENCY
710 Alhambra Bl–GI 1-4619
(See Advertisement Page 232)

SUMMER FRED O
Merit Insurance Agcy
2330 Fruitridge Rd–GA 8-1474

SUMMER INSURANCE AGCY
2524 J–GI 2-3616

SUNLAND REALTY
3195 Fruitridge Rd–GL 6-6843

Sutton Insurance Agency
6104 Fair Oaks Bl(C)–IV 9-3801

SWANSON STEPHEN M
Forum Bldg–GI 3-5963

Swanston Insurance Agcy
5209 Marconi Av(C)–IV 9-1130

SWISTON W H & CO
3326 Broadway–GL 2-3141

TAKEHARA INSURANCE AGCY
Jackson Hwy–EM 3-1449

Tele-Trip Flight Insurance Co Inc
Municipal Airport–GA 8-8127

TELESCO J E 3231 Fulton Av–IV 9-3637

TEMP REAL ESTATE
2331-28th–GL 2-2687

Tennant Don L
1600 McClaren Dr(C)–IV 9-2313

The Metropolitan Casualty Insurance Co of NY 801-9th–GI 1-6471

Thompson R E 5112 Fair Oaks Bl–IV 7-8613

TOM WELLS AGENCY 900-21st–GI 2-1085

TOWN & COUNTRY INSURANCE
Town & Country Village
WILLIAM B. RUDD
2608 El Paseo Ln–IV 7-7851

TRANSPORT INDEMNITY CO
Sales & Claims
2008-28th–GL 7-6553

Travelers Indemnity Co 926 J–HI 4-6200

Travelers Insurance Co
926 J–HI 4-6200

Farm Mortgage Loan Dept
4143 Beresford Wy–IV 9-2027

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Insurance–(Cont'd)

TRAVELERS OF HARTFORD INSURANCE
All forms of personal and business insurance including:
Life • Accident • Group
Fire • Marine • Automobile
Casualty • Bonds
"WHERE TO CALL"
AGENCY OFFICE
Travelers Insurance Co 926 J–HI 4-6200
AGENTS
Capitol City Real Estate Co
5277 Folsom Bl–GL 5-7722
Parkinson & Gardner Ins Agcy
926 J–HI 4-6200
Reese Insurance Agcy 926 J–GI 3-6088
Ryan & Stanton Insurance
926 J–GI 3-3222
Stassi Jack 926 J–HI 4-6200

Tretheway R L Jr 3116 Fulton Av–IV 3-3431

Triphon Ted J 1902-28th–GL 5-1816

TRUCK INSURANCE EXCHANGE
Claims Office 2016 J–GI 3-7474
District Sales Offices
1724 Fulton Av–IV 9-3677
2016 J–GI 1-1278
3927 Stockton Bl–GL 7-5731

UNITED AMER LIFE INSURANCE CO
W W McCain-Broker
1416 Santa Ynez Wy–GL 5-8160

United Benefit Life Ins Co
2849 Fulton Av–IV 7-7593

UNITED BENEFIT LIFE INS CO
2115 J–HI 6-7993

United Insurance Company of America
719 K–GI 1-2764

United Insurance Exchange
2525 J–GI 1-2569

United Pacific Ins Co 1323 K–GI 1-4871

United Services Life Insurance Co
1801 Rolling Hills Rd–IV 9-6040

UNITED STATES FIDELITY & GUARANTY CO 2612 J–GI 8-5451

UNITED STATES FIDELITY & GUARANTY INSURANCE—
BROCKMAN THURMAN INS AGCY
1111 Alhambra Bl–GL 2-1488

U S Fire Ins Co 2530 J–GI 1-4038

UNIVERSAL AUTO INSURANCE FOR MILITARY—
UNIVERSAL INSURANCE AGENCY
For Information Write or Call
1 Chalkville Rd
Trussville Alabama-4251

VALLEY INS AGENCY
See Sacto Valley Ins Agcy
1601 J–GI 8-8531

VALLEY INVESTMENT CO
1700 K–GI 2-1828

VANCE AUSTIN D
GENERAL INSURANCE & SURETY BONDS
600 I–GI 3-2523

VAN DYKE STANLEY R 1725 P
Night & Day call–HI 6-7531

VERNON R J REALTY CO
1416-28th–GL 7-9082

Victor Montgomery General Agcy Inc The
2683 El Paseo Ln–IV 3-5513

VONS REALTY
Low Cost Trailer Insurance
2200 W Capitol Av(WS)–FR 1-6051

Wagner Bill Realty
3255 Fair Oaks Bl(C)–IV 3-0454

WALKER ROBT A
See Western Title Ins & Guaranty Co
919-8th–GI 3-4871

WARREN GEO D
PLANNED INSURANCE PROTECTION
3015 J–GI 8-4778

WASHINGTON NATL INSURANCE CO
Forum Bldg–GI 1-2521

Advertise here—it pays.

Insurance–(Cont'd)

WATROUS-McCLORY INC
"Since 1929"
ALL FORMS OF
INSURANCE & BONDS
"OUR 30th YEAR"
Two Locations to Serve You
916-11th–GI 1-2551
3345 El Camino Av–IV 7-8686

Watrous-McClory Inc 916-11th–GI 1-2551
(See Advertisement Page 235)

WEID ROY L Midtown Bldg–GI 1-6404

Weinrich Jack Forum Bldg–GI 1-0108

WELK INSURANCE AGCY
CASUALTY & LIFE INS.
AUTO FINANCING
1991 Fulton Av–IV 7-6746

WEST COAST LIFE INS CO
JOHN MACHADO – Mgr.
Life – Accident – Health & Group Ins.
Crocker-Anglo Bank Bldg–GI 8-9379

WEST SACTO LAND CO
GENERAL INSURANCE
830 Jefferson Bl(WS)–FR 1-6915

Westchester Fire Ins Co 2530 J–GI 1-4038

Western States Ins Brokers 703 J–GI 2-1017

WESTERN TITLE INSURANCE & GUARANTY CO 919-8th–GI 3-4871

Westland Life Insurance Co
3360 Fulton Av–IV 7-2241

Westland Life Insurance Co
812-10th–GI 2-2697

Westland Life Insurance Co
Branch Office 3360 Fulton Av–IV 3-0319
District Office 812-10th–GI 3-5186

Weston A M Jr Financial Bldg–GI 2-9031

White E R Realty
3801 Rio Linda Bl(DPH)-WA 5-3282

Wild Chas J
Wild Realty Co
2207-16th–GI 1-3047

WILLIAMS BOWKER & WARD INC
FIRE – CASUALTY – AUTO – BONDS
COMPLETE PROTECTION
PERSONAL SERVICE
Member
Sacramento Assoc. Ins. Agts.
1804 J–GI 8-9126

WILLIAMS J KEITH
Midtown Bldg–GI 1-6404

Wilson George L & Co
1906 Capitol Av–GI 3-3531

WITTMIER REALTY CO
1527-28th–GL 5-0290

WITTPEN FRANK H
GENERAL INSURANCE & SURETY BONDS
600 I–GI 3-2523

Woerner Jack Forum Bldg–GI 1-0108

Wolter Le Roy 1740 Pluto Wy–IV 7-8124

Wong Sun G 1214-8th–GI 8-0113

Woodmen Accident & Life Co
2791 Laurel Dr–IV 7-5543

Woodmen Accident & Life Co
714 Alhambra Bl–GI 1-1053
(See Advertisement Page 235)

Worth Ernest E Financial Bldg–GI 2-9031

WRIGHT HERSCHEL J 926 J–GI 2-4933

WRIGHT & KIMBROUGH 819 J–GI 2-2991
(See Advertisement Page 231)

Yamagata Howard Y 1216B 4th–GI 3-4891

Yates Eugene C 1209-21st–GI 8-8241

Youngren Sture A
3000 Fair Oaks Bl(C)–IV 7-1900

ZEITLER SUE COOK
COMPLETE INSURANCE PROTECTION
AS NEAR AS YOUR PHONE
CALL US – WA 5-4362 – DAY OR NIGHT
3077 Del Paso Bl(NS)–WA 5-4362

Please wait till you hear the dial tone . . . then dial.

Insurance–(Cont'd)

ZENITH NATL INSURANCE CO
2015 J–HI 6-7897

Zimmerman Del
2434 W Capitol Av(WS)–FR 1-6011

ZURICH INS COMPANIES
Forum Bldg–GI 1-0297

Insurance Adjusters–See Adjusters

Insurance Consultants

Bender Warren G
2805 El Camino Av–IV 3-4636

Blair & Son Crocker-Anglo Bk Bldg–GI 3-3778

Brockman Thurman Ins Agcy
1111 Alhambra Bl–GL 2-1488

Bronson John O Co 1702 Broadway–GI 1-5261

Bussio Insurance Agency
Mather Field Rd–EM 3-2711

Chew Jack C & Company 1009-5th–GI 2-8989

Chrisler A A And Son 2225-21st –GL 1-5387

Cochella Frank A Inc Forum Bldg–GI 2-2928

Cook N W Insurance Service
1922 Del Paso Bl(NS)–WA 2-5461

Dunn Peter M Insurance Agency
72 Fallon Ln–GL 6-1139

Fort Sutter Insurance Agency
3077 Del Paso Bl(NS)–WA 5-4362

Gee Malcolm F 2326-16th–GI 2-5817

Guarantee Mutual Life Co
1009-22d–GI 3-8531

Hansen & Company General Ins
1433-41st–GL 6-4087

Hardware Mutuals 2700 Ogden Wy–IV 9-5981

Hoyt Walter J Jr
5675 Freeport Bl–GA 8-6227

Insurance Protection Analysts Agcy
2146 Arden Wy–WA 2-4554

John Hancock Mutual Life Insurance Co Agcy 11th & L Bldg–GI 3-9028

Jones & Brand & Hullin Inc 725 J–GI 1-2741

Mony-Mutual of New York
1330-21st–GI 3-7983

Northwestern Mutual Life Ins Co
719 K–GI 3-4671

Pacific Mutual Life Insurance Co
716 Alhambra Bl–GI 1-3061

Sacramento Valley Insurance Agcy
1601 J–GI 8-8531

Sasabuchi Tim 2224-10th–GI 1-1652

Security Benefit Life Ins Co
2343 Fulton Av–IV 3-5141

State Mutual Life Assurance Co of America 2530 J–HI 6-4091

Insurance–Fidelity & Surety

See Bonds–Surety & Fidelity

Insurance Inspection Bureaus

See Inspection Bureaus

Intercommunicating Systems

AUTOCALL CO
1110 Howard SF–UNdrhl 1-2050

CAPITAL SOUND SERVICE
Shop Located at 3337 El Camino
2908 El Camino Av–IV 7-3347

Day Harry W 1221-19th–GI 2-6473

(Continued Next Page)

TALK-A-RADIO
HOME INTERCOM SYSTEM
MUSIC & Intercom To Every Room

. . . And Your Front Door & Patio
UL APPROVED
Also Commercial & Industrial Intercoms
SACRAMENTO SPECIALTY SALES
GI 8-2639 512 J

Intercommunicating Systems–(Cont'd)

EXECUTONE COMPANY OF NORTHERN CALIFORNIA 2015 J–GI 8-3063

KELLOGG TELEPHONE SYSTEMS—
F A THOMAS CO 2015 J–GI 8-2781

P-A-X BUSINESS TELEPHONE SYSTEMS
Save time and money with swift, secret, telephone communications; code call, conference, other special services. Over three thousand installations in daily use.
P-A-X
"WHERE TO CALL"
Automatic Electric Sales Corp –IV 9-2602

Sacramento Specialty Sales 512 J–GI 8-2639
(See Advertisement Page 240)

STROMBERG-CARLSON INTERCOM SYSTEMS
A single source for American made Telephone and Loudspeaker systems for every requirement. Your guarantee why "There is Nothing Finer than a Stromberg-Carlson".
S-C STROMBERG-CARLSON
"WHERE TO BUY IT"
DISTRIBUTORS
McCURRY-SIDENER CO
2114 K–GI 3-3754

VOYCALL INTERCOMMUNICATION SYSTEMS
Manufactured in the Bay Area for Over a quarter of a century. Complete dependable systems for supermarkets, factories, warehouses and offices. A system or model for every need.
VOYCALL
"FOR INFORMATION CALL"
DISTRIBUTORS
Semoni A J 2181 Weller Wy–GI 3-6438

Interior Decorators

BREUNER JOHN COMPANY
EXPERIENCED DECORATORS TO ASSIST YOU WITH ANY DECORATING PROBLEM
CUSTOM FURNITURE STYLING
COLOR SCHEMES
CUSTOM DRAPERIES
CUSTOM UPHOLSTERING
604 K–HI 4-8051

COOK TED J
Painting & Decorating
1816-29th–GL 6-2970

BUTTER DOES IT
Before scalding milk, wipe the bottom of the pan with a bit of butter and the milk will not scorch.

Interior Decorators–(Cont'd)

CORBIN E F CO
OFFICES
Planned and Decorated
A COMPLETE SERVICE
FOR THE BUSINESS OFFICE
1408 J–GI 1-1259

Dodge Dorothy
Buyers Service Bureau
A Complete Decorating Service
3628 Sean Dr–IV 9-1136

DOLPHIN THE 1700 L–HI 6-4908

DRAPERY SHOP THE
3118 Broadway–GL 5-3686

DUENSING'S 1831 Capitol Av–GI 3-7515

GAGNON'S INTERIORS
2018-16th–HI 6-7203
(See Advertisement This Page)

H & H Drape Rite 3418 Folsom Bl–GL 2-2895

HELENE THE DECORATOR
Color Consulting – Planning – Arrangements
Traditional & Semi & West. Design
Draperies – Carpets & Furnishings
2901-23d Av–GL 1-9303

IRENE'S DRAPERIES & INTERIORS
2163 Fulton Av–IV 7-7574

Kiser Gilbert D
700 El Camino Av(NS)–WA 5-1617

LORIS P W CO 1500 Q–HI 6-7619

Lovell's Antique Shoppe
2121-21st–GL 6-2420

MILLER JEAN INTERIORS
1117-24th–GI 3-9107

MOULDS JOHN INTERIORS
DRAPERIES – RUGS – UPHOLSTERING
FURNITURE
Complete Interior Planning
2994 Fair Oaks Blvd–IV 9-6116

Advertise in the Classified Directory . . . it pays.

Interior Decorators–(Cont'd)

NEUMEISTER'S CUSTOM INTERIORS
2322 K–GI 1-1998

PARISIAN HOUSE THE
1124-10th–GI 3-3289

Paul's Furniture Inc
5501 Auburn Bl–ED 2-5452

RICHARD'S INTERIORS
4420 Del Rio Rd–GL 1-9460

RICHTER'S INTERIORS 3855 J–GL 5-4879
(See Advertisement This Page)

SCOFIELD FURNITURE CO
1401 K–GI 2-6991

SILER JON INTERIORS
5667 Freeport Bl–GA 8-8601

SILVEIRA G L CO 21st & X–GL 6-3897

SLOANE W & J FURNITURE & INTERIORS 5501 Freeport Bl–GL 7-6543

Town & Country Drapery Studio
5055 Auburn Bl–ED 2-5124

TREASTER & GREEN
4305 Freeport Bl–GL 7-9865
(See Advertisement This Page)

WEST M G CO
Office Planning & Decorating
1013-30th–GI 3-7923

Interior Decorators' Supplies

ALBERT LARSEN OF CALIFORNIA
FURNITURE
Traditional and Modern
HANDWOVEN FABRICS
HAND PAINTED WALLPAPER – LAMPS
RUG & CARPETS
ANY SIZE – WIDTH – LENGTH
1107 L–GI 1-2688

Larsen Albert of Calif 1107 L–GI 1-2688

Sun-Stop & Wyman Fabrics
4901 Franklin Bl–GL 7-6501

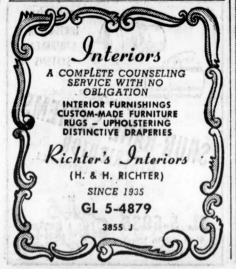
Make it a habit to "Look inside the Classified" — you'll save time and effort.

"FOR INTERIORS WITH THE MODERN MOOD IN MIND"

GAGNON'S INTERIORS

DECORATING
CARPET
FURNITURE
DRAPERY
UPHOLSTERY

2018-16th St.
HI 6-7203
TED GAGNON
Decorator
SERVING ALL OF NORTHERN CALIF.
– Free Estimates –



Interiors
A COMPLETE COUNSELING SERVICE WITH NO OBLIGATION
INTERIOR FURNISHINGS
CUSTOM-MADE FURNITURE
RUGS – UPHOLSTERING
DISTINCTIVE DRAPERIES
Richter's Interiors
(H. & H. RICHTER)
SINCE 1935
GL 5-4879
3855 J

INTERIOR DESIGNING
Distinctive Furniture, Draperies
Carpets, Re-Upholstering And Accessories
LET OUR PROFESSIONAL DESIGNERS ASSIST YOU WITH YOUR DECORATING PROBLEM
Terms If Desired
We Invite You to Visit Our Showrooms
GL 7-9865
TREASTER & GREEN
M. L. Treaster • L. J. Blucher
A. R. Green, A.I.D.
Furniture & Interiors
4305 FREEPORT BLVD.

Inventory Service

BURNS WM A CO
1141 Market S F–HEmlok 1-4727

Connors Ada E 4501 Brand Wy–GL 6-2946

NARANJO LEOPOLDO
Inventories Taken & Computed
DEPENDABLE FAST SERVICE
2118 Alhambra Bl–GL 6-8174

Shaw & Associates
4332 Stockton Bl–GL 5-8173

Investigators

Bellew's Special Police
1605-32d Av–GA 8-9505

FRYER GEO D
See Our Adv under Detective Agencies
1928 Jamestown Dr–WA 5-8126

General Service Investigators
2760 Fulton Av–IV 3-0567

HEDDEN JOHN W
LEGAL & PRE-TRIAL INVESTIGATIONS FOR ATTORNEYS ONLY
2529 H–GI 1-0421

JOHNSON ROY J
See Our Ad under Detective Agencies
1324-63d–GL 7-8373

KROUT AND SCHNEIDER 2015 J
Night & Day call–GI 2-6927
If no answer call Collect–
San Francisco–YUkon 2-1066

Lytle Ford B 926 J–HI 7-9071

Investment Advisory Service

CURRAN D W 4336-4th Av–GL 2-2603

Financial Investors Incorporated
1716 Broadway–GI 1-4034

Mitchum Jones & Templeton 926 J–HI 6-7521

Investment Management

McGinty & Edman 926 J–HI 7-0191

Investment Securities

Allied Capital Corp 831 H–HI 6-7786

Almaz Paul
Land Developer & Realtor
1329-18th–GI 2-5591

BLYTH & CO INC
John E Cook Jr & Elwin Miller
926 J Bldg–GI 3-6574

Boltres Fred J
3704 California Av(C)–IV 7-5264

CURRAN COMPANY THE
4336-4th Av–GL 2-2603

Dean Witter & Co 924 J
Investment Bankers–HI 4-8041
Stock Market News Dept–HI 6-5036

DEAN WITTER-INVESTMENT SERVICE–
DEAN WITTER & CO 924 J
Investment Bankers–HI 4-8041
Stock Market News Dept–HI 6-5036

DENO INVESTMENTS
Offering a Complete Investment Service
BONDS
STOCKS
MUTUAL FUNDS
deno
"WHERE TO CALL"
DENO & CO INCORPORATED
5675 Freeport Bl–GA 8-8555

D'ORAZI INVESTMENT CO
1507-21st–GI 1-0229

duPONT FRANCIS I & CO
Stocks-Bond-Commodities
1200 J–GI 2-9076

ELWORTHY & CO INVESTMENT SECURITIES
Stock and Bonds
Henry J Bates
Robt E Bates
926 J Bldg–GI 3-3785

(Continued Next Page)

Advertise here—it pays.