

AUTO INSURANCE PAY-BY-THE-MONTH

LOW COST COMPARE RATES

REPRESENTING
MERITPLAN
AND OTHER COMPANIES

OPEN SATURDAYS

INSURANCE BY PHONE

CALL
HEmlock 1-6986

CONNETT INSURANCE AGENCY

520 VAN NESS Between McALLISTER & GOLDEN GATE

Near City Hall

LOW MONTHLY RATES FOR
SINGLE DRIVERS UNDER 25

Insurance—(Cont'd)

Andrews L M 1615 Polk... TUxedo 5-5326
 Andrews Real Estate Co 2264 Judah, MOntrse 1-2414
 Angell H M Gabe Co 315 Montgomery, YUkon 6-2732
 Angell Thos 309 Valencia... HEmlck 1-5484
 Anson Jas A 155 Sutter... GARfld 1-2060
 Antonini Angelo Nick 3450 Geary Blvd, SKYln 2-1200
 Antrosius Philip 340 Pine... YUkon 6-5895
 Anza Realty 508 Balboa... SKYln 2-0910
 Applebaum Harry I
 Lew Tillin & Associates
 48 Park Plaza Dr Daly City... PLaza 6-5900
 If no answer call... WEST 1-7014
 Or... JUno 8-4896
 Appleton & Cox of Calif Inc
 233 Sansome... SUttr 1-4114
 From telephones served by the following exchanges
 East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10342

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

Argger Robt C 114 Sansome... SUttr 1-2676
ARGONAUT INSURANCE CO
 George B Hill Res Vice President
 210 Sansome... YUkon 2-3640
 From telephones served by the following exchanges
 East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10078
 Armando Ernest J 2512 Taraval... OVRind 1-3150
 Armstrong Insurance Agency
 1252 Divisadero, FIMor 6-7421
 Arnold Roy 1026 Market... UN dril 1-1121
 Aronson Insurance Agency
 552 Mission... DOuglas 2-0723
 Art Colvin Insurance
 1999 Junipero Serra Bl Daly City, PLaza 5-1000
ART COLVIN REALTY
 1999 Junipero Serra Bl Daly City, PLaza 5-1000
 Ashley Eric W & Associates-Estate Protection
 41 Sutter, YUkon 2-6818
 Assigned Risk Plan 114 Sansome, EXbrk 6-4451
ASSOCIATED AVIATION UNDERWRITERS
 351 California, EXbrk 2-1285
 If no answer call Mno Prk... DAVnprt 2-9702
 (Continued Next Page)
 The Yellow Pages save you time.

NO OBLIGATION FOR

Life INSURANCE Counseling



Discuss your insurance needs with a member of our trained staff of INSURANCE COUNSELLORS

SPECIAL BROCHURES MADE ON TELEPHONE REQUEST

W. GROSS AGENCY — Pay Monthly —
GOVERNMENT PERSONNEL
MUTUAL LIFE INS. CO.

609 SUTTER
FOR INFORMATION Call PProspect 5-6400

ONE NEVER KNOWS...



— when serious sickness or accident may occur —

Accident & Health — Hospital & Surgical Insurance at a Workingman's Cost with Rates As Low As Sound Insurance Practice Will Permit
We Are a Company of Policyholders Not Stockholders

SUtter 1-2912

Claims Paid Since 1906

INSURANCE CO.
PHELAN BLDG.
760 Market San Francisco

CONTINENTAL CASUALTY CO.

INTERMEDIATE ACCIDENT AND HEALTH DIVISION

HOSPITALIZATION SICKNESS & ACCIDENT

ORdway 3-6110

America's No. 1 Sickness & Accident Ins. Co. (R)

CLAIM SERVICE OFFICE
YUkon 2-3420 — 433 California
Northern California Branch
1916 POLK ST.

HOTEL & APARTMENT INSURANCE

"Experts in Buying - Public Liability Insurance"

BEFORE RENEWING YOUR POLICY CHECK OUR DEAL!

FARRELL & FORSYTH
YUkon 6-2018

340 Kearny San Francisco

Insurance—(Cont'd)

ASSOCIATED CALIF STATE INS AGENCIES INC
GENERAL AGTS. — GROUP SPECIALISTS
Life — Investments — Hospitalization
2369 Ocean Av... JUNipr 6-5450

ASSOCIATED INDEMNITY CORP
Northern Calif Branch & Home Office 332 Pine
Day or Night call... GARfld 1-1676
From telephones served by the following exchange
East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10343

ASSOCIATED INSURANCE BROKERS INC
315 Montgomery SUttr 1-6380
Or... GARfld 1-7718

ASSOCIATED RECIPROCAL EXCHANGES
1 Montgomery, YUkon 2-3808
Association of Casualty & Surety Companies
315 Montgomery, YUkon 6-0750
Claims Bureau 315 Monty, YUkon 6-6829

ASSURANCE CO OF AMERICA
530 Kearny, EXbrk 7-2767

ATKINSON CLAYTON & ATKINSON
315 Montgomery, EXbrk 2-4030

ATLANTIC INSURANCE CO
1230 Montgomery, YUkon 2-2450
Atlantic Mutual Ins Co 361 California, YUkon 2-1500
From telephones served by the following exchange
East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10074

ATLAS ASSURANCE CO LTD INSURANCE—
DEANS & HOMER 340 Pine, GARfld 1-8332

Atwell Vogel & Sterling Inc, DOuglas 2-3643
Automobile Mechanical Insurance Agency
860 Burlway Rd Brimng, DIMnd 2-5721

AUTOMOBILE MUTUAL INSURANCE CO OF AMERICA Russ Bldg, GARfld 1-5031
Automotive Insurance Co
519 California, YUkon 6-1831
From telephones served by the following exchange
East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10483

AUTOPLAN INSURANCE CO
530 Kearny, EXbrk 7-2767

Ayer Eugene C, Ins Broker-All Lines, YUkon 2-9926
Babin Landry C Co 423 Kearny, EX brk 2-1418
Bach Karl 98 Post, GA rfd 1-7900

Bacharach Herbert, 3738 Taraval, LDMbrd 6-3959
Bacharach Herbert, 2570-47th Av, OVRind 1-4031
Bacharach Arthur E 420 Market, EXbrk 7-2288
Bacigalupi Ben Realty 3263 Mission, ATwtr 2-0320

Baer Elsie Mrs 332 Pine, YUkon 2-2800
Bagnell Robt B 220 Monty, YUkon 2-4040
Bailhache Preston L 32-5th Av, SKYln 2-3144
Baker Robt G 58 Sutter, SUttr 1-3073
Baker William G 238 Fillmore, MArkt 1-2235

Balboa Realty Co
Now Roy West Co Realtors
3319 Balboa, SKYln 1-1040
Baltes & Korinthias 68 Post, GARfld 1-6764

BALDWIN & HOWELL 318 Kearny, EXbrk 2-3810
Balfour Guthrie & Co Ltd 351 Calif, EXbrk 7-2000
Balfour-Guthrie Insurance Co
351 Calif, EXbrk 7-2000

Ball Neil L 111 Sutter, DOuglas 2-6686
Balosie Marine Ins Co Ltd The
334 Calif, YUkon 2-1720

BANDAR LESLIE CO
All Forms of Insurance, SUttr 1-0225
350 Sansome, MIsan 7-5141

BANKERS LIFE CO DES MOINES IOWA
R W Todd-Mgr
2535 Van Ness Av, TUxedo 5-5289
24-4000 Office
D L Barnett-Mgr
400 Monty, YUkon 2-8225

Group Dept
E T Severin-Mgr
315 Monty, GARfld 1-5276
Premium Payment Office
Mrs Inez Baserman-Cashier
760 Market, SUttr 1-3676

BANKERS LIFE INSURANCE CO OF NEB
James W Conley Gen Agent
210 Post, YUkon 2-5366
West Coast Division 210 Post, YUkon 2-5325
Bankers and Shippers Insurance Company of
New York 465 California, EXbrk 2-0866
Banks Jay Realty 1303-17th Av, MOntrse 4-7810
Bargioni Fred
1859 Junipero Serra Bl Daly City, PLaza 5-7885
Barlow Victor R 9 Sutter, EXbrk 7-1954

Your company is known by the voice that speaks for it. The telephone voice with a smile wins!

BARNARD INSURANCE AGENCY
Brokers — Consultants
COMPLETE INSURANCE SERVICE
1541 Clement... SKYln 2-2020

Barrett John J Jr 220 Monty, EXbrk 7-2740
BARRY JOHN INSURANCE AGCY
468 Magnolia Av Larksp, WAbsh 4-2300
Barry O'Neill & Diercks
256 Montgomery, DOuglas 2-2663

Barton Raymond A
225 Oudnee Dr SSF, PLaza 5-7638

BARULICH MATTHEW J JR
"YOU NAME IT — WE WRITE IT"
OFFERING PERSONALIZED INSURANCE SERVICE
"PREFERRED AUTO RATES FOR PREFERRED DRIVERS"
Auto — Life — Fire — Package Policies
401 California... DOuglas 2-0545
Or... DOuglas 2-2327
Evenings call... JUno 3-6651

Basso Mario L 315 Montgomery, DOuglas 2-0170
Basso Mario L & Co 315 Montgomery, EXbrk 7-0975
Battle C W Co 24 California, DOuglas 2-3900

BATTS LEONARD 1218 B Fulton, FIMor 6-4019
Battye Melford D
6767 Mission Daly City, PLaza 6-6767

Bay Area Insurance Agency
For All Your Insurance Needs
285 Mission, VAencia 6-6747

BAYLY MARTIN & FAY INC
114 Sansome, GARfld 1-5931
Bayview Insurance, 5114-3d, ATwtr 2-1770
Beach Insurance Agcy 2150 Judah, LDMbrd 4-8900

Beacom G R
Myers-Stevens & Co, DOuglas 2-3030
Beal Clyde N 1535 Valencia, VAencia 6-4344
Beaudry & Wilson
420 Market, EXbrk 7-4171

Beaver Gerald A 445 W Portal Av, SEabright 1-4020
Beaver & Paulson
445 W Portal Av, SEabright 1-4020

Becker Richard M & Assocs
450 Sutter, DOuglas 2-7241

Beinfeld Victor H Insurance Agcy
995 Market, GA rfd 1-6027
Bell Harman C 351 Calif, SUttr 1-2306

BENDER ALBERT M & CO
All Forms of Insurance
311 California, EXbrk 2-7812
Beneficial V G 433 Calif, GARfld 1-8156
Beneficial Hospital Plan 870 Market, SUttr 1-4909

BENEFICIAL STANDARD LIFE INS
Beneficial Hospital Plan
Accident & Health Insurance
Life Insurance — Annuities, Etc.
Branches and Agencies in Most Cities and Communities
"FOR INFORMATION CALL"
BENEFICIAL STANDARD LIFE INSURANCE CO 870 Market, SUttr 1-4909

BENEFICIAL STANDARD LIFE INSURANCE CO
Main Office 870 Market, SUttr 1-4909
Life Division Office 760 Market, SUttr 1-7010
District Office 1485 Bayshore Bl, JUNipr 4-7670

Agencies
1485 Bayshore Bl, JUNipr 5-2115
5745 Geary Bl, SKYln 1-7654
1548 Stockton, EXbrk 7-0365
(See Advertisement This Page)

Benson Enfrid G, DETaware 3-6147
Bergmann Betty 115 New Monty, EXbrk 7-0772
Bernal Realty Co 237 Cortland Av, VAencia 6-3676

BERNHARD STANLEY J
690 Market, EXbrk 2-2745
Bernstein Louis 350 Sansome, GARfld 1-3900
Best Alfred M Co Inc 206 Sansome, EXbrk 2-8168

BETHEL STAMPS
111 Sutter, SUttr 1-6526
Bettman Jerome S J 544 Market, GA rfd 1-7700
Bezdek Frank A 25 Polk, MArkt 1-7801

Biggs Albert J 3074-24th, GARfld 1-7700
Biddle Eloise 444 California, DOuglas 2-8282
If no answer call... YUkon 6-5354

BIDDLE-SHAW & CO
444 California, DOuglas 2-8282
If no answer call... YUkon 6-5354
Billeret Oscar A Co 3433 Irving, OVRind 1-7710
Block C R Jr Corp Of Calif
114 Sansome, YUkon 2-5653

Blackfield Irving B 4444 Geary Bl, BAYw 1-2588
Blade Realty Co 699 Portola Dr, SEabright 1-4037
Blake John T 26 O'Farrell, GARfld 1-3091
Blake Richard D 519, California, DOuglas 2-2551

Bland Frank W
Western US Supervisor
Canada Life Assurance Co
321 Bush, SUttr 1-4860
If no answer call Mno Prk... DAVnprt 2-6440

Bland Mary K 520 Judah, OVRind 1-2766
Blodgett & Mason & Associates
550 Kearny, YUkon 2-9752

BLUE CROSS PLAN
Hospital Care With Surgical-Medical Benefits.
Over 56 Million Americans Are Protected by Blue Cross A Non-Profit Community Service.

"WHERE TO CALL"
HOSPITAL SERVICE OF CALIF
235 Monty, DOuglas 2-4285

Blue Elliott C 3426 Sacramento, WAint 1-5446
Board of Fire Underwriters of the Pac
320 Calif, YUkon 6-6356

Bock A J Co 345 Franklin, HEmlck 1-6273
Bodley John W 582 Market, DOuglas 2-5941
Bohne Dan & Son 350 Jefferson, PR ospt 5-0415

BOITO JOHN V
For Professional Insurance Services
Main Office 2495 San Bruno Av, JUNipr 6-0811
Downtown Office 98 Post, GARfld 1-7900

Boisland Frank L 4624 Geary Bl, BAYw 1-2353
Bone Kenneth 754 Larkin, PR ospt 5-4818

BONSTIN INSURANCE SERVICE
921 Larkin, PR ospt 6-1410
Booth Fred W & Co 315 Monty, GARfld 1-7060

BOOTH WESTERN INC
315 Monty, SUttr 1-1925
Borge Chas Co 2260 Judah, LDMbrd 4-8100
Borgefeldt C & W 519 California, DOuglas 2-8458

BOSTON INSURANCE CO
417 Montgomery, DOuglas 2-0855
Boston Manufacturers Mutual Ins Co
315 Monty, GARfld 1-3168

Bottari Vic Co 220 Montgomery, YUkon 2-4040
Bouton Wm E 704 Market, DOuglas 2-7184
Bovero Ruth 593 Market, SUttr 1-6412
Bovio Gino 21 Columbus Av, EXbrk 2-0769

Bowman George H
Agent-New York Life Ins Co
433 Calif, DOuglas 2-6820

BOWMAN GEORGE H
NEW YORK LIFE INS. CO.
BUSINESS AND PERSONAL LIFE INSURANCE
GROUP-LIFE — WELFARE PLANS
MAJOR MEDICAL Annuities and Estate Analysis
11th Floor, 433 California... YUkon 2-5311

Boyle Thomas C Co 351 California, YUkon 6-5278
Bradford Clark W 351 Calif, GARfld 1-3492
Brandt John E 351 Calif, YUkon 6-6900
If no answer call... SUttr 1-7680

BRANDT W B & CO INC
300 Calif, YUkon 2-2940
East Bay dial, TEMplr 2-2070
From telephones served by the following exchange
East Bay
 (No Intercity Charge)
 Ask Operator for Entreprise 10429

BRAUN FRED CO
Since 1908, Markt 1-1196
Breen McKee & O'Shea, 582 Valencia, MIsan 7-9563
2812 Mission, DOuglas 2-3014

Breit Ben 114 Sansome, YUkon 2-3907
Brelle & Co 690 Monty, YUkon 6-4411
Bremen A S 400 Monty, EXbrk 2-4602
Bridge & Co 150 California, GARfld 1-8531
Bridgford D M Mrs 340 Pine, Residence 202 Harvard Rd, Sn Mto DIMnd 4-2207

British & Foreign Marine Insurance Co Ltd
351 Calif, EXbrk 7-2000
Britzi Ray E 315 Montgomery, MIsan 7-1201
Brockway Schuyler E 9 Sutter, EXbrk 2-0162
Bronstein Sidney 1900 Taraval, OVRind 1-2825

BROWN A MERRILL JR 161-1st, DOuglas 2-5347
Brown Fred L 420 Market, YUkon 6-5563

BROWN W D
FIRE — AUTO — CASUALTY
38 Years on Geary Bel. 18th & 19th
5432 Geary Bl, SKYln 1-6121
If no answer call... EVgrm 6-7373

Browne & Company 576 Sacramento, EXbrk 2-6915
Browning Chas S 321 Bush, SUttr 1-4860

BUCHANAN ERNEST L
THE STATE LIFE INSURANCE CO.
LIFE INSURANCE
Juvenile Educational Retirement and Income Mortgage
Suite 904-904A, 400 Monty, SUttr 1-1536

Bucher Edw H
Security-Pacific Insurance Agency
6736 Mission Daly City, Plaza 5-6808
Buckbee Thorne & Co 145 Sutter, DOuglas 2-5686

BUFFALO INSURANCE CO
3452 Geary Bl, SKYln 2-6868

BUFFALO INSURANCE CO MARINE DEPT
114 Sansome, YUkon 6-5612
Bullwinkle Wm W C L U 111 Sutter, SUttr 1-8443
Burke & Burke 543 Valencia, HE mlck 1-1123
Burmester Robt N 220 Montgomery, YUkon 2-4040

Burns Frank J 4268 Mission, JUNipr 4-0888
Busher W P & Co 41 Sutter, SUttr 1-4203
Busman Geo 2697 Alemany Blvd, JU niper 4-8346
Business Men's Assurance Co
600 Middlefield Rd Palo Alto
From telephones served by the following exchange
San Francisco
 (No Intercity Charge)
 Ask Operator for Entreprise 10938

Bussing Co The 605 Market, YUkon 6-2070
Butcher Henry M 5141 Geary Bl, SKYln 1-1134

BUTLER JAS P
767 Market, EXbrk 2-1877
C A D I E 345 Grove, UNdrh 3-1900
CMI 1446 Van Ness Av, TUxedo 5-4557
Cadm Agency Corp
1000 Van Ness Av, PR ospt 5-0100
Cagwin & Seymour 315 Montgomery, EXbrk 2-7750

Cal-Pac Agcy
Wm H Cassidy-Owner
07c 1506 Vallejo, ORdwy 3-5400

Cal Realty 515 Frederick, LDMbrd 6-7275
Calder A E 332 Pine, YUkon 2-2800

CALEDONIAN INSURANCE CO MARINE DEPT
114 Sansome, YUkon 6-5612

CALENDER-ROBINSON CO
510 Battery, YUkon 6-5477
Calif Automobile Assigned Risk Plan
114 Sansome, YUkon 6-6451

CALIF CASUALTY INDEMNITY EXCHANGE
FIRE — AUTOMOBILE AND COMPENSATION INSURANCE
550 Kearny, EXbrk 7-3500.
(Continued Next Page)

Memory plays tricks. If in doubt about a telephone number, why not look it up in the directory and save time and trouble?

For INSURANCE OF EVERY KIND We Write It

ANDREWS INSURANCE AGENCY

OVerland 1-2403

If No Answer Call ATwater 8-3255

2264 JUDAH

Beneficial STANDARD LIFE INSURANCE COMPANY

LIFE DIVISION EXECUTIVE OFFICES

ALL FORMS OF LIFE — ANNUITIES ENDOWMENTS EDUCATIONAL POLICIES ACCIDENT & HEALTH

SUtter 1-7010

760 Market, Phelan Bldg., San Francisco

INTERNATIONAL CIVILIANS — MILITARY GOVERNMENT EMPLOYEES
INSURANCE — FINANCING
★ AUTO ★ FIRE ★ LIFE ★ HOME & BUSINESS

Standard — Full Coverage Policies • No Restricting Endorsements
Dependable Nationwide Claims Service • Rates at Substantial Savings

MONTHLY PAYMENTS AVAILABLE
Call TUxedo 5-2769
1245 VAN NESS AVE. NEAR SUTTER
SAN FRANCISCO 9, CALIF.

INSURANCE CO.
PHELAN BLDG.
760 Market San Francisco

FARRELL & FORSYTH
YUkon 6-2018
340 Kearny San Francisco

FARRELL & FORSYTH
YUkon 6-2018
340 Kearny San Francisco

THE STATE LIFE INSURANCE CO.
LIFE INSURANCE
Juvenile Educational Retirement and Income Mortgage
Suite 904-904A, 400 Monty, SUttr 1-1536

Beneficial STANDARD LIFE INSURANCE COMPANY
LIFE DIVISION EXECUTIVE OFFICES
ALL FORMS OF LIFE — ANNUITIES ENDOWMENTS EDUCATIONAL POLICIES ACCIDENT & HEALTH
SUTTER 1-7010
760 Market, Phelan Bldg., San Francisco