

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

MILWAUKEE, WISCONSIN

"The Dividend Paying Company of America"

RICHARD J. SHIPLEY, General Agent

(No Brokerage)

564 Market Street, Tel EX brook 4485

HICKEY-FREEMAN CLOTHES

KUPPEN-HEIMER CLOTHES

CROMWELL CLOTHES

ARROW SHIRTS, TIES

KNOX HATS

JOHNSTON & MURPHY SHOES

BOSTONIAN SHOES

Hastings
POST AT KEARNEY

Powell at Geary
St. Francis Hotel882 Market St.,
Flood Bldg.San Francisco
SU tter 5400

**Mutual
Benefit
Life
Insurance
Company**

Modern Life
Insurance
Since 1845

**Maximum
Protection
at a
Minimum
of Current
Outlay**

Home Office
Newark,
New Jersey

GEO. R. STILES,

General
AgentCentral Tower
703
Market
San Francisco

INSURANCE—FIRE (Cont'd)

EAST AND WEST INSURANCE CO OF NEW HAVEN, 720 Adam Grant Bldg, 114 Sansome, Tel DO uglas 7160 (For further information see page 51 Buyers' Guide)

EAGLE FIRE COMPANY OF NEW YORK, 234 Sansome, Tel EX brook 0840

EBY L R & CO, 201 Sansome, Tel SU tter 8300 (For further information see back cover and page 48 Buyers' Guide)

EMPIRE STATE INSURANCE CO, Royal Insurance Bldg, 201 Sansome, Tel DO uglas 1296

ENGLISH-AMERICAN UNDERWRITERS AGENCY, 332 Pine, Tel GA rfield 2067

EUREKA-SECURITY FIRE & MARINE INSURANCE CO, 290 Bush, Tel DO uglas 8400 (For further information see front cover, left top lines and page 50 Buyers' Guide)

FEDERAL HARDWARE & IMPLEMENT MUTUALS, 417 Montgomery, 7th Floor, Tel EX brook 2301

FEDERAL UNION INSURANCE CO, 201 Sansome, Tel DO uglas 5855

FIDELITY-PHILADELPHIA FIRE INSURANCE CO OF NEW YORK, 60 Sansome, Tel GA rfield 8200 (For further information see right side lines and page 17 Buyers' Guide)

FIRE ASSOCIATION OF PHILADELPHIA, 425 Montgomery, Tel GA rfield 6514

FIREMAN'S FUND INSURANCE CO, 401 California, Tel SU tter 7000 (For further information see page 43 Buyers' Guide)

FIREMEN'S INSURANCE CO OF NEWARK, N J (Loyalty Group), 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

FIRST AMERICAN FIRE INSURANCE CO OF NEW YORK, 60 Sansome, Tel GA rfield 8200 (For further information see right side lines and page 17 Buyers' Guide)

FRANKLIN FIRE INSURANCE CO OF PHILADELPHIA, 341 Montgomery, Tel EX brook 3600

FRANKLIN NATIONAL INSURANCE CO OF NEW YORK, 231 Bush, Tel DO uglas 3665 (For further information see right bottom lines and page 19 Buyers' Guide)

GIRARD FIRE & MARINE INSURANCE CO (Loyalty Group), 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

GLEN FALLS INSURANCE CO, Pacific Coast Dept, 6th Floor Mills Tower, 220 Bush, Tel GA rfield 0125 (For further information see page 49 Buyers' Guide)

GLEN FALLS UNDERWRITERS, Pacific Coast Dept, 6th Floor Mills Tower, 220 Bush, Tel GA rfield 0125 (For further information see page 49 Buyers' Guide)

GUILDHALL INSURANCE CO THE, 369 Pine Tel EX brook 3636

HALIFAX FIRE INSURANCE CO, Wentz & Erlin Genl Agts, Insurance Center Bldg, 206 Sansome, Tel EX brook 2064

HARDWARE MUTUAL INSURANCE CO OF MINNESOTA, 417 Montgomery, 7th Floor, Tel EX brook 2301

HARTFORD FIRE INSURANCE CO (Pacific Dept) 720 California, City Dept 411 California, Tel SU tter 7680 (For further information see left side lines and page 51 Buyers' Guide)

HEALEY WM & SON, 208 Crocker Bldg, 620 Market opp Palace Hotel, Tel GA rfield 1346 (For further information see front cover and page 51 Buyers' Guide)

HIBERNIA UNDERWRITERS OF THE HOME INSURANCE CO, NEW YORK, 341 Montgomery, Tel EX brook 5600

HOME FIRE & MARINE INSURANCE CO, 401 California, Tel SU tter 7000 (For further information see page 13 Buyers' Guide)

HOME INSURANCE CO, NEW YORK, 341 Montgomery, Tel EX brook 5600

HOME INSURANCE CO LTD OF HAWAII, 231 Sansome, Tel EX brook 0810

HOME UNDERWRITERS AGENCY OF THE HOME INSURANCE CO, NEW YORK, 341 Montgomery, Tel EX brook 5600

HOUGAARD WILLIAM F CO, 201 Sansome Tel SU tter 0820

INSURANCE CO OF THE STATE OF PENNSYLVANIA Seeley & Co Genl Agts, 130 Sansome, Tel SU tter 2770

JERSEY INSURANCE CO OF NEW YORK, Dixwell Davenport V-Pres and Pacific Dept Manager, Merchants Exchange Bldg, 465 California, Tel EX brook 0866 (For further information see page 53 Buyers' Guide)

KEYSTONE UNDERWRITERS (Loyalty Group) 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

LAW UNION & ROCK INSURANCE CO LTD, 332 Pine, Tel GA rfield 2067

LIBERTY UNDERWRITERS, Royal Insurance Bldg, 201 Sansome, Tel DO uglas 4296

LIVERPOOL & LONDON & GLOBE INSURANCE CO LTD, 201 Sansome, Tel DO uglas 3855 (For further information see left top lines and page 41 Buyers' Guide)

LONDON ASSURANCE THE, 369 Pine, Tel EX brook 3636

LONDON UNDERWRITERS AGENCY, 369 Pine, Tel EX brook 3636

LONDON & LANCASHIRE INSURANCE CO LTD, 332 Pine, Tel GA rfield 2067

LUMBER MUTUALS, THE, 333 Montgomery, Tel YU kon 1708

MANHATTAN FIRE & MARINE INSURANCE CO, 369 Pine, Tel EX brook 3636

MARYLAND INSURANCE CO, 60 Sansome, Tel GA rfield 8200 (For further information see right side lines and page 47 Buyers' Guide)

MECHANICS AND TRADERS INSURANCE CO OF CONNECTICUT, 231 Bush, Tel DO uglas 3665 (For further information see right bottom lines and page 49 Buyers' Guide)

MERCANTILE FIRE UNDERWRITERS OF DENVER, H V Hoffman-Akey Co Agts, 200 Bush, RI216, Tel SU tter 7539

MERCANTILE INSURANCE COMPANY OF AMERICA, MERCANTILE UNDERWRITERS DEPT, Wentz & Erlin Genl Agts, Insurance Center Bldg, 206 Sansome, Tel EX brook 2064

MERCHANTS FIRE ASSURANCE CORPORATION OF NEW YORK, 114 Sansome, R511 Tel GA rfield 0352

MERCHANTS FIRE INSURANCE CO, H V Hoffman-Akey Co Agts, 200 Bush, RI216, Tel SU tter 7539

MILWAUKEE MECHANICS INSURANCE CO (Loyalty Group) 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

MONARCH FIRE INSURANCE COMPANY, 248 Bush, Tel DO uglas 8400 (For further information see front cover, left top lines and page 50 Buyers' Guide)

NATIONAL-BEN FRANKLIN FIRE INSURANCE CO (Loyalty Group) 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

NATIONAL FIRE INSURANCE CO OF HARTFORD, 231 Bush, Tel DO uglas 3665 (For further information see right bottom lines and page 49 Buyers' Guide)

NETHERLANDS INSURANCE CO, 240 Sansome, 3d Floor, Tel GA rfield 4655

NEW YORK FIRE OFFICE OF THE NORWICH UNION FIRE INS SOCIETY, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

NEWARK FIRE INSURANCE CO, Ray Decker Mer, 201 Sansome, Tel DO uglas 5855

NEWARK FIRE UNDERWRITERS, Royal Insurance Bldg, 201 Sansome, Tel DO uglas 4296

NIAGARA - DETROIT UNDERWRITERS, 60 Sansome, Tel GA rfield 8200 (For further information see right side lines and page 47 Buyers' Guide)

NIAGARA FIRE INSURANCE CO OF NEW YORK, 60 Sansome, Tel GA rfield 8200 (For further information see right side lines and page 47 Buyers' Guide)

NORTH RIVER INSURANCE CO THE, 266 Bush, Tel GA rfield 5525

NORTHERN UNDERWRITERS AGENCY OF NORTHERN ASSURANCE CO LTD, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

NORTHWESTERN MUTUAL FIRE ASSOCIATION, 417 Montgomery, Tel SU tter 6845 (For further information see right top lines and page 55 Buyers' Guide)

NORTHWESTERN NATIONAL INSURANCE CO (of Milwaukee, Wis), 332 Pine, 3d Floor, Tel EX brook 2273

NORTHWESTERN UNDERWRITERS AGENCY, 332 Pine, 3d Floor, Tel EX brook 2273

NORWICH UNION FIRE INSURANCE SOCIETY LTD, 231 Sansome, Tel EX brook 0840 (For further information see right top lines and page 56 Buyers' Guide)

OCCIDENTAL INSURANCE CO, 401 California, Tel SU tter 7000 (For further information see page 43 Buyers' Guide)

OCCIDENTAL UNDERWRITERS, 401 California, Tel SU tter 7000

ORIENT INSURANCE CO, (of Hartford) 332 Pine, Tel GA rfield 2067

PACIFIC AMERICAN UNDERWRITERS, 201 Sansome, Tel DO uglas 5855

PACIFIC FIRE INSURANCE CO, NEW YORK, Dixwell Davenport V-Pres and Pacific Dept Manager, Merchants Exchange Bldg, 465 California, Tel EX brook 0866 (For further information see page 53 Buyers' Guide)

PACIFIC NATIONAL FIRE INSURANCE CO, 460 Montgomery, Tel GA rfield 4711

PALATINE INSURANCE CO, LIMITED, OF LONDON, 315 Montgomery, 15th Floor, Tel DO uglas 0170 (For further information see right bottom lines and page 47 Buyers' Guide)

PATRIOTIC INSURANCE CO, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

PEARL ASSURANCE COMPANY LTD, 200 Bush, Tel DO uglas 8400 (For further information see front cover, left top lines and page 50 Buyers' Guide)

PITTSBURGH UNDERWRITERS (Loyalty Group) 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

POTOMAC INSURANCE COMPANY, Wentz & Erlin Genl Agts, Insurance Center Bldg, 206 Sansome, Tel EX brook 2064

QUEEN INSURANCE CO OF AMERICA, Ray Decker Mgr, 201 Sansome, Tel DO uglas 5855

RELIANCE UNDERWRITERS, Royal Insurance Bldg, 201 Sansome, Tel DO uglas 4296

REPUBLIC INSURANCE COMPANY (FIRE), 111 Sutter, R924, Tels SU tter 0850 and 0851

ROYAL INSURANCE CO LTD (Liverpool, Eng) 201 Sansome, Tel DO uglas 5855 (For further information see left top lines and page 14 Buyers' Guide)

SECURITY INSURANCE CO OF NEW HAVEN, 720 Adam Grant Bldg, 114 Sansome, Tel DO uglas 7160 (For further information see front cover and page 51 Buyers' Guide)

SEELEY & CO, 130 Sansome, Tel SU tter 2770 (For further information see right side lines and page 51 Buyers' Guide)

STANDARD MARINE INSURANCE CO LTD, Seeley & Co Genl Agts, 130 Sansome, Tel SU tter 2770

STAR INSURANCE CO OF AMERICA, 201 Sansome, Tel DO uglas 5855

SUN INSURANCE OFFICE LTD, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

SUN UNDERWRITERS INSURANCE CO, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

SUPERIOR FIRE INSURANCE CO (Loyalty Group) 7th Floor Mills Tower, 220 Bush, Tel DO uglas 4540

SUSSEX FIRE INSURANCE CO, Wentz & Erlin Genl Agts, Insurance Center Bldg, 206 Sansome, Tel EX brook 2064

UNION ASSURANCE SOCIETY OF LONDON, 315 Montgomery, 15th Floor, Tel DO uglas 0170 (For further information see right bottom lines and page 47 Buyers' Guide)

UNION FIRE, ACCIDENT & GENERAL INSURANCE CO, 369 Pine, Tel EX brook 3636

UNITED MUTUAL FIRE INSURANCE CO, 450 Central Tower, 703 Market, Tel SU tter 6751

UNITED STATES FIRE INSURANCE CO, 266 Bush, Tel GA rfield 5525

UNITED STATES UNDERWRITERS OF UNITED STATES FIRE INSURANCE CO, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

WESTCHESTER FIRE INSURANCE CO, Seeley & Co Genl Agts, 130 Sansome, Tel SU tter 2770

WORLD FIRE AND MARINE INSURANCE CO (Hartford, Conn) 220 Bush, Tel SU tter 3010

YORKSHIRE UNDERWRITERS AGENCY OF YORKSHIRE INSURANCE CO LTD, Swett & Crawford Genl Agts, 100 Sansome, Tel SU tter 4400

*INSURANCE—GENERAL

BRANDT W B & CO INC, 254 Bush, Tel EX brook 4787 (For further information see back cover and page 16 Buyers' Guide)

MARTIN GENERAL AGENCY, 417 Montgomery, Tel SU tter 6845

*INSURANCE—INLAND MARINE

BRANDT W B & CO INC, 254 Bush, Tel EX brook 4787 (For further information see back cover and page 16 Buyers' Guide)

COMMERCE INSURANCE CO, Pacific Coast Dept, 6th Floor Mills Tower, 220 Bush, Tel GA rfield 0125 (For further information see page 49 Buyers' Guide)

EBY L R & CO, 201 Sansome, Tel SU tter 8300 (For further information see back cover and page 48 Buyers' Guide)

G. ORSI CO.

SINCE 1880

PAINTERS AND DECORATORS

Phone SU tter 0732

45 Columbus Ave., San Francisco