

# UNION SQUARE I. MAGNIN & CO. SAN FRANCISCO

Featuring Only the Finest Apparel and Accessories for Ladies and Misses

**B. W. WOOTERS COMPANY**



RESIDENTIAL SALES

INCOME PROPERTY SPECIALISTS

APPRAISALS

NOTARY

Cor. 9th Avenue & Judah St.

Montrose 7-1100

**A-1 ANSWERING & SECRETARIAL SERVICES**

Desk Rentals

Confidential

Mail Service

\$3.00 Per Mo.

Plus Postage

We Re-Address

and Forward

Mail To All

Parts Of The

World

Sutter

1-5490

115 New

Montgomery

San Francisco

RUTH POOL, Owner

**INSURANCE BROKERS—Contd**  
 Trans-Western Insurance Brokers Inc 2 Pine R302  
 Travers Phillip F 315 Montgomery R1128  
 Traylor Melvin 307 Mills bldg  
 Tringali John J & Co 1015 Russ bldg  
 Trittonbach G & Son 1015 Russ bldg  
**TRODDEN T J CO**  
 PACIFIC BLDG, SUITE 724  
 821 MARKET  
 TELEPHONES YUKON 2-3650, 2-3651 AND 2-3652  
**TURNER CHARLES H & CO**  
 334 MASON  
 TELEPHONE YUKON 6-4454  
 Union Insurance Consultants 29 O'Farrell R508  
 Una Walter J 315 Montgomery R319  
 Vaughn Kendrick & Co 98 Battery 2d fl  
 Vaughn Riak & Co 114 Sansome R320  
 Vernon Kenneth L 314 Mills bldg  
 Vinneti Building & Realty Co 4045 Mission  
 Vayne Mechanical Co 57 Post R501  
 Vuelchel M C & Co 260 California R709  
 Wagner Richard J & Associates 493 Mills bldg  
 Walker David H Co 548 Mills bldg  
 Walker David H Jr 548 Mills bldg  
 Walker E C Jerry 315 Montgomery R1227  
 Wall Myron S 315 Montgomery R1127  
 Warekols John A 605 3d at 4th 2  
 Wassiljew Anastoli 752 24th at 2  
 Watkins & Co 114 Sansome R538  
 Watkins Jack M 444 California R500  
 Watrous Winthrop P 515 Sansome Mezz  
 Watts & Co 350 Mills bldg  
 Webber & Co 68 Post R004  
 Wehe Mervyn W 365 Mills bldg  
 Weinitz George A 605 3d at 4th 2  
 Wellington Leslie 444 California R207  
 Wentworth Co 155 Sansome R712  
 Western States Insurance Brokers (genl) 114 Sansome R501  
 Weston Co The 155 Montgomery R508  
 Weymouth Marvel L 873 Monadnock bldg  
 Whelan Wm Co 354 Pine R307  
 White Edie W & Assoc 18 Battery 2d fl  
 Williams Peter N 1150 Divisadero  
 Williams Peter N (genl) 1150 Divisadero  
 Wilson Louisa & Co 354 Pine R302  
 Wilson John Scott Co 972 Market R301  
 Winterberg Fred D 315 Montgomery R1220  
 Wondolke A A Co 444 Market R212  
 Woo Jas G 915a Grant av  
 Wood Sallie 353 Kearny R201  
 Woodruff E L & Son 550 Mills bldg  
 World Wide Insurance Agency 721 Merchants Exchange bldg  
 Wrentz Wm 24 California R518  
 Wright Wentworth S 510 California R500  
 Wurzburg & Co 114 Sansome R541  
 Yates W R & Co 501 Sheldon bldg  
 Zelioli Myron 1245 Van Ness av  
 Zeller Frank 721 Duboce av  
 Zerga & Co (genl) 110 Columbus av  
 Zorndo Ernest 1401 5th av

**Assurance Company of America 530 Kearny**  
**ATLANTIC INSURANCE CO**, Suite 644, Montgomery Bldg, 120 Montgomery, Tel YUKON 2-2450  
**Atlantic Mutual Insurance Co (life)** 361 California

**AUTOMOBILE MUTUAL INSURANCE COMPANY OF AMERICA**  
 1350 RUSSELL BLDG  
 235 MONTGOMERY, ZONE 4  
 TELEPHONE GARFIELD 1-5031

Automotive Insurance Co 519 California R300  
**BALOOIS MARINE INSURANCE CO LTO THE, 334**  
 California, Tel YUKON 2-1720  
 Bankers Life Co of Des Moines Iowa (group dept) 114 Sansome R1028  
 Bankers Life Co of Des Moines Iowa 852 Phelan bldg  
 Bankers Life Co of Des Moines Iowa 901 Kohl bldg

**BANKERS LIFE CO OF DES MOINES, IOWA**  
 2535 VAN NESS AV  
 TELEPHONE TUXEDO 5-5289  
 (See Yellow Page 61)

Bankers Life Insurance Co of Nebraska 201 Post R421 and 1103  
**BANKERS AND SHIPPERS INSURANCE COMPANY OF NEW YORK**  
 415 MERCHANTS EXCHANGE BLDG  
 465 CALIFORNIA, ZONE 4  
 TELEPHONE EXBROOK 2-0856  
 Beneficial Standard Life Insurance Co 5340 Geary bldg  
 Beneficial Standard Life Insurance Co 870 Market R000  
 Beneficial Standard Life Insurance Co 444 Phelan bldg  
**BLUE CROSS**  
**UNITED SERVICES OF CALIFORNIA**  
 915 RUSSELL BLDG 235 MONTGOMERY  
 TELEPHONE OUGLAS 2-4285  
**HOME OFFICE 1919 WEBSTER, OAKLAND**  
**TELEPHONE HIGHGATE 4-7660**  
 Blue Shield of California 450 Mission R311  
 Bce Medical Group 420 Sutter R201  
 Boston Insurance Co 417 Montgomery R700  
 Buffalo Insurance Co 3452 Geary bldg  
 California Automobile Assigned Risk Plan 114 Sansome R410  
 California Casualty Indemnity Exchange 530 Kearny 2d fl  
**CALIFORNIA COMPENSATION AND FIRE COMPANY**  
 28 GEARY  
**TELEPHONE EXBROOK 2-0454**  
 California Food Industry Insurance Co 244 Pine 1st fl  
 California Food Industry Insurance Co 310 Sansome

**CALIFORNIA PACIFIC TITLE INSURANCE COMPANY**, 148 Montgomery, Tel SUTLER 1-3500, Branch Office 1400 Noriega, Tel Overland 1-1170 3540 Geary bldg, Tel Skyline 2-0286 (See Yellow Page 120)

**CALIFORNIA PHYSICIANS' INSURANCE CORP.** 450 Mission, Zone 5, Tel YUKON (See Yellow Page 59)  
 California Physicians' Service 450 Mission R311  
 California Self-Insurers Assn 114 Sansome R420  
 California Union Insurance Co 244 Pine 1st fl  
 California Western States Life Insurance Co 1018 Crocker bldg  
 California Western States Life Insurance Co 905 Market R310  
 California Western States Life Insurance Co (group dept) 515 Market R205  
**CANADA LIFE ASSURANCE COMPANY THE**  
 2d FLOOR JEROME BLDG  
 321 BUSH  
**TELEPHONE SUTTER 1-4660**  
 Carrier Craig Co (Casualty) 200 Presidio at  
 Canadian Indemnity Co 340 Pine R405  
 Canadian Fire Insurance Co 340 Pine R405  
 Canada Life Assurance Co The (agency dept) 714 Chancery bldg  
 Casualty Insurance Co of California 221 Pine 6th fl  
 Centennial Insurance Co (life) 901 California  
 Central Mutual Insurance Co 550 Kearny R300  
 Central National Life Insurance Co of Omaha 2440 Van Ness  
 Central Surety & Insurance Corp 315 Montgomery R405  
 Charter Oak Fire Insurance Co The 315 Montgomery R1500  
 City Title Insurance Co (downtown ofc) 68 Sutter (branches) 2329 Irving and 4977 Mission  
 Civil Service Employees Insurance Co 989 Market 5th fl  
 Colonial Insurance Co 2001 Lombard  
 Commercial Insurance Co 905 Market R1401  
 Commercial Insurance Co of New Jersey 180 Pine

**\*Insurance Brokers—General and Average Adjusters**  
**JOHNSON & NIGGINS OF CALIFORNIA**, 311 California, 8th fl, Tel YUKON 2-1400

**Insurance Companies**  
 Acaela Mutual Life Insurance Co 105 Montgomery 7th fl  
 Aetna Casualty & Surety Co 300 Mills bldg  
 Aetna Insurance Co 4th fl Mills bldg  
 Aetna Life Affiliated Companies 300 Mills bldg  
**AETNA LIFE INSURANCE CO** (Life, Accident & Health, Group) 400 Mills Bldg, 220 Montgomery, Zone 4, Tel YUKON 2-4040  
 Allstate North Insurance Mutual of Omaha 375 O'Farrell Allied Compensation Insurance Co 310 Sansome R505  
**AMERICA FORD LOYALTY GROUP**, 160 Pine, Tel GARFIELD 1-8220  
 American Credit Indemnity Co of New York (agency dept) 155 Montgomery R1108  
 American Credit Indemnity Co of New York (seer dept) 525 Market R509  
 American Employers Insurance Co (genl) 1050 Russ bldg  
 American Equitable Assurance Co of New York 510 Montgomery  
 American Fidelity & Casualty Co Inc 260 California R408  
 American Fidelity & Casualty Co Inc 218 Sheldon bldg  
 American Foreign Insurance Assn (genl) 1335 Russ bldg  
 American Guarantee & Liability Insurance Co 417 Montgomery  
**AMERICAN HARVARD MUTUAL INSURANCE CO**, 68 Willow Road, Menlo Park, Calif, Tel OAKENPORT 4-2531  
 American Home Assurance Co 200 Sansome 11th fl  
 American Home General Agency 208 Sansome 11th fl  
 American Insurance Group The 332 Pine 7th fl  
 American Manufacturers Mutual Insurance Co 417 Montgomery 8th and 9th fl  
 American Marine & General Insurance Co 114 Sansome R1010  
 American Motorists Inc Co 417 Montgomery 8th fl  
 American Mutual Fire Insurance Co 515 Market R200  
 American Mutual Insurance Alliance 311 California R 310  
 American Mutual Liability Insurance Co 515 Market 2d fl  
 American National Insurance Co 320 California R320  
 American National Insurance Co (Chinese br ofc) 1039 Grant av  
 American National Insurance Co (life) 840 Irving  
 American Surety Co of New York 340 Pine R302  
 Anchor Casualty Co 2525 Van Ness at R207  
 Argonaut Insurance Co 210 Sansome  
 Association of Casualty & Surety Companies 315 Montgomery R501

**Assurance Company of America 530 Kearny**  
**ATLANTIC INSURANCE CO**, Suite 644, Montgomery Bldg, 120 Montgomery, Tel YUKON 2-2450  
**Atlantic Mutual Insurance Co (life)** 361 California

**AUTOMOBILE MUTUAL INSURANCE COMPANY OF AMERICA**  
 1350 RUSSELL BLDG  
 235 MONTGOMERY, ZONE 4  
 TELEPHONE GARFIELD 1-5031

Automotive Insurance Co 519 California R300  
**BALOOIS MARINE INSURANCE CO LTO THE, 334**  
 California, Tel YUKON 2-1720  
 Bankers Life Co of Des Moines Iowa (group dept) 114 Sansome R1028  
 Bankers Life Co of Des Moines Iowa 852 Phelan bldg  
 Bankers Life Co of Des Moines Iowa 901 Kohl bldg

**BANKERS LIFE CO OF DES MOINES, IOWA**  
 2535 VAN NESS AV  
 TELEPHONE TUXEDO 5-5289  
 (See Yellow Page 61)

Bankers Life Insurance Co of Nebraska 201 Post R421 and 1103  
**BANKERS AND SHIPPERS INSURANCE COMPANY OF NEW YORK**  
 415 MERCHANTS EXCHANGE BLDG  
 465 CALIFORNIA, ZONE 4  
 TELEPHONE EXBROOK 2-0856  
 Beneficial Standard Life Insurance Co 5340 Geary bldg  
 Beneficial Standard Life Insurance Co 870 Market R000  
 Beneficial Standard Life Insurance Co 444 Phelan bldg  
**BLUE CROSS**  
**UNITED SERVICES OF CALIFORNIA**  
 915 RUSSELL BLDG 235 MONTGOMERY  
 TELEPHONE OUGLAS 2-4285  
**HOME OFFICE 1919 WEBSTER, OAKLAND**  
**TELEPHONE HIGHGATE 4-7660**  
 Blue Shield of California 450 Mission R311  
 Bce Medical Group 420 Sutter R201  
 Boston Insurance Co 417 Montgomery R700  
 Buffalo Insurance Co 3452 Geary bldg  
 California Automobile Assigned Risk Plan 114 Sansome R410  
 California Casualty Indemnity Exchange 530 Kearny 2d fl  
**CALIFORNIA COMPENSATION AND FIRE COMPANY**  
 28 GEARY  
**TELEPHONE EXBROOK 2-0454**  
 California Food Industry Insurance Co 244 Pine 1st fl  
 California Food Industry Insurance Co 310 Sansome

**CALIFORNIA PACIFIC TITLE INSURANCE COMPANY**, 148 Montgomery, Tel SUTLER 1-3500, Branch Office 1400 Noriega, Tel Overland 1-1170 3540 Geary bldg, Tel Skyline 2-0286 (See Yellow Page 120)

**CALIFORNIA PHYSICIANS' INSURANCE CORP.** 450 Mission, Zone 5, Tel YUKON (See Yellow Page 59)  
 California Physicians' Service 450 Mission R311  
 California Self-Insurers Assn 114 Sansome R420  
 California Union Insurance Co 244 Pine 1st fl  
 California Western States Life Insurance Co 1018 Crocker bldg  
 California Western States Life Insurance Co 905 Market R310  
 California Western States Life Insurance Co (group dept) 515 Market R205  
**CANADA LIFE ASSURANCE COMPANY THE**  
 2d FLOOR JEROME BLDG  
 321 BUSH  
**TELEPHONE SUTTER 1-4660**  
 Carrier Craig Co (Casualty) 200 Presidio at  
 Canadian Indemnity Co 340 Pine R405  
 Canadian Fire Insurance Co 340 Pine R405  
 Canada Life Assurance Co The (agency dept) 714 Chancery bldg  
 Casualty Insurance Co of California 221 Pine 6th fl  
 Centennial Insurance Co (life) 901 California  
 Central Mutual Insurance Co 550 Kearny R300  
 Central National Life Insurance Co of Omaha 2440 Van Ness  
 Central Surety & Insurance Corp 315 Montgomery R405  
 Charter Oak Fire Insurance Co The 315 Montgomery R1500  
 City Title Insurance Co (downtown ofc) 68 Sutter (branches) 2329 Irving and 4977 Mission  
 Civil Service Employees Insurance Co 989 Market 5th fl  
 Colonial Insurance Co 2001 Lombard  
 Commercial Insurance Co 905 Market R1401  
 Commercial Insurance Co of New Jersey 180 Pine

**COMMERCIAL UNION FIRE INSURANCE CO OF NEW YORK**  
 315 Montgomery 15th fl, Zone 4, Tel OUGLAS 2-0170 (See Yellow Page 56)

**COMMERCIAL UNION GROUP THE**  
 315 Montgomery 15th Floor, Zone 4, Tel Douglas 2-0170 (See Yellow Page 56)  
 Commercial Union Ocean Groups (genl) 315 Montgomery 15th fl  
 Commercial Union Insurance Co of New York 315 Montgomery R405  
 Connecticut General Fire Insurance Co of Hartford Connecticut 500 Mills bldg  
 Connecticut General Life Insurance Co lobby 220 Bush  
 Connecticut General Life Insurance Co lobby Mills bldg  
 Connecticut General Life Insurance Co 57 Post R610  
 Connecticut General Life Insurance Co 98 Post 4th fl

Connecticut Mutual Life Insurance Co 315 Montgomery R1110  
 Constitution Hospital & Medical Plan 948 Market R805  
 Constitution Life Insurance Co 988 Market R405  
 Constitution Life Insurance Co 905 Market R501  
 Constitution Life Insurance Co (Sterling Div) 948 Market R409-10  
 Consumers & Distributors Insurance Exchange 345 Grove  
 Continental Assurance Co 433 California R902

**CONTINENTAL CASUALTY CO**  
 433 CALIFORNIA  
 TELEPHONE YUKON 2-3420

Continental Casualty Co 1016 Polk  
**CONTINENTAL INSURANCE COMPANY THE**  
 160 Pine, Tel GARFIELD 1-8220  
 Continental National Group 433 California 1st fl  
**CROWN LIFE INSURANCE CO**, 405 Russ Bldg 235 Montgomery, Tel YUKON 2-0932  
**CRUM AND FORSTER** (multiple tier), 120 Montgomery 4th fl, Tel GARFIELD 1-5525  
 Dinner Assurance Bureau 1840 Hyde  
 Eagle Fire Co of New York 234 Sansome  
 Educators Insurance Co of America (life) 57 Post R 501  
 Eldorado Management Co 220 Sheldon bldg  
 Employers Fire Insurance Co 1050 Russ bldg  
 Employers Group The (genl) 1050 Russ bldg  
 Employers Liability Assurance Corp Ltd 1050 Russ bldg  
 Employers Mutual Fire Insurance Co 114 Sansome R400  
 Employers Mutual Liability Insurance Co of Wisconsin 114 Sansome R400  
 Employers Reinsurance Corp 703 Shell bldg  
 Equitable Fire & Marine Insurance Co of Providence Rhode Island 500 Mills bldg  
 Equitable Life Assurance Society of the United States, 120 Montgomery 7th Floor, Tel EXBROOK 7-0800  
 Equitable Life Insurance Co of Iowa 800 Market 11th fl  
 Estate Life Insurance Co 535 Powell  
 Factory Insurance Assn 1115 Merchants Exchange bldg

**FACTORY MUTUAL LIFE INSURANCE COMPANY OF AMERICA**  
 1350 RUSSELL BLDG  
 235 MONTGOMERY, ZONE 4  
 TELEPHONE GARFIELD 1-5031

Farmers Insurance Group 4230 Geary bldg  
 Farmers Insurance Group 1827 Irving  
 Farmers Insurance Group 4304 Mission  
 Farmers Insurance Group 2400 Ocean av  
 Farmers Insurance Group (downtown ofc) 809 Van Ness  
 Farmers Insurance Group (Marine pls ofc) 3318 Steiner  
 Farmers Insurance Group (Mission Claims) 1038 Valencia  
 Farmers Insurance Group (west portal claims) cellars ofc 225 West Portal av  
 Federal Life Insurance Co 55 New Montgomery R808  
 Fidelity & Casualty Group of New York The 100 Pine  
**FIDELITY & DEPOSIT COMPANY OF MARYLAND**, 405 Montgomery Room 712, Tel EXBROOK 2-1188  
 Fidelity & Deposit Co of Maryland (exec ofc) 405 Montgomery R814  
 Fidelity Mutual Life Insurance Co The 550 Mills bldg  
 Fidelity Mutual Life Insurance Co The 3324 Steiner  
 Fidelity-Phoenix Fire Insurance Co of New York 160 Pine  
 Fire Assn of Philadelphia 505 Montgomery 2d fl  
 Fireman's Fund Indemnity Co 3333 California

**FIREMAN'S FUND INSURANCE CO**  
 (SEE ALSO FIREMAN'S FUND INSURANCE GROUP IN ALPHABETICAL SECTION)  
 3333 CALIFORNIA  
 TELEPHONE JORAN 7-5000

Fireman's Fund Insurance Co (life) 401 California  
 Fireman's Fund Insurance Group 333 California  
 Fireman's Insurance Co of Newark 160 Pine  
 First National Insurance Co of America (fire) lobby Mills bldg  
 Founders Insurance Co 304 Merchants Esch bldg  
 Franklin Life Insurance Co (Northern Calif Regional Ofc) 353 Sacramento 6th fl  
 General Accident Fire & Life Assurance Comp 600 California R620  
 General Accident Fire & Life Assurance Corp 450 Market bldg  
**GENERAL AMERICAN LIFE INSURANCE CO**, 46 Kearny, 3d Floor, Tel SUTLER 1-0733  
 General American Life Insurance Co 433 California R610  
**GLENS FALLS INSURANCE CO**, 6th Floor Mills bldg  
 General Life Company of America lobby Mills bldg  
**GLENS FALLS INSURANCE CO**, 6th Floor Mills Tower, 200 Bush, Tel SUTLER 1-0954  
 Glens & Republic Insurance Co of America 510 Montgomery  
 Golden State Mutual Life Ins Co 2000 Fillmore  
**GOVERNMENT PERSONNEL MUTUAL LIFE INSURANCE CO**  
 609 Sutter, Suite 200 Marine Memorial Bldg, Tel PRASPECT 5-6400 (See Yellow Page 57)  
**GREAT AMERICAN GROUP**, 320 California 5th Floor, Tel YUKON 2-4800  
 Great American Insurance Co 320 California 5th fl  
 Great Northwest Life Insurance Co 904 Kohl bldg  
 Great Northwest Life Insurance Co 68 Post R210  
 Great West Life Assurance Co 351 California R511  
 Great West Life Assurance Co 1301 Russ bldg  
**GUARANTEE INSURANCE CO**  
 550 KEARNY  
**TELEPHONE EXBROOK 7-2700**  
 Guardian Life Insurance Co of America 111 Sutter R604 and 1320

27 YEARS  
**COMPETENT**  
**DEPENDABLE**  
**SERVICE**

# I. GIMMELMAN & R. CO.

REAL ESTATE INSURANCE

9 Columbus Ave.  
 YUKON 6-6155