

More coverage for less money: it's not an impossible dream.

We didn't grow 700% in 5 years by making empty promises.

Our approach to insurance is basically simple. All we ask of a potential client is the opportunity to take his present insurance program, review it and give him back a better one.

Obviously that isn't as simple as it sounds. It means knowing all the latest wrinkles in this complicated business, the imaginative application of credits, deductibles and self-insurance, special allowances, unusual coverages for particular situations.

By showing business firms throughout California how we can design a top insurance program for the bottom dollar, we've raised our premium income from one to seven million dollars since 1966.

If this "better for less" offer sounds like too much to promise, we'll be happy to give you a long list of clients as references. Ask them whether we perform as advertised.

Part of the secret is knowing how to move fast.

And that's more than having all of our policy records, accounting and claims on our in-house computer, and all our files microfilmed. Sure, this puts us in a good position for processing claims fast, or answering your accounting questions right away. But that isn't the most significant advantage for our clients.

Whenever a new or revised form or concept appears, we compare its costs and benefits with similar coverage we've already issued. In this way,

we're always updating and improving our clients' insurance programs.

The way we work lets us come up with fast, correct solutions to your pressing insurance problems. Unlike most agencies, we don't look on an emergency as a nuisance. We enjoy this challenge to our skills. And we get great satisfaction from coming up with the right answers right now.

Specialization: liability or asset?

Some agencies carve out certain areas of insurance and give them special attention. But they let their other business more or less take care of itself.

We also believe in specialization, but in a different way. We've set up separate departments here to focus on our most important areas of marketing. Our Commercial Risk Agency handles business coverage exclusively; and our Levinson Bros. Financial can take care of our most intricate group life or pension problem.

When it comes time to put together a fully integrated insurance plan, we combine all this expertise into a balanced recommendation.

But we don't emphasize any one area of insurance over another area. We feel they should all receive close attention.

We cover everything from your breakfast table to your county seat.

No matter what kind of business you're in, we probably have a client in the same business. So we're already aware of your problems and can show you how to take care of them.

We insure egg wholesalers, table manufacturers, supermarkets, loggers, electronics companies, department stores, property developers and cities.

Whether you're like the City of Sausalito, like Donuts and Things or

you name it, chances are we're experts in your field.

When you call Levinson Bros., you talk to a Levinson brother.

There are four brothers here. Fred, Mort, Dave and Jon. Between us we've got about 60 years experience in the insurance business.

When you call us for help, we don't palm you off on a junior clerk. We know that our personal attention to clients made us grow. So we're not going to change the formula for success.

When you call us to find out about improving your insurance program and saving some money, just ask for Fred, Mort, Dave or Jon. Our phone number is 415-434-3200. Or drop by our offices in the Russ Building, 235 Montgomery Street, San Francisco, California 94104. We'll make it worth the trip.



LEVINSON BROS.

We don't just sell insurance. We solve insurance problems.