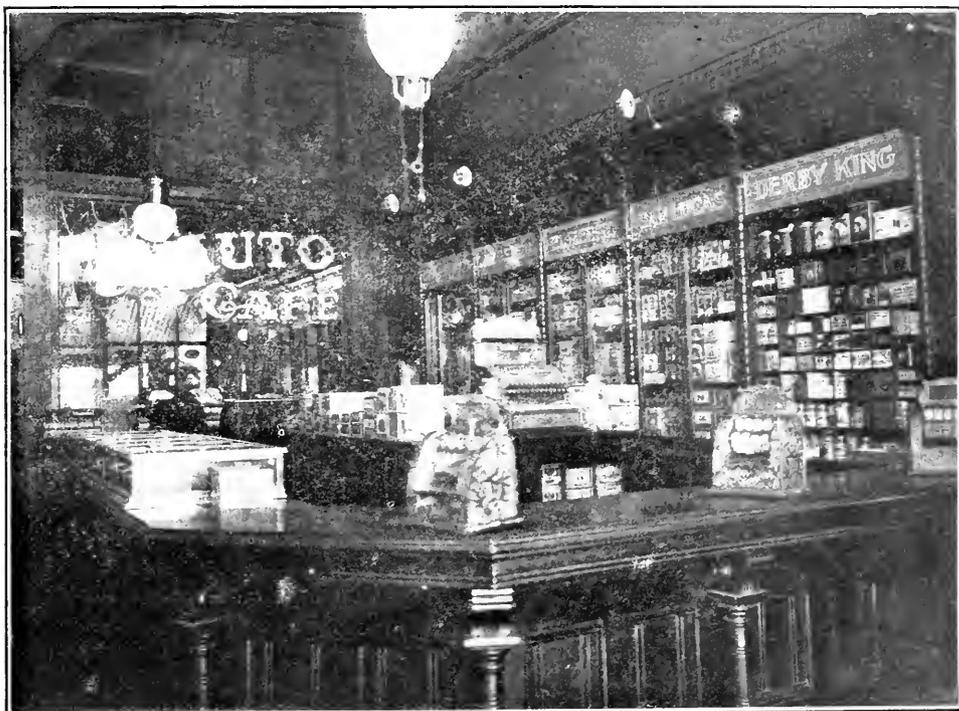


THE EL PALENCIA CIGAR STORE

has been doing business in the one location for the past seventeen years, which speaks for the class of goods we have been carrying, and the way we have been doing business.



THE EL PALENCIA CIGAR STORE and U-AUTO BAR

1010 Washington St., Between Tenth and Eleventh Sts.

CHARLES E. NOYES & CO., Proprietors

PHONE OAKLAND 3146

The reason we have been successful is because our trade smoke the EL PALENCIA REX a clear Havana cigar.