



Bertillion
LEADING HATTER

"A Hat to Fit Your Face"

1321-1323 BROADWAY
Phone Oakland 1729
This is a Bertillion Hat Year



***Placer Mining Dredgers**
UNION CONSTRUCTION COMPANY,
Foot 14th (See page 80)

***Planing and Sanding—Hardwood Floors**
MATTSON C J A, 1509 Henry Bkly (See
page 64)

Planing Mills

California Mill & Cabinet Co 1910 Web-
ster Ala
Clinton Mill & Lumber Co E 7th cor 4th
av

General Mill & Lumber Co 1600 34th
Hildebrand Co 26th cor Magnolia
HOGAN LUMBER & MILL CO, 2d se cor
Harrison (See page 75)

HUNTER LUMBER CO, Foot of 9th Av
Oakland, Shattuck Av and Oregon
Berkeley (See page 76)

Independent Mill & Lbr Co Rose ne cor
West Bkly

Manuel Augustus 2317 Encinal av Ala
NATIONAL MILL & LUMBER CO, Plant
High and Tidal Canal, Office 318
Market (S F)

Oakland Planing Mills 105 Washington
PACIFIC MANUFACTURING CO, 1001
Franklin (See page 109)

Parker H T 117 Franklin
PROGRESSIVE PLANING MILL CO,
2628 Poplar (See page 109)

REDWOOD MANUFACTURERS CO, 950
Alleen (See page 33)

Sheridan R E 1016 Webster
Singer Michl 2254 E 14th

Standard Planing Mill 534 2d
SUNSET LUMBER CO, 1st and Oak (See
front cover and page 76)

Western Door & Sash Co 5th cor Cypress

***Plants and Seeds**
NURSERY SCHOOL, 2571
Foothill Blvd and The Flower Store
539 16th (See right side lines)
SENDA W, 2271 E 14th (See page 60)

***Plaster**
COWELL HENRY LIME & CEMENT
CO, 81 Franklin (See page 33)

STANDARD SUPPLY CO, Standard Av
near Webster, W Alameda, 5340 Grove
and 2538 San Pablo Av, Berkeley (See
back cover and page 44)

Plasterers
(See Contractors—Plasterers)

***Plate Glass**
FULLER & GOEPP, 1103 Jackson (See
opp page 1683)

U C PLATE & WINDOW GLASS CO,
1955 Shattuck Av Berkeley (See page
63)

***Plating**
OAKLAND RE-TINNING CO, 106 Ade-
line

Plating Works

Berkeley Plating Works 2121 Addison
Bkly

Duplex Plating Co 2555 Bway

East Bay Plating Works 1208 Fruitvale

Haws Plating Work 1808 Harmon Bkly

Johnson & Harris 2542 Telegraph av

Kistler M G 951 33d av

Oakland Plating Wks 517 18th

Progressive Plating & Enameling Works
857 27th

Western Plating Works 2807 Helen

***Platinumsmiths**
KLAAS & MEHRKENS, 1642 Telegraph
Av (See pages 56 and 73)

***Platinum Workers**
JACKSON HERBERT CO, 1532 Broad-
way (See opp page 858)

***Playground Apparatus**
San Francisco
MEDART FRED MANUFACTURING
CO, 223 Bialto Bldg

***Player Pianos**
CHESEBROUGH HARRY N, 1432 San
Pablo Av (See page 81)

Plating
California Dress Pleating Co 579 14th
Oakland Pleating Co 1532 San Pablo av
Vogue Pleating & Button Co 1444 San
Pablo av
Washington Pleating Parlors 1330 Wash-
ington

Plumbers, Steam and Gas Fitters

Aaroe A J 5610 Grove

Aaroe Hans 4305 Grove

Anderson H R 3223 Adeline Bkly

Anderson Wm 2208 E 17th

Annis Robt 2175 Allston way Bkly

Antonuccio V J 3839 E 14th

Berkeley Plumbing Co 2462 Shattuck av
Bkly

Berkeley Repair Co 2631 Ashby av Bkly

Blake L W 538 24th

Blake P H 3400 Eden lane

Chinn H B 5239 Wentworth av

Clark F W 969 36th

Collins W S 2926 Foothill blvd

Cooke F M 479 45th

Cruz J B 689 20th

Dale J M 265 24th

Darrimon A H 1809 3d av

Diejenbacher C E 663 25th

Doell C T 467 21st

Donovan G M 5669 San Pablo av

Durant D W 922 Webster

Egan T F 1616 Market

Ehrens W J H 1707 San Lorenzo av Bkly

Ehret Eug & Co 1936 Shattuck av Bkly

Ericson J E 1602 Clay

Evans J W 582 15th

Farrell Lawrence 1116 University av
Bkly

Fearcy Al M Co 4377 Adeline

Fisher E F 17 Glen av

Fredericks J W 5231 Grove

Freitas J A 2811 E 10th

Furey H D 1614 Minturn Ala

General Plumbing Co 4323 E 14th

Gottstein F A 583-589 5th

Graham W H 355 12th

Green L R 1414 Fruitvale av

Grey Walter 3710 E 14th

Hackett C C 2830 Poplar

Hackett F H 1216 Santa Clara av Ala

Hampton Bros 498 21st

Heiman Stanton 2400 Jefferson Bkly

Hobson Plumbing Co 4125 Piedmont av

Hodes H A 1319 Lincoln av Ala

Hooson & McDonald 5206 E 14th

Hornor J J 516 E 18th

Hull Plumbing Co 2241 Shattuck av Bkly

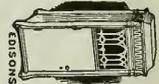
Ireland F W 2844 School

Jacobs F F 2919 Fulton Bkly

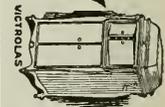
Jacobsen Wm J 459 Rich

James Robt 1221 Lincoln av Ala

VICTROLAS
SONORAS
EDISONS



W. F. K. L. A. R. N. I. D.
PHONOGRAPH COMPANY
BERNARD S. GOLDSMITH
"The Store of Happiness"



473 Twelfth St.
Bacon Building
Phone Okld-5987

FREDERICK L. WRIGHT LIFE INSURANCE