



## *Have Confidence In Your Jeweler*

—The Herbert Jackson Co.

The reliable jeweler protects his customer. He does not misrepresent the quality of gems or metals. He wants to please customers and to see his business grow. Half of our new customers come to us upon the recommendation of their friends, who find they can depend upon us.



# Herbert Jackson Company

JEWELERS -- GOLDSMITHS

1432 BROADWAY

OAKLAND

"HOUSE OF TREASURED GIFTS

(OVER)