

Judicious Advertising

CREATES
A New Business

REVIVES
A Dull Business

ENLARGES
An Old Business

RESCUES
A Lost Business

PRESERVES
A Large Business

SECURES
Success in Any Business

SAVES
A Failing Business

ENABLES
You to Pay Your Taxes

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Directory Advertising Brings Satisfactory Results

WHO Sells



Motor Cars in Oakland?

PACIFIC NASH MOTOR CO.

2740 BROADWAY

Phone

LA keside

7100

LOYALTY GROUP

Firemen's Ins. Co. of Newark; Girard Fire Marine Ins. Co. of Philadelphia; Mechanics Co. of Philadelphia; National Ben Franklin Fire Ins. Co. of Pittsburgh; Superior Fire Ins. Co. of Philadelphia; Concordia Fire Ins. Co. of Milwaukee; Capital Fire Ins. Co. of New Hamp. Milwaukee Mechanics' Fire Ins.; Metropolitan Casualty Insurance Co. of New York; Commercial Casualty Ins. Co. of Newark, New Jersey; Fidelity & Plate Glass Insurance Company.

W. W. & E. G. POTTER, General Managers Tel. **GL encourt 1**
1400 Financial Center Building 405 14th S

Peacher Jesse barber 1807 Grove
Peachey Palmer D (Alva) h5439 Wadean pl
" Thos auto washer r215 63d
Peacock Agnes J sten h1661 Oxford B
" Albt (May) h758 Haight av A
" Alex (Margt) plmbr h699 61st
" Alice Mrs r1434 Jackson
" Allen clk r5535 Fleming av
" Alonzo M (Ida) barber h5427 Manila av
" Angus (Lily) inventor h499 43d
" Antonio (Ida) roofer h1334 Foothill blvd
" Clyde M (Cath) formn Pacific Wheel & Rim Service h627 Hillsborough
" Collin C (Vida) h1401 Mitchell
" Collin E (Isabel) slsmn h5533 Fleming av
" Dorothy clk r1434 Jackson
" Dorothy emp r2000 Clinton av A
" Earl roofer r1456 1st av
" Edwin A meat ctr r1717 Park way
" Ernest J (Thais) auto asmlr h7807 Lockwood
" Geo E (Lucile) shoe repr 2066 Lincoln w h1846 8th A
" Grace r4975 Fairfax av
" Henry slsmn r2317 E 15th
" Ida fctywr r2000 Clinton av A
" Jas H h5333 Fairfax av
" Janet acct r5535 Fleming av
" Jesse (Dorothy) lab h1334 Foothill blvd
" John (Mary) roofer r1216 87th av
" Jos (Sarah) grinder h704 7th av
" Kate C (wid Alfd) h323 49th
" Lawrence (Helen) slsmn h490 41st
" Loyal (Eleanor) marine eng h5819 Maccall
" Mary Mrs h8722 A
" Mary (wid Manuel) h1436 88th av
" Max announcer KFWM Broadcasting Sta
" Mervyn E stdt r333 49th
" Nellie Mrs (McKie & Peacock) h5822 Chad-
" Rebecca J (wid H F) h4975 Fairfax av
" Thelma emp MW&Co r1216 87th av
" Walter (Belle) drill prsmn r842 Talbot av Albany
" Wm r8722 A
" Wm mach r1436 88d av
" Wm F (Nellie) lab h5211 Miles av
Peak Carrie Mrs r1335 E 17th
" Dale r1336 Fernside blvd A
" Homer D (Margt E) ins h1336 Fernside blvd A
" Jas (Ida) weaver h2315 E 15th
" Mitchell chasf h1335 E 17th
" Nita H clk r304 Foothill blvd
" Uri H mach r1335 E 17th
Peake Carrie M (wid W H) h491 Boulevard way
" Don truck equipment 1842 E 12th r31 Tam-
alpais rd B
" Elaine C sten r491 Boulevard way
" Fredk R (Harriett) v-pres-mgr Community Bldg & Loan Assn h1850 Arch B
" Gertrude L h5497 Taft av
" Harry G (Hazel) h28 Domingo av B
" Marion archt r28 Domingo av B
" Vivian tchr Ala Pub Sch r491 Boulevard way
Peakes Alice (wid Wm) r74 Ross cr
" Shirley chemist h2111 Asby av B
Pealer Clarence r712 Chester
Peas Robert S (Myrtle) gndr h2406 107th av
Pearce see also Pearse Peirce and Pierce
" Albany M S (Anna) mgr E K Wood Lbr Co h756 Trestle Glen rd
" Alice J (wid S J) h59 Hamilton pl
" B G trucker r2436 Durant B
" Beatrice nurse h1240 83d av
" Bert bellmnr r6521 Dover
" Bessie multiphasing 475 12th R17 r640 22d
" Carlyle M (Evelyn) phys 521 15th R220 h4154 Penman av
" Caroline C (wid W M) r146 Mountain av Pied
" Chas A (Flora M) firemn OFD h3026 Mag-
nolia
" Chas L (Lily) h1541 Henry B
" Chas S pres and genl mgr Colgate-Palmolive-
Peet Co
" Clara tchr r2529 College av B
" Clarence E (Jessie) h586 34th
" Cleone T clo desgrt r2501 Haste B
" Donald A (Helen W) lawyer h142 Arbor dr
" Earl (Annie) (Motor Service Co) h5400 Pro-
ctor
" Edgar F slsmn H C Capwell Co r Hayward
" Edw H h146 Mountain av Pied
" Elsie J r966 14th
" Ernest towermnr h1523 Harrison
" Estelle C Mrs r1406 Brookdale av
" Fay stdt r2521 Channing way B
" Forrest M (Phyllis) lawyer h4401 Summit dr
" Francis (Mary E) h2369 E 33d
" Fred r3237 Ellis B
" Fred O (Muriel G) constr eng h5880 Chabot
" G Stanley (Ella A) estimator T L Rosenberg
Co h663 Santa Rey av
" Geo whsemn Rigney Tile Co

PEARCE GERALD G, Genl Mgr Tilden L
and Mill Co. r1215 Grand, Tel Ple
7261
" Gilbert A clk r756 Trestle Glen rd
" Gordon H r285 Newton av
" H M (Eliz) mldr r2250 85th av
" Harvey N clk Bank of Italy r966 14th
" Henry lab r4568 Merritt av
" J Clarence (Sarah A) formn PG&EO
35th
" J D h1646 Walnut B
" Jas E (Rose) carp h2300 90th av
" Jos lab h2124 64th av
" Jos D loc eng h1646 Walnut B
" Josephine H nurse 2929 Linden av B
" Laura H h2299 College av B
" Linford checker r3512 Diamond av
" Mary A (wid J G) h3116 Coolidge
" Maud M stdt r2613 Durant av B
" Maude W Mrs matron Bkly Pub Sch
14th
" May r3116 Coolidge av
" May E (wid F) r1215 Grand av Pied
" Milton P (Mary) with PG&EO h3522
dolph av
" Ralph S (Letitia) clo clnr h2716 Coolid
" Robt W (Louise J) slsmn h4414 Pleasan
ley ct
" Theo D (Myrtle M) slsmn Consumers I
h1610 40th
" Van S clk h1633 Beverly pl B
" Venetia E slsmn r5931 Bromley
" Vilate O Mrs r3512 Diamond av
" Wallace M (Edith E) mach h3815 Wet
" Wm mech r1837 7th av
" Winifred clk r2277 Cedar B
" Winifred clk h2277 Cedar B
" Yosemite (wid Eldridge) r4401 Summit
Peard Eliz (wid Thos) r1277 Grove B
" Eug S (Mattie D) acct h7833 Lockwood
Peardon Mabel E music tchr r1523 Milvia
Peare Jean Mrs r2617 Haste B
Peard see also Perl
" Abe (Fay) auto tires 2937 San Pablo av
" Apgar
" Arth (Maude) caretkr East Bay Mt
Utility Dist r Hayward
" Beatrice Mrs h1411 3d av
" Benj (Anna) tailor 2062 Telegraph av
53d
" Percy waiter r3216 Telegraph av
" Max (Fannie) wlyr 2824 San Pablo av
Van Buren av
" Ray H mach hlpr r866 56th
" Wm M tchr Bkly Pub Sch r1499 Posen
Pearlman Jacob (Kath) slsmn h3329K
graph av
" Kath Mrs dry gds 3727 Telegraph av
do
" Walter R bkpr h693 39th
Pearlstein Edith L stdt h2701 Durant av
Pearman C Edw with USL Battery Corp
Leandro
" Geo C (Florence E) real est 3870 San
av E h4703 Salem
Pearshall Bernard W r409 35th
" Burl C r409 35th
" Ethel J (wid Wilbur) r409 35th
" Robt J (Cornelia) autor h2807 Piedmont
Pearse Carroll G (Alice A) h450 Lee
" Herb (Christina) mach h114 Virginia
" Jas H drsmn h244 Virginia ct B
" Jos (Lizzie) carp h2419 McGe e av B
" Pearsley Chas billiards 1462 7th B
Pearson see also Pearson, Pehrson, Perso
Pierson
PEARSON A J CO, A J Pearson Mgr, House
ing and Raising, Rigging and Mae
Flaming, All Work Guaranteed, 2240
Av. Alameda, Tel. ALameda 3643-J,
Tel FR utivale 1629
" Alex J (Virginia) mgr A J Pearson Co
Fruitvale av
" Alice M sten r252 Hanover av
" Alice S r1727 27th av
" Andw (Mabel) hldg supt h25 Moss av
" Andw (Beatrice) ptrnr h3933 Laguna av
" Anna Mrs decorator r2760 78th
" Anna H r1334 Campbell
" Aug (Hanna) h1327 Park av A
" Aug (Rosalie) car bldr h1320 54th av
" Bernice Mrs clk r1503 39th av
" Bertha Mrs h24 Groaton av
" Birger baker r572 62d
" C B (Manona L) clk First Natl Bank ii
r2142 8th av
" Clarence stdt r1633 Dwight way B
" Curtis clk r2760 78th av
" Donald M (Agnes M) constr eng h1118
mont Crescent
" Dore (Emma) h1819 Parker B
" Doris h3833 Telegraph av
" Edw lab r937 Bancroft B
" Ella dom 2840 Claremont blvd B
" Ellen (wid Martin) h1518 Mozart A