

TAKE TEA IN THE TERRACE LUNCHEON IN THE BASEMENT STORE

The H. C. CAPWELL COMPANY

Broadway, 20th, Telegraph OAKLAND Telephone LA keside 1111



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

Directory Advertising Brings Satisfactory Results

OME FIRE INSURANCE CO, 307 Alameda Title Ins Bldg, 1404 Franklin, Tel GL encourt 5052 (See page 149)

OME FIRE & MARINE INSURANCE CO, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840

AESTHETIC UNDERWRITERS, Fred A Spear Dist Mgrs, 920 Syndicate Bldg, 1140 Broadway, Tel GL encourt 9340

MECHANICS INSURANCE CO OF PHILADELPHIA, James F Cobb Agency Ins Agents, 1405 Financial Center Bldg, 405 14th, Tel GL encourt 1268

ATIONAL-BEN FRANKLIN FIRE INSURANCE CO OF PITTSBURGH, W W & E G Potter Mgrs, Financial Center Bldg, 405 14th, Tel GL encourt 1268

ORTHWESTERN NATIONAL INSURANCE CO, 708-714 First National Bldg, 1419 Broadway, Tel GL encourt 6614

IDENTAL INSURANCE CO, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840

IDENTAL UNDERWRITERS, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840

IO, RITCHIE & McCandlish Agts, 742 Oakland & Co Dist Mgrs, 920 Syndicate Bldg, 1140 Broadway, Tel GL encourt 9340

NSYLVANIA UNDERWRITERS, Fred A Spear & Co Dist Mgrs, 920 Syndicate Bldg, 1140 Broadway, Tel GL encourt 9340

ILADELPHIA FIRE & MARINE INSURANCE CO, RITCHIE & McCandlish Agts, 742 Oakland Bank Bldg, 1212 Broadway, Tel GL encourt 9650

ERIOR FIRE INSURANCE CO OF PITTSBURGH, W W & E G Potter Mgrs, 1400 Financial Center Bldg, 405 14th, Tel GL encourt 1268

*INSURANCE—FIRE AND MARINE

NTERY INSURANCE CO, Clay, Hotchkiss & Schroeter Agts, 201-203 Plaza Bldg, 506 15th, Tel OA kland 1214

DELITY-PHENIX FIRE INSURANCE CO OF NEW YORK, Kerr & McCandlish Agts, 742 Oakland Bank Bldg, 1212 Broadway, Tel GL encourt 9670

RE ASSOCIATION OF PHILADELPHIA, F F Porter Co Agents, 411 15th, Tel LA keside 1000

LOBE & RUTGERS INSURANCE CO, F F Porter Co Agts, 411 15th, Tel LA keside 1000

ARTFORD FIRE INSURANCE CO, Maiden, Rittigstein & Spencer Agts, 420 15th, Tel HO liday 5800

ME FIRE & MARINE INSURANCE CO, Maiden, Rittigstein & Spencer Agts, 420 15th, Tel HO liday 5800

ME INSURANCE CO OF NEW YORK, Clay, Hotchkiss & Schroeter Agts, 201-203 Plaza Bldg, 506 15th, Tel OA kland 1214

URANCE CO OF NORTH AMERICA, Clay, Hotchkiss & Schroeter Agts, 201-203 Plaza Bldg, 506 15th, Tel OA kland 1214

YOCK D L CO, 2135 Center, Berkeley, Tels BE rkeley 0322 and 0323 (See page 170)

AIDEN, RITTIGSTEIN & SPENCER, 420 15th, Tel HO liday 5800 (See page 170)

ATIONAL-BEN FRANKLIN INSURANCE CO, D L Jungck Co Agts, 2135 Center Berkeley, Tels BE rkeley 0322 and 0323

ARK FIRE INSURANCE CO, Clay, Hotchkiss & Schroeter Agts, 201-203 Plaza Bldg, 506 15th, Tel OA kland 1214

RIEYEN ASSURANCE CO LTD OF LONDON, Kerr & McCandlish Agts, 742 Oakland Bank Bldg, Tel GL encourt 9650

RTER F F COMPANY, 411 15th, Tel LA keside 1000 (See front edge and page 165)

UBLIC INSURANCE COMPANY, D L Jungck Co Agts, 2135 Center Berkeley, Tels BE rkeley 0322 and 0323

YAL EXCHANGE ASSURANCE, F F Porter Co, 411 15th, Agts, Wendell H Payne Special Agt, Central Bank Bldg, Tel LA keside 1972

AUL FIRE & MARINE INSURANCE CO, A Beckwith, 213 Easton Bldg, and W B Vest, 1013 Central Bank Bldg Agts, Wendell H Payne, Special Agt, Central Bank Bldg, Tel LA keside 1972

SECURITY INSURANCE CO, Kerr & McCandlish Agts, 742 Oakland Bank Bldg, 1212 Broadway, Tel GL encourt 9650

RINGFIELD FIRE & MARINE INSURANCE CO OF MASSACHUSETTS, H A Johanson Agt, 127 Center Berkeley, Tel BE rkeley 2435

N INSURANCE OFFICE, Clay, Hotchkiss & Schroeter Agts, 201-203 Plaza Bldg, 506 15th, Tel OA kland 1214

UNITED STATES FIRE INSURANCE CO, Maiden, Rittigstein & Spencer Agts, 420 15th, Tel HO liday 5800

*INSURANCE—HEALTH AND ACCIDENT

PACIFIC MUTUAL LIFE INSURANCE CO OF CALIFORNIA, Oakland Branch Office 1220-1227 Central Bank Bldg, 436 14th, Tels GL encourt 7676 and 7677 (See left top lines and page 148)

RELIANCE LIFE INSURANCE CO OF PITTSBURGH PA, 417-418 Central Bank Bldg, 436 14th, Tel GL encourt 2063 (See page 150)

*INSURANCE—LIFE

CONNECTICUT MUTUAL LIFE INSURANCE CO, R H Mouser Genl Agt, 705 Alameda Title Bldg, 1404 Franklin, Tel GL encourt 9040 (See page 149)

GASTIL WALTER G, 1220-1227 Central Bank Bldg, 436 14th, Tels GL encourt 7676 and 7677 LEWIS CHAS F, Agt Northern Life Ins Co, 1803 Franklin, Tel HO liday 2441

MISSOURI STATE LIFE INSURANCE CO, 1422 Latham Square Bldg, 508 16th, Tel LA keside 1313

MOUSER R H (Connecticut Mutual Life Ins Co), 705 Alameda Title Bldg, 1404 Franklin, Tel GL encourt 9040 (See page 149)

NEW WORLD LIFE INSURANCE CO, W T Rutherford Genl Agt, 1326 Central Bank Bldg, 436 14th, Tel GL encourt 0391 (See page 150)

NEW YORK LIFE INSURANCE CO, 201 American Bldg, 1540 San Pablo Av, Tel OA kland 1136

NORTHERN LIFE INSURANCE COMPANY, C F Lewis Genl Agt, 1803 Franklin, Tel HO liday 2441

NORTHWESTERN MUTUAL LIFE INSURANCE CO, Spencer C Fish Special Agt, 10th Floor California Bldg, 1736 Franklin, Tel LA keside 4600

NORTHWESTERN MUTUAL LIFE INSURANCE CO, Wm A Bewitt Genl Agt, 1001 California Bldg, 1736 Franklin, Tel LA keside 4600

PACIFIC MUTUAL LIFE INSURANCE CO OF CALIFORNIA, Oakland Branch Office 1220-1227 Central Bank Bldg, 436 14th, Tels GL encourt 7676 and 7677 (See left top lines and page 148)

PENN MUTUAL LIFE INSURANCE CO, 9th Floor Tribune Tower, 409 13th, Tel GL encourt 5320 (See right top lines and page 150)

PRUDENTIAL INSURANCE CO OF AMERICA THE (Ordinary Dept), 908 Latham Square Bldg, 508 16th, Tel OA kland 2846

RELIANCE LIFE INSURANCE CO OF PITTSBURGH PA, 417-418 Central Bank Bldg, 436 14th, Tel GL encourt 2063 (See page 150)

RUTHERFORD WM T, Genl Agt New World Life Insurance Co, 1326 Central Bank Bldg, 436 14th, Tel GL encourt 0391 (See page 150)

SUN LIFE ASSURANCE CO OF CANADA, 1208 Latham Square Bldg, 508 16th, Tel LA keside 4216

THOMAS J B (Northwestern Mutual Life), 1001 California Bldg, 1736 Franklin, Tel LA keside 4600

WEST COAST LIFE INSURANCE CO, 421 Central Bank Bldg, 436 14th, Tel GL encourt 8900

WESTERN STATE INSURANCE CO (Oakland District), 603-604-605-606 Alameda Title Bldg, 1404 Franklin, Tel GL encourt 6046

San Francisco

MUTUAL BENEFIT LIFE INSURANCE CO, 911 Claus Spreckels Bldg, 703 Market, Tel SU tter 5520

MUTUAL LIFE INSURANCE CO OF NEW YORK THE, 19th fl 111 Sutter, Tel SU tter 6526

*INSURANCE—MARINE

FIRE ASSOCIATION OF PHILADELPHIA, F F Porter Agts, 411 15th, Tel LA keside 1000

FIRMAN'S FUND INSURANCE CO, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840 (See left side lines and page 147)

HOME FIRE & MARINE INSURANCE CO, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840

OCCIDENTAL INSURANCE CO, 317 Central Bank Bldg, 436 14th, Tel GL encourt 7840

ST PAUL FIRE & MARINE INSURANCE CO, 1316 Central Bank Bldg, 436 14th, Tel LA keside 1972

*INSURANCE—PARTNERSHIP

FISH SPENCER C, 10th Floor California Bldg, 1736 Franklin, Tel LA keside 4600 (See right top lines and page 146)

*INSURANCE—PLATE GLASS

NEW JERSEY FIDELITY & PLATE GLASS CO OF NEWARK, N J, W W & E G Potter Managers, 1400 Financial Center Bldg, 405 14th, Tel GL encourt 1268

UNION INDEMNITY CO, 501 First National Bldg, 1419 Broadway Tel GL encourt 9130