

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

WHO Sells



Motor Cars in Oakland?

PACIFIC NASH MOTOR CO.

2740

BROADWAY

Phone LA keside 7100

LOYALTY GROUP

Co. of Philadelphia; National Ben Franklin Fire Ins. Co. of Philadelphia; Concordia Fire Ins. Co. of Milwaukee; Capital Fire Ins. Co. of New Hampshire; 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 121
1400 Financial Center Building 405 14th Str

Societies—Continued

Neighbors of Woodcraft

- Alma Circle No 492—Meets Fridays 2308 E 14th Cerrito Circle—Meets 1837 Alcatraz av B
- Forest Circle—Meets 1st and 3rd Mondays 713 Peralta
- Fruitvale Circle No 585—Meets Monday 8 p m 3256 E 14th
- Oakland Circle No 266—Meets Monday 8 p m Athens Hall, Pacific bldg
- Spruce Circle No 369—Meets 1st and 3rd Tuesdays 2306 Santa Clara av A

Young Ladies' Institute

- Berkeley Institute No 58 (Y L I)—Meets 2d and 4th Tuesdays 1908 Addison B
- Isle City Institute No 51 (Y L I)—Meets Monday 2306 Santa Clara av A
- Noel Institute No 113 (Y L I)—9412 E 14th
- Oakland Institute No 15 (Y L I)—Meets 2d and 4th Thursdays 2229 Telegraph av
- St Joseph's Institute No 60 (Y L I)—Meets 1st and 3rd Mondays 1102 7th

Young Men's Institute

- East Bay District Committee (Y M I-Y L I)—Meets every Friday evening 263 12th
- Grand Council Office—50 Oak S F
- American Council No 3 Y M I—Meets 1st and 3d Tuesdays 660 13th
- Berkeley Institute No 63—Meets 1st and 3d Tuesdays 1908 Addison B
- Cabrillo Council No 614 Y M I—Meets 1st and 3d Tuesdays 1128 7th
- California Council No 24 Y M I—Meets 1st and 3d Tuesdays 2308 Santa Clara av
- Laurentian Institute No 7 Y M I—Meets 2d and 4th Wednesdays Pacific bldg
- Oakland Council No 6—Meets 1st and 3d Thursdays 263 12th
- Riordan Council No 108—Meets 1st and 3d Wednesdays 9412 E 14th

VETERAN ORGANIZATIONS AND THEIR ALLIED SOCIETIES

American Legion

- Alameda Post No 9—Meets 1336 Park A
- Argonne Post No 235—Meets 2d and 4th Tuesdays Veterans Memorial bldg
- Berkeley Post No 7—Meets 2d and 4th Tuesdays 1931 Center B
- Bill Erwin Post No 337—Meets 1st and 3d Tuesdays 200 Grand av
- Lake Merritt Post No 349—Meets 1st and 3d Tuesdays 200 Grand av
- Oakland Post No 5—Meets 1st and 3d Tuesdays Veterans Memorial bldg
- Ladies' Auxiliary—Meets 2d and 4th Wednesdays Veterans Memorial bldg

American War Mothers

- Oakland Chapter—Meets 2d and 4th Thursdays Veterans Memorial bldg and 1931 Center B
- Austrian Military Benevolent Society 715 Peralta—Meets 1st and 3d Tuesdays in Alcatraz Hall

Berkeley Defense Corps

- V J Robertson pres 2073 Allston way B
- British Great War Veterans of America California Post No 10—Meets every Monday 2436 Grove

- Ladies' Auxiliary—Meets 1st and 3d Mondays 2436 Grove
- Disabled American Veterans of the World War Oakland Chapter No 7—Meets Friday evening Veterans Memorial bldg
- Berkeley Chapter No 25—Meets 1st and 3d Tuesdays 1931 Center B

Daughters of the Confederacy

- Berkeley Chapter—2908 Russell B
- S A Cunningham Chapter—St Paul's Parish House Montecito av cor Bay pl

Daughters of the American Revolution

- John Rutledge Chapter—Meets 2d Thursday 2822 Russell B

Daughters of Civil War Veterans

- Meets 1st and 3d Thursday 2108 Shattuck av B

Grand Army of the Republic

- Admiral D D Porter Post 169—Meets 1st and 3d Mondays Veterans Memorial bldg
- Appomattox Post 50—Meets Saturday Veterans Memorial bldg
- Lyon Post 8—Meets Wednesdays Veterans Memorial bldg
- Lookout Mountain Post 88—Meets 1st and 3d Fridays 1931 Center B
- Ladies of the Grand Army of the Republic Col John B Wyman Circle No 22—Meets 2d and 4th Tuesdays 2 p m Veterans Memorial bldg
- Lieut John Gayettl Circle—Meets 4th Wednesday 2108 Shattuck av B

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

Blackman Circle No 43—Meets I O O F H A Woman's Relief Corps

- (Auxiliary to the Grand Army of the Republic) Appomattox Relief Corps No 5—Meets Thursdays Veterans Memorial bldg
- Lyon Relief Corps No 6—Meets Wednesdays Veterans Memorial bldg
- Lookout Mountain Corps No 35—Meets 1st 3d Fridays 1931 Center B

R O T C Units

- Office—Municipal Auditorium
- Sons and Daughters of Union Veterans of Civil War
- Julia Grant Tent—Meets 1st and 3d Thursdays 1931 Center B
- Dorothea Dix Tent No 6 D of V—Meets 2d 4th Tuesdays Veterans Memorial bldg
- Col E D Baker Camp—Meets 2d Saturday 4th Monday 200 Grand av

United Spanish War Veterans

- Alexander Camp—Meets 1st and 3d Saturdays Veterans Memorial bldg
- E H Liscum Camp No 7—Meets Thursdays Veterans Memorial bldg
- Entenza Camp No 68—Meets 1st and 3d Mondays Veterans Memorial bldg, Auxiliary m 2d and 4th Wednesdays
- Joseph H McCourt Camp 13—Meets 2d and Fridays 8 p m Native Sons Hall 1931 Center
- Guy V Henry Auxiliary No 3—Meets 2d and Fridays Veterans Memorial bldg
- Julia A Martin Auxiliary—Meets 1st and Wednesdays Veterans Memorial bldg
- Susan Lincoln Mills Auxiliary No 11—Meets 2d and 4th Thursdays 8 p m 1931 Center B

United Veterans of the Republic

- Lt Quentin Roosevelt Unit No 15—Meets 1st 3d Fridays, Auxiliary meets 2d and 4th Mondays Veterans Memorial bldg

Veterans of Foreign Wars of the U S (Headquarters 372 Blake Block)

- Berkeley Post No 703—Meets 2d and 4th days 1931 Center B
- Col John Jacob Astor Post No 999—Meets 2d and 4th Fridays Veterans Memorial bldg
- Corp L B Hollywood Post, Alameda—Meets 2d 3d Tuesdays 1404 Park A
- Lieut Hascal F Waterhouse Post No 819—Meets 1st and 3d Thursdays 3256 E 14th
- Ladies' Auxiliary to Col J J Astor Post—Meets 2d and 4th Wednesdays at 8 p m Veterans Memorial bldg
- Ladies' Auxiliary to Lieut Waterhouse Post—Meets 2d and 4th Wednesdays Veterans Memorial bldg
- Women and Girl Workers of the Civil War—Meets every Friday in Veterans Memorial bldg

SODA FOUNTAIN SUPPLIES

- Sierra Specialty Co 1736 Poplar
- Soda Fountain Service & Supply Co 2580 Pablo av

SOFT DRINKS—RETAIL

- Alexander A J 1093 Yerba Buena
- Balango J E 1015 Franklin
- Benson & Smith 1315 Franklin
- Blum Edw 492 12th
- Brain Frank Mrs 2250 Telegraph av B
- Brashares H O 2315 E 14th
- Eurdick W C 2062 San Pablo av B
- Canman Simon 1425 Franklin
- Chanquet A P 1917 San Pablo av
- Cherrelli Antonio 374 11th
- Cicero Saml 912 7th
- Cocoras Thos 401 12th
- Connelly Steph 2357 Park A
- Costa Manuel 383 Willow
- Coucke E J 1200 13th av
- Dannheim Wm 501 Clay
- Davis H C 3605 San Pablo av
- Davis John 5515 College av
- Dorgan Timothy 828 Eway and 342 12th
- Engdol Gus 6928 E 14th
- Engelhardt Albt 900 Market
- Eudillo & Jenkins 464 10th
- Fereria Jos 500 Union
- Frey & Dempsey 368 12th
- Gray A P 1755 7th
- Greenberg Harry Capwell Central Mkt
- Hageman John 202 23d
- Hansen H 1900 E 14th
- Harrington J F 831 7th
- Hitchcock A W 3314 Broadway
- Immoos Frank 960 Fruitvale av
- Johansen C L 2272 E 14th
- Jungblut H W 615 Broadway
- Karant G N 10th St Market