

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 Hampsh. Milwaukee Mechanics' Fire Ins.; Metropolitan Casualty Insurance Co. of New York; Commer Casualty Ins. Co. of Newark, New Jersey; Fidelity & Plate Glass Insurance Company.

W.W. & E. G. POTTER, General Managers Tel. **GL enclosure 11**
1400 Financial Center Building 405 14th St

Hefter Henry J (Cath) (Hefter & Murphy) h1213 Henry B

" & Murphy (H J Hefter T J Murphy) meats 1500 Shattuck av

Hefty Emil (Laura) clk h3215 Fair View av A

" Esther E sten r3215 Fair View av A

" Milton R r3215 Fair View av A

HEGARDT GUSTAVO B (Mary G), Port Mgr Port of Oakland, h3352 Lake Shore Av, Tel HO Hiday 6900

" Mary E r3252 Lakeshore av

" Nellie M r3252 Lakeshore av

" Robt R clk r1839 Euclid av B

Hegarty see also Hagerly Hagerly and Heretry

" Anthony J beemn r522 El Dorado

" Chas E (Iva M) slsmn h1709 Acton B

" Jas h1446 37th av

" Jas (Doris) slsmn h722 Alcatraz av

" John (Kath) lab h736 21st

" Margt (wid Danl) h640 Miranda

" Peter (Eliz) h824 York

" Sarah clk winder r1446 37th av

" Timothy r640 Miranda

Hegbers Hannah (wid A W) h182 Vernon ter

" Rupert W int decorator, r182 Vernon ter

Hegahl Alice tchr Bkly Pub Sch r Hotel White-cotton B

Hegelman R baker r1741 Rose B

Heglund Fred H r1620 Alameda av A

" Harry R (Isabel) slsmn h1620 Alameda av A

" Willow E sten r1620 Alameda av A

Heger see also Hager

" Frances r2028 Filbert

" Robt H (Muriel) (Heger & Harris) h2028 Filbert

" Robt W r2028 Filbert

" Wm S Jr (Adelaide) slsmn h951 Colusa av B

HEGER & HARRIS (Robt H Heger, Willard L Heger), Importers of Birds, Animals and Goldfish, Aviary and Aquarium Supplies, 1913 San Pablo av, Tel OA kland 2540

Hegerty Anne E r2210 Russell B

" Annie r6101 San Pablo av

" John T (Anna S) jan Bkly Pub Sch h2210 Russell B

Hegrens Loretta tel opr 1561 Jackson

Heggford Jos r1726 Seminary av

Hegmaier Caroline tchr U of C r San Francisco

Heglund Edw (Anna) lab h2055 Rutherford

" Eliz r3303 Coolidge av

" Rudolph lab r2055 Rutherford

Hegman Albin F (Minnie) pntr h2527 78th av

Hegstrom Marie actd Salvation Army Womens Home r2794 Garden

Heguera Lena E indywrk r1047 39th

Hehn Adam E (Anna) ins h1759 Seminary av

Heibel Adolph C (Paula) uphol h335 34th

" Maret M r3515 Webster

Heininger Edwin B (Ruby) eng h5626 Scoville

Heid Arth H (Amelia) tile setter h7000 Orral

" Geo H (Irma) actor h1917 Henry B

" Gordon W geologist r1239 Bay A

" Graham H r1239 Bay A

" Henry J (Nellie W) clk h1239 Bay A

" Jeanne Mrs r7914 Hillside

Heidreder Adelaide Mrs nurse r5315 Thomas

Heide Andw (Mary) h1511 Russell B

" Evelyn clk r1438 Madison

" Geo clk 433 E 14th

" Gertrude Mrs cook Appleton Gro Co r Walnut Creek

" Gilbert D (Mary) lab h1017 61st

" Irvin J (Eleanor A) chauf r1510 Oregon B

" J Henry r2438 College av B

" Julius (Eudora L) dairymn h1510 Oregon B

" Myrta r3731 Allendale av

Heideker A C dept mgr Whitthorne & Swan r Concord

" Ekall H (Edna M) h1578 Milvia B

" Esther clk r2644 Dwight way B

Heidel E J porter r812 E 10th

Heideman Nina R (wid Otto) h1740 Cedar B

Heidenheim Roger S clk r2465 Foothill blvd

" Saml (Rose L) gro 2465 Foothill blvd

Heidenreich Roger (Ida) h1710 Appgar

Heider Robt B h2268 73d av

" Wm slsmn h79 Oakmont av Pied

Heidewaldt Wm (Betty) slsmn h3841 Fruitvale av

Heidrick Adelaide Mrs bkpr r474 Stow av

Heidt Horace (Florence) musician h52 Oakvale av E

" John W (Lucile) clk Bank of Italy h461 Lee

" Mary E (wid J W) h2247 San Antonio av A

Heidusa F electn Durant Motor Co r San Leandro

Heifner Frances C Mrs r3720 Telegraph av

" Fredk baker r506 Webster

Highway Marie Mrs r3762 Ruby

Heikka Chas V (Ida) instrmntmn h1309 Ashby av B

" Frank A (Aurora) brkrmn h2915 Mabel B

Heilbron Doreen stdt r2605 Durant av B

" Eric stdt r1926 Haste B

HEILBRON

" Lillian M Mrs cook h1926 Haste B

" Maurice r2320 Haste B

Heilbronner Carl W (Florence E) h85 Gl

Heilman Conrad (Annie) auto pntr h2722

" Gertrude I (wid Wm) h5330 Broadway

" Wm H r5330 Broadway

" Emma C prin Trinity Lutheran Sch Manolia

Heilesen Edw D (Vilma) slsmn Howard

" Co h5608 Ocean View dr

Hellig Russell F (Estella) h1027 54th

Heiling Annie Mrs h1826 39th av

Heilman Ald (Leontine) guil h1700 38th av

" Dea N clo cldr 1234 Gilman r5717 Bay av B

" Eug (Edna) slsmn h1528 Lafayette A

" Geo W (Cath) slsmn Swift & Co h2152 Antonio A

" Richd (Rose) seamn h1203 Fountain

Heilweck J J asst comr Chevrolet Moto r5026 55th av

" Heilm Albt (Anthonia) ptnmrk h565 1/2 63d

" Alfd G slsmn r2153 San Antonio av A

" F L & Son Inc W C Heim v-pres-mr 1623 Broadway

" Harry (Alice M) mach h6667 Chabot rd

" Herman W (Bertha) h1443 15th av

" Irene (wid H) r2223 Roosevelt av B

" John H (Eleanora) h2153 San Antonio

" Martin h882 46th

" Phillip (Mary) mach h1921 Harmon B

" Wm C (Claire L) v-pres-mr F L Heim d h800 Calmar av

" Wm H (Elvega) C toolmrk h2841 Filbert

Heilman Harry av (Frances) credit mgr I Lbr & Mill Co h2730 Nicol av

" Max (Anna) uphol h2723 75th av

Heimboldt Annie A sten r5496 Taft av

" Gussie maid 2700 Bancroft way B

Heimbuerger H cook r5731 Huntington B

Heimburs Emmy W dom 33 Dormidera av

Heinlich Albin (Lillian M) h742 Rand

" Geo (Hannah) slsmn Gus Chavalas Nevil

" Lillian M Mrs mnr Lake View Apts Rand av

Hein Alma E buyer Manheim & Mazor Nova dr Pied

" Arth S (Marie) chauf r1933 Walnut

" Elner F (Marian) slsmn h2521 55th av

" Emanuel (Alice) (Hein & Newman) Harrison

" Ferdinand (Carolina) h1912 7th B

" Geo (Eliz) chauf h1522 Fairview B

" Geo C slsmn r1522 Fairview B

" Grace Mrs r1934 Park av A

" Helen stdt r2830 Bancroft way B

" Mary stdt r2830 Bancroft way B

" Vernie F mach r1522 Fairview B

" & Newman (Emanuel) Hein Chas New garage 1900 Grove

Heinatz Ernest G (Phyllis) mov pic opr Fenimann av

" Fred C (Marie) auto mech h4001 San

" Maris A phys 4001 San Juan

" Thos (Ida) clk h2630 63d av

Heinbockel John F (Emma A) supt h2823 Ce av A

" John F jr clk r2823 Central av A

" Wayne M (Martha) drftsmn Alaska Pkrs h2941 Gibbons dr A

Heindel Murray A (Eva B) mech h2025 rington av

Heine Anna Mrs h1675 Oxford B

" Bertha Mrs dom h1009 Madison

" Fredk C r1675 Oxford B

" Karl G r322 James av

" Rat T (Mary) (Bkly Mattress Co) h785

" Ruth C sten r1675 Oxford B

" Wm F mgr Berkeley Rug Wks r540 Alc av B

Heinecke Edwin B (Eva) mnr Natl Paver Corp h523 Euclid av B

Heineman Fred C mfg jwlr 1007 Bway R22

" Margie waiter r627 16th

" R R slsmn L H Bennett Co r Woodrow

" Bertha (wid Conrad) h1349 94th av

" Carl r675 34th

" Chas J (Marie) dep bldg insp Okld Walnut

" Eliza Mrs h675 34th

" Eliz M r1932 21st av

" Fred L (Emily) firemn h2773 78th av

" John baker r1265 Park A

" Jos W (Rose) baker 1955 21st av h1932 21

" Karl drftsmn r2453 26th av

" Mary R clk r1932 21st av

" Richd F (Edith) h3232 Champion

" Richd J truss mkr h2453 26th av

" Walter F (Myrtle E) h1301 Holman rd

" Wm O clk r2453 26th av

" Heinemeyer Arth r1319 80th av

" Elton P shiptr h586 39th