

To the Customers of Jackson's burned-out in the Berkeley fire—

No Deposit Down will be asked of you for anything that you now need—the balance will be arranged in terms to suit your convenience. This not only applies to our own customers, but to any one else who was burned out.

Free Rent Department—

If you are looking for a furnished or unfurnished home, flat or apartment—our rent department is at your service and there is absolutely no charge or obligation.
—Located on the main floor.

We fully realize the terrible calamity that has befallen you and tender our most sincere sympathy. We do more — — —

All money that is now due by you to Jackson's we cancel. Whatever you owe us at the present time we have completely written off our books. You now owe us nothing.

Notices of this cancellation of your indebtedness to Jackson's will be mailed to you—but, on account of the present confusion in the district where was once your home, we take the Newspaper as the quickest and surest means of telling you just what we are doing.

We hope that this will, in some measure, relieve a part of your worry and unfortunate trouble. We wish that we were in a position to do more.

JACKSON'S

Clay Street
14th Street

Complete Home Furnishing
Department Store—Oakland

Telephone
Lakeside 7120

In 1923 a large section of the residential area of the city of Berkeley was destroyed by fire. The above full-page advertisement appeared in the Oakland and San Francisco newspapers on Thursday, September 20, 1923.