Pacific Mutual Life Insurance Company Records

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614 Dahlia Ave.
Corona del Mar, California 92625
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http://www.slgardens.org/
2017
Descriptive Summary
Title: Pacific Mutual Life Insurance Company Records
Dates: 1823-1992
Collection Number: 2006_07
Creator/Collector: Pacific Mutual Life Insurance Company of California.
Extent: 14 boxes and 1 oversize folder.
Repository: Sherman Library and Gardens
Corona del Mar, California 92625
Abstract: The Pacific Mutual Life Insurance Company was founded in 1868. Initially, the company offered life and endowment policies and began investing in community improvements. In 1885, the company began offering accident insurance, and in March 1906 it consolidated with Los Angeles-based Conservative Life. The collection consists of records related to the activities, history, and real estate investment interests of the Pacific Mutual Life Insurance Company. Among the development projects represented in the collection, the most extensive amount of material relates Pacific Mutual's design, construction, and opening of the Norwalk Square shopping center in the early 1950s in Southern California.
Language of Material: English
Access
Materials are open for research.
Preferred Citation
Pacific Mutual Life Insurance Company Records. Sherman Library and Gardens
Acquisition Information
The collection was donated to the Sherman Library by the Pacific Mutual Life Insurance Company, 2006.
Administrative History
The Pacific Mutual Life Insurance Company, founded in 1868 in Sacramento, California, as a stock company, had Leland Stanford (1824-1893), Central Pacific railroad magnate and former California governor, serve as its first President from 1868-1876. Initially, the company offered life and endowment policies and began investing in community improvements, and by the end of its first year Pacific Mutual had five hundred life insurance policy owners and had paid its first death benefit. In 1885, the company began offering accident insurance, and in March 1906 it consolidated with Los Angeles-based Conservative Life.
The company's first home office, located in Sacramento on Second Street near the corner of J Street, was in use until 1881, when Pacific Mutual moved its headquarters to San Francisco. After the destruction of their landmark building at Montgomery and Sacramento Streets from the 1906 earthquake and fire which had just opened thirteen years before, the board of directors voted to move the company headquarters south to Los Angeles. Their new home office, located near Pershing Square in downtown Los Angeles, opened in 1908 and remained the company's headquarters until they moved south to their current location in Newport Beach, California, in 1972.
Scope and Content of Collection
The collection consists of correspondence, publications, photographs and other documents related to the activities, history, and real estate investment interests of the Pacific Mutual Life Insurance Company. Among the development projects represented in the collection, the most extensive amount of material relates Pacific Mutual's design, construction, and opening of the Norwalk Square shopping center in the early 1950s in Southern California in response to the expanding population and demographic changes in the vicinity. The collection also contains various publications, some office and subject files, and a large collection of photographs reproduced from the collections of various libraries and historical organizations to create an exhibit commemorating the company's one hundredth anniversary in 1968. Of note in the collection are the papers of three Presidents of the Pacific Mutual Life Insurance Company: George Alden Moore, Asa V. Call, and Walter B. Gerken.
The George Alden Moore papers, by far the most extensive of all the presidents' papers in the collection, consist primarily of personal and family materials rather than business records. There are a few materials related to his activities and years of service for Pacific Mutual Life Insurance Company (1876-1905), including contracts with the organization in 1881 and congratulatory letters sent to him upon his retirement in 1905, but the bulk of the Moore materials consist of his various accounts of his travels abroad, a sizable autobiography and reminiscences, family correspondence, materials from his earlier business years in Kansas, and photographs. The family correspondence reflects social life and customs in mid-to late nineteenth century America, and they include a small cache of letters sent to and from two family members who came to California in 1849 at the beginning of the Gold Rush.
Asa V. Call served as President for Pacific Mutual Life Insurance Company for seventeen years (1942-1956) and as Chairman of the Board (1956-1964) for another eight years. Call’s papers contain several of his speeches and presentations, extensive clippings files, a scrapbook and numerous photographs likely generated as official portraits for distribution by the company.

Walter B. Gerken joined Pacific Mutual Life Insurance Company in 1967, became President in 1972, and was elected Chairman and Chief Executive Officer in 1975. His papers consist primarily of clippings files from the 1960s through the 1990s, and there are also some photographs and slides.

Indexing Terms
Insurance companies - California - History - Sources.
Newport Center (Newport Beach, Calif.) - History - 20th century.
Norwalk Square (Norwalk, Calif.) - History - 20th century.
Real estate development - California, Southern - History - Sources.
Norwalk (Calif.) - History - 20th century.

Pacific Mutual Life Insurance Company Records Finding Aid

Presidents of Pacific Mutual Life Insurance Papers
Physical Description: Boxes 1-6

George Alden Moore Papers
Manuscripts

Box 1
Folder 1 Moore, George Alden. Letterpress copybook. n.d.
Folder 2 Moore, George Alden. Autobiography. n.d.
Folder 3 Moore, George Alden. Cursive Notes of Travel. 1908
Folder 4 Moore, George Alden. Notes of an Alaskan Trip. 1907
Folder 5 Moore, George Alden. Notes on the Oriental Trip. 1903
Folder 6 Moore, George Alden. [Poem: Two Little Bears are Floating...]. n.d.
Folder 7 Moore, George Alden. Recollections of a Kansas Pioneer. n.d.
Folder 8 Moore, George Alden. [Trip to Milan, Italy, and England, Scotland, Scandinavian countries and Germany]. 1913
Folder 9 Circular regarding loans n.d.
Folder 10 Receipt for bonds issued by the Los Angeles Pacific Railway Co. 1899
Folder 11 Account of the death of son, William Shelby Moore 1896
Folder 12 Moore, Julius H. Oath abstaining from liquor 1864
Folder 13 Resolution by the Missouri Valley Life Insurance Company 1873
Folder 14 Certificates 1854-1905
Folder 15 Contracts between George Alden Moore and the Pacific Mutual Life Insurance Company 1881
Folder 16 Business cards n.d.
Folder 17 Will 1890
Folder 18 Kansas State Militia - Orders and scrip for George Alden Moore 1864
Folder 19 Biographical information 1889-1916, n.d.
Folder 20 Financial records 1886-1905, n.d.
Folder 21 Scripts for “visit” by George Alden Moore to Pacific Mutual Life Insurance staff n.d.
Folder 22 Family history n.d.
Folder 23 Statements regarding George Alden Moore and his sons 1891-1894
Folder 24 Ephemeria 1855-1916, n.d.

George Alden Moore Papers: Bound Volumes
Box 2
Folder 1 Moore, George Alden. [Notes of Alaska Trip]. 1907
<table>
<thead>
<tr>
<th>Folder 2</th>
<th>Moore, George Alden. [Diary of 1908 Trip to Europe]. 1908</th>
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<tr>
<td>Folder 3</td>
<td>Moore, George Alden. [Diary of 1913 Trip to Milan, Italy, and England, Scotland, Scandinavian Countries &amp; Germany], vol. I. 1913</td>
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<td>Folder 4</td>
<td>Moore, George Alden. [Diary of 1913 Trip to Milan, Italy, and England, Scotland, Scandinavian Countries &amp; Germany], vol. II. [1913]</td>
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<td>Folder 5</td>
<td>Moore, George Alden. [Diary of a Trip to Europe]. 1908</td>
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<td>Folder 6</td>
<td>Moore, George Alden. [Diary of a Trip to Rome, Italy]. 1910</td>
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<td>Folder 7</td>
<td>Moore, George Alden. [Notes on the Oriental Trip]. 1903</td>
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<td>Folder 8</td>
<td>Moore, George Alden. [Notes on the Oriental Trip and also Jottings Regarding California, Hawaiian Islands, China &amp; Japan]. 1903?</td>
</tr>
<tr>
<td>Folder 11</td>
<td>[Account and expense book] 1876-1909</td>
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<tr>
<td>Folder 13</td>
<td>Holy Bible belonging to Hannah Augusta Moore 1866</td>
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**George Alden Moore Papers: Correspondence**

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<th>Box 3</th>
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<td>Folder 1</td>
<td>Correspondence - General 1856-1881, n.d.</td>
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<td>Folder 2</td>
<td>Correspondence to Alden Boynton 1835-1839</td>
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<td>Folder 3</td>
<td>Correspondence to Elizabeth James Moore 1855-1862</td>
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<td>Folder 4</td>
<td>Correspondence to George Alden Moore 1834-1838</td>
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<td>Folder 5</td>
<td>Correspondence to George Alden Moore 1846-1848</td>
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<tr>
<td>Folder 6</td>
<td>Correspondence to George Alden Moore 1850-1855</td>
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<td>Folder 7</td>
<td>Correspondence to George Alden Moore 1856-1859</td>
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<td>Folder 8</td>
<td>Correspondence to George Alden Moore 1860-1868</td>
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<td>Folder 9</td>
<td>Correspondence to George Alden Moore 1875-1878</td>
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<td>Folder 10</td>
<td>Correspondence to George Alden Moore 1880-1887</td>
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<td>Folder 11</td>
<td>Correspondence to George Alden Moore 1897</td>
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<td>Folder 12</td>
<td>Correspondence to George Alden Moore 1905-1909</td>
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<td>Folder 13</td>
<td>Correspondence to George Alden Moore n.d.</td>
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<td>Folder 14</td>
<td>Correspondence to George Alden Moore and others 1849-1852, n.d.</td>
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<td>Folder 15</td>
<td>Correspondence from George Alden Moore 1857</td>
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<td>Folder 16</td>
<td>Correspondence to George H. Moore 1836</td>
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<td>Folder 17</td>
<td>Correspondence to Hannah Augusta Moore n.d.</td>
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<td>Folder 18</td>
<td>Correspondence to Hannah Boynton Moore from Herbert T. Moore 1832-1838</td>
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<td>Folder 19</td>
<td>Correspondence to Henry Clark Moore 1855, n.d.</td>
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<td>Folder 20</td>
<td>Correspondence to Herbert B[oynton] Moore 1849</td>
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<td>Folder 21</td>
<td>Correspondence to Herbert T. Moore 1823-1857</td>
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<td>Folder 22</td>
<td>Correspondence to Herbert T. Moore and George Alden Moore 1853</td>
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<tr>
<td>Folder 23</td>
<td>Correspondence to Julius Henry Moore 1852-1863, n.d.</td>
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<tr>
<td>Folder 24</td>
<td>Correspondence to Margaret Boynton Moore 1834</td>
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<td>Folder 25</td>
<td>Correspondence to Mary Ellen Guindon Moore 1892-1897</td>
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<td>Folder 26</td>
<td>Correspondence to multiple addressees 1848-1863</td>
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<tr>
<td>Folder 27</td>
<td>Fragments 1856, n.d.</td>
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<td>Folder 28</td>
<td>Fragments of letters to George Alden Moore n.d.</td>
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<td>Folder 29</td>
<td>Poems 1849-1854, n.d.</td>
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<td>Folder 31</td>
<td>Envelopes n.d.</td>
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**George Alden Moore Papers: Photographs**

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<th>Box 4</th>
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<tr>
<td>Folder 1</td>
<td>Albumen prints (6) of the Moore family in the garden of their home at 1511 Gough Street, San Francisco n.d.</td>
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<tr>
<td>Folder 2</td>
<td>Photographs (4) of George Alden Moore, Elizabeth James Moore, Julius Moore, and unidentified women n.d.</td>
</tr>
<tr>
<td>Folder 3</td>
<td>Photograph of the Moore family home in Alameda, Calif. n.d.</td>
</tr>
<tr>
<td>Folder 4</td>
<td>Albumen print of party in the redwoods n.d.</td>
</tr>
</tbody>
</table>
Folder 5  Photographs (4) and negatives (6) of George Alden Moore, Elizabeth James Moore, and an unidentified woman in the garden of their Alameda, Calif., home n.d.

Folder 6  Photographs of George Alden Moore n.d.

Folder 7  Photos of Moore family home, 1511 Gough Street, San Francisco, Calif. n.d.

Folder 8  Photographs of Elizabeth James Moore n.d.


Folder 10  Photographs - Scrapbook page with four photos of George Alden Moore’s children: William Shelby, Mary F., Herbert Boyton, and Henry Thomas Moore n.d.

George Alden Moore Papers: Ephemera and Scrapbook

Box 4  Scrapbook of clippings 1850s

Asa V. Call Papers

Box 5  Call, Asa V. Address given at Kiwanis Club 1943

Folder 1  Call, Asa V. Can Security be Socialized? [Published in the Journal of the American Society of Chartered Life Underwriters 1950

Folder 2  Call, Asa V. The Civilian Front [1945]

Folder 3  Call, Asa V. Charge to graduates [USC commencement speech] 1950

Folder 4  Call, Asa V. The Company - The Buyer - The Agent 1949

Folder 5  Call, Asa V. [Founder’s Day speech, USC] 1950

Folder 6  Call, Asa V. The 1960’s - A Decade of Decision n.d.

Folder 7  Call, Asa V. Planning the Post War Future n.d.

Folder 8  Call, Asa V. The Policyholder’s Stake in Sound Economics 1949

Folder 9  Call, Asa V. Postwar Opportunities n.d.

Folder 10  Call, Asa V. Postwar Planning and Problems n.d.

Folder 11  Call, Asa V. Security - What it is and Where it Comes From n.d.

Folder 12  Call, Asa V. [Six untitled speeches] 1946, n.d.

Folder 13  Call, Asa V. Speech made at OCS Graduation, Lackland Airfield n.d.

Folder 14  [Call, Asa V.] Spotlight on the Home Front 1946

Folder 15  Call, Asa V. Statement to the Assembly Interim Committee on Postwar Rehabilitation n.d.

Folder 16  Call, Asa V. What Academic Freedom for Whom? n.d.

Folder 17  Call, Asa V. Address before Ways and Means Committee, United States House of Representsvs 1954


Folder 19  Correspondence 1950-1952

Folder 20  Clippings - 1940s 1940s

Folder 21  Clippings - 1950s (folder 1 of 2) 1950s

Folder 22  Clippings - 1950s (folder 2 of 2) 1950s

Folder 23  Clippings - 1960s 1960s

Folder 24  Clippings - 1970s 1970s

Folder 25  Clippings - 1980s 1980s

Folder 26  Clippings - n.d. n.d.

Folder 27  Obituaries 1978

Folder 28  Ephemera 1957-1961


Folder 30  Photographs - Portraits 1978, n.d.

Folder 31  Press releases 1954-1978

Folder 32  Resolutions 1978

Folder 33  Trip to Pacific Northwest n.d.

Folder 34  Call, Margaret Fleming n.d.
Development Projects:

Physical Description: Boxes 6-8

Development Projects: Newport Center and Compton

Box 6
Folder 17 Newport Center - Brochure [1968]
Folder 18 Newport Center [planning report] 1969
Folder 19 The Newport Harbor Chamber of Commerce, Newport Beach, CA 1970
Folder 20 Pacific Mutual Plaza, Newport Center - The Ritz [restaurant] 1982-1986
Folder 21 Compton Shopping Center - Photographs 1958, n.d.

Development Projects: Norwalk Square

Box 7
Folder 1 Norwalk City Directory 1951
Folder 2 Norwalk Square - Advertisements n.d.
Folder 3 Norwalk Square - Articles - 1950 1950
Folder 4 Norwalk Square - Articles - 1951 1951
Folder 5 Norwalk Square - Articles - 1952 1952
Folder 6 Norwalk Square - Articles - 1953 1953
Folder 7 Norwalk Square - Articles - 1954 1954
Folder 8 Norwalk Square - Articles - 1955 1955
Folder 9 Norwalk Square - Articles - 1956 1956
Folder 10 Norwalk Square - Articles - 1957 1957
Folder 11 Norwalk Square - Articles - 1960s 1960s
Folder 13 Norwalk Square - Construction - Photographs 1950s
Folder 14 Norwalk Square - Correspondence - 1950 & 1951 1950-1951
Folder 15 Norwalk Square - Correspondence - 1952 1952
Folder 16 Norwalk Square - Correspondence - 1953 1953
Folder 17 Norwalk Square - Correspondence - 1954 1954
Folder 18 Norwalk Square - Correspondence - 1955-1963 1955-1963
Folder 19 Norwalk Square - Correspondence - n.d. n.d.
Folder 20 Norwalk Square - Ephemera 1955, n.d.
Folder 21 Norwalk Square - Financial records 1951-1953
Folder 22 Norwalk Square - Groundbreaking 1951
Folder 23 Norwalk Square - Maps and renderings [1950s], n.d.
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<tr>
<th>Folder</th>
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<td>8</td>
<td>Norwalk Square - National Association of Home Builders award 1953</td>
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<td>1</td>
<td>Norwalk Square - Norwalk area statistics and information 1951, n.d.</td>
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<td>3</td>
<td>Norwalk Square - Notes 1954, n.d.</td>
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<td>4</td>
<td>Norwalk Square - Opening celebration - Advertisements 1952</td>
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<td>5</td>
<td>Norwalk Square - Opening celebration - Ephemeria 1952</td>
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<td>6</td>
<td>Norwalk Square - Opening celebration - Photographs 1952</td>
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<td>Norwalk Square - Opening celebration - Photographs (8x10) 1952</td>
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<td>8</td>
<td>Norwalk Square - Opening celebration - Photographs - Captions 1952</td>
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<td>9</td>
<td>Norwalk Square - Opening celebration - Photographs Dedication ceremonies - 1952</td>
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<td>10</td>
<td>Norwalk Square - Opening celebration - Press releases 1952</td>
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<td>Norwalk Square - Opening celebration - Prizes 1952</td>
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<td>12</td>
<td>Norwalk Square - Opening celebration - Program 1952</td>
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<td>13</td>
<td>Norwalk Square - Opening celebration - Promotion and publicity 1952</td>
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<td>14</td>
<td>Norwalk Square - Opening celebration - Remarks 1952</td>
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<td>15</td>
<td>Norwalk Square - Photographs 1950s?</td>
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<td>16</td>
<td>Norwalk Square - Photographs - Arial views 1955, n.d.</td>
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<td>17</td>
<td>Norwalk Square - Photographs - Models and renderings 1950s?</td>
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<td>18</td>
<td>Norwalk Square - Photographs - Negatives 1950s?</td>
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<td>19</td>
<td>Norwalk Square - Press releases 1951-1957</td>
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<td>20</td>
<td>Norwalk Square - Reports 1951-1953</td>
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<td>21</td>
<td>Norwalk Square - Sign n.d.</td>
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<td>22</td>
<td>Norwalk Square - Sign - Logo and advertising n.d.</td>
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<td>23</td>
<td>Norwalk Square - Sign - Photographs of dedication n.d.</td>
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<td>24</td>
<td>Norwalk Square - Tree planting - Photographs 1952</td>
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**Office Files**

**Physical Description:** Boxes 9

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<tr>
<td>1</td>
<td>Correspondence - Henry E. Huntington Library (San Marino, Calif.) 1967</td>
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<td>2</td>
<td>Correspondence - Tsung Tsin Association (San Francisco, Calif.) 1954</td>
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<td>5</td>
<td>Investments - Pacific Southern Investors, Inc. American Capital Corporation 1941</td>
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<td>7</td>
<td>Pacific Mutual Life Insurance Company - Statistics 1951</td>
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<tr>
<td>8</td>
<td>Pacific Mutual Life Insurance Company. Gateway to the Future: An Exhibit of Photographs... [1968]</td>
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<tr>
<td>10</td>
<td>Pacific Mutual Life Insurance Company - Outline for exhibit: &quot;Celebrating our 125th year&quot; 1992</td>
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**Subject Files**

**Physical Description:** Boxes 9

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<tr>
<td>11</td>
<td>Building operations - Brochures 1971, n.d.</td>
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<td>12</td>
<td>Bicentennial - Articles and newsletters 1974-1976</td>
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<td>14</td>
<td>Bicentennial - Tapestries [1976?]</td>
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<tr>
<td>16</td>
<td>Earthquakes - Report 1933</td>
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</tbody>
</table>
Subject Files

Pacific Mutual Life Insurance
Company Records

Folder 17  Wineries - Bugby Vineyard and Winery (El Dorado County, Calif.) 1951

Publications

Physical Description: Boxes 10-11

Box 10
Folder 1  American Council on Public Relations. Combined Summary of the Two Series of Lectures and Discussions on Public Relations. 1941
Folder 3  Barnsdsall Corporation. Annual Reports, 1929 & 1930. 1929, 1930
Folder 4  Bone, James F. An Industry Comes of Age. 1946
Folder 6  Cluness, W.R. An Address Delivered at the Opening of the Twenty-first Annual Meeting of the Medical Society of the State of California. 1891
Folder 7  Cluness, W.R. Report of the Committee on State Medicine, Hygiene, etc. [2 copies]. 1895
Folder 9  Davis, John L. The Mutual Relations of the Solicitor and the Medical Doctor. 1908
Folder 10  Firstamerica Corporation. Economic Highlights of the Eleven Western States. 1959
Folder 11  Firstamerica Corporation. The Economy of the West: A Decade of Growth. 1960
Folder 12  Francisco, Don. The Force Nobody Knows - American Industry. 1938
Folder 13  Garrett, Paul. What is Advertising's Priority Rating? 1941
Folder 14  Gillis, Harry A. The Story of Arizona. 1959
Folder 15  Gillis, Harry A. The Story of Colorado. 1960
Folder 16  Gillis, Harry A. The Story of Idaho. 1960
Folder 17  Gillis, Harry A. The Story of Montana. 1960
Folder 18  Gillis, Harry A. The Story of Oregon. 1959
Folder 19  Gillis, Harry A. The Story of Nevada. 1959
Folder 20  Gillis, Harry A. The Story of New Mexico. 1960
Folder 21  Gillis, Harry A. The Story of Utah. 1960
Folder 22  Gillis, Harry A. The Story of Wyoming. 1960
Folder 23  Gilman, Wesley A. The Forgotten Link. 1938
Folder 24  The Greatest Family in the World. 1923

Box 11
Folder 1  Hodgins, Eric. How the Public Feels about Business. n.d.
Folder 2  The Institute of Life Insurance & The Life Insurance Advertisers Association. Symposium on Company Public Relations. 1952
Folder 4  Kappel, Frederick R. Goals that Build the Future. n.d.
Folder 5  Katzell, Raymond A. The Psychologist. [1957]
Folder 6  Keezer, Dexter M. The Economist. n.d.
Folder 7  Kerr, Clark. 1984 Revised. 1960
Folder 8  Life Insurance Advertisers Association & Institute of Life Insurance. Forum on Company Public Relations [conference proceedings]. 1948
Folder 10  Los Angeles Industries, Inc. Balance Sheet, 1931. 1931
Folder 11  Mayo, Claude B. The Strategy of the Pacific. 1940
Folder 12  Mealand, Arthur J. Songs of America: A Collection of Patriotic and National Airs... n.d.
Folder 13  Menninger, William C. Mental Health Everybody’s Business. 1961
Folder 14  Mullendore, W.C. Address before Town Hall. 1940
Folder 15  Mullendore, W.C. Talk...Before Annual Meeting of Department Heads and Managers, Edison Building Auditorium... 1939
Folder 16  Mussatti, James. The Businessman and Government. 1959
Folder 18  North, Cecil J. [Excerpts of comments re: USSR]. [1960?]
Parker, W.H. The Legion's Role in National Survival. 1960
Petersen, T.S. Oil, Steel and Western Progress. 1960
Robinson, Claude. The Intellectual and the Businessman. 1961
Ross, T.J. Some Comments on Public Relations Today and Tomorrow. 1950
San Francisco the Imperishable [folded pamphlet]. n.d.
Signs of the Times: Earthquake Special. Vol. 32, no. 20 (May23, 1906. 1906
Southwestern Engineering Corporation. Sixth Annual Report. 1929
Sunset Pacific Oil Company. Report of the President to the Stockholders. 1929
Turkevich, John. The Scientist. [1958]

Photographs
Physical Description: Boxes 12-13

Box 12
Folder 1 Early California - Buildings (4) n.d.
Folder 2 Early California - Labor and industry: Agriculture, lumber, mining and oil (14) n.d.
Folder 3 Early California - Landscapes and nature (8) n.d.
Folder 4 Early California - People (23) n.d.
Folder 5 Early California - San Francisco (10) n.d.
Folder 6 Early California - Ships (7) n.d.
Folder 7 Early California - Transportation (24) n.d.
Folder 8 Holiday scene (1) n.d.
Folder 9 Pacific Mutual building, downtown Los Angeles, Calif. n.d.
Folder 10 Stanford, Leland - Vina Farm (26) n.d.
Folder 11 Stanford University (Palo Alto, Calif.) 1893, n.d.
Folder 12 Scenes from space (4) n.d.
Folder 13 Virginia Beach Park (Long Beach, Calif.) (31) n.d.
Folder 14 Unidentified (5) n.d.
Folder 15 Engraving - “Golden Gate” n.d.

Box 13

65 oversize mounted photographs reproduced from the collections of various libraries and historical organizations to create an exhibit commemorating the company’s one hundredth anniversary in 1968.

Oversize

Box 14

Folder 1

George Alden Moore - Family history notes [1892-]

Folder 2

George Alden Moore - Broadside: Kansas militia[Includes two photostatic copies] 1862

Folder 3

George Alden Moore - Family correspondence (8) 1824-1840

Folder 4

Asa V. Call - Certificates (2) 1932 & 1956

Folder 5

Asa V. Call - Scrapbook 1917-1937
Photographs

Folder 6


Folder 7

Norwalk Square - Promotional brochures and flyers 1950s

Folder 8

Norwalk Square - Chain of title 1951?

Folder 9


Folder 10


Folder 11

Publications - 150th Birthday of Los Angeles City and County: A Pre-Olympiad Feature. Los Angeles, Calif.: Los Angeles Saturday Night, 1931. 1931

Folder 12


Folder 13

Publications - Urban Neighborhood Study. 1969

Folder 14

Photographs - Photo album: Virginia Beach Park, Long Beach, CA [1940s?]

Folder 15

Photographs - Folder of oversize photographs (3) & engravings (2) n.d.

Folder 1

Panoramic photograph of Virginia Park, Long Beach, CA 1949

Folder 2

Ord, E.O.C. Plan de la Ciudad de Los Angeles, August 29, 1849 [facsimile of original manuscript map]. 1849

Folder 3

1909 Perspective Sketch from Brewster Maps Historical Los Angeles Series. 1989

Folder 4

Advertisements - “To Have and to Hold” and “All Roads Lead to Norwalk Square” [full page newspaper ads] 1952

Folder 5


Folder

9 large oversize mounted photographs reproduced from the to create an exhibit commemorating the company’s one hundredth anniversary in 1968.