

PACIFIC MUTUAL LIFE INSURANCE COMPANY RECORDS

1823 - 1992

FINDING AID

The Sherman Library
614 Dahlia Avenue
Corona del Mar, CA 92625
(949) 673-1880

Administrative Information

Extent: 12 document boxes, 1 carton, 1 flat oversize box, and 1 oversize folder (map case 13).

Date Span: 1823 - 1992.

Provenance: The collection was donated to the Sherman Library by the Pacific Mutual Life Insurance Company, 2006.

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Historical Note

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 Note

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.

Organization and Arrangement

The collection is arranged into the following series:

- I. Presidents of Pacific Mutual Life Insurance Company
 - A. George Alden Moore papers (Boxes 1-4)
 1. Manuscripts (Box 1)
 2. Bound volumes (Box 2)
 3. Correspondence (Box 3)
 4. Photographs (Box 4)
 5. Ephemera and scrapbook (Box 4)
 - B. Asa V. Call papers (Boxes 5-6)
 - C. Walter B. Gerken papers (Box 6)
- II. Development projects (Boxes 6-8)
 - A. Newport Center and Compton (Box 6)
 - B. Norwalk Square (Boxes 7-8 & 14, oversize folder)
- III. Office files (Box 9)
- IV. Subject files (Box 9)
- V. Publications (Boxes 10-11)
- VI. Photographs (Boxes 12-13, oversize folder & 9 loose oversize photos)

Container List

<u>Box</u>	<u>Folder</u>	<u>Description</u>	<u>Date(s)</u>
Presidents - George Alden Moore papers			
1	1	Moore, George Alden. Letterpress copybook	1869-1872
1	2	Moore, George Alden. Autobiography.	n.d.
1	3	Moore, George Alden. <i>Cursive Notes of Travel</i> .	1908
1	4	Moore, George Alden. <i>Notes of an Alaskan Trip</i> .	1907
1	5	Moore, George Alden. <i>Notes on the Oriental Trip</i> .	1903
1	6	Moore, George Alden. [Poem: <i>Two Little Bears are Floating...</i>].	n.d.
1	7	Moore, George Alden. <i>Recollections of a Kansas Pioneer</i> .	n.d.
1	8	Moore, George Alden. [Trip to Milan, Italy, and England, Scotland, Scandinavian countries and Germany].	1913
1	9	Circular regarding loans	n.d.
1	10	Receipt for bonds issued by the Los Angeles Pacific Railway Co.	1899
1	11	Account of the death of son, William Shelby Moore	1896
1	12	Moore, Julius H. Oath abstaining from liquor	1864
1	13	Resolution by the Missouri Valley Life Insurance Company 1873	
1	14	Certificates	1854-1905
1	15	Contracts between George Alden Moore and the Pacific Mutual Life Insurance Company	1881
1	16	Business cards	n.d.
1	17	Will	1890
1	18	Kansas State Militia - Orders and scrip for George Alden Moore	1864
1	19	Biographical information	1889-1916, n.d.
1	20	Financial records	1886-1905, n.d.
1	21	Scripts for "visit" by George Alden Moore to Pacific Mutual Life Insurance staff	n.d.
1	22	Family history	n.d.
1	23	Statements regarding George Alden Moore and his sons	1891-1894
1	24	Ephemera	1855-1916, n.d.
2	1	Moore, George Alden. [Notes of Alaska Trip].	1907
2	2	Moore, George Alden. [Diary of 1908 Trip to Europe].	1908
2	3	Moore, George Alden. [Diary of 1913 Trip to Milan, Italy, and England, Scotland, Scandinavian Countries & Germany], vol. I.	1913
2	4	Moore, George Alden. [Diary of 1913 Trip to Milan, Italy, and England, Scotland, Scandinavian Countries & Germany], vol. II.	[1913]
2	5	Moore, George Alden. [Diary of a Trip to Europe].	1908

2	6	Moore, George Alden. <i>[Diary of a Trip to Rome, Italy]</i> .	1910
2	7	Moore, George Alden. <i>[Notes on the Oriental Trip]</i> .	1903
2	8	Moore, George Alden. <i>[Notes on the Oriental Trip and also Jottings Regarding California, Hawaiian Islands, China & Japan]</i> .	1903?
2	9	Moore, George Alden. <i>Reminiscences of Dr. Geo. A. Moore</i> , vol. I.	n.d.
2	10	Moore, George Alden. <i>Reminiscences of Dr. Geo. A. Moore</i> , vol. II.	n.d.
2	11	[Account and expense book]	1876-1909
2	12	[Account book detailing land and financial transactions]	1889-1890
2	13	<i>Holy Bible</i> belonging to Hannah Augusta Moore	1866
3	1	Correspondence - General	1856-1881, n.d.
3	2	Correspondence to Alden Boynton	1835-1839
3	3	Correspondence to Elizabeth James Moore	1855-1862
3	4	Correspondence to George Alden Moore	1834-1838
3	5	Correspondence to George Alden Moore	1846-1848
3	6	Correspondence to George Alden Moore	1850-1855
3	7	Correspondence to George Alden Moore	1856-1859
3	8	Correspondence to George Alden Moore	1860-1868
3	9	Correspondence to George Alden Moore	1875-1878
3	10	Correspondence to George Alden Moore	1880-1887
3	11	Correspondence to George Alden Moore	1897
3	12	Correspondence to George Alden Moore	1905-1909
3	13	Correspondence to George Alden Moore	n.d.
3	14	Correspondence to George Alden Moore and others	1849-1852, n.d.
3	15	Correspondence from George Alden Moore	1857
3	16	Correspondence to George H. Moore	1836
3	17	Correspondence to Hannah Augusta Moore	n.d.
3	18	Correspondence to Hannah Boynton Moore from Herbert T. Moore	1832-1838
3	19	Correspondence to Henry Clark Moore	1855, n.d.
3	20	Correspondence to Herbert B[oynton] Moore	1849
3	21	Correspondence to Herbert T. Moore	1823-1857
3	22	Correspondence to Herbert T. Moore and George Alden Moore	1853
3	23	Correspondence to Julius Henry Moore	1852-1863, n.d.
3	24	Correspondence to Margaret Boynton Moore	1834
3	25	Correspondence to Mary Ellen Guindon Moore	1892-1897
3	26	Correspondence to multiple addressees	1848-1863
3	27	Fragments	1856, n.d.
3	28	Fragments of letters to George Alden Moore	n.d.
3	29	Poems	1849-1854, n.d.
3	30	The Bright Crown [song]	n.d.

3	31	Envelopes	n.d.
4	1	Albumen prints (6) of the Moore family in the garden of their home at 1511 Gough Street, San Francisco	n.d.
4	2	Photographs (4) of George Alden Moore, Elizabeth James Moore, Julius Moore, and unidentified women	n.d.
4	3	Photograph of the Moore family home in Alameda, Calif.	n.d.
4	4	Albumen print of party in the redwoods	n.d.
4	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.
4	6	Photographs of George Alden Moore	n.d.
4	7	Photos of Moore family home, 1511 Gough Street, San Francisco, Calif.	n.d.
4	8	Photographs of Elizabeth James Moore	n.d.
4	9	Tintypes: 1. Mary Ellen Guindon Moore; 2. George Alden Moore, Elizabeth James Moore and Mrs. Howell	n.d.
4	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.
4	vo1.1	Scrapbook of clippings	1850s

Presidents - Asa V. Call papers

5	1	Call, Asa V. Address given at Kiwanis Club	1943
5	2	Call, Asa V. Can Security be Socialized? [Published in the Journal of the American Society of Chartered Life Underwriters]	1950
5	3	Call, Asa V. Charge to graduates [USC commencement speech]	1950
5	4	Call, Asa V. The Civilian Front	[<1945?]
5	5	Call, Asa V. The Company - The Buyer - The Agent	1949
5	6	Call, Asa V. [Founder's Day speech, USC]	1950
5	7	Call, Asa V. The 1960's - A Decade of Decision	n.d.
5	8	Call, Asa V. Planning the Post War Future	n.d.
5	9	Call, Asa V. The Policyholder's Stake in Sound Economics	1949
5	10	Call, Asa V. Postwar Opportunities	n.d.
5	11	Call, Asa V. Postwar Planning and Problems	n.d.
5	12	Call, Asa V. Security - What it is and Where it Comes From	n.d.
5	13	Call, Asa V. [Six untitled speeches]	1946, n.d.
5	14	Call, Asa V. Speech made at OCS Graduation, Lackland Airfield	n.d.
5	15	[Call, Asa V.] Spotlight on the Home Front	1946
5	16	Call, Asa V. Statement to the Assembly Interim Committee on Postwar Rehabilitation	n.d.
5	17	Call, Asa V. What Academic Freedom for Whom?	n.d.
5	18	Call, Asa V. Address before Ways and Means Committee,	1954

5	19	United States House of Representatives Biographical information	1942-1974, n.d.
5	20	Correspondence	1950-1952
5	21	Clippings - 1940s	1940s
5	22	Clippings - 1950s (folder 1 of 2)	1950s
5	23	Clippings - 1950s (folder 2 of 2)	1950s
5	24	Clippings - 1960s	1960s
5	25	Clippings - 1970s	1970s
5	26	Clippings - 1980s	1980s
5	27	Clippings - n.d.	n.d.
5	28	Obituaries	1978
5	29	Ephemera	1957-1961
6	1	Photographs	1954-1961, n.d.
6	2	Photographs - Portraits	1978, n.d.
6	3	Press releases	1954-1978
6	4	Resolutions	1978
6	5	Trip to Pacific Northwest	n.d.
6	6	Call, Margaret Fleming	n.d.

Presidents - Walter B. Gerken papers

6	7	Gerken, Walter B. Biography	1984
6	8	Clippings - 1940s & 1950s	1940s-1950s
6	9	Clippings - 1960s	1960s
6	10	Clippings - 1970s	1970s
6	11	Clippings - 1980-1985	1980-1985
6	12	Clippings - 1986-1988	1986-1988
6	13	Clippings - 1990s	1990s
6	14	Clippings - fragment & n.d.	fragment & n.d.
6	15	Magazine articles	1977-1987
6	16	Photographs (13) with Stanton G. Hale and Harry Bubb by Celebration of Life	n.d.
6	env.1	6 color slides: Walter B. Gerken and others; Pacific Mutual building in Newport Beach	1972-1985

Development Projects - Newport Center and Compton

6	17	Newport Center - Brochure	[1968<?]
6	18	Newport Center [planning report]	1969
6	19	The Newport Harbor Chamber of Commerce, Newport Beach, CA	1970
6	20	Pacific Mutual Plaza, Newport Center - The Ritz [restaurant]	1982-1986

6	21	Compton Shopping Center - Photographs	1958, n.d.
		Development Projects - Norwalk Square	
7	1	Norwalk City Directory	1951
7	2	Norwalk Square - Advertisements	n.d.
7	3	Norwalk Square - Articles - 1950	1950
7	4	Norwalk Square - Articles - 1951	1951
7	5	Norwalk Square - Articles - 1952	1952
7	6	Norwalk Square - Articles - 1953	1953
7	7	Norwalk Square - Articles - 1954	1954
7	8	Norwalk Square - Articles - 1955	1955
7	9	Norwalk Square - Articles - 1956	1956
7	10	Norwalk Square - Articles - 1957	1957
7	11	Norwalk Square - Articles - 1960s	1960s
7	12	Norwalk Square - Brochure: "What - Where- Why - When - Who"	1951?
7	13	Norwalk Square - Construction - Photographs	1950s
7	14	Norwalk Square - Correspondence - 1950 & 1951	1950-1951
7	15	Norwalk Square - Correspondence - 1952	1952
7	16	Norwalk Square - Correspondence - 1953	1953
7	17	Norwalk Square - Correspondence - 1954	1954
7	18	Norwalk Square - Correspondence - 1955-1963	1955-1963
7	19	Norwalk Square - Correspondence - n.d.	n.d.
7	20	Norwalk Square - Ephemera	1955, n.d.
7	21	Norwalk Square - Financial records	1951-1953
7	22	Norwalk Square - Groundbreaking	1951
7	23	Norwalk Square - Maps and renderings	[1950s], n.d.
7	24	Norwalk Square - Merchants	1952-1953, n.d.
7	25	Norwalk Square - Mortgage loan and real estate committee	1950-1962, n.d.
8	1	Norwalk Square - National Association of Home Builders award	1953
8	2	Norwalk Square - Norwalk area statistics and information	1951, n.d.
8	3	Norwalk Square - Notes	1954, n.d.
8	4	Norwalk Square - Opening celebration - Advertisements	1952
8	5	Norwalk Square - Opening celebration - Ephemera	1952
8	6	Norwalk Square - Opening celebration - Photographs	1952
8	7	Norwalk Square - Opening celebration - Photographs (8x10)	1952
8	8	Norwalk Square - Opening celebration - Photographs - Captions	1952
8	9	Norwalk Square - Opening celebration - Photographs - Dedication ceremonies	1952
8	10	Norwalk Square - Opening celebration - Press releases	1952
8	11	Norwalk Square - Opening celebration - Prizes	1952
8	12	Norwalk Square - Opening celebration - Program	1952
8	13	Norwalk Square - Opening celebration - Promotion and publicity	1952

8	14	Norwalk Square - Opening celebration - Remarks	1952
8	15	Norwalk Square - Photographs	1950s?
8	16	Norwalk Square - Photographs - Arial views	1955, n.d.
8	17	Norwalk Square - Photographs - Models and renderings	1950s?
8	18	Norwalk Square - Photographs - Negatives	1950s?
8	19	Norwalk Square - Press releases	1951-1957
8	20	Norwalk Square - Reports	1951-1953
8	21	Norwalk Square - Sign	n.d.
8	22	Norwalk Square - Sign - Logo and advertising	n.d.
8	23	Norwalk Square - Sign - Photographs of dedication	n.d.
8	24	Norwalk Square - Tree planting - Photographs	1952
8	env.1	Norwalk Square - Artifacts - Button and ribbon: "Norwalk Square opening celebration May 23 rd and 24 th " [1952]	1952

Office files

9	1	Correspondence - Henry E. Huntington Library (San Marino, Calif.)	1967
9	2	Correspondence - Tsung Tsin Association (San Francisco, Calif.)	1954
9	3	Investments - California Pacific Trading Corporation (Los Angeles, Calif.)	1929-1935, n.d.
9	4	Investments - Los Angeles Stock Exchange	1927-1930, n.d.
9	5	Investments - Pacific Southern Investors, Inc. American Capital Corporation	1941
9	6	Pacific Mutual Life Insurance Company - Press releases	[1953?], n.d.
9	7	Pacific Mutual Life Insurance Company - Statistics	1951
9	8	Pacific Mutual Life Insurance Company. <i>Gateway to the Future: An Exhibit of Photographs...</i>	[1968]
9	9	Pacific Mutual Life Insurance Company. <i>Health Maintenance: A Nationwide Survey</i>	1978
9	10	Pacific Mutual Life Insurance Company - Outline for exhibit: "Celebrating our 125 th year"	1992

Subject files

9	11	Building operations - Brochures	1971, n.d.
9	12	Bicentennial - Articles and newsletters	1974-1976
9	13	Bicentennial - Projects	1974-1976, n.d.
9	14	Bicentennial - Tapestries	[1976?]
9	15	Earthquakes - Publications	1925-1971, n.d.
9	16	Earthquakes - Report	1933

9	17	Wineries - Bugby Vineyard and Winery (El Dorado County, Calif.)	1951
9	18	Wineries - Weibel Champagne Vineyards (Alameda County, Calif.)	1967, n.d.
Publications			
10	1	American Council on Public Relations. <i>Combined Summary of the Two Series of Lectures and Discussions on Public Relations.</i>	1941
10	2	Avco Financial Services. <i>Money Tree</i> . Vol. 2, no. 4 (Apr. 1971).	1971
10	3	Barnsdall Corporation. <i>Annual Reports, 1929 & 1930.</i>	1929, 1930
10	4	Bone, James F. <i>An Industry Comes of Age.</i>	1946
10	5	<i>California Freemason</i> . Vol. 11, no. 1 (Jan.-Mar. 1964).	1964
10	6	Cluness, W.R. <i>An Address Delivered at the Opening of the Twenty-first Annual Meeting of the Medical Society of the State of California.</i>	1891
10	7	Cluness, W.R. <i>Report of the Committee on State Medicine, Hygiene, etc.</i> [2 copies].	1895
10	8	Coons, Arthur G. <i>Economic Preparedness: Remarks on Economic Aspects of National Defense.</i>	1940
10	9	Davis, John L. <i>The Mutual Relations of the Solicitor and the Medical Doctor.</i>	1908
10	10	Firstamerica Corporation. <i>Economic Highlights of the Eleven Western States.</i>	1959
10	11	Firstamerica Corporation. <i>The Economy of the West: A Decade of Growth.</i>	1960
10	12	Francisco, Don. <i>The Force Nobody Knows - American Industry.</i>	1938
10	13	Garrett, Paul. <i>What is Advertising's Priority Rating?</i>	1941
10	14	Gillis, Harry A. <i>The Story of Arizona.</i>	1959
10	15	Gillis, Harry A. <i>The Story of Colorado.</i>	1960
10	16	Gillis, Harry A. <i>The Story of Idaho.</i>	1960
10	17	Gillis, Harry A. <i>The Story of Montana.</i>	1960
10	18	Gillis, Harry A. <i>The Story of Oregon.</i>	1959
10	19	Gillis, Harry A. <i>The Story of Nevada.</i>	1959
10	20	Gillis, Harry A. <i>The Story of New Mexico.</i>	1960
10	21	Gillis, Harry A. <i>The Story of Utah.</i>	1960
10	22	Gillis, Harry A. <i>The Story of Wyoming.</i>	1960
10	23	Gilman, Wesley A. <i>The Forgotten Link.</i>	1938
10	24	<i>The Greatest Family in the World.</i>	1923
11	1	Hodgins, Eric. <i>How the Public Feels about Business.</i>	n.d.
11	2	The Institute of Life Insurance & The Life Insurance Advertisers Association. <i>Symposium on Company Public Relations.</i>	1952
11	3	The Irvine Company. <i>Annual Report: Progress 1970.</i>	1970
11	4	Kappel, Frederick R. <i>Goals that Build the Future.</i>	n.d.

11	5	Katzell, Raymond A. <i>The Psychologist</i> .	[1957<]
11	6	Keezer, Dexter M. <i>The Economist</i> .	n.d.
11	7	Kerr, Clark. <i>1984 Revised</i> .	1960
11	8	Life Insurance Advertisers Association & Institute of Life Insurance. <i>Forum on Company Public Relations</i> [conference proceedings].	1948
11	9	Lee, C. Marshall. <i>The Challenge of Medical-Care Insurance: An Essay on Principles, Philosophies and Practices</i> .	1960
11	10	Los Angeles Industries, Inc. <i>Balance Sheet, 1931</i> .	1931
11	11	Mayo, Claude B. <i>The Strategy of the Pacific</i> .	1940
11	12	Mealand, Arthur J. <i>Songs of America: A Collection of Patriotic and National Airs...</i>	n.d.
11	13	Menninger, William C. <i>Mental Health Everybody's Business</i> .	1961
11	14	Mullendore, W.C. <i>Address before Town Hall</i> .	1940
11	15	Mullendore, W.C. <i>Talk...Before Annual Meeting of Department Heads and Managers, Edison Building Auditorium...</i>	1939
11	16	Mussatti, James. <i>The Businessman and Government</i> .	1959
11	17	<i>New Worlds of Irvine</i> . Vol. 3, no. 1 (Jan./Feb. 1972).	1972
11	18	North, Cecil J. [Excerpts of comments re: USSR].	[1960?]
11	19	Parker, W.H. <i>The Legion's Role in National Survival</i> .	1960
11	20	Parkinson, James H. <i>Occidental Medical Times</i> . Vol. XI, no. 11 (Nov. 1897).	1897
11	21	Petersen, T.S. <i>Oil, Steel and Western Progress</i> .	1960
11	22	Platt, Frank L. <i>The Pacific Dental Gazette</i> . Vol. XVII, no. 4 (April 1909).	1909
11	23	Robinson, Claude. <i>The Intellectual and the Businessman</i> .	1961
11	24	Ross, T.J. <i>Some Comments on Public Relations Today and Tomorrow</i> .	1950
11	25	<i>San Francisco the Imperishable</i> [folded pamphlet].	n.d.
11	26	<i>Signs of the Times: Earthquake Special</i> . Vol. 32, no. 20 (May 23, 1906).	1906
11	27	Southwestern Engineering Corporation. <i>Sixth Annual Report</i> .	1929
11	28	Sunset Pacific Oil Company. <i>Report of the President to the Stockholders</i> .	1929
11	29	Turkevich, John. <i>The Scientist</i> .	[1958<]

Photographs

12	1	Early California - Buildings (4)	n.d.
12	2	Early California - Labor and industry: Agriculture, lumber, mining and oil (14)	n.d.
12	3	Early California - Landscapes and nature (8)	n.d.
12	4	Early California - People (23)	n.d.
12	5	Early California - San Francisco (10)	n.d.

12	6	Early California - Ships (7)	n.d.
12	7	Early California - Transportation (24)	n.d.
12	8	Holiday scene (1)	n.d.
12	9	Pacific Mutual building, downtown Los Angeles, Calif.	n.d.
12	10	Stanford, Leland – Vina Farm (26)	n.d.
12	11	Stanford University (Palo Alto, Calif.)	1893, n.d.
12	12	Scenes from space (4)	n.d.
12	13	Virginia Beach Park (Long Beach, Calif.) (31)	n.d.
12	14	Unidentified (5)	n.d.
12	15	Engraving - “Golden Gate”	n.d.
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

14	1	George Alden Moore - Family history notes	[1892<]
14	2	George Alden Moore - Broadside: Kansas militia [Includes two photostatic copies]	1862
14	3	George Alden Moore - Family correspondence (8)	1824-1840
14	4	Asa V. Call - Certificates (2)	1932 & 1956
14	5	Asa V. Call - Scrapbook	1917-1937
14	6	Asa V. Call - <i>Los Angeles Skywriter</i> . Vol. XVII, no. 48 (Nov. 29, 1957).	1957
14	7	Norwalk Square - Promotional brochures and flyers	1950s
14	8	Norwalk Square - Chain of title	1951?
14	9	Publications - <i>Collier’s</i> . Vol. 137, no. 7 (March 30, 1956).	1956
14	10	Publications - <i>Los Angeles Times Victory Midwinter</i> . Part III, January 3, 1944.	1944
14	11	Publications - <i>150th Birthday of Los Angeles City and County: A Pre-Olympiad Feature</i> . Los Angeles, Calif.: Los Angeles Saturday Night, 1931.	1931
14	12	Publications - <i>Pictorial California and the Pacific</i> . Vol. XLII, no. 6.	1967
14	13	Publications - <i>Urban Neighborhood Study</i> .	1969
14	14	Photographs - Photo album: Virginia Beach Park, Long Beach, CA [1940s?]	
14	15	Photographs - Folder of oversize photographs (3) & engravings (2)	n.d.
Fldr.	1	Panoramic photograph of Virginia Park, Long Beach, CA	1949
Fldr.	2	Ord, E.O.C. <i>Plan de la Ciudad de Los Angeles</i> , August 29, 1849 [facsimile of original manuscript map].	1849
Fldr.	3	<i>1909 Perspective Sketch from Brewster Maps Historical Los Angeles Series</i> .	1989

- Fldr. 4 Advertisements - "To Have and to Hold" and "All Roads Lead to 1952
Norwalk Square" [full page newspaper ads]
- Fldr. 5 *The Los Angeles Citizen*. Vol. XXXIX, no. 35. (August 31, 1945: 1945
1945 Victory labor day edition).
- Loose 9 large 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.

Subjects

Call, Asa V.
Gerken, Walter B.
Moore, George Alden.
Moore, George Alden - Family.

Pacific Mutual Life Insurance Company of California.

Insurance companies - California - History - Sources.
Newport Center (Newport Beach, Calif.) - History - 20th century.
Norwalk (Calif.) - History - 20th century.
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