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SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XI

JANUARY 6, 1926

Number 26

## 1925 a Banner Year for San Francisco

### Chamber Survey Reveals Bay Area Prospered

Industrial activity, port tonnage movements, bank clearings and building growth are positive indexes of a city's progress or retrogression. Preliminary departmental figures compiled by the Chamber of Commerce show conclusively that San Francisco progressed steadily and consistently during the year just ended.

There are 4,818 industrial establishments in San Francisco, according to approximate figures arrived at by L. C. Willems, director of the Chamber's information department. This is an increase of 600 establishments over 1924. These industrial units in 1924 employed 66,304 persons. Last year this number had been increased to 75,735. The payroll for these employees last year amounted to \$93,967,334 as compared with \$82,265,330 for 1924, while the capital investment has increased from \$292,500,000 to \$334,107,500.

#### BANK CLEARINGS

Bank clearings, always a positive barometer of a city's industrial and commercial expansion, amounted to the impressive total of \$9,481,311,406, putting San Francisco in the forefront among the Pacific Coast cities. The clearings for 1924 summed up to \$8,365,700,000.

According to figures compiled by the Marine Department of the Chamber of Commerce 6,655 vessels with a total tonnage of 15,313,025 arrived here during the year, and 6,726 vessels with a total tonnage of 15,131,070 cleared this port. The tonnage credited to ships arriving

### A SHELF OF BOOKS

By  
C. E. TAYLOR, Membership Director

A man once subscribed for a set of books which, the publishers told him, contained the combined knowledge and wit of centuries. When they arrived, he unpacked them—placed them neatly on the shelf, and forgot about them, except when the installments came due.

One day, an acquaintance examining the set inquired regarding their merit; whereupon the man who was subscribing for the books exclaimed, "They've never done anything for me—what good are they?"

The San Francisco Chamber of Commerce is organized to serve you and to serve San Francisco. It is daily compiling information, turning out leads for business, acting as a clearing house for trade. Do you really know what a treasury of service we have here for you? In short, are you using this powerful ally in your business? Don't buy a set of books and put them on the shelf.

Now, just a word about this little coupon. Of course, you belong yourself, but perhaps your neighbor does not. Ask him to sign this coupon and mail it in.

▲ ▲ ▲

Membership Department,  
San Francisco Chamber of Commerce.

Consider this my application for membership in the San Francisco Chamber of Commerce. I consider it an organization of value to me in my business and of vital importance to San Francisco.

Signed \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

from foreign ports alone amounted to 2,807,858 exclusive of the 2,628 tons listed to sailing craft.

Building permits for the year aggregated a turn-over of \$50,392,793.

Some conception of the year's industrial expansion in the San Francisco metropolitan area is fur-

nished by the following comparative building permits:

	1924	1925
San Francisco	\$57,852,973	\$50,392,793
Oakland	31,214,810	39,250,795
Berkeley	9,369,027	10,058,549
Alameda	2,562,008	4,127,300
San Jose	3,670,190	4,847,773

\$104,669,008 \$108,677,210

# SAN FRANCISCO BUSINESS

# Foreign TRADE TIPS Domestic

Inquires concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## High Court Ruling Concerns All Shippers

The Argentine Court of Appeals has recently handed down a sweeping decision of extreme importance to everyone interested in shipping, according to advices received by the Foreign and Domestic Trade Department. Several well-known clauses in bills of lading are declared to be null and void so far as they affect shipments to Argentina.

The clause stipulating non-liability of the carrier is declared illegal because the shipper is in an inferior position when forced to sign the contract and such clauses must be taken as not written. Also the original carrier under the bill of lading is held responsible for the merchandise until it is delivered at destination even when the original ship does not come to an Argentine port and the damage occurs on another vessel to which the merchandise has been transhipped.

### MUST BE TRIED

It is held also that suits arising from freight contracts to Argentine ports must be tried in Argentine courts regardless of any stipulation to the contrary in the bill of lading.

The case arose over damage to a shipment of 1,150 cases of mineral oil from New York at Buenos Aires in 1920. Due to labor troubles at Buenos Aires the original carrier put in at Montevideo, whence the cargo was transhipped to Buenos Aires. Despite the fact that the damage occurred by negligence of the second carrier, the consignee has a right of action against the original carrier. The original carrier, of course, has a right to an action against his agent, the second carrier.

The consignee sued in the Argentine courts and in 1924 obtained judgment. The carrier appealed, but the decision of the lower court was sustained. The Federal Chamber of Appeals, which has handed down this decision, is the court of last resort on questions of fact, and the case could be appealed to the Supreme Court of Argentina only on question of law.

9835—New York. An asbestos shingle company desires to communicate with San Francisco import brokers regarding the handling of importations of BUILDING MATERIALS. Prefer firms which have had experience in this line.

9836—Acaponeta, Nay., Mexico. Firm desires to purchase DIVING EQUIPMENT, suitable for use in diving for oysters in water of from 10 to 50 feet in depth.

9857—Manzanil, Mexico. Party, established in business in Manzanil, desires to purchase NOTIONS and NOVELTIES from American manufacturers or dealers. Solicits catalogs and prices from interested firms.

9858—Matehuala, S. L. P., Mexico. Firm desires to establish connections with a manufacturer of GASOLINE BURNERS FOR STOVES, LAMPS, etc.

9859—San Juan, P. R. Importers and commission merchants desire to communicate with San Francisco exporters of RICE, BEANS, CANNED SALMON and SARDINES.

9860—Cienfuegos, Cuba. Commission merchants desire to represent California exporters of BEANS and RICE, wishing to market these commodities in Cuba.

9861—New Orleans, La. Firm desires to get in touch with San Francisco brokers or GRAIN dealers who would be in a position to ship WHEAT CORN at competitive prices to Central America for their account. Prefer concerns which carry stock of corn in San Francisco for prompt shipment.

9862—Hullon, Canal Zone. Party having 3,000 tons of BAT GUANO, located in a dry cave, desires to communicate with interested San Francisco importers. Can ship almost any amount on short notice. Will supply sample to prospective buyers.

9863—Atlantic, Iowa. Suppliers of CORN and WHEAT desire to establish connections with San Francisco grain exporters.

9864—Ceylon. Gem merchant is desirous of finding a market in San Francisco for Ceylon PRECIOUS and SEMI-PRECIOUS STONES. Will send samples to prospective buyers.

9865—Leeds, England. Well-known manufacturers of SPADES, SHOVELS, FORKS, PICKS, etc., desire to appoint a suitable representative to handle the sale of their tools here. Their articles are of a high grade and have been selling well in Canada.

9866—Shanghai, China. Firm is interested in the importation into China of TINNED FISH, particularly SARDINES IN TOMATO SAUCE in oval one-pound tins, packed 48 tins to a case. Red labels are preferred in China and they would be interested in receiving a sample tin, fully labeled, along with e. i. f. prices Shanghai, from interested suppliers.

9867—Chemnitz, Saxony. Established and experienced manufacturers' representative, furnishing references, desires to communicate with San Francisco manufacturers wishing to establish a market for their products in Saxony.

9868—Griesfenroda, Thuringen, Germany. German manufacturer of LABORATORY GLASSWARE wishes a representative in San Francisco.

9869—Dresden, Germany. German manufacturer of HIGH PRESSURE ASBESTOS JOINTINGS wishes to establish connections with importers in San Francisco.

9870—Switzerland. A manufacturer of SWISS CHEESE is very desirous of appointing a representative in San Francisco.

9871—Tonsberg, Norway. Gentleman desires to represent a California exporter of DRIED and FRESH FRUIT. Would prefer the sole agency for the entire of Norway.

9872—Tonsberg, Norway. General export representative of packers of CANNED NORWEGIAN

FISHBALLS of finest quality. CANNED COD-FISH ROE and SARDINES, desires to communicate with interested California importers of these articles.

9873—Italy. Manufacturers of OLIVE OIL SOAP desire to communicate with San Francisco importers.

9874—Italy. An Italian supplier of DRIED MUSHROOMS desires to establish connections with a San Francisco firm in a position to handle the sale of his commodity in this territory.

## DOMESTIC TRADE TIPS

D-1921—Houston, Texas. Party establishing a drug store wishes to purchase methanide from Sao Francisco jobbers and wholesalers.

D-1922—Paso Robles, Calif. Gentleman desires to communicate with San Francisco firms in a position to manufacture REVERSIBLE SAILOR CAPS, red and white side and lavender and white the other.

D-1923—Florence, Arizona. Fuel, grain and seed company is in the market for CALCIUM PHOSPHATE (bone charcoal or rock phosphate, un-bleached), FERRIS PHOSPHATE (iron oxide), SULPHATE OF MAGNESIUM (epsom salts), SULPHATE OF SODIUM Glauber salts. They request chemical dealers or manufacturers to submit prices per cwt. for LCL shipments.

D-1924—Baltimore, Md. Gentleman desires to communicate directly with growers or shippers of ORANGES, LIMES, FILBERTS, ENGLISH WALNUTS, BRAZIL NUTS, SHELLED and UNSHELLED PECANS, RAISINS and FIGS who can supply CL and LCL lots. States he has disposed of several carloads of these commodities in Baltimore and vicinity during the year.

D-1925—Atlantic, Iowa. Company desires to communicate with San Francisco firms which buy CORN and WHEAT for milling purposes.

D-1926—Detroit, Mich. Foodstuff distributor has facilities to distribute CANNED GOODS, CITRUS FRUITS, OILS, etc., in his territory, and wishes to communicate with San Francisco firms desiring representation in that market.

D-1927—Cincinnati, Ohio. An established brokerage company, very highly recommended by the Cincinnati Chamber of Commerce, is seeking desirable accounts for Cincinnati and surrounding territory of FOOD PRODUCTS and articles handled by the GROCERY trade. Solicits inquiries from San Francisco producers of food products and kindred lines.

D-1928—Hillsboro, Ore. Gentleman offers for sale several tons of HORSERADISH and wishes to communicate with interested San Francisco merchants.

D-1929—San Francisco, Calif. Firm desires to dispose of a quantity of SMALL BOTTLES, GLASS JARS, PERFUMERY STILL and entire stock of PERFUMERY EXTRACTS.

D-1930—San Antonio, Texas. Firm wishes to communicate with San Francisco DRUG jobs.

## New List Available

The Foreign and Domestic Trade Department has received a list of commodities which the Chinese delegates to the Customs Conference in Peking propose shall bear import duty at the rate of 20 per cent, and which is known as the "Luxury List." Copies of this list are available at this office.

## Ecuador Increases Invoice Ratings

Consular invoice increases ranging from 4 to 20 per cent are included in a new schedule of vice rates, according to advices conveyed to the Foreign Trade Department of the Chamber of Commerce by the Consul General of Ecuador. The new schedule, it is announced, became effective January 1, but the Chamber of Commerce asked the consent of the Consul General of Ecuador to cable his government requesting a stay of execution of from 60 to 90 days in order to protect traders who have contracted for future shipments.

The increases announced by the Consul General include: 4 to 20 per cent on declared value; sobordos (ship's manifests) are increased 25 per cent of total duties of the consular invoice; parcel post is \$2.50 on each declared package, letters of correction, certificates of sanitation and other documentation charges also have been increased.

Firms desiring additional information can communicate with the Foreign Trade Department of the Chamber of Commerce.

## Committee to Survey San Francisco

San Francisco's sea and rail terminals are to be inspected by the Illinois Terminal Permit Commission, who, with their wives and friends, will arrive here next Sunday for a three-day stay. At the conclusion of the survey here the delegation will go to Los Angeles to inspect the terminal situation there.

The party is headed by Fred E. Sterling, Lieutenant-Governor of Illinois, Robert Scholes, speaker of the Illinois Assembly; State Senators R. J. Barr and T. E. Essington and Assemblymen F. E. Abbey, R. F. Cutler and Matthew Franz.

## Specifications Available

The following specifications covering bids requested for various supplies is now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department and delivering at Army Transport Wharf, Fort Mason, San Francisco, California, as required during the month of February, 1926, various subsistence supplies. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, California, and will be opened January 15, 1926.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from new comers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the it includes reports of removals and expansions.

Business men can obtain the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Accountants**—Myrtle Cerf and Harry J. Cooper announce formation of a partnership under the name of Cerf & Cooper, 519 California; Donald Craig, Clunie Bldg.

**Adding Machines**—Adding Machine Service & Supply Co., Mills Bldg., 507 Mission.

**Adjusters**—B. B. Carr & Co. (insurance), 220 Montgomery.

**Antiques**—Mrs. H. Hempel, 380 Sutter.

**Attorneys**—Brann, Van Duya, Boeck & Rowe, and W. H. Jordan, 233 Sansome; J. E. McClellan, Bank of Italy Bldg.

**Automotive**—Flint Motor Co. (used cars), 2947 Mission; Blackhawk Auto Co., 759 Valencia.

**Auto Painting**—Bradley Auto Painting Shop, 39 Peary.

**Auto Tires**—J. P. Costello and J. Hirsch, 1022 Geary to 539 Mission; Pacific Tire Sales Co., 927 to 952 Post; Fiak Tire Dealers, Ajax Tire Agency (Coast Tire Co.), 927 to 982 Post.

**Bakeries**—Thieler's Bakery, California near Steiner, soon; Tuteonka Bakery, 2808 24th.

**Batteries**—D. & D. Battery Co., 471 Clementina.

**Beauty Parlors**—Balboa Beauty Parlor, 2041 Balboa; New Mission Beauty Shop, 2494 Mission; Florence Beauty Shop, 1565 California.

**Beverages**—San Francisco Products Co., offices 74 New Montgomery.

**Bleaches**—California Bleaching Water Co., 2201 Chestnut to new plant, 70 Rickard.

**Candy**—P. J. McNamara, 2753 24th; Flomart, Inc. (A. J. Blumenthal), 68 Post.

**Chiropractor**—Dr. S. E. Krouse (1500 Ocean Ave.), 4052 18th.

**Cleaners**—Musicians Cleaning Co., 1112 Fillmore.

**Collections**—Colonial Law & Adjustment Co., 783 Market.

**Contractors**—Pool Construction Co., to Mills Bldg.; D. Paganini, 460 Montgomery; John Diestel, 235 Montgomery to 381 Bush.

**Delicatessen**—Premium Delicatessen, 3286 Mission.

**Dentists**—Dr. F. J. Moran, Flood Bldg.

**Drayage**—Veterans Transfer & Storage Co., 611 Post to 6 Adelaid.

**Dresses**—Carland Gown Co., factory 153 Kearny; Ted Lewis and Don Drysdale, 212 Sutter to 153 Kearny.

**Electric Appliances**—Fitzgerald Mfg. Co. (Star Line), factory branch 1211 Van Ness Ave.

**Express**—Ajax Transfer Co. (Thos. Gilroy), 154 Leavenworth to 774 Golden Gate Ave.

**Finance**—MacKenzie-Young Co., 485 California to 68 Post.

**Flooring**—Hanley & McCrellis, 1875 9th Ave. to 1443 18th Ave.

**Florists**—F. L. Fiquin, 455 Bush.

**Food Products**—Dromedary Co., Inc., Santa Marina Bldg.

**Furs**—Nathan Goldberg, 259 Geary.

**Grocers**—P. J. Masterson, 2800 Pine; J. P. Hogan, 2989 California; G. M. Huber, 1581 Church.

**Hay and Grain**—Berringer & Russell, office 1000 6th to 465 California.

**Insurance**—Gordon & Dunn (John M. Gordon, Harry S. Dunn), 133 California to 233 Sansome.

**Laboratory Furniture**—Kewanee Mfg. Co., Riello Bldg.

**Laboratory Supplies**—Lippold & Wagner, 171 24 to 869 Mission.

**Leather Goods**—Lampert Leather Goods Co., 24 Battery; Geo. Goldwin, 279 Post.

**Lighting Fixtures**—Peerless Light Co., 149 24 to 1111 Polson.

**Machinery**—Empire Machinery & Metal Co., 481 5th.

**Manufacturers Agents**—A. M. Goldstein, 153 Kearny.

**Marble**—J. M. Fabbris, Exhibit Sharoo Bldg.

**Marine Engines**—Hedge Gas Engines, 660 Howard to 27 Pine.

**Mirrors**—Golden State Mirror Works, 308 Noe.

**Optical Goods**—Jenkel & Davidson Optical Co., 135 Stockton.

**Paints and Flooring**—Andrew & Abbott, 2210 Clement.

**Physicians**—Dr. E. C. Taylor, 391 Sutter to 490 Post; Theo. Pavides, Flood Bldg.

**Plumbing Supplies**—Pacific Sanitary Mfg. Co. (67 New Montgomery), 1000 Brannan.

**Printing**—Thompson Printing Co., 348 Sacramento; Allan Press, 760 Mission to 183 Jessie.

**Publishers**—C. F. Benoit, 101 Post.

**Real Estate**—Irving & Miller, Hewes Bldg.

**Restaurants**—Wayside Lunch, 1533 Hyde; Commercial Dairy Lunch, 612 Kearny; Mayflower Grill, 2487 Mission.

**Rice**—Phillips Milling Co., 1098 Sansome to 310 California; Wieg Duck Co., 1134 Stockton to 944 Stockton.

**Sheet Metal Work**—Rubin Glantz Auto Metal Works, 1120 Golden Gate Ave.

**Shipping**—Kingsley Navigation Co., Ltd., Matson Bldg., to St. Clair Bldg.

**Shoes**—Eisenberg's, 1207 Fillmore.

**Signs**—Lawrence Goldberg, 1042 to 1080 Golden Gate Ave.

**Tailors**—H. P. Brown, 101 Broderick; Mary Baker, 1732 Taraval; Geo. Boss, 1120 to 1048 Market.

**Teas, Etc.**—Merchants' Tea House, 1559 Ellis.

**Textiles**—Lois Martin, 127 Grant Ave. to 533 Post.

**Transportation**—Island Transportation Co., Pier 19 to Pier 5.

**Trunks**—J. D. West (1018 Fillmore), 1227 Fillmore.

**Miscellaneous**—Bearing Specialty Co., 1424 Bush to 115 New Montgomery; San Francisco Association for the Blind, offices 760 Market; Standard Mercantile Co., 821 Folsom to 734 Harrison; American Purchase & Sales Corp., 681 Market; Brimberg Bros., Inc., 239 Geary; King Quality Products, Inc., 527 Howard; Federal Thrift Corp., Santa Fe Bldg.; Master Motor Service Corp., Hewes Bldg.; California Woolen Mills, Inc., offices 821 Market.

San Francisco firm desires to dispose of a quantity of small bottles, glass jars, perfumery still and entire stock of perfumery extracts. Direct inquirers to E. Moulie, 183 Tehama.

Detterre's Printing House, Inc. is inviting attention to part of their new building on Howard Street, suitable for manufacturers' agents, general offices or drafting rooms. Leasing arrangements may be made with any agent.

A drug store is being opened at 1821 Conzelmann Ave., Houston, Texas, by Alejandro Conzelmann. Dealers in the drug line are requested to make themselves known to the new concern.

State Corporation Commissioner, State Building and Loan Commission and State Banking from State Building to Security Bldg., 343 Sansome, February 1st.

The American Topographical Map Co. opening offices 406 Mills Bldg., and will specialize in the making of topographical relief maps.



## Members Urged to Send in Data

Compilation of the membership list of the Chamber of Commerce is being expedited and Mr. L. M. Hyslop, of the Industrial Department, urges members to send in all data which definitely defines their business and business activities.

The Industrial Department, according to Hyslop, constantly is receiving buying inquiries for virtually every conceivable product and service. In order to answer these queries promptly and adequately it will be necessary for the membership list which is being compiled clearly to define the business of each member. This, it was pointed out, will make it possible for the Industrial Department to put prospective purchasers in direct contact with business members and avoid the possibility of the inquiry being referred to an Eastern source.

## Time for Hearing Is Extended

The Senate Interstate Commerce Committee, which will conduct hearings on the Gooding long and short haul bill this month, has extended the time in which representatives of the railroads and proponents of the bill can submit their arguments, according to word received by the Traffic Bureau of the Chamber of Commerce.

The additional time granted for the hearing now includes January 18, 19 and 20.

## Revenue Freight Loading

"Loading of revenue freight the week ended November 28 totaled 923,213 cars," says the car service division of the American Railway Association. This was an increase of 44,082 cars over the same week in 1923. It also was an increase over the corresponding weeks in 1920, 1921 and 1922. Due to the observance of Thanksgiving, the total for the week of November 28 was a decrease of 134,461 cars under the preceding week.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 14. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket 6444—Garage equipment, LCL, westbound; 6465, Washington and Old Dominion Railway; Request for representation as a participating carrier in Tariff 27-H and provide for rates on lumber from California points to stations on that line; 6468, flavoring syrups, LCL, westbound; 6467, awning arms, CL, westbound.

# TRANSPORTATION

## United States Intercoastal Conference Westbound Rate Docket

CUBA

### New Parcel Post Convention with Cuba Extends Weight Limit of Parcels

According to advices received from the local Consul of Cuba, a Parcel Post Convention with Cuba was signed in Washington by the United States Postmaster General and the Director of the Cuban Post Office Department on October 31, to become effective January 1, 1926.

The convention is effective for a period of eighteen months from January 1, 1926, pending the modification or repeal of certain statutes which prohibit the importation into the United States by mail or parcel post of cigars and cigarettes in quantities of less than 3,000 in a single package, thus excluding some of Cuba's most important articles of export.

Provision is made for the exchange of parcel-post packages, ordinary and registered, exceeding eight ounces up to and not exceeding eleven pounds in weight, and requires the sealing of parcels with wax, adhesive tape, or in some other acceptable manner.

An indemnity is provided not to exceed \$10.00 for the total loss (wrapper and contents) of registered parcel-post packages exchanged between the two countries.

### Importation of Livestock and Forage from Texas and California Prohibited

Because of the existence of hoof and mouth disease in Texas and California, the importation into Cuba of cattle, sheep, goats, swine, and horses, as well as all kinds of forage (hay, alfalfa, clover, etc.), from these States is temporarily prohibited, according to a decree effective from November 6, 1925. A similar ban, effective November 4, has been placed upon Cuban imports of livestock and forage from Mexico.

### "The Czechoslovak Market"

The Foreign Trade Bureau has received a copy of the first issue of "The Czechoslovak Market," a monthly review, published in Prague, Czechoslovakia.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending		Previous Week	One Year Ago
	Dec. 30	Dec. 23		
San Francisco	\$196,222,000	\$192,222,000	\$233,212,000	\$184,917,000
Los Angeles	158,472,000	158,472,000	205,221,000	175,537,000
Seattle	36,182,000	36,182,000	49,507,000	42,225,000
Portland	31,157,000	31,157,000	40,599,000	35,959,000
Oakland	28,932,000	28,932,000	39,259,000	23,718,000
	(Federal Reserve Bank)			

## BUSINESS FAILURES

	Week Ending		Previous Week	One Year Ago
	Dec. 30	Dec. 23		
<b>SAN FRANCISCO</b>				
Number Failures	2	2	4	1
Net Liabilities	\$5,415	\$5,415	\$31,999	\$2,151
<b>LOS ANGELES</b>				
Number Failures	9	9	8	8
Net Liabilities	\$87,944	\$87,944	\$13,824	\$36,498
<b>SEATTLE</b>				
Number Failures	(Figures not yet available)	(Figures not yet available)	2	1
Net Liabilities	(Figures not yet available)	(Figures not yet available)	\$20,500	\$2,030
	[R. G. Dun & Co.]			



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SAN FRANCISCO

# BUSINESS

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JANUARY 13, 1926

# RADIOGRAMS



## Buy Coffee—in the Dutch East Indies

The United States, with an annual consumption of coffee reaching ten pounds per capita, imports \$4,500,000 worth of coffee from the Dutch East Indies every year.

Shipments of merchandise from the Dutch East Indies take a long time

to reach this country. And it is important to save every possible moment in the transmission of orders.

The new Radiogram circuit direct to the Dutch East Indies speeds your messages and handles them accurately.

*Always Mark Your Radiograms*

**"Via RCA"**

File messages to Hawaii, Japan and the Dutch East Indies at any Western Union office, or phone for a Western Union messenger. And to Europe, the near East and South America at any RCA or Postal Telegraph office; or phone for an RCA or Postal Telegraph messenger.

*Radiograms Go Direct from America to*

Hawaii, Japan and the Dutch East Indies		
England	Poland	Norway
France	Italy	Sweden
Germany		Argentina

**Radio Corporation of America**

SAN FRANCISCO

28 Geary Street

Garfield 4200

LOS ANGELES

453 So. Spring Street—Tucker 6761

SEATTLE

501 Maritime Building—ELiot 3719

# CERTIFIED PUBLIC ACCOUNTANTS

Section 3 of the Act of March 23, 1901, Statutes of California, creating the State Board of Accountancy, provides:

"Any citizen \* \* \* may apply for examination \* \* \* and upon issuance and receipt of such certificate, and during the period of its existence, or any renewal thereof, he shall be styled and known as a Certified Public Accountant or Expert of Accounts, and no other person shall be permitted to assume and use such title or to use any words, letters or figures to indicate that the person using the same is a Certified Public Accountant."

Is your Accountant licensed to practice as Certified Public Accountant in California?

**VICTOR AARON**  
American Bank Building  
Garfield 1347

**AUSTIN & CO.**  
625 Market Street  
Douglas 607

**WALTER B. BAILEY**  
235 California Street  
Douglas 7539

**ALEXANDER BALL**  
1219-1220 Hearst Building  
Sutter 1464

**STUART S. BARNARD**  
Kohl Building  
Sutter 468

**PETER BARNETT**  
Mills Building  
Garfield 94

**BOURS AND SMYTH**  
Crocker Building  
Garfield 5653

**BROTHERTON, THOMAS & CO.**  
American Bank Building  
Kearny 3939

**BULLOCK & KELLOGG**  
American Bank Building  
Garfield 3424

**CERF & COOPER**  
Successors to  
Greenhood & Jansen  
319 California Street  
Kearny 1131

**C. P. CHAMBERLAIN**  
311 California Street  
Sutter 5019

**WALTER H. CRAMER**  
268 Market Street  
Sutter 2588

**DAWSON & RILEY**  
Hearst Building  
Sutter 4175

**L. T. DIEBELS**  
American Bank Building  
Garfield 3064

**WILLIAM DOLGE & CO.**  
369 Pine Street  
Sutter 697

**HASKINS & SELLS**  
Crocker Building  
Douglas 3480

**LESTER HERRICK & HERRICK**  
Merchants Exchange Building  
Kearny 844

**PAUL HEYMANN**  
Mills Building  
Garfield 1963

**HOOD AND STRONG**  
425 Standard Oil Building  
Sutter 793

**EDWARD B. JORDAN**  
110 Sutter Street  
Kearny 7956

**JORGENSON, LUCKHAM & BUNN**  
Chancery Building  
Garfield 4499

**GEO. J. KASCH**  
325 Bush Street  
Garfield 6136

**HOWARD KROEHL & CO.**  
1010 Balboa Building  
Sutter 3296

**LYBRAND, ROSS BROS. & MONTGOMERY**  
2 Pine Street  
Sutter 1232

**H. S. PATTERSON**  
Mills Building  
Kearny 2595

**PEAT, MARWICK, MITCHELL & CO.**  
American Bank Building  
Sutter 2696

**ROBINSON, NOWELL & CO.**  
Crocker Building  
Sutter 1848

**RUCKSTELL & LAND**  
703 Market Street  
Clayton Spreckels Building  
Kearny 6010

**CHARLES P. RUPP**  
209 California Street  
Douglas 8787

**SKINNER & HAMMOND**  
352 Pine Street  
Douglas 6898

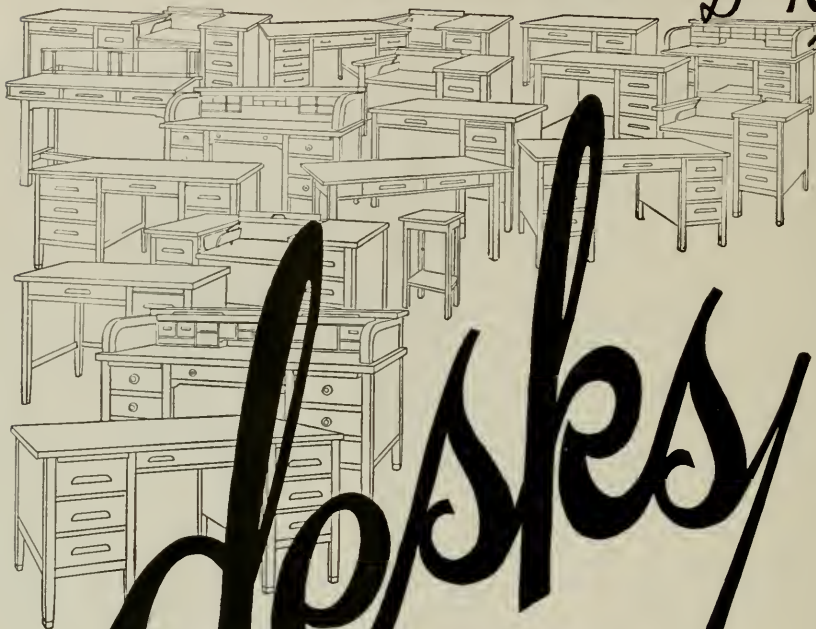
**JAMES O. SULLY & CO.**  
260 California Street  
Sutter 1886

**A. SUTTER & CO.**  
Nevada Bank Building  
Sutter 3179

**WALTHER WOLF**  
625 Market Street  
Garfield 6354

**E. G. WUNNER**  
260 California Street  
Sutter 1886

H·S·CROCKER CO·INC·for *Desks*



Designed for efficiency—built for long wear—finished for lasting beauty. There are features you'll get in a desk of Crocker Quality. Whatever your desk needs, you'll get real value here.

*Our Deferred Pay Plan*

If you desire—payments will be distributed to suit your convenience.

**H. S. CROCKER CO., Inc.**

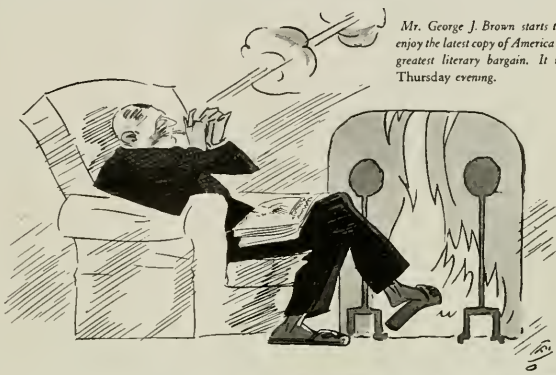
565-571 Market Street • 242 Montgomery Street

**SAN FRANCISCO**



# Telling "George J" About California

A  
Ten-Million-Dollar  
Campaign  
That's  
Always  
Working



Mr. George J. Brown starts to enjoy the latest copy of America's greatest literary bargain. It is Thursday evening.

By A. McKIE DONNAN

Illustration by BENJAMIN FRANKLIN

MR. GEORGE J. BROWN, average citizen of one of our average mid-western cities, has just finished giving the furnace an extra job in the ribs. Dinner is over; Mrs. B. is clearing away the dishes and directing the ablutatory efforts of her high-school daughter at the dishpan. George J., Jr., has gone out to keep a "date" and the youngsters are already in bed. Comparative quiet reigns and George J. sighs heartily as he resigns his slightly corpulent frame to the welcoming arms of his favorite fireside chair, lights his evening pipe and starts to enjoy the latest copy of America's greatest literary bargain. It is *Thursday evening*.

Like many a magazine reader nowadays, George J. starts at the back and goes forward. As a matter of fact, he rather prides himself upon his interest in current advertising. Somewhat of an advertising man himself, he would remind you modestly if the subject should come up in some conversation you might be having with him. Only in a small way, of course: classified advertisements in the local paper. But he "likes to keep up with what the bigger fellows are doing"—even those who spread themselves nationally.

The back cover strikes his eye. It is in colors. Raisins! Yes—and more. The place where raisins grow best is modestly mentioned (in about

96 point type—which, as everyone knows, is more than an inch high). In fact, the advertisement, peculiarly enough, makes considerable of a point of where the raisins grow best. It's that place where Aunt Emma went last winter, you know, when she thought she was getting too old for Eastern blizzards. Sure enough, you've guessed it—California.

## The Idea Germinates

George J. puffs heartily upon his pipe and turns several pages idly, his mind apparently wandering somewhat from the masses of typography which he is flipping over with his finger. California! It *must* be considerable of a country, at that. Like to take a run out there himself some day and see the country first hand. Will have to do it, too, just as soon as Sis graduates from "High" and the old business is running just a little smoother. Any place that could turn out such confoundedly fine raisins certainly must be an interesting place to visit. Might even be a good place to live. People *must* live there to take care of the raisins. Ho, hum, he'd find out for himself some one of these fine days. [Flip-flip-flip.]

Well, well, what's this? Dogone me, if it isn't another California advertisement. By gollies, those people certainly must think they live in the only place on earth! Half their

advertisements seem to be taken up with the fact that the product advertised came from the consarned state. As though that made any difference! Why, right here in—well, of course, we don't grow prunes. But then I don't know why we couldn't! Let's see—"under the glorious California sun where prunes develop as they can nowhere else." Well, maybe that's right. Prunes would need a lot of sun, probably. Yes, they'd *have* to have it. What was it Aunt Emma had said about that—that—"Say, Mother, what was the name of that Blossom thing Aunt Emma told us about out in California that they have every year?"—

California oranges! California prunes! California lemons! California canned fruits and vegetables! California walnuts! California Bartlett pears! Heavens preserve us—even California sports hats!

All a part of California's great \$10,000,000 annual advertising campaign, the greatest *natural* co-operative advertising effort the world has ever known.

Other cities besides those of California advertise. But they "go it alone." Other products are advertised besides those grown or manufactured in California. But, they are advertised on their sheer merits and with little or no "local color" to bolster up their sales arguments or

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## SAN FRANCISCO CHAMBER OF COMMERCE

H. CLAY MILLER, *President*      C. W. SAUNDERS, *Vice President*      PHILIP FAY, *Vice President*  
ROBERT NEWTON LYNCH, *Vice President and Manager*      W. W. STETTHEIMER, *Treasurer*  
Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Phone Kearny 112.  
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GEORGE L. NORTH, *Editor*      L. P. BOYCE, *Advertising Manager*

VOL. XII

SAN FRANCISCO, CALIFORNIA, JANUARY 13, 1926

No. 1

# Linking Idaho With San Francisco

ONE of the most important railroad developments in recent years is the construction by the Union Pacific System of a line from Rogerson, Idaho, to Wells, Nevada, now rapidly nearing completion.

This new railroad traverses a hitherto undeveloped section of Nevada, passing through the mining camp of Contact and not only providing transportation for the ore and concentrates that are expected to come from that field, but furnishing also an outlet from nearby stations by rail for livestock that for years it has been necessary to trail either to Wells or to Rogerson. Some agricultural development will doubtless also occur in the tributary territory.

The new line, through a branch line from Rogerson to the city of Twin Falls, will also serve, as far as California business is concerned, the rich and famous Twin Falls section of Idaho. Here is an irrigation project that has just passed the twentieth year of its existence. Less than two decades ago it was all sage brush, entirely unproductive except as it furnished a winter range for sheep. In the comparatively short time that has passed since the water was turned on the land a miracle of achievement has been wrought.

Today the Twin Falls section looks much like the great farming territory of the middle west. There are progressive villages, towns and cities ranging in population up to 8,500; there are miles of paved roads connecting them; there are trees of every kind and farms that produce abundantly of crops that California needs and will use.

What is known as the Twin Falls

south-side project contains 216,000 acres of land, practically all of which is under intensive cultivation with a never-failing supply of irrigation water.

In addition, there are two other

*The new line described in the accompanying article extends from Rogerson, Idaho, to Wells, Nevada, a distance of ninety-eight miles, connecting with both the Southern Pacific and Western Pacific lines at Wells.*

*This line, which will be in operation early in February, will shorten the distance between San Francisco and points in Southern Idaho, Twin Falls being a representative point, by about 325 miles. This traffic is at present moving either via Ogden, Utah, or Portland, Oregon. This will place San Francisco on a parity with Portland, mileage considered, in the Southern Idaho territory, and will undoubtedly open up a new market for California products, also making available a producing market of livestock and agricultural products.*

*This will also make San Francisco available as a port of export for the products of Southern Idaho.*

important irrigation enterprises that will be served by the new line. These are the Twin Falls north side, containing 150,000 acres, and the Minidoka project, comprising 140,000 acres. The fertility of the land on both these projects has been thoroughly demonstrated, and while they have not attained the high development found on the Twin Falls south-side tract it is only because they were not completed until some years later. Here, too, prosperous cities have grown up and an alert, progressive rural population.

The irrigated acres of Idaho may well be regarded as the bread basket for California's fast-growing cities. The Idaho climatic and soil conditions are such that they produce in

great abundance crops that California with its higher-priced land and its greater manufacturing and industrial activity cannot afford to raise.

Already a heavy consumer of Idaho products, it is thought that the opening of the new railroad will bring about a far greater demand. The Idaho potato, which has achieved nation-wide fame during the last few years, is one of the crops that have found ready sale in California. There is something in the soil of Idaho that brings the once lowly but now lordly spud to a standard that very nearly approaches perfection. These potatoes grown in the Twin Falls and other sections of the state are so superior in quality that they readily command a higher price than those from any other state. It is on this quality that Idaho has built its reputation. Idaho produces and markets an average of 12,000,000 bushels of potatoes annually and is excelled in yield per acre only by the states of Maine, Vermont and New Hampshire.

Another Idaho product that is finding an increasing market in California comes from the orchards, from which nearly 7,000 cars of apples were harvested this year. All kinds of apples do well in Idaho, but the standard varieties such as the Jonathan, Delicious, Winesap, Spitzenberg and Roman Beauty seem to more nearly approach the required degree of excellence in flavor, texture and color. This is due in part to the long, sunshiny days of the Indian summer that comes when the fruit is ripening on the trees.

In recent years, due in large degree to the activity of the Union Pacific System in promoting the

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# Colors Born of Sunshine



By C. E. KUNZE

FOR the year 1925 the gross sales of the Simon Millinery Co., makers of the famous Meadowbrook Sports Hat, are well over the million-dollar mark. And that, let it be candidly set down, is something also for Californians to think about.

The Meadowbrook hat is a San Francisco product. Here was its birthplace, and here is the plant in the Meadowbrook Building on Market near Sixth street. All the workers—builders, creators, artists, call them what you will—who make this dainty article of dress are San Francisco men and women. And when next you see that alluring phrase, Colors Born of Sunshine, which has helped to carry the name and fame of Meadowbrook around the world, don't overlook the important point that the sunshine in this product is San Francisco sunshine.

♦ ♦ ♦

AND sunshine is a very palpable element in the success of the Meadowbrook hat, make no mistake about that. Sunshine is the true mother of color, and without color there could be, perhaps, a sports hat industry, but it wouldn't be what Meadowbrook has made it. Colors and Meadowbrook go together, and colors and sunshine go together. Thus, literally, California sunshine has poured itself into a widely used and widely sought commercial product to the very practical end of helping to build up a million-dollar industry, and to throw, if one may use so colorful a metaphor, the Meadowbrook spectrum across the continent from coast to coast.

But whatever San Francisco and the genial climate of California may have contributed to the success of the Meadowbrook hat, the balance sheet is more than even. For the Meadowbrook has made San Francisco the style center for sports hats.

Here is something that many people from time to time have talked about, and dreamed about—the acceptance of San Francisco as a style center in articles of women's apparel. The ready wealth that has ever been a community characteristic, the taste and pleasure people have here for fine clothes, its cosmopolitanism, its Bohemianism, its touch of Orientalism and its outlook upon the great Pacific—all these have contributed to the thought and hope, so frequently expressed, that here is a city which should be an arbiter in the world of fine clothes, a dictator in fashions, a world center in women's styles. And now that distinction has actually come to it through the work and persistent efforts of two young men, the Simon brothers, Irwin B. and Gerald H., who came here some fifteen years ago mere novices even in their own line, the merchandising of millinery supply goods.

It was not the dream, however, that brought them here from their home in Salt Lake City. That dream came later. It followed in the wake of what was the beginning of the whole Meadowbrook creation, the notion that in the millinery trade there was room for a type of hat specially adapted for outdoor sports, golfing, motoring, boating, yet a hat which would look well indoors, too, in the clubhouse, on the verandas, at a garden party, or what not.

♦ ♦ ♦

THE original thought of the sports hat, as it came to be called, is credited in the Meadowbrook establishment to Gerald Simon, the younger of the brothers. It came to him while he traveled about the state as a salesman. The firm was then located in a loft on Market street near the Emporium. The more Gerald Simon thought about the sports-hat idea, the more



convinced he became that such a hat would be popular and would sell. But there was no such hat in the market. This was not an insuperable difficulty. He set about to have a small line of sport hats made, and the Emporium, right next door to the Simon Millinery Supply Co., was one of the first stores to offer that line for sale to the general public.

As Gerald Simon had predicted, the line was popular, and thus was born the Meadowbrook sports hat, and thus was started the Meadowbrook plant, now the largest for the exclusive manufacture of women's sports hats in the world.

Not only that, the Meadowbrook plant is today the largest buyer in the world of shapes, or hat bodies as they are called.

These bodies are made of felt, velour, and various kinds of straw or reed braids. Hat bodies are all imported, Italy, France, the South Sea islands, Japan, the Philippines, China and Central America being the chief producers.

♦ ♦ ♦

MEADOWBROOK combs the whole world for its shapes or hat bodies. Each country specializes in its own particular type. From France come chiefly the fine felts and velours. Italy contributes the lacy Florentine shapes, the beautiful Venetians with the wide brims and open weave.

From the South Sea islands and the Orient come the close-woven bodies, some of them as soft as Panamas, identified by the hat makers by such alluring names as Shantungs, Bankoks, and the Ballibuntals, which come from Italy.

It is from Italy, too, that the plaques come, mere discs of woven straw or reeds, which look for all the

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# Work of the Better Business Bureau

THE Better Business Bureau of the San Francisco Advertising Club is one of forty-three similar Bureaus in the United States. Headquarters are in New York City.

Daily exchanges of information occur by letter and telegraph just as among branches of a great mercantile concern.

The Better Business Bureau movement is fourteen years old in the United States and has now reached England and the Continent.

The San Francisco Bureau is twenty-two years old.

Many business men have sought reasons for the sponsorship of Better Business Bureaus by advertising clubs.

Increasing the believability of advertising, through promotion of truth in advertising of all kinds, was one of the original objects of the Bureau movement, and remains today a fundamental.

For this reason, plus the fact that the Better Business Bureau idea was born of organized advertising, the clubs have been the logical sponsors. Advertising clubs, being composed of buyers, writers and sellers of advertising, were the first to hear the gospel of truth in advertising and the members were in a position to and did give the first great impetus to this phase of responsibility to the public.

## Business Insurance

The expansion of the Bureau work was a natural one in view of the great strides made in advertising and sales promotion.

Protection of the immense investments in advertising and marketing plans called for forms of business insurance of which Better Business Bureaus were quick to see the need.

By nation-wide contacts, by means of a central clearing house, through the instrumentality of national and regional conventions, by traveling speakers, the word was passed, agreements were reached, principles were established, enlarged Bureau activities were outlined, and today the Better Business Bureau movement has become on one hand an active partner in the conduct and protection of legitimate business, an interpreter of business to the buying public, and on the other hand a foe to all confidence-destroying agencies which prey or attempt to prey upon the unsophisticated.

By FRED H. MANTOR

Manager Better Business Bureau, San Francisco Advertising Club

While education is the prime factor in Bureau work, it has been necessary to originate and to have placed upon the statute books forms of legislation which have put teeth in Bureau activities when other corrective measures have failed to meet requirements.

Although the fundamentals of Bureau work are national and even international, it has been recognized that regional conditions could not be met unless freedom of action was given local Bureaus in the development of superstructures of service to fit local conditions.

## The San Francisco Plan

The great California prosperity of 1925 placed such heavy responsibilities upon the local Bureau and developed such specific requirements in Bureau service, that in the fall of last year it was determined to create the San Francisco Plan of operation.

In November last the fortunate presence in San Francisco of C. King Woodbridge, president of the Associated Advertising Clubs of the World and, in private life, president of the Dictaphone Co. of New York, gave opportunity to go over with him the skeleton of the San Francisco Plan. It met with his warm approval, and the completed plan is now in effect.

Experience having demonstrated that the confidential nature of most Better Business work had kept many business men in the dark as to the true nature of the organization and type of service rendered, it was determined to set forth in the San Francisco Plan concrete facts, free from generalities.

## Value of Membership

It was recognized that the financing of the Bureau has for years been done by some civic and business leaders who understood the principles of Bureau work, but that considerable support also came from men who looked upon membership in the Bureau somewhat in the nature of a goodwill offering. In nearly all cases, the Bureau services to members have been of a character to convince the members of the dollars-and-cents value of Bureau membership.

There still remained, however, two outstanding facts:

a. Bureau members were obtaining a general service, not clearly defined and taken rather on faith.

b. Hundreds of reputable business men were almost completely in ignorance of Better Business Bureau work and of its value to them, hence were not identified with the movement.

The problem of Bureau development presented several angles in addition to the above, but all have been met in some degree, and there will be no standing still.

In the San Francisco Plan, emphasis is laid first of all upon the fact that the Better Business Bureau is as remote from donation-seeking as is an insurance company that sells policies.

Next it is brought out that the general Bureau service has been split up into ten distinct services, so that "metered memberships" may be taken according to the needs of any legitimate business. The individual services listed below may be taken singly, in any desired combination or in full:

*Unfair Competition:* The Bureau to advise those whose advertising violates the rulings of legally constituted regulatory bodies. Intentional violators to be acted against when educational measures fail.

*Truthful Advertising:* The Bureau to resort to the Advertising Law in cases where fraud or deception has been the proved intention or result, but to cooperate at all times with legitimate businesses when errors have occurred in their advertising or sales promotion efforts, with a view to establishing with the public the essential integrity of the advertiser.

*Goodwill Insurance:* The Bureau to encourage all customer-complainants to give the concern with which they have had an unsatisfactory transaction every opportunity to make direct adjustment before expecting the Bureau to act. In short, the Bureau's work in this classification to be goodwill insurance for the honest concern, through education of consumers.

*Cooperative Assistance:* The Bureau to report from time to time to members such sales practices or advertising methods in their individual establishments as are against the best interests of the business, and which may have been discovered by Bureau investigators or brought to the Bureau's attention.

*To Combat Fraud:* The Bureau—through cooperation now existing between offices of the State Corporation Commission, the State Real Estate Commission, the State Division of Weights and Measures, the District Attorney's Office, the City Police Department and Detective Bureau, the United States Postal Inspection Serv-

[continued next page]



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ice, credit reporting agencies and Better Business Bureaus in other cities—to combat the invasion of San Francisco by fraudulent enterprises of all kinds. The Bureau also to keep a watch upon sales operators whose methods are deceptive, and to act against them.

**Speaking Service:** An acceptable Bureau speaker to appear semi-annually before selling staffs to explain truth in selling, truth in advertising and other constructive ideas along Better Business lines, for the benefit of, and after consultation with the general management of, any member institution.

**Composing Disputes:** The Bureau, upon request, to assist as a confidential neutral party in composing disputes between competitive businesses with respect to advertising and selling.

**Protecting the Small Investor:** The Bureau to warn the inexperienced and those of small means against high-pressure operators, against speculative securities or enterprises, against swindlers of various kinds, and to urge the selection of real investments upon advice of reputable dealers in securities. Extra non-confidential Bureau bulletins for the financial education of pay-roll employees to be furnished, upon request, in reasonable quantity, same to be posted on time clocks or otherwise circulated by organizations holding membership in this service.

**Media Service: Keeping out of Members' Pockets the Hand of the Advertising Graft:** The Bureau to continue and enlarge its Media Service, obtaining and keeping on file information as to illegitimate or worthless publications seeking to sell advertising space to members of this service; to investigate claims of publications; to receive statements of publications desiring to be on record with the Bureau; to have quickly available, or to seek quickly, information which will avoid waste of advertising funds.

**Bulletin Service:** At least two confidential bulletins monthly reporting typical Bureau cases, giving facts of educational value, warning against fraudulent propositions and schemes to be shunned, etc.

On December fifteenth a significant service was established upon the initiative of certain mattress, pillow and comforter manufacturers and dealers. It involved the creation with the San Francisco Better Business Bureau of a departmental for the education of producers, dealers and consumers of the foregoing lines, and the enforcement of the state bedding laws.

Seeing in the Better Business Bureau a neutral body, interested in constructive manufacturing and marketing methods, a group of far-visioned men in the mattress, pillow and comforter industries decided to take sufficient memberships in the Bureau to justify the establishment of a separate departmental for the protection of the public from hygienic and value standpoints.

In effect they divorced themselves from any attempts to make their industries self-regulating (with consequent charges of competitive bias), and elected the Better Business Bureau as arbitrator, investigator,

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## The Function of the Insurance Broker // Number 8 of a Series

# She Made New York City Read Insurance Policies



Fully covered by insurance.  
Muriel Lawlor, film star,  
helped put the "Read Your  
Policy" idea across.

Do you ever read your insurance policies? If so, you are an exceptional person.

The public generally accepts its insurance contracts without question. While this speaks well for the reputation possessed by the insurance business, unfortunately the acceptance of the policy form without careful examination sometimes results in dissatisfaction when a loss occurs, because the individual assured has not understood the provisions of the policy.

In an attempt to correct this condition in New York City the Fireman's Fund and eleven other leading companies conducted a "Read Your Policy Week," publishing a series of full-page newspaper advertisements and other general publicity in which the illustration shown here was used.

### HOW BROKER MAKES POLICIES EASY TO READ //

Knowing that people don't read their policies, every good insurance broker encloses with the policy when he delivers it, a letter explaining to the assured any obligations he has assumed toward the underwriters in his policy contract. Further than that, he is constantly on the alert to see that nothing his client does during the entire term of the policy violates his agreement.

Thus the services of good brokers make for satisfactory loss adjustments—satisfactory to both the underwriters and the assured.



## FIREMAN'S FUND INSURANCE COMPANY

# "20 Years After"



SAN FRANCISCO

*The Clock Tower at the Water Gate*

Ten years after being swept by fire, San Francisco, rising from its ashes with that indomitable spirit that characterizes its citizens, amazed the world by playing hostess at the great Panama Pacific International Exposition.

Marvelous as was the rehabilitation during the first decade after the fire, it has been surpassed in the second. This thrilling, gripping story of achievement will be told and visualized by means of graphs, maps and statistics in a

YEAR BOOK EDITION OF  
SAN FRANCISCO BUSINESS,  
April 14, 1926.

## Membership Directory

Chamber of Commerce members of record March 1, 1926, will be listed by commodity classification. Those desiring their listing in bold face type may have this privilege by the payment of \$1. Members will receive one copy of the YEAR BOOK gratis. Additional copies will be available at \$2.50 each.

Regular advertising rates.  
Copy closes April 1, 1926.

---

## YEAR BOOK ORDER

SAN FRANCISCO CHAMBER OF COMMERCE  
465 California Street

Please enter our order for

page advertising to be run in

the } News Sections } of your YEAR BOOK edition, April 14, 1926.  
{ Directory Sections }

Please list our name in bold face type, for which we will pay one dollar extra.

Please enter our order for additional copies at \$2.50 each (plus postage).

Firm

By

Address

# Our Foreign Trade Outlook

By JULIUS KLEIN

*Director, United States Bureau of Foreign and Domestic Commerce*

THE year 1925 closed with our foreign trade in a highly satisfactory situation. Unless unforeseen causes should arise drastically affecting either our own production or the purchasing power of our leading foreign markets, the prospects for the coming year are altogether favorable.

Foremost, perhaps, among the factors which promise favor to our foreign trade for the coming year is what has already come to be known as "the spirit of Locarno," in the countries of Europe that are among our best customers. No review of the past year would be complete without mention of the Treaties of Locarno, whereby the principal nations of Western and Central Europe pledged themselves to mutual guarantees of peace, stability and good will. We have reason to hope that a new era has been thus invoked among the former warring nations, and to believe that Europe is at last about to enter into a period offering the most beneficent opportunities for her undisturbed internal development.

## Our European Market

Restored to a reasonable sense of national stability and the opportunity for greater industrial productivity, Europe must undoubtedly find herself with an increased ability to buy from abroad; and it can hardly be doubted that American trade will have its appropriate share in Europe's improved markets.

During 1925 the export trade of the United States continued its steady advance, exceeding by more than 7 per cent its value in 1924. The total value of our exports for the year is in the neighborhood of \$4,900,000,000, the largest figure since 1920, and representing an increase largely due to increased volume rather than to higher prices. This is an eminently satisfactory showing when compared with that of other leading industrial countries. British exports of domestic products were slightly less than in 1924, and French exports also showed a decline. Very naturally those of Germany, in view of the reestablishment of her currency and the at least partial settlement of international complications, have shown some increase—about 6 per cent. After allowing for the changing prices, British exports

are only about three-fourths as great as before the war, and German exports a little more than one-half as great, while French exports, as nearly as can be ascertained, have increased slightly. Those of the United States, on the other hand, show a large increase in physical volume—at least 20 per cent.

## Finished Manufactures

It is particularly a matter for comment that our exports of finished manufactures have again risen markedly. Almost every class of manufactured articles has been exported in greater quantity than ever before, except in the inflation years, 1919 and 1920. A truly remarkable achievement of American industry is its increase of nearly 60 per cent over 1924 in the number of automobiles exported, raising the automobile to a rank in our export trade surpassed only by cotton and mineral oils.

But our so-called favorable trade balance, that is the excess of exports over imports, has been about one-third less than last year. This is due, in large part at least, to perfectly normal and healthy conditions. When our business is active and the people prosperous, we demand more exotic foodstuffs on our dining tables and more raw materials from abroad for our factories. The year 1921, which was one of marked depression, for example, showed much smaller imports and a much larger excess of exports over imports than in the years since. The year 1925 was marked by greater prosperity than 1924. As against an increase of a little over 7 per cent in our exports, imports have increased by 17 per cent in 1925. This disparity need be lamented only because of the fact that fully half of the increase in value of imports has been due to price advances.

## A Creditor Country

It should be borne in mind that since pre-war years the United States has changed from being primarily a debtor country to being a great creditor country, toward which interest payments and payments on principal flow, tending to

increase imports. Moreover we now have to pay relatively much less to foreigners for ocean transportation on account of the development of our own shipping. Were we not constantly making large new investments in foreign countries, the change in our position in this respect might readily result in a normal excess of imports. The continuous large balance in our favor represents primarily our increasing loans and investments abroad. Our new placements of capital in foreign countries during 1925 have probably totaled more than \$1,000,000,000 and bring our total foreign investments (exclusive of loans by our Government) to more than \$9,000,000,000, as compared with about \$2,000,000,000 before the war. These investments represent, of course, savings of the American people and additions to their wealth; they supply a future increase of national income in the form of interest and dividends from such investments, as well as a most potent stimulus to our exports.

## Changes in Trade

Considering more particularly the character of the recent changes in our trade, it should be borne in mind that our exports of crude materials and of foodstuffs are dependent not so much upon the enterprise of our producers and exporters as upon changes in our crops and those abroad. To a greater extent exports of semi-manufactures, and especially of finished manufactures, reflect the degree of efficiency and enterprise of our industries and our traders, although at the same time they also are affected by general economic conditions and the buying powers of our customers. An increase in exports of these classes is a favorable sign, both as to domestic and foreign conditions.

The exports of 1925 show, as compared with 1924, an increase of about 13 per cent in the value of crude materials, a slight decrease in foodstuffs, and an increase of about 12 per cent each in semi-manufactured and finished articles. The increase in crude materials would have been still greater but for the decline in the price of cotton, the most important item. Owing to the marked improvement in our last two crops, our cotton exports were more

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industry, Idaho has taken rapid forward strides in dairying and cheese production. Less than five years ago, Idaho was importing cheese and butter. The great production this year will bring the state up to third place in the manufacture of cheese and from seventeenth to fourteenth place in butter. The largest producer of cheese in the United States after several visits to Idaho was so impressed with its future as a dairy state that he established at Pocatello a large plant where Idaho cheese is assembled and manufactured into standard prod-

ucts for distribution throughout the country. Indications are that Idaho's cheese production will increase from 6,700,000 pounds in 1924 to 10,000,000 pounds in 1925.

There is at Payette, Idaho, a co-operative creamery which started five years ago. The first year less than 200,000 pounds of butter was produced. This year the same creamery will manufacture nearly 3,000,000 pounds. While this is an exceptional illustration of growth, it is fairly representative of the progress that has been made. The total for the state this year will, according to the most careful estimate, be

24,000,000 pounds. A very considerable proportion of this product is being marketed in California and more will doubtless go there as a result of the closer relations to be established by the opening of the new railroad.

Another industry that has been developed rapidly in Idaho recently is the poultry and egg business. This, too, is in part at least due to the efforts made by the Union Pacific System. Last year in cooperation with the State Agricultural College a special train was operated over its lines for the purpose of encouraging the production of poultry. The train was equipped with an exhibit comprising the best available specimens of all recognized breeds and a tour of the state was made.

Readers of SAN FRANCISCO BUSINESS may be interested in knowing that Idaho acres are the most productive for agricultural crops in the Union. The United States Department of Agriculture in a bulletin covering 1923 crops shows that Idaho led the nation in yield per acre of wheat, beans, alfalfa seed, Grimm alfalfa seed, seed peas and rye. In the production of oats it was excelled only by Washington, in clover seed by Mississippi, in barley by Washington, in corn by Massachusetts, in potatoes by Maine, Vermont and New Hampshire, and in sugar beets by Colorado.

Actual figures on Idaho's agricultural and horticultural, livestock, wool and lumber crops and mines for 1925 will show a value in excess of \$225,000,000, divided as follows:

Wheat.....	27,975,000 bu.	\$35,000,000
Hay.....	3,148,000 tons	31,480,000
Potatoes.....	12,254,000 bu.	14,500,000
Beans.....	1,512,000 bu.	3,000,000
Beets.....	435,000 tons	4,380,000
Fruits.....		12,000,000
Oats.....	9,751,000 bu.	5,000,000
Barley.....	4,928,000 bu.	3,500,000
Onions.....	568,000 bu.	850,000
Dairy products.....		12,000,000
Wool.....		8,000,000
Lambs.....		15,000,000
Cattle and hogs.....		6,000,000
Bees.....		2,000,000
Mines.....		40,000,000
Lumber.....		35,000,000

Total..... \$227,710,000

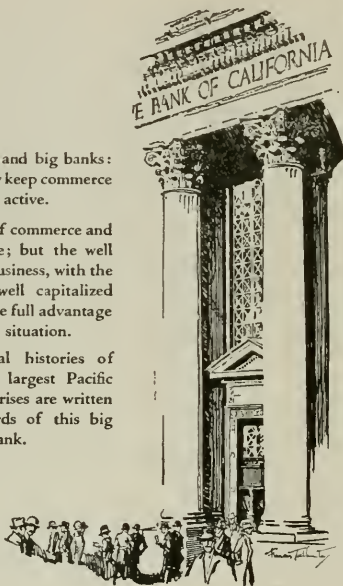
Construction of the new line means the fulfillment of a desire that has been uppermost in the minds and the thoughts of the people for many years. It is the achievement of an ambition and the fruition of a dream, and there will be, it is hoped, many thousands from California as well as from the intermountain territory to congratulate and rejoice with Twin Falls in the day of destiny that is dawning.

*Associated for Three Generations with the Best Progress of the West*

**B**IG business and big banks: together they keep commerce and industry active.

Conditions of commerce and trade change; but the well capitalized business, with the aid of the well capitalized bank, can take full advantage of every new situation.

The financial histories of many of the largest Pacific Coast enterprises are written in the records of this big West-wide bank.



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(A NATIONAL BANK)

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TRUST  
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Undivided Profits, over  
\$17,000,000—  
a guarantee fund for  
the protection of our  
depositors.



# A Leader's Views of Japan's Problems

A VISITOR to San Francisco in December who was of more than passing interest was Mr. Kyohei Kato, managing director of the Mitsubishi Trading Company of Japan. His mission on the Pacific Coast was to visit a number of the firms exporting to Japan through his organization. Mr. Kato is traveling on the Pacific Coast as a guest of Mr. A. C. McLaughlin, vice president and general manager of the Associated Oil Company.

In Japan the Mitsubishi Company occupies a prominent position in the industrial and commercial world. Among its activities are shipbuilding and repair facilities, coal mines, metal and machinery manufacturing plants, a bank, an insurance company, and other similar enterprises. The stock of the holding company which controls the various subsidiaries is held in large part by Baron Iwasaki.

The Mitsubishi Shoji Kaisha, or Trading Company, has a branch office in Seattle, and also maintains offices in New York, London, Paris and Berlin. Mr. Shimatani, man-

ager of the Seattle branch, who accompanied Mr. Kato on his tour



KYOHEI KATO

of the Pacific Coast, stated that last year his exports of wheat from the

Northwest to Japan exceeded one hundred thousand tons.

"The agricultural lands of Japan," said Mr. Kato, "are no longer able to produce enough food to support our nation. The poor people in the country and in the smaller villages have stopped eating rice, because the price is too high. They are eating wheat, which we are importing from the United States, Canada and Australia. Only the well-to-do can afford to have rice as part of their regular diet."

From the Pacific Northwest the Mitsubishi Company is exporting to Japan large amounts of lumber, and Mr. Kato looks forward to a gradual increase in the amount used in the islands.

"Our own supply is very limited," he stated in conversation with some of the leading lumber men of Portland. "It is probable that the price will gradually increase in the islands, because our people are rebuilding and extending their building operations very rapidly. The government is making loans on very favorable

[continued on page 15]

## Crocker First National Bank OF SAN FRANCISCO AND Crocker First Federal Trust Company Montgomery and Post Streets

### STATEMENT OF CONDITION

#### RESOURCES

	CROCKER FIRST NATIONAL BANK	CROCKER FIRST FEDERAL TRUST CO.	COMBINED
Loans and Discounts	\$44,390,413.09	\$ 2,909,012.37	\$ 47,299,425.46
U. S Bonds and Certificates	12,271,093.78	5,938,934.26	18,210,028.04
Other Bonds and Securities	2,517,368.19	5,963,196.64	8,480,564.83
First Mortgage Loans on Real Estate		12,473,080.40	12,473,080.40
Bank Building, Furniture and Fixtures	3,697,365.39	50,000.00	3,747,365.39
Customers' Liability under Letters of Credit	3,748,362.97		3,748,362.97
Capital Stock in Federal Reserve Bank	360,000.00		360,000.00
Other Assets	208,750.05	86,057.51	294,807.56
Cash and Sight Exchange	20,439,799.87	3,086,133.99	23,525,933.86
	<b>\$87,633,153.34</b>	<b>\$30,506,415.17</b>	<b>\$118,139,568.51</b>

#### LIABILITIES

Capital	\$ 6,000,000.00	\$ 1,500,000.00	\$ 7,500,000.00
Surplus	2,500,000.00	425,000.00	2,925,000.00
Undivided Profits	618,553.18	590,151.00	1,208,704.18
Letters of Credit and Acceptances	3,800,568.56		3,800,568.56
Circulation	2,961,300.00		2,961,300.00
Reserve for Taxes	113,729.30	23,024.00	136,753.30
Other Liabilities	920,025.80	30,111.31	950,137.11
Deposits	70,718,976.50	27,938,128.86	98,657,105.36
	<b>\$87,633,153.34</b>	<b>\$30,506,415.17</b>	<b>\$118,139,568.51</b>

JANUARY 2, 1926.

# Adolph M Schwarz

ATTORNEY and COUNSELOR AT LAW

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Legal Representatives At All Other Points

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Union Trust Co. - - - Chicago	First National Bank - - Los Angeles
Equitable Trust Co. - - - New York	Mercantile Trust Co. - San Francisco
First National Bank - - Pittsburgh	Anglo & London Paris
First National Bank - Philadelphia	National Bank - - San Francisco

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SAN FRANCISCO  
CALIFORNIA

Savings Commercial Trust Safe Deposit

[continued from page 9]

educator and, when necessary, as prosecutor, for the uplifting of the industries as a whole in this territory.

The local Bureau was able to enlist the state authorities, the inspection is done under the auspices of the State Division of Weights and Measures, and the resulting co-operative effort is counted upon to set a precedent for other parts of the nation.

This is indicative of the trend of Bureau work.

Several other local industries and civic leaders of some neighboring communities are contacting the local Bureau with a view to making it an arbitrator, an investigator, or a reporting agency and source of information in relation to standards of practice in advertising and sales promotion, manufacturing processes with regard to existing laws, unfair competition, worthless advertising schemes and fake investments.

The San Francisco Better Business Bureau has the whole-hearted cooperation of the State Corporation Commission, the State Real Estate Commission, the State Division of Weights and Measures, the District Attorney's Office, the City Police Department and Detective Bureau, the United States Postal Inspection Service and of other Better Business Bureaus throughout the United States.

The Bureau is the recognized clearing house for matters in its field which are diverted to it by the San Francisco Chamber of Commerce, and has a high record of results in handling problems involving local concerns which have dealt with people living at a distance, particularly in the protection of goodwill for the concerns and in so doing holding the faith of outsiders in the San Francisco business community.

The membership roster of the San Francisco Better Business Bureau presents a cross section of the reputable mercantile, financial, transportation and industrial organizations of the city, and the present Bureau plan seems destined, by its concrete character, to engage the interest and membership of many other legitimate concerns.

The Better Business Bureau, through President Hal H. King and other officers and directors of the San Francisco Advertising Club, was one of the first organizations to pass resolutions favoring the work of the San Francisco Endorsement Council, which will pass upon all drives for charitable funds in San Francisco.

## Pacific Foreign Trade Council to Meet Here in March

R. I. BENTLEY, president of the California Packing Corporation, has been named chairman of a committee of representative San Francisco business men who are making ambitious plans for the fourth annual convention of the Pacific Foreign Trade Council to be held here March 4, 5 and 6. It will be the first time the Council has convened in this city.

The convention will take up consideration of every phase of trade development on this coast, particularly in connection with world trade expansion. Nationally known experts on trade conditions will participate in the discussion. The list of speakers includes Dr. Julius Klein, head of the Bureau of Foreign and Domestic Commerce, Washington, D. C.; J. J. Donovan, widely known lumberman of Bellingham, Washington; William Pigott, of Seattle, president of the Pacific Coast Steel Company; J. D. Spreckels, of San Diego; Captain Robert Dollar, Herbert Fleishhaecker, Frederick J. Koster, Clay Miller, president of the San Francisco Chamber of Commerce, and others.

The Chamber of Commerce is taking an active part in arranging for the convention through its Foreign Trade Department.

"The prosperity and development of the whole Pacific Coast depends so intimately upon foreign trade extension that the Council wishes to broaden its scope still further," Mr. Bentley declared yesterday. "This will be the first time that the Pacific Foreign Trade Council has met in San Francisco and the event is of unusual significance to this section of the coast."

## A Leader's Views of Japan's Problems

[continued from page 13]

terms, and building and loan associations are also being formed by our capitalists."

At a luncheon given in his honor in San Francisco, Mr. Kato expressed himself briefly on the subject of immigration.

"Regardless of what our politicians may think, the Japanese business leaders are a unit in believing that the small number of people who leave Japan to come to the United States will never help us very much in solving our problem of congested

population. Our people are increasing at the rate of over seven hundred thousand annually. Perhaps we can send some of them to Africa, Manchuria, South America, and other places where there is very little settlement. The opinion of our business men, however, is that our best policy is to develop trade and more manufacturing. We must keep abreast of the rapidly growing requirements of the Orient by increasing our own trade and manufacturing. If politicians, both in the United States and in Japan, could get this point of view, I think our

trade relations would improve very rapidly."

While in California, Mr. Kato visited the distributing plants, refineries, pipe lines, and oil fields of the Associated and Pacific Oil companies. The Mitsubishi Trading Company several months ago accepted an agreement to act as distributors for the Associated Oil Company in Japan. Accordingly, Mr. Kato was particularly desirous while visiting on the Pacific Coast to learn at first hand the methods by which petroleum products are handled in this country.

## Every Audit Should Be A Detailed Audit

The leaders in practically every field of business now regard the *Detailed Audit* as an absolute necessity. The Reserve Cities Bankers Association, and most of the Credit Associations throughout the country, stand on record as preferring it to the Balance Sheet Audit.

Offering an expert and independent study in *detail* of the items represented in *mass* by balance-sheet figures, the *Detailed Audit* not only verifies, but clarifies. *It digs beneath the figures and reveals the buried facts.*

Every audit should be a *Detailed Audit*. It brings to light avoidable leaks and wastes. It finds the flaws in accounting, in credit and collection methods. It presents the cause, and the effect, of financial policies. It points to possibilities for greater profits.

Free from the qualified statements of the Balance Sheet Audit, the *Detailed Audit* is the ideal basis for credit. Complete in its presentation of the *facts* behind the figures, it is the only basis for executive plans and action which lead to progress and success.

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BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	JACKSON
ROCHESTER	TOLLEDO	KALAMAZOO	DAVENPORT	MIAMI
BOSTON	COLUMBUS	PITTSBURGH	ST. LOUIS	TAMPA
PROVIDENCE	YOUNGSTOWN	WHEELING	KANSAS CITY	DALLAS
PHILADELPHIA	ARRON	ERIÉ	OKLAHOMA	HOUSTON
BALTIMORE	CANTON	CHICAGO	DENVER	FORT WORTH
WASHINGTON	DAYTON	MILWAUKEE	SAN FRANCISCO	SAN ANTONIO
RICHMOND	LOUISVILLE	INDIANAPOLIS	LOS ANGELES	WACO
	MEMPHIS		ATLANTA	

# Foreign Trade Review and Prospects

(continued from page 11)

than 40 per cent greater in quantity in 1925 than in 1924; but the increase in value has been around 25 per cent. The principal individual foodstuffs exports declined materially in quantity, but owing to higher prices show much less decrease in value. Exports of wheat and flour, for example, have been about one-third less in quantity than in 1924.

## Secretary-Auditor

Full or part-time position is desired by a qualified accountant who is secretary of a prominent local corporation; his present work requires only part of his time. He handles and is experienced in supervision and auditing of books, federal and state tax returns and claims, and laying out of systems. Available immediately. References. Address Box 310, San Francisco Business, or Telephone San Mateo 855-W.

Particularly gratifying is the showing of our exports in most of the major classes of manufactured goods. The increase of nearly 60 per cent in the number of automobiles exported has already been mentioned, and every indication is that this remarkable advance will continue—largely because of the general improvement of world economic conditions, the lowered prices of our automobiles, the inability of most European producers to satisfy demand, and the exploitation of hitherto undeveloped markets, stimulated in several important instances by the Department of Commerce. Outstanding examples of increased purchases of American automobiles in 1925 over 1924 are: Belgium, 36 per cent; Denmark, 700 per cent; Norway, 30 per cent; Brazil, 154 per cent; and United Kingdom, 260 per cent.

Exports of machinery (other than electrical and agricultural) have increased in value more than 20 per cent, and those of agricultural machinery more than 25 per cent. Exports of electrical machinery, in contrast with the normal increase of recent years, have been stationary. The increase of recent years in exports of copper was continued during 1925, stimulated by the further recovery of Europe and the effort there to make up for deficient electrical development during the war years. Our exports of rubber tires increased about one-third in quantity, again a commodity to which the Department of Commerce has been giving some special attention. Those of cotton manufactures, which had fallen off somewhat in 1924, again rose materially. In fact, the only important class of manufactured articles to fall off in exportation are lumber and iron and steel. The decrease in iron and steel is comparatively insignificant, and is the natural result of a gradual recovery of European production and of the severe competition of countries like Germany, Belgium and France with much lower wage scales—in the case of the two latter countries—with a temporary stimulus to exportation resulting from currency depreciation.

Our exports to every continent, except Asia, were greater in 1925 than the year before. On account of the diminished buying power of Cuba, however, resulting from the fall in sugar prices, and of Canada's poor harvests of 1924, our exports to North American countries showed but a small increase. In Asia the

decrease is confined substantially to Japan and China, but even so our sales to the Continent of Asia in 1925 were not far short of four times as great in value as they were in 1913. In the case of Japan, the decline in our exports is attributable to the naturally reduced demands for reconstruction material, and to a general business depression that has been felt there; but the outlook for 1926 in the Island Empire is more encouraging. Disturbed political conditions in China have seriously hampered our exports to that country, and the trade prospect there for 1926 is still uncertain, but we should at least equal this year's trade. Our exports to India increased slightly in spite of falling price levels and of British, German and Japanese competition. Americans are steadily gaining a foothold in this market. Exports to both Australia and New Zealand show an increase despite greater competition from Europe, and totaled in 1925 more than three and a half times

(continued on page 18)



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# A Million Dollars a Year for Sports Hats

[continued from page 7]

world like an ordinary mat for a table, but which under the deft manipulation of the Meadowbrook artists become shapely hat forms, and a little later beautiful hats in green or blue, pearl-pink or coral-red, or any one of the thirty-six colors in which the Meadowbrook products appear.

These raw shapes or hat bodies are purchased by the Simon concern in hundred-dozen lots, and in the native colors that each particular type comes in. The importing is all done through one firm in New York, where the shapes are dyed to bring them into the color card which Meadowbrook trade demands. They are then shipped to San Francisco and are here converted into the finished Meadowbrook hat.

Milady's hat as it appears upon her head or in the showcase of the smart millinery shop is of course a composite creation, and its ground color, that is, the main mass of its color, is more or less modified by the trimmings or ornamentations that have been placed upon it. Thus the blend becomes individual. It is pleasing and personal, an isolated bloom, that somehow eludes the true relationship which it bears to the great color scheme of the hat world. To catch the true and vital import of color and the part it plays in the Meadowbrook spectrum, you should visit the stock room where the raw shapes are stored, or better still, the blocking room, where these shapes, now stiffened with glue, are molded into the graceful and attractive forms of the finished product.

Here is a riot of color, the drab tan of the Shantungs, the golden wheat of some Bangkok straws, a delicate pearl-pink—not one, you must understand, but hundreds of kinds stacked together in tall mounds or pillars of hat forms. Here is a whole bin of shapes, some of coral-red, some of a raspberry-glace, of greens and blues and lavender, of rose and mauve and Cathedral blue. And here, ah, what a flaming beauty in that shade, and what a name for it! Phantom Red! It's particularly popular just now, for it rides on the high wave of publicity given to it by the film called "The Phantom of the Opera." It's a brilliant scarlet color with just a hint of yellow that is somehow suggestive of a glowing fire, or a flaming sunset.

Thirty-six colors, each of which may be given any number of modifi-

cations and adaptations later by the craftsmanship of the designers who are busily at work in the chief designing room.

The raw shapes are mostly very soft and as limp as a rag. To make them stand up, and hold their form, they are all treated to a bath in a kettle of hot glue or gelatin. Here is where workmanship comes into the art of hat-making, for the hat can be made or spoiled right here in the sizing room, as it is called. There is no formula to go by. The process is one of the secrets of the hat-making business, and the whole thing depends largely on whether or not the dipper knows his stuff. A spoiled shape is a considerable loss, for the cost of the undipped forms runs from \$1.50 to \$9.00 each. A dollar-and fifty-cent shape will work up into a \$6.00 or \$7.50 hat. A nine-dollar shape when ready for Milady's head will cost \$35. In the Meadowbrook establishment the consumption of shapes runs around some 500 per day, in the height of a season.

From the sizing room the shapes go to the blocking room, where men are pressing the glue-stiffened forms

into their final shape. Some of the straws are here given a coat of varnish, which brings out the color in a beautiful gloss. The hat forms now are hung on trees, a dozen or more hats on each tree, one tree of blues, one of greens, one of pinks, one of blacks, and so on. The great color

[continued on page 19]

## SAN RAFAEL Military Academy

IN THE FOOTHILLS of the Tamalpais range, on thirty-acre country estate. Ideal climate, selected companions, modern dormitories and individual rooms. Splendid educational and recreational advantages.

An experienced staff of masters. Thorough preparation for entrance to universities.



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Foremost School of Costume Art  
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Many of the graduates of this School have secured positions as Designers with local and Los Angeles wholesale dress houses, also as Costume Designers for Motion Picture studios.

## Fashion Art School

SCOTTISH RITE TEMPLE  
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Prospect 6723



[continued from page 16]

those in 1913. And likewise, in the face of keener competition from both Europe and Japan, we made fairly large gains in our exports to Malaysia. The buying power of the Malay region is being much enlarged by the high prices of rubber and tin.

As has been so frequently the case in recent years, our exports to South America show a marked increase, being more than 20 per cent greater than for the previous year, and our products in the markets of that continent can only be regarded as most gratifying. Improved world trade

stability and a much enhanced demand in European markets for Latin-American products have brought about more prosperous conditions in the countries of Latin America. This has been reflected in their increased purchases of our manufactured products during 1925.

Exports to Europe consist very largely of foodstuffs and raw materials, and they have shown an increase of about 11 per cent in value in 1925. Exports to Russia increased over 50 per cent, cotton being the dominant item; those to the United Kingdom by 9 per cent. The improvement in the economic situation of Germany

is reflected by an increase of nearly 20 per cent in our exports to that country. Increasingly stabilized conditions, both political and economic, and restored opportunities for the reorganization of productive industries after the disorders following in the wake of the war are doubtless the main reasons for the steady growth of our trade in European markets.

But while much of our continued success may be attributed to what has already been termed the growing "Spirit of Locarno," a word may justly be said for the services of our Bureau of Foreign and Domestic Commerce in behalf of American export trade, and the manner in which our American exporters have responded to them. The Bureau's corps of trained experts, placed in every foreign trade field of any importance, has kept the American business man supplied with practical trade information all over the world; and the reaction of the business man to this service is ample evidence of its value.

Every day it becomes clearer that there is a better understanding among American business men of export methods, of credits and agencies abroad, of all the manifold problems that enter into export trade. More intelligent and complicated inquiries are addressed to the Bureau and an increasing interest displayed in the opportunities for export. This is especially true of the many smaller firms which hitherto have evinced little desire to engage in export trade. There is positive indication of a keen interest to know *who's who* in the foreign trade centers and byways, as indicated by actual requests from Bureau clients for lists of dealers and importers in all types of commodities. Covering the calendar year 1925 the Bureau delivered, against actual requests, over 800,000 such typed lists.

Turning now to imports, the total value of our import trade for 1925 increased even more than that of exports, being about 17 per cent greater than in 1924. While this increase reflects the greater prosperity of the country, with enhanced buying power for tropical and semi-tropical foodstuffs and exotic raw materials, it is unfortunately attributable also in considerable part to marked advances in the prices of a number of important articles, such as rubber, coffee, tin, wool, and hides and skins; and some of these increases in turn are due to indefensible artificial restrictions di-



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quality—in grades to fit your motor needs

ASSOCIATED OIL COMPANY

Sustained Quality Products

[continued from page 17]

scheme takes here a very tangible form. The Meadowbrook spectrum begins to unroll. The commercial and artistic value of San Francisco sunshine begins to reveal itself.

The Meadowbrook studios occupy two entire floors of the Meadowbrook Building, the fifth and sixth stories, with a cafeteria and a roof garden overhead. All in all some four hundred workers are employed, though the number varies depending upon the time of year. Most of these workers are women, the true milliners, whose deft fingers give the final touch to the finished hat shape as it comes to them from the blocking room, the touch which transmutes it into a Meadowbrook.

### Model Workrooms

These women, hundreds of them, work in large, sunlit rooms on the top floor of the Meadowbrook Building, grouped at long tables, each table engaged in the making of some particular style of hat. These workrooms are clean and airy. They are scientifically ventilated, and no effort or cost has been spared to create ideal conditions wherein the work may be carried on. Thus, you observe, the basic concept of the Meadowbrook success is a state of mind, a thing of the imagination, the theory that a beautiful hat is not essentially a manufactured article, something that could be turned out in any sort of a place. The thought behind it is more intellectual. A Meadowbrook hat must be an artistic creation, something with life and feeling in it, something that expresses a "joie de vivre," as the Meadowbrook people call it, and such a creation can come only from a studio and the hands of a true artist.

Here is psychology of a very sound and a very practical kind. It is a subtle thought, and one can understand why it has so completely escaped other hat manufacturers. It did not escape Mr. Gerald Simon, to whom is credited this idea that an artist who loves his work, and is given the opportunity, will somehow pour his feeling and his sense of beauty into the work whereon he is engaged, be this work a landscape done in oil, or a beautiful hat done in colored straws and silk and flowers.

Thus, the Meadowbrook workrooms have been designed with the thought that they are studios, and thus also the artistic concept has been distilled and injected into the very atmosphere.

The workers are copyists, mainly.

## COMMUNITY CHEST TREATMENT OF THE HOMELESS MAN

**T**HE Community Chest, through the Council of Social and Health Agencies, has established a Registration Bureau for Homeless Men at Room 904 Atlas Building, 604 Mission Street.

This registering will discover definite data concerning the individual man making up that group which constitutes a homeless-man problem in San Francisco. To this end the interviewer besides making out a "case history" will also have a brief report from an assisting doctor.

There is another and important function performed by the Registration Bureau. As you know, the Community Chest supports agencies given over to relief work for men. These are all doing the work for which they are equipped. It is for this bureau to put the man in touch with that agency best suited to his needs. A man asks you for the price of a meal. What he really needs may be medical care to make him fit for his place among the workers.

We are, therefore, asking you, the business men of San Francisco, to send to this Registration Bureau all men begging meals or money.

When solicited for money or meals, please do not give either. This is not as hard-hearted as it sounds. Probably the most kindly action you can do for that man will be to send him to Room 904 Atlas Building, 604 Mission Street. The man needing help will be helped. The "professional beggar" will, of course, not go to the bureau, but he will meet with the proper police discipline.

House samples from which the merchandise is made are designed by the chief designers, of whom a score or so are constantly engaged upon new creative details. These work separately in the chief designing room, and here they make on an average about 800 sample hats each season. These samples are sent out where buyers for the trade may view them, and from these the Meadowbrook orders are made up. The more appealing the model, the larger the orders that result from it, and the replicas are then developed in the main workrooms.

### Volume the Secret

Meadowbrook is not unmindful of the thing called volume. The more orders that can be realized from one sample, the more profit the firm will derive, for with each reproduction of any particular hat, the design improves in workmanship. The aim is to concentrate the sales on as few models as possible, but the choice is left entirely with the buyers, for it is their judgment that is relied upon to determine what sort of models will sell best.

Eastern distribution is carried on through Louis Strauss & Son of New York, where a full line of Meadowbrook hats is on display the year round. Seasonal displays are arranged in all the important cities of the United States, and are arranged in groups, divided as follows:

Pacific Coast, six cities; Middle West, sixteen cities; South, nineteen cities.

In these cities the advance spring line for 1926 was shown on the dates from November 1 to November 30. From one to four days is allowed for each city, depending upon its size and its importance as a sales center for this type of merchandise.

This early spring line goes by the trade name of Florida Line, from which one might gather the notion that these hats are for the mid-winter season in Florida only. That is not true, however. While Florida and California, because of their outdoor climate during the winter months, have provided the motif for this line of hats, the hats are sold in all of the large cities, for the sports hat is as adaptable to the woman that goes out in a snowstorm, sheltered within an inclosed car, or any ordinary winter service in a cold climate as it is adapted for the warmer climate of a Florida or California beach resort.

### What's a Sports Hat?

This may raise the question, what is a sports hat? In the Meadowbrook studio I was given this definition. A sports hat is anything not required for dress purposes.

This distinction is rigidly adhered to. Recently a San Francisco girl wanted a black felt hat to wear

[continued next page]





# new floors

## OVER NIGHT

USE  
NITROKOTE for FLOORS

Shabby, old floors tonight—bright, new floors by morning. That's the marvellous transformation NITROKOTE For Floors works without interfering in any way with business routine of store or office.

This new lacquer finish—made by W. P. FULLER & CO.—is particularly suitable for use on wood, concrete or linoleum floors. It produces a hard, tough, waterproof surface that will withstand severe wear and abuse. It can be applied on new or painted surfaces with equally satisfactory results.

NITROKOTE For Floors is manufactured in six pleasing shades and clear—one of which will meet your particular needs.

W. P. FULLER & CO.

301 MISSION STREET  
SAN FRANCISCO

Branches in 26 Pacific Coast Cities.  
Factories in San Francisco, Los Angeles and Portland.

Distributors of VALPAR on the Pacific Coast.

**FULLER**  
PAINTS & VARNISHES  
PIONEER WHITE LEAD

77 years' experience—your assurance of Fuller quality.

[continued from preceding page]

to dances. She applied at the Meadowbrook studios, having been unable to find a Meadowbrook in the shops which was suitable. She discovered that while there were some six hundred models on display, there was no black felt to be had which would serve her particular need. What she required was a dress hat, and Meadowbrook does not include that kind in its line.

A very new Meadowbrook creation is called the Flexo-Weave. It is a crush hat, which can be safely packed away in a suit case, in the pocket of an automobile, without any regard as to its condition. When taken from its narrow confines and released to full space, the hat resumes its full shape in a twinkling and appears as chic as when it was crushed together.

The Flexo-Weave was the result of long experimentation with materials and manufacture. These are made altogether in the Meadowbrook plant, where the materials, usually a combination of silk ribbon and narrow straw braid, are braided together into narrow strips, from which the hat shape is then wound over a head-mold. The sale of this handy crush hat has increased very rapidly, some 20,000 being sold last year.

In twelve years the Simon brothers have built up the largest plant in the United States which is entirely devoted to the production of style merchandise. But their pride is not in this alone. The thought which seems to be most pleasing to the creators of Meadowbrook hats is that they have built up a model manufacturing plant that possesses a spiritual endowment, and where conditions for the workers are not of the ordinary workshop, but of the artistic studio type.

They delight in the fact that their product pleases each year many tens of thousands of American women, but they also delight in the additional fact that this product has not required as an element of its success the sweat and blood of the workers that is so often an ingredient in eastern factories. They pay good wages. They keep their workers happy. They have provided a model cafeteria for their use and comfort, and a beauty spot on the roof where they may enjoy their lunch-hour leisure amidst pleasing surroundings, under the open sky yet secluded from the noise and turmoil of the streets.

Under these circumstances Meadowbrook hats are the natural product of a pleasing environment, which

the product itself reflects, and to which it is perfectly adapted. And that is, of course, as Mr. Gerald Simon says, not mere manufacture. It is art—the very high art of life itself. And the million-dollar income? Well, perhaps, that is a by-product!

## Automobile Accident Insurance NON-CANCELLABLE

Policy pays \$5000. for death or loss of both eyes; \$3000. for loss of both hands, both feet or one of each; and in addition an annuity of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability, \$50. for partial disability. Policy also provides other valuable benefits. Cost \$10.00 per year.

## CRAIG CARRIER COMPANY

Insurance - Brokers - Surety Bonds  
Merchants Exchange Building  
SAN FRANCISCO

Writing all classes of insurance and surety bonds and acting exclusively as counselors and advisors for our policy holders

## SURE-FOOTED



## KEATON Non-Skids

Made in San Francisco

A high-grade tire built for the severe requirements of the West and embodying the Sure-Footed Keaton Non-Skid Tread for protection on the crowded streets and highways. See us for liberal offer to exchange your present tires

GEO. S. MERWIN CO.

1946 Polk St., Corner Pacific

Phone Graystone 792

REGAN TIRE & REPAIR CO.

685 Turk St., Near Van Ness

Phone Prospect 6485

GERARD BATTERY & TIRE CO.

4690 Geary St., Cor. 19th Ave.

Phone Kearny 3794

FRANK M. GOODMAN

Auto Supplies

17th Street, Near Castro

Phone Park 1878

BEHANN TIRE & RIM CO.

1375 Golden Gate Av., nr. Fillmore

Phone Walnut 2663

VIADUCT TIRE CO.

4298 Mission St., Opp Silver Ar.

Phone Randolph 4154

COLUMBUS VUL. & TIRE CO.

704 Filbert, Cor. Columbus

Phone Kearny 3794

INGERSOLL-KEATON SALES AND SERVICE

Removed to 524 Van Ness Ave.

Phone Hemlock 4774

AKLAND RIM & TIRE CO.

2011 Broadway, Oakland

Phone Lakeside 1226

[continued from page 18]

rected against the consumers of the United States.

The most striking phenomenon in our import trade of 1925 has been the great advance in the price of rubber, raising it, as in all probability the final figures will show, to first place among our imports. For the first ten months the quantity of rubber imported increased by 19 per cent over the corresponding period of 1924, but the value increased 121 per cent. During recent months the average import price has been much more than double that for the corresponding months of 1924. Had rubber remained unchanged in price, the total value of our imports would have increased but 11 per cent instead of 17 per cent. This immense rise in the price of rubber has been at least in part due to artificial restrictions, the serious character of which Secretary Hoover has recently called to the general attention of the public.

Another considerable fraction of the increase in value of imports has been due to the higher price of coffee. While the quantity imported has been one-eighth less than in 1924, the value has been about one-sixth greater, indicating an increase of about one-third in price. This rise is largely attributable to artificial control. There was also a marked advance in the average prices of other major import items—wool, tin, petroleum, burlaps, and hides and skins. These various increases were only in part offset by certain price declines, the most noteworthy of which was the fall of more than 35 per cent in the price of sugar, bringing that item down from first to fourth rank among our imports.

Among the five great classes of imports, the only one to show a decrease in 1925 was manufactured foodstuffs, and this was wholly attributable to the lower price of sugar. Crude foodstuffs increased by 15 per cent, being materially swelled by the higher price of coffee. Imports of crude materials have tended to grow year by year since 1921, but the increase in 1925, no less than 38 per cent, was materially accentuated by advance in prices. Imports of semi-manufactured goods rose by 17 per cent, but those of finished manufactures, which have long tended to become a smaller proportion of the total, increased by only 5 per cent.

The high buying power of the United States in 1925 is indicated by the fact that most of the major individual articles of import increased quantitatively even when higher prices had to be paid for

them. Increases, in most cases exceeding 10 per cent, and in several exceeding 25 per cent, appeared in silk, sugar, rubber, wool, paper, furs, hides and skins, wood pulp, tobacco, tin, fertilizers, burlaps, vegetable oils and lumber. A conspicuous decline in flax-seed imports has taken place during the last two years as the result of marked increase in production in this country.

Our imports from Oceania in 1925 showed an increase of nearly 60 per cent. Those from Asia rose nearly 40 per cent, advancing this continent to first place among our sources of supply. These great increases, however, were in no small part due to higher prices of articles from these countries. The slight decrease in our imports from North America is more than explained by the lower price of sugar. Imports from South America and Europe each rose by about 13 per cent.

The experience of 1925 has thus been highly encouraging with respect to the competitive ability of the United States in the export of commodities—particularly those in which efficiency and enterprise on the part of producers and traders is able to bring results—while the increase of imports likewise furnishes ground for gratification. But the expe-

riences of the year have also emphasized the necessity for giving careful attention to securing the goods we need from abroad at reasonable prices. Although the United States is more nearly self-sufficient than any other important country, the maintenance of its high standard of living demands large importation of a number of exotic commodities.

## What's Your Business?

A letter from you will bring from us a list of the most important books covering every phase of your business.

### TECHNICAL AND BUSINESS BOOKS

ON  
OIL, PAINT, SOAP, PAPER,  
LEATHER, MINING, BANKING,  
ACCOUNTING, COMMERCE,  
CHEMISTRY, INDUSTRY,  
SCIENCE, ETC.

### TECHNICAL BOOK CO.

Mills Building, San Francisco  
Garfield 19



## UNITED STATES LAUNDRY

"The Careful Laundry"

1148 HARRISON STREET

Telephone MARKET 1721

# How California Products Advertise California

[continued from page 5]

allurements. They, too, usually "go it alone."

It is small wonder, then, that by the time George J. Brown has read about California raisins, California prunes, California canned goods and a few other California products in his copy of Mr. Curtis' weekly letter to the American public, and then comes to several pages of California community advertising—it is no wonder at all, as a matter of fact, that he wants to read about the country that produces all these much-advertised products, and that, having nibbled of the fruit by recalling what Aunt Emma said about the Blossom Festival, he should be so receptively-minded that he furtively clips the coupon in the corner and the next day at the office sends for details in the form of booklets, brochures, maps, statistics and general "complete information."

## LINCOLN TAXI CO.

Limousines  
De Luxe

457 Powell Street

SUTTER  
**8080**

Motorists Save 27 Miles

## DIRECT FERRY Vallejo-San Francisco

Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Black and News Service

Monticello Steamship Co.

North End of Ferry Building Phone Sutter 371

FORT SUTTER, THE CAPITAL CITY

# SACRAMENTO



From  
Jackson Street Pier No. 3  
DAILY EXCEPT SUNDAY  
AT 6:30 P. M.

**PALATIAL STEAMERS**

Suites with Bath—Barber Shop

Fare \$1.80 One Way \$3.00 Round Trip

Try Our Famous 50 Cent Dinners

Phone Sutter 3880 for Reservations

California Transportation Company

California during the coming year will spend some \$1,063,500 in community advertising. The All-Year Club of Southern California will spend \$500,000; the San Diego-California Club, \$50,000; Californians, Inc., \$400,000; and other organizations in other cities smaller amounts which make up the grand total.

However, this is not all that is being spent to advertise California. A large appropriation is spent every year to advertise Sun-Maid Raisins (and California). Another appropriation advertises Sunkist oranges and lemons (and California). Another appropriation advertises Del Monte canned goods (and California). Still other appropriations advertise Sunsweet prunes (and California), Diamond Brand walnuts (and California), Meadowbrook sports hats (and California), California Mission orange juice (and California). These accounts alone aggregate several millions to be spent to advertise less than a dozen businesses (and California!).

A recent compilation of the national and semi-national advertising going out of California shows that the total of approximately \$9,000,000 is being spent to advertise California products (and California). This, coupled with the \$1,063,500 to be spent this year in community advertising, gives a grand total of over \$10,000,000 that will be at work throughout the next twelve months interesting the George J. Browns of Everywhere, U. S. A., in California products, California communities, California resorts—and California in general.

Advertisingly, no community in the entire country is so fortunate in the cooperation which is given it as is a community located in this state. For, backing up every dollar that it spends, business concerns are spending nine dollars to help spread the fame of the state or some section of it.

Conversely, no manufacturer, producer (or group of producers) is so fortunately situated when he starts to advertise as the one who is located in California. For community advertising, directly, and other mercantile advertising, indirectly, are helping him—provided he "ties-up" with the word "California" in his own advertising. Sports hats might be made anywhere. But California Sports Hats—ah, now you have an identifying mark—and a mighty

strong one. For isn't this the land of sunshine — of outdoor sports — of year-round pleasure resorts? Certainly! Then, why shouldn't it be the place where sports styles originate? Again—certainly!

There is an allure—a fascination—about the word "California" that no California advertiser or prospective advertiser should underestimate. And he is wise who "ties-up" as strongly as possible with the magic of this name. For every dollar that he spends, California as a whole is spending many dollars to build up a background that will make his advertising profitable—where, frequently, the same amount spent without this background might not pay its way. There may come a time when the California background will lose its potency and strength. But that time is not yet!

KEARNY "The Best for Less" KEARNY  
3324 3324

High class Limousines and Touring Cars  
for all occasions with EFFICIENT SERVICE  
and COURTEOUS DRIVERS. Try us.

SAN FRANCISCO AUTO TOURS  
245 POWELL STREET

## SACRAMENTO

and Sacramento Northern R. R.

Points  
Observation and Parlor Cars.  
Dining Car leaves 5:00 p. m. via

## SACRAMENTO SHORT LINE



## CHECKER CAB COMPANY

Assures its patrons the highest standard  
of responsible service at lowest rates.

## WHY?

First: Checker drivers are the best paid cab  
drivers in the world.  
Second: 87% of its personnel are stockholders.

## GRAYSTONE 400



## Chamber is Represented at Hearings on Gooding Bill

**SETH MANN**, manager of the Traffic Bureau of the Chamber of Commerce, left Saturday for Portland and Washington to participate in a series of hearings which will be watched with interest by shipping and commercial interests throughout the United States.

In Portland Mr. Mann will attend a meeting of the Pacific Coast Traffic League, of which he is president, which will be representative of all coast cities and which will devote most of its attention to a consideration of national railroad legislation, particularly the Gooding bill.

Mr. Mann's most important mission will be his appearance before the Interstate Commerce Committee of the United States Senate, which is to hold a series of hearings in Washington the latter part of this month on the so-called Gooding bill. This bill, if passed by Congress, would have what many traffic experts describe as a disastrous effect upon railroad freight transportation activities, particularly where the railroads are competing with water carriers.

The bill, in brief, would prohibit railroads competing with interoceanic water carriers from charging a rate to an intermediate point in excess of the rate imposed for a consignment to a terminal point. This, it is pointed out by Mann, would tend to raise transcontinental freight rates both by rail and water.

The San Francisco Chamber of Commerce also has joined with the National Industrial Traffic League in the belief that passage of the bill would be equivalent to Congressional rate-making and would take from the Interstate Commerce Commission its present jurisdiction which allows its "best judgment and discretion in this regard."

## Bureau of the Census Asks Co-operation in Assembling Data

**T**HE Bureau of the Census is now engaged in collecting the data for the biennial census of manufactures, which will cover industrial operations during the calendar year of 1925.

The schedules or questionnaires have already been mailed to all the

manufacturers. The Chamber of Commerce is very much interested in the success of the census, which will depend not only on the accuracy of the statistics but on the promptness with which they are published. The Director of the Census has agreed to make a tabulation for each city within a few weeks after the receipt of the last schedule, *properly and accurately filled out*, and to publish the results of this tabulation in the form of a preliminary report.

At the census of 1923 it was necessary to send more than 100,000 letters to manufacturers requesting additional information or verification or correction of their reports. This, of course, delayed considerably the publication of the statistics. It is highly important, therefore, that you answer each question as accurately as possible and that you mail your report *promptly* to the Bureau of the Census.

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
The Old Firm  
**HALSTED & CO.**  
Undertakers and Embalmers  
No Branches  
1122 SUTTER STREET  
Telephone Franklin 123

## The Last Word in Toilet Paper Economy

The No-Waste Toilet Tissue Cabinet saves paper! It forces economy on the user. Only one double sheet at a time can be drawn from the Cabinet and the average saving obtained in using No-Waste is from 25% to 35%.

There is no necessity for the Cabinet becoming empty—the small slot in front shows when refilling is necessary. After one-half or more of the package is used up, a new one may be placed in the Cabinet, providing continual service.

The paper, being entirely enclosed in the Cabinet, is kept free from dust, dirt and handling.

## No-Waste Toilet Tissue

is made of clean, fresh spruce pulp; extremely soft finish and highly absorbent quality. The Cabinet is finished in nickel plate, white or green enamel. It is readily attached; the slotted screw holes in back eliminate the necessity of drilling new holes when replacing.

Cabinets leased without cost for use in public lavatories.

Manufactured by

### National Paper Products Company

No-Waste Tissue      Public Service Towels      Sop-O-zoN Liquid Soap  
1789 Montgomery St.      Phone Sutter 7031      San Francisco, Cal.



**NO-WASTE CABINET**

- No more pulling off yards at a time from an exposed roll.
- No more pilfering.
- No more littered floors.
- No mechanical features.
- No springs to get out of order.
- Delivers only one double sheet at a time.



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

9875—Buenos Aires, Argentina. Well recommended American import and export firm, established in Buenos Aires, desires to establish business connections with California exporters of FRESH FRUITS, who wish to market their products in Buenos Aires and surrounding territory. This firm has had considerable experience in handling the sale of fresh fruit.

9876—Rivas, Nicaragua. Party can supply large quantities of PURE YUCCA STARCH (Manihot)

and desires to get in touch with interested San Francisco importers. Samples of starch on file with the Foreign & Domestic Trade Department.

9877—Santiago, Cuba. Established firm desires to obtain the agency of large packers and exporters of SARDINES, FRUITS and VEGETABLES. They will act as intermediaries, selling to the importers in the Cuban market on a brokerage basis. Will furnish references.

9878—Havana, Cuba. Commission merchant desires to establish business connections with San Francisco manufacturers or producers.

9879—Guadalajara, Mexico. Large exporters of shelled PECANS wish to communicate with San Francisco buyers or importers of this commodity.

9880—Racine, Wis. A foreign business service company offers its facilities to San Francisco exporters and importers.

9881—Palmerston, New Zealand. A dairy company wishes to communicate with San Francisco importers interested in handling DAIRY PRODUCE from New Zealand. Would appreciate receiving information as to prices, markets, handling and cold storage facilities.

9882—Dulley Port, England. Large manufacturers of SAUSAGES and HIGH CLASS PRESERVED PROVISIONS desire to promote the sale of their products in California and would appreciate hearing from interested San Francisco importers.

9883—Osaka, Japan. Import house wishes to purchase FURS and LEATHER from San Francisco exporters.

9884—Kobe, Japan. Exporters of COTTON GOODS, METALS, HARDWARE, CHEMICALS, PAPER, MATCHES, ROPE, PORCELAIN and EARTHENWARE, ARTIFICIAL and NATURAL FISHING LINES, SUNDRIES, wish to get in touch with San Francisco importers of these lines of merchandise.

9885—San Francisco, Calif. Firm with their own organization in the principal Mexican and Central American cities, seeks representation of local firms in this territory either to buy directly or handle accounts as commission agents.

9886—Amsterdam, Holland. Manufacturer of Dutch COCOA wishes to appoint a suitable San Francisco representative or wholesaler to handle the sale of their products in this territory.

9887—Hamburg, Germany. Party desires to represent a California exporter of RAISINS and other DRIED FRUITS.

9888—Hamburg, Germany. Importers of oilcake, having excellent connections in Germany, Austria, Bohemia and Denmark, are very desirous of establishing business connections with mills or exporters of COAXANT OIL CAKE and COTTONSEED OIL CAKE who would be interested in having an agent or broker to handle the sale of this commodity in the territory mentioned.

9889—Hamburg, Germany. Established agent and broker desires to represent a California producer or exporter of DRIED APRICOTS and DRIED APPLES in Hamburg.

9890—Hamburg, Germany. Well-established exporter of Continental IRON and STEEL MATERIAL of all kinds wishes to communicate with San Francisco importers of metals.

9891—Dusseldorf-Reisholz, Germany. Manufacturers of SHEET METALS and STEEL STRIP desire to establish a market for their products in San Francisco. Would appreciate hearing from San Francisco importers and users of this material.

9892—Lodolinsart, Belgium. Supplier of COPPER DISC RIVETS, WIRE and WIRE NAILS, wishes to communicate with San Francisco importers of these articles.

9893—Prague, Czechoslovakia. Manufacturers of LEATHER GLOVES desire to appoint suitable sales representatives in San Francisco.

## DOMESTIC TRADE TIPS

D-1931—San Francisco, Calif. A local firm offers for sale at a reasonable figure an ALCOHOL STILL with a capacity of 5,000 proof gallons per day. Still is now installed in a plant formerly engaged in the manufacture of alcohol.

D-1932—Bozeman, Montana. Party has for sale a quantity of FEAS, suitable for pigeon feed. Would like to communicate with interested buyers.

D-1933—Woonsocket, R. I. Large woolen mill, manufacturing MEN'S WEAR FABRICS and WOMEN'S WEAR FABRICS desires to secure a live representative on the Pacific Coast to handle their products.

D-1934—St. Louis, Mo. Manufacturers of SPECIAL RUBBER CEMENTS, as well as FRICTION TAPE for railroad use, desire to get in touch with San Francisco buyers and users.

D-1935—San Francisco, Calif. Party wishes to purchase a MEN'S FURNISHING STORE or GENERAL MERCHANDISE BUSINESS in any part of the State of California.

D-1936—Long Island City, N. Y. Manufacturers of ETCHED NAMEPLATES, DIALS, SCALES, ETC., wish to communicate with interested San Francisco firms.

## GENERAL TARIFF CHANGES CUBA

Authorization of Tariff Changes by the President Expected.

It appears certain that the Cuban Legislature will soon pass a bill giving the President of Cuba full power for three years to make changes in the customs tariff.

American exporters to Cuba should, therefore, be prepared for possible changes in the Cuban tariff.

## Going to the Orient!

Young man, 27, desirous of going to the Orient would be glad to hear from any concern wishing representation there. Address Box 315, San Francisco Business

## mitsui & company

LIMITED

(Mitsui Bussan Kaisha, Ltd.)  
Cable Address: "MITSUI"

GENERAL IMPORTERS  
EXPORTERS

Coal Suppliers Ship Operators  
Shipowners Ship Builders  
Etc., Etc., Etc.

Head Office: TOKYO, JAPAN

San Francisco Office:  
301 MERCHANTS EXCHANGE BLDG.

Other Branches—New York, London,  
Seattle, Portland, Lyons, Hamburg  
and all other important centers  
of the world

## Prompt service

"Visible" Card Records provide instant, accurate, perpetual inventories—information always available to any customer.

*Al J. Gilman*  
PRESIDENT  
**LAWRENCE  
WAREHOUSE  
COMPANY**

EXECUTIVE OFFICES

37 Drumm Street, San Francisco.

## Photostat Copies

Reproductions from Testimonial Letters  
Drawings, Layouts, Charts, Catalog  
Pages, etc. — A Complete Personal Service

STANDARD PHOTOPRINT CO.

SUTTER 1675 - 142 SANSONO STREET  
SAN FRANCISCO

## THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed	Yen 100,000,000.00
Capital Paid Up	Yen 100,000,000.00
Reserve Fund	
(Surplus)	Yen 83,500,000.00

Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

San Francisco Branch

415-429 Sansome Street

K. KOJIMA, Manager



# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information

Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes

**Agricultural Implements**—Rotary Plow Sales Co. (F. T. Hunsaw), temporary offices Stewart Hotel, Architect—W. B. Paville, 593 Market to 1 Montgomery.

**Artists**—Judson L. Starr, 127 Montgomery to 376 Sacramento; Fred Glauser, 375 Sacramento.

**Athletic Goods**—California By-Products Co. (353 10th) has opened general offices in Hewes Bldg.  
**Attorneys**—A. A. Axelrod, 369 Pine; H. J. Neubarth, 220 Montgomery.

**Auto Accessories**—Perfection Sliding Curtain Co. 230 Cornell to 1142 Geary.

**Automotive**—Hertz Drivarself System, 125 Stevenson; United Motors Co. of California, 1434 Howard.

**Banks**—Hibernia Savings & Loan Society, branch Geary and 10th Ave.

**Bottles and Glass**—A. G. Heunisch Co., 112 Market to 202 Davis.

**Box Factory**—Mercantile Box Co. (320 Market), opened new plant, 3d and Alameda.

**Cigars**—El Revino Cigar Factory, 604 Commercial.

**Confections**—Perfection Nut Crisp Co., Ruse Bldg.

**Dentists**—Dr. R. H. Blauquie, 291 Geary to 870 Market; Dr. J. R. McHugo, 1750 Clement to 819 Union.

**Draperies**—Fisher Drapery Co., 4444 Geary.

**Drugs**—Geary-Jones Pharmacy (E. Edwards), Geary and Jones.

**Electrical**—Active Electric Co., 5251 Mission.

**Employment Agency**—S. Shima, 1647 Post.

**Engineer**—W. H. Thomas, Hobart Bldg.

**Exporters**—California-Pacific Mercantile Co. (Geo. Abeling), 16 California.

**Finance**—Western Mortgage & Guarantee Co., 315 Montgomery to 433 California.

**Fire Apparatus**—American La France Fire Eng. Co. of California, factory 2829 10th.

**Fireproofing**—Blenso Bros., 580 Green.

**Flooring**—L. H. Comer, 804 Alvarado to 653 Dunnean.

**Furniture**—A. Cantrowith, 270 Natoma.

**Furniture Refinishing**—Leon & McEvoy, 1818 Divisadero.

**Grocers**—Bush Mason Grocery, 798 Bush; John Icardi, 301 Brazil; M. Demenan, 3809 to 3798 Mission.

**Hats and Caps**—Superior Hat Co., 72 2d to 530 Valencia.

**Importing**—California Italian Products Inc. (Thos. Abate), 314 Clay to 510 Battery.

**Investments**—Bruce D. Ellis, 406 Montgomery.

**Junk**—Hoffman Junk Co., 930 Bryant to 510 Townsend.

**Lamps and Shades**—De Luxe Lamp Co., 240 Stockton.

**Locksmith**—G. McNamara, 912 to 809 McAllister.

**Loose Leaf Material**—Pacific Litho & Loose Leaf Co., 465 California.

**Lubricating Oils**—Ensign Oil Co., 284 Perry to 976 Indiana.

**Market**—Eldorado Market, 1199 Stockton.

**Men's Goods**—C. N. Ludvigsen & Co., 282 Brannan.

**Men's Neckwear**—Leo Schlesinger & Co., 24 to 37 Battery.

**Mining**—Monarch Gold Mining Co., 690 Market.

**Oil**—Quaker State Oil Refining Co., 525 Market.

**Patents and Trade Marks**—Associated Trade Mark Bureau, 216 Pine.

**Perfumery**—Roger & Gallet, Commercial Bldg.

**Plumber**—Wm. J. Borrmann, Jr., 1202 to 1015 Divisadero.

**Polishes**—H. R. Clough, 52 California to 112 Market.

**Porcelain Specialties**—J. J. Harrison, 521 Market

**Printing**—Ott Bros., 345 Battery to 122 Halleck; Thing Wan Printing Co., 801 Stockton.

**Publications**—H. F. Schickelach, 507 Montgomery;

California Cotton Journal, to 215 Leidsdorff

**Radio**—Radio Entertainments, Inc., 153 Kearny;

Red Top Antenna Co., Hearst Bldg.

**Real Estate**—Emmet Healy, 156 Montgomery;

J. C. Graham, 325 Bush to 690 Market.

**Restaurants**—Foster Lunch Co., 560 Broadway;

Martina's Restaurant, 131 Market; G. S. Linnies,

7350 Fulton.

**Sheet Metal Work**—Pencovic Sheet Metal

Works, 4245 Geary

**Show Cards**—M. R. Slepcev 964 to 973 Market.

**Stores and Office Fixtures**—J. F. Schemp & Co.,

411 Shotwell to 50 Brady;

**Tailors**—H. Shapiro, Phelan Bldg.; M. Corio, 709

[continued next page]



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&  
BALLOONS



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of

**POWER RUBBER CO.**  
670 Turk Street  
Prospect 69

## LEADS FOR NEW BUSINESS

[continued from preceding page]

Mission; Marcel Smith, 206 Stevenson; Balboa Tailor & Cleaner 115 Balboa; L. Salinger, 922 1/2 Pine.

Tamames—L. A. Saucedo, 2923 22d  
Tax Specialties—Federal Income & Audit System Co., Chancery Bldg.

Time Recording Devices—Inato Electric Time Station Co. (R. W. Ellis), 525 Market.

Transportation—North Pacific Stages, 54 4th.  
Truck Tires—C. A. Gilbert, 10th and Shotwell.

Upholsterer—J. Bunow, 1826 Divisadero to 5025 Geary.

Welding Equipment—Peerless Welding Co., 1239 to 1345 Mission.

Miscellaneous—Almond Growers Exchange, Dollar Bldg.; Joho P. Lynch Co. 550 Howard to 1166 Howard; Kruse Sulphur Vapor System, 533 Sutter; Wilhite Studio, 1028 Market; Silverman's Credit Assn., 101 Post, Herter Looms Studio, 251 Post to 578 Sutter.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than January 21. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6408—Architectural or ornamental bronze work, CL, westbound; 6409, balling tie buckles, LCL, westbound; 6470, toilet paper, CL, westbound; 6471, automobile lamps, CL, westbound; 6472, wind shields, CL, westbound; 6473, steering wheels, CL, westbound; 6474, water tube boilers, CL, eastbound; 6475, heavy leathers, LCL, eastbound; 6476, alfalfa meal, CL, westbound; 6477, hools and horns, CL, westbound; 6478, burlap bags, second hand, CL, eastbound; 6479, salt cake, CL, eastbound; 6480, portable wooden houses, CL, eastbound; 6481, tin cans, CL, westbound; 6482, plaster board, CL, westbound; 6483, small arms ammunition, CL, westbound; 6484, hoops iron or steel, CL and LCL, westbound; 6485, rubber discs, CL, westbound; 6486, cream separators in mixed carloads with agricultural implements; westbound; 6487, enameled iron bathroom and laboratory fixtures, CL and LCL, westbound; 6488, lumber, CL, westbound; 6489, lead and zinc ore, CL, eastbound; 6490, moulding sand, CL, westbound; 6491, cranberries, CL, westbound; 6492, zinc moulding, CL and LCL, westbound; 6493, cement bags, empty; returned, LCL, eastbound; 6494, feldspar, CL, eastbound; 6495, steel blocks, returned, CL, eastbound; 6496, stoves, CL, westbound; 6497, refrigerators, CL, westbound.

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 34, posting date January 13, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than January 25, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-461—Paper, wrapping, vegetable parchment, vs. paper, wrapping, oil. Proposed addition to Item 2760 of two separate entries reading (1) paper, wrapping, vegetable parchment, (2) paper, wrapping, oil; R-462, copper, sulphate of (bluestone). Proposed reduction in CL rate to 50c; LCL rate to 75c; R-463, costumes, steel. Request for reduction in LCL rate to \$1.25; R-464, waterproof cotton duck. Present rate \$2.10 A. Q. Request for establishment of an A. Q. rate of \$1.35; R-465, oils Item 2880. Proposed change in description of packing requirements to read "In wooden barrels, bound with six hoops, dogged or punched." No change in rates; R-466, limeum cement, liquid or paste. Request for modification of Item 655 to include liquid limeum cement as well as limeum cement in paste form.

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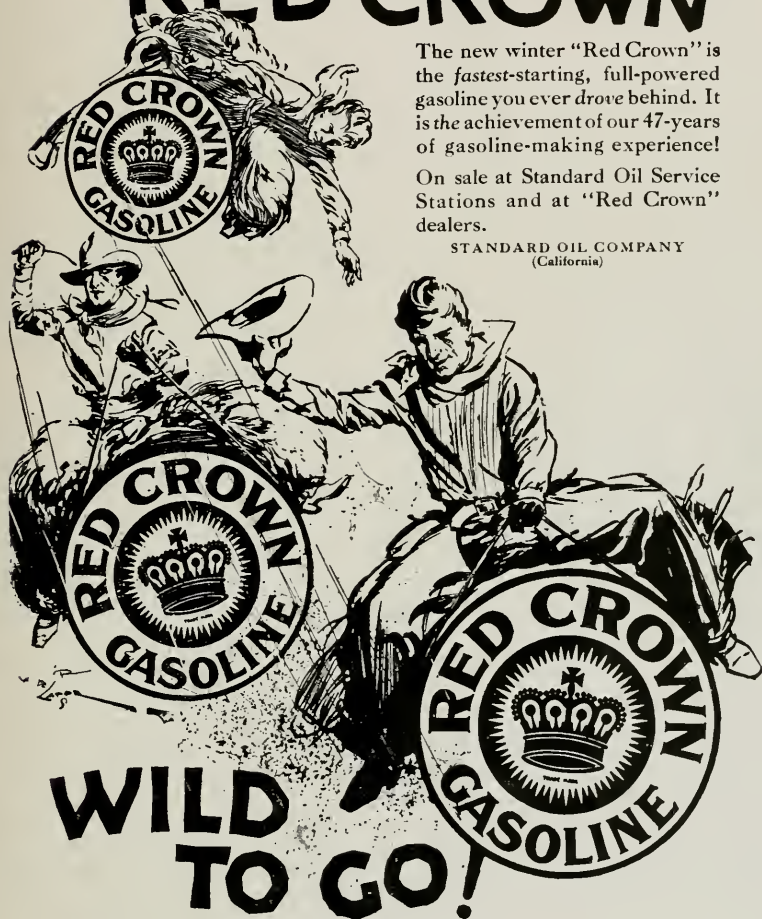
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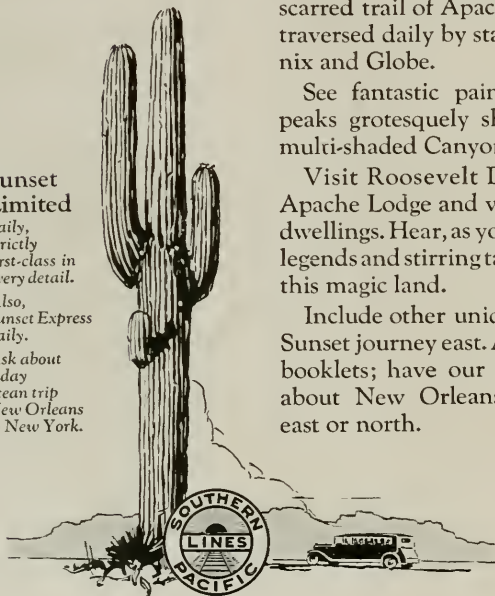
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PASSENGER TRAFFIC MANAGER  
SAN FRANCISCO

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SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XVII

JANUARY 20, 1926

Number 2

## Trade Council to Be Held in San Francisco

### Noted Speakers to Discuss Many Topics

Complete plans for the fourth annual convention of the Pacific Foreign Trade Council, which will be held in San Francisco March 4, 5, and 6, rapidly are nearing completion, it is announced by R. I. Bentley, chairman of the convention committee, and Henry F. Grady, managing director of the Foreign Trade Bureau of the Chamber.

Although still almost six weeks distant the event, because of its importance, is attracting wide attention and it promises to be one of the most representative gatherings ever held in this city.

#### MANY VARIED TOPICS

The scope of the convention is indicated by some of the following address subjects: Agricultural Products the Basis of West Coast Prosperity; Financing Pacific Coast Export Industries with Pacific Coast Capital; Development of Inland Waterways; Building Up Our Industries by Exporting the Finished Products of Our Native Raw Materials; Pacific Coast Influence on World Development; Banking Service for Foreign Trade; and kindred topics.

#### BANQUET A FEATURE

One of the big features of the convention will be the banquet to be held Friday evening, March 5.

"The Pacific Foreign Trade Council is the outgrowth of a feeling on the Pacific Coast that this section of the United States has common foreign trade problems," declares Grady. "Its geographical position in relation to the rest of the United States, its coastline and harbors, and the rapid development of the peoples in its legitimate trade area on the Pacific are the factors which have

THE TRAFFIC BUREAU of the Chamber is advised that the Interstate Commerce Commission has dismissed a complaint brought by the Walla Walla County Farm Bureau attacking the rates on grain and grain products from points in Washington and Oregon south of the Snake River to Portland, Seattle and Tacoma and other North Pacific ports.

At present the grain rates to Portland from the points involved south of the Snake River are less than the rates to Puget Sound ports.

The complainant sought to have the Commission equalize the rates both to Portland and Puget Sound ports so as to place them on a parity in the matter of rates as competitive markets.

crystallized in the minds of Pacific Coast producers and merchants the desirability of common, unified action. Hence the slogan of the Pacific Foreign Trade Council, 'Pacific Coast Unity for World Trade Expansion.'

#### PROBLEMS SOLVED

"The three meetings which have been held in past years have brought the trade interests of the Coast together, have helped to visualize and solve their foreign trade problems, have educated the producers to the necessity of foreign trade to Coast prosperity, and have enabled the Pacific Coast cities to get behind Federal legislation beneficial to the Coast in a unified way. One form of this has been united Coast action on rivers and harbors development; another has been on trans-Pacific radio communication; and still another, on the amendments to the China Trade Act."

### New Steamer Service Put Into Effect

In order to accommodate the ever expanding coastwise traffic handled out of San Francisco a new passenger and freight service is announced between San Francisco and Port San Luis. The president of the White Flyer Line, James K. Nelson, has assigned the steamer San Juan, formerly of the Pacific Mail, to this service. The San Juan left San Francisco for its first trip to San Luis last week. It was met at Port San Luis by a large delegation of San Luis Obispo city and county officials, merchants and manufacturers, who were entertained at a luncheon aboard the steamer. The San Francisco Chamber of Commerce was represented by Ralph J. Scanlan of the Foreign and Domestic Trade Department. The Oakland Chamber of Commerce also was represented.

The San Juan will call at Port San Luis three times a week on its regular route between San Francisco and Los Angeles.

### Revenue Freight Loads Show Big Increase

"Loading of revenue freight for the week ended January 2 amounted to 741,239 cars," says the car service division of the American Railway Association.

This was a decrease of 25,859 under the corresponding week in 1925 but an increase of 34,947 over the corresponding week in 1924. The total for the week of January 2 also was an increase of 40,160 cars over the preceding week, when loadings for both weeks were materially reduced due to the observance of Christmas and New Year holidays.

# SAN FRANCISCO BUSINESS

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## Definite Business Data Wanted for Year Book

Manufacturers again are requested immediately to notify the Chamber of commodities or lines handled by them so that they can be classified intelligently in the proper merchandise divisions in the forthcoming Year Book which now is being compiled.

They will, of course, be listed in the manufacturing agents' group, but if they handle hardware, leather goods, iron and steel, cooperage stock, etc., they also should be listed in these different sections. Copies of catalog, circulars and printed matter will expedite the compiling of the Year Book and make possible more intelligent classification.

All information intended for the Year Book should be sent to L. M. Hyslop, of the Industrial Department of the Chamber, who is preparing the classifications.

## State Parley Held

San Francisco and the bay area had adequate representation at the quarterly meeting of the California Development Association, which was held in San Diego last week to plan unification of the state's industries. Among the twenty-four persons who participated in the meeting were: R. B. Hale, A. B. C. Dohmann, Colbert Colwell, H. W. Jackson, Paul Shoup, Charles E. Virden and Joseph R. Knowland.

## Tariff Regulation

The Foreign Trade Department is in receipt of an advice from Hon. Cyril H. Cane, British Vice Consul, which announces the revocation of the orders prohibiting the importation of hay, straw and live stock into the United Kingdom from western and southern states of the United States. A subsequent order, however, dated December 10, 1925, provides for the maintenance of these restrictions on hay, straw and live stock from California and Texas.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

9834—Alamos, Son., Mexico. Party interested in purchasing a PRESSURE FILTER and a BRICQUETING MACHINE solicits prices and particulars from San Francisco suppliers of such equipment. The filter press should be suitable to press out the liquid contents of oranges or potatoes and leave the solid with a low moisture content.

9805—Alamos, Son., Mexico. Supplier of FLAMELESS PINE GUM OR RESIN wishes to communicate with interested San Francisco buyers.

9806—Guandahara, Mexico. Commission house desires to get in touch with California suppliers of BEANS, particularly PINK BEANS, wishing to export to Mexico. Has connections with responsible Mexican firms.

9807—Chihuahua, Mexico. Owner of a mine of RED EARTH (Almagre), producing large quantities, wishes to communicate with San Francisco consumers of this product.

9808—Guayaquil, Ecuador. Firm, well established, and with good connections in Guayaquil, wishes to represent San Francisco exporters of SARDINES, CINNAMON, CLOVES, etc., in that market.

9809—Bogota, Colombia. COFFEE exporters wish to be put in touch with San Francisco buyers of this commodity.

9900—San Juan, Puerto Rico. Manufacturers of EXPANDED WEAR desire to establish a market for their products in San Francisco.

9901—Santiago, Cuba. Firm desires to establish connections with San Francisco exporters of ONIONS, SARDINES and other CANNED GOODS.

9902—San Francisco, Calif. Local firm wishes to get in touch with California users of IMPORTED ITALIAN DRIED BLACK GRAPES.

9903—Berkeley, Calif. University graduate, with five years' practical experience touring the world, wishes to represent American business houses in foreign countries.

9904—Athens, Greece. Suppliers of VALONIA NUTS (containing tannin) desire to communicate with interested San Francisco importers.

9905—Paris, France. Well recommended firm desires to represent San Francisco exporters of CANNED FISH in France.

9906—Firenze, Italy. Import-export house wishes to purchase BUFFALO SKINS of a quality suitable for the manufacture of purses, note books, writing cases, etc., would also be interested in communicating with San Francisco importers of ARTISTIC LEATHER GOODS.

9907—Athens, Greece. Commission agent desires to communicate with San Francisco packers or exporters of SALMON, LOBSTERS, SHRIMPS, CRABS, MEAT, FRUITS and VEGETABLES, with a view to representing them in the Greek markets.

9908—Ceylon. Firm offers CEYLON CINNAMON in 100-lb. barrels, MADRAS BLACK PEPPER in 100-lb. tins, and CEYLON WHITE PEPPER in 100-lb. tins, C. I. F. San Francisco at low quotations.

9909—Calcutta, India. Large exporters of WILD ANIMAL SKINS, such as SNOW LEOPARD, LYNX, GOLDEN FOX, GRAY or GROUND FOX, OTTER, MARMOT and LIZARD, also ANIMAL PRODUCTS, RICE BRAN, FLOUR BRAN, POLLARD, JUTE, GUNNY, BENSAN and TAYLOR CUTTINGS, CHINA BOTANICAL DRUGS, MEDICINAL OILS, ESSENTIAL OILS, OIL SEEDS and CAKES, desire to establish business connections with San Francisco importers and dealers in these articles.

9910—Mombasa, Kenya Colony, Br. E. Africa. Gentleman wishes to act as agent on a commission basis for American manufacturers or exporters of TRACTORS, AUTOMOBILES, ALUMINUM WIRE, CANNED FRUITS, COTTON HOSIERY, etc. Is well established in Mombasa.

9911—Madras, India. Established suppliers of the following commodities wish to communicate with interested San Francisco importers: DRY HIDE FLESHINGS (gluestock), WOOL AND GOAT HAIR, RAW SQUIRREL PYTHON, MONGOOSE, WILD CAT, JACKAL, CROCODILE and OTHER FANCY and RETIILE LEATHERS.

9912—Germany. A JEWELRY exporter established in one of the principal jewelry manufacturing centers of Germany, is very desirous of establishing business connections with San Francisco jewelry dealers and importers.

9913—Hamburg, Germany. Exporters of SALT, HEAVY CHEMICALS and DRUGS wish to establish business connections with interested importers.

9914—Ravensburg, Germany. Large and well established manufacturers of PAINTERS', ARTISTS', DECORATORS' and DRUGGISTS' BRUSHES wish to appoint a suitable salesman who could build up a good trade in these brushes on the Pacific Coast.

9915—Brussels, Belgium. Supplier of GYPSUM (Paris plaster) desires to get in touch with American importers of this product.

9916—Tilly, Belgium. Producers of BELGIAN ROTTENSTONE and POWDERED and GRANULATED MANGANESE will send quotations to interested San Francisco importers.

9917—Janzen, Belgium. Belgian firm desires to appoint suitable representatives to handle the sale of their METAL CLIPPING and STAMPING ENGINES and their POKET CALCULATING MACHINES.

9918—Ghent, Belgium. Gentleman, connected with the Consular service for over 25 years, is now established in business and is very desirous of representing California business houses in Belgium.

9919—Volo, Greece. Exporters of GREEK OLIVES wish to communicate with California consumers of this product.

9920—Chefoo, China. Suppliers of SHEEP and HOG CASINGS desire to establish business connections with San Francisco buyers. Will forward sample shipment to interested firms. References are given.

9921—Osaka, Japan. General commission merchants engaged in exporting RAG RUGS desire to get in touch with San Francisco importers of these rugs.

9922—Tokyo, Japan. Firm is in the market for SCRAPS of ROLLED LEATHERS, IMITATION PARCHEMENTS, TANNED LEATHERS and COTTON CALICO, also SECOND-HAND HORN, HORN and METAL BUTTONS. Request samples and quotations F. O. B. Tokyo or Yokohama.

## Domestic Trade Tips

D-1927—Portland, Oregon. Publishing company dealing in serial books and premium merchandise desires to communicate with wholesale dealers in DISHES, CLOCKS, SILVERWARE and other PREMIUM MERCHANDISE.

D-1928—Buffalo, N. Y. Manufacturer of CHAIN BLOCKS, CRANES, MONORAIL TRACKS, desires representation in San Francisco machinery dealer district.

D-1929—Chicago, Illinois. Sales agent with several years' experience in the industrial trade desires to take on a number of additional lines for manufacturers desiring to market their products in Chicago and surrounding territory.

D-1940—Montclair, N. J. Manufacturers of lamp shades desire to secure the services of a suitable sales agent to handle the sale of their PARCEMENT SHADES in this territory on a commission basis. Shades range in price from \$21.00 per doz. to \$22.50 per doz.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants-Evelevange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or, if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Accountants**—A. R. Beekholt, United Bank Bldg to French Bank Bldg.

**Advertising**—Harry Elliott, to Monmouth Bldg.

**Artists**—The Brino Studio, 417 Montgomery.

**Attorneys**—A. B. and P. F. Dunne and J. E. Cook, 620 Market to 433 California; Henry Boyen and F. J. Fontes, 14 Montgomery to 760 Market.

**Automotive**—Park Auto Electric Co., 4825 Geary, Meek & Mannell, 1461 Pine to 923 Polk, Central Auto Sales Co., 132 Valencia; Perrine, Gurrin & Haris, Inc., 700 Van Ness Ave.

**Auto Tires**—C. A. Gilbert, 280 Howard to 255 Sutter; Paul Dunsmuir (Paul's Tire Shop), 3743 Geary.

**Bacteriologists**—Dairy Products Laboratory (Dr. H. E. Torenson), 3870 17th.

**Bakeries**—St. Paul's Bakery, 1610 Church; Waxman Bakery, 1533 Ocean; Community Bakery, (Mrs. Thibod), 217 Clement.

**Battery Service**—E. A. Persons bought R. R. Whiteley business, 3059 Geary.

**Beauty Parlors**—Fielding Beauty Salon (Lillian Ekborn), 384 Geary; American Beauty Shop (Miss Elizabeth Traey), 2439 Mission.

**Brokers**—C. C. Butler & Co. (merchandise), 690 Market.

**Builders**—Barnett & Campbell, Westgate Drive and Kenwood.

**Cement**—Monolith Portland Cement Co., 703 to 600 Market.

**Chemist**—J. Rasmussen (Tyamol Co.), 72 2d to 1293 Mission.

**Chiropractor**—P. L. Chevrier, 1141 Market.

**Cigars**—S. F. Roth, 1905 Geary; Commercial Smoke Shop, 431 Sansone; Williams Cigar Store, 1212 3d.

**Cleaners**—Bell Dyeing & Cleaning Co., 1408 Webster, Lewis Sher, 3182 21st; New Fillmore Cleaning Co., 2412 Fillmore.

**Cloaks and Suits**—Ben Lando, 154 Sutter to 133 Kearny.

**Clothing**—H. A. Grotte, 821 Market.

**Collection Agencies**—Colonial Law & Adjustment Co., Humboldt Bank Bldg.

**Contractors**—Folsom Construction Co., 1801 Folsom; H. Steyer, 1630 Haught; W. C. Zwick, 351 Santa Ana.

**Cotton Goods**—Wm. L. Barrell Co., Postal Tel. Bldg., to 225 Bush.

**Dentists**—Dr. W. P. Schwarz, 1015 Clement to Butler Bldg.; Dr. J. O. Wilder, 2097 Mission to 1112 Market.

**Drayage**—Commercial Transfer Co., 306 Leavenworth.

**Drugs**—New Potrero Pharmacy, 20th and Commercial; Civic Center Pharmacy, 1588 Market; Sutter Drug Co. (J. F. Seibold), 900 Sutter.

**Electrical**—Fisher Electric Shop, 2206 Lombard.

**Engines**—Columbia Diesel Engine Co., 149 California.

**Engraving**—Leo Detry, 35 Montgomery to 153 Kearny.

**Finance**—Industrial Credit Assn. (personal loans) from 2507 Mission to 2489 Mission; Mission Bldg & Loan Assn., from 22d near Mission to 2533 Mission.

**Fruit**—S. Coha to 1001 Clement; Ojakian Bros., 1301 Church.

**Furnishings and Draperies**—Bon Marche, 3421 Geary.

**Furniture**—M. H. Saltzman, 1120 Clement; Aleck Zolner (second hand), 1515 Ellis to 904 McAllister; Harold Wallace, 251 Post to 578 Sutter.

**Furniture Movers**—Hanson-Long Express Co., 111 Montgomery to 302 Kearny.

**Furriers**—Jos. D. Lieb, 773 Market to 207 Powell.

**Grocers**—Galley Grocery, 180 6th; Henry Heide, 716 Arzobello Blvd.; Fred G. Horner, 3100 Market to 4690 18th; Tony Mavros, 17 Stoneman to 3029 25th.

**Hairstressing**—M. Claydon, 406 Sutter.

**Hair Specialist**—Mabel M. Frank, 133 Geary to 130 Geary.

**Hardware**—Sterling Hardware Co., 535 Montgomery.

**Household Appliances**—Surpass Table Mat Co. (John O'Loughlin), 783 Mission.

**Ice Cream**—Mission Ice Cream Parlor, 2148 Mission.

**Importers**—E. W. Rosston, 24 California to 149 California; Oscar Van Sletten, 820 Market.

**Information Bureau**—Mack Travel Service (Steanship Agents, Etc.), 2184 Mission.

**Insurance**—Gus H. Pollack, 351 California to 160 Sansone; Northern Counties Title Ins. Co., Inc., 374 Bush; J. W. Watrous, Agency, Mills Bldg.; Security Insurance Co. of New Haven, 50 to 114 Sansone; H. R. Fenstermacher, Inc. (Central Life Assurance Society), 707 Market.

**Investments**—Hopkins & Mercere, 58 Sutter.

**Jewelers**—Albert's Diamond Palace (22th Mission), 2700 Mission.

**Labor Contractors**—Philippine People's Corp., 617 Montgomery.

**Laboratories**—Medical & Dental X-Ray Laboratory, 210 Stockton.

**Ladies' Wear**—Annette R. Eaton, 153 Kearny to 154 Sutter; I. Hanak & Co., 154 Kearny.

**Lighting Fixtures**—Peerless Light Co., 149 2d to 1114 Folsom; Brass & Brass Lighting Fixture Co. (J. Guglielmo), 1061 Mission to 955 Mission.

**Lumber**—Burg Lumber & Shipping Co., First National Bank Bldg to Dollar Bldg.

**Machinery**—Emmons & Gallagher (tanners), 310 Sansone.

**Manufacturers' Agents**—E. M. Walls, Exposition Bldg.; J. H. Bonch, 582 Market to 74 New Montgomery.

**Marine Supplies**—H. A. B. Sneeve Co., 20 Steuart to 12 Steuart.

**Mercantile Agencies**—R. G. Dun & Co., Wells Fargo Bldg., to 86 3d.

**Milinery**—Celva Millinery Shop, to 1015 Market, Betty B. Hat Co., 1487 Bush.

**Mining**—Columbia Consolidated Production Co., 315 Montgomery to 114 Sansone.

**Mining Engineer**—J. H. Mackenzie, 315 Montgomery to 351 California.

**Oils**—Quaker State Oil Refining Co. of California, recently opened offices 525 Market, has established warehouses at 1240 17th.

**Opticians**—W. C. Jenkel and F. B. Davidson, Butler Bldg.

**Organizations**—Down Town Assn. (J. M. Cummings), 760 Market to 85 Post.

**Painters**—Johnson & Clark, 84 Lenders.

**Paper**—Bush Paper & Bag Co., 4325 20th; Russell D. Hamilton, 582 Market to 143 2d.

**Planing Mill**—Warlen Bros., York and Mariposa to 2501 Arme.

**Postage Stamps**—H. W. Dasher & Co., 213 Montgomery to 821 Market.

**Poultry**—A. Cereghno, 1001 Clement.

**Printing**—McCoy Label Co., 565 Commercial to 604 Commercial.

**Public Representative**—Edward S. Townsend, 547 Howard to 486 California.

**Publishers**—Butterick Publishing Co., Pacific Bldg.; Newspaper Enterprises, Inc., 1125 Folsom to Clinic Bldg.

**Real Estate**—Inter-Cities Investment Co., 24 California to 38 Sutter; Lurien R. Grass, 5330 Geary to 4541 Irving; Aaron Stoff, 111 Montgomery to 302 Kearny; Blakely & Pengilly, Call Bldg., Small Realty Co., 732 Taraval; Owners Realty Co., 785 Market; Excursion Realty and Building Co. (V. J. Azzorello), 4671 Mission; Altwater Realty Co., 2565 Mission to 2834 Mission, soon, Sunset Branch 20th and Judah; S. & H. Realty Co., 1242 Capitol; Edw. A. Hayden, 38 Montgomery to 68 Post; Ben K. Cherin Realty Co., 924 Irving, Richard Coombs, United Bank Bldg. to Hobart; M. J. Mertens, 235 Montgomery to 556 Geary; F. W. Dobb, 316 Bush to Chancery Bldg.

**Restaurants**—George Adams (Belmont Sandwich Shop), 182 Edwy. L. Polver, 1801 Lombard.

**Roofing**—John H. McCay, 1924 Irving; American Roofing Co., 718 14th; Star Roofing Co., 1650 McAllister.

**Schools**—Mulvihill Secretarial School and Chicago Business College, 2476 Mission to 2180 Mission.

**Shoe Polishers**—S. M. Babby & Co., 461 Market to 112 Market; Geo. Morse (Rarton Mfg. Co.), 81, Clair Bldg. to 660 3d.

**Shoe Repairs**—Chas. Dietz and Peter Wilhelm, 419 Pine to 405 Kearny.

**Signs**—Art Sign Co., 255 4th; Stievereign Sign Co., 236 Clement.

**Smelting**—Myron Folsom, 315 Montgomery to 351 California.

**Soap**—Ideal Soap Co., 38 Clementine.

**Steamship Agent**—Ernest Rivon, 128 Sutter to Flairion Bldg.

**Steel**—Columbia Steel Corp., Balfour Bldg. to Matson Bldg.; soon.

**Stocks and Bonds**—A. E. Lewis, to Royal Insurance Bldg.

**Tailors**—Jos. Parker, 1800 Larkin; Sam Myerson (New Fillmore Tailors), 804 Sutter to Jackson and Fillmore; Dillon Tailoring Co., 1189 Market, Sol Shipper, Pantages Bldg. to 739 Market.

**Textiles**—Pacific Woolen Co., 305 Grant Ave to 25 Kearny.

**Tile and Roofing**—Mallet & Peterson, 2412 Harrison to new building, 20th near Harrison.

**Trade Magazine**—California Cotton Journal, to 213 Ledwithoff.

**Transportation**—California Short Line Railroad, 216 Montgomery.

**Typewriters**—Halladay Typewriter Exchange, 111 Montgomery to 461 Market.

**Upholstering**—Stanley Michaels, 848 Cole.

**Miscellaneous**—D. E. Specialty Mfg. Co., 409 Market to 1372 Mission; Anderson Foster & Co., Inc., 1372 Mission; Marr Duplicator Supply Co., Atlas Bldg.; Dry Steam Appliance Co., Siedion Bldg.; General Sales Co., to 946 Howard; Imperial Fruit Products Co., 3255 15th to 408 Ellis; The Edwards Service Co., 401 Hyde; Automobile Underwriters Service, 101 Post; Bay Shore Delivery Co., 290 Ellis to 21 6th; California Distributors, Inc., 1490 Market; Bernard Jacques, 3044 Fillmore; Universal Win-Shade Mfg. Co., 1061 Mission; Surval Box Lunch, Inc., 1042 Folsom; S. F. Produce & Provision Terminals, 315 Montgomery; No-Way Sales Co., Commercial Bldg.; Juvenile Mfg. Co., 417 Market; Working Co., Inc., 843 Montgomery; Superior Collar Co., 507 Mission; Alta Institute (Dr. Lucille H. Nolan), 606 Haught; Eneinal Terminals, 112 Market to Marine Bldg.

## Who's Who Among the New Members

A membership in the Chamber of Commerce is a step forward. It signifies a clearness of vision—a grasp of the necessity for united action—and it is a badge of permanency and reliability. The Membership Department introduces this week the following:

### HENRY DUFFY PLAYERS, Inc.

Henry Duffy, the well known and popular local theatrical producer operating the Alcazar and President theatres.

### PACIFIC MARINE INSURANCE AGENCY, Inc.

General marine insurance agents located at 330 California St.

### THE EGYPTIAN LACQUER MFG. CO.

This concern occupies its own beautiful building at 1050 Howard St., a classic example of Egyptian architecture in California. Its lacquer is used for metal parts and articles where permanent and protective finish is required.

### W. GORDON HESSON

Pacific Radio Sales—537 Geary St.—distributor of the Radyne, Fada, Nu-Red, Crosley, Thorolo and Arrow-Master Radios

### K. B. MANUFACTURING CO.

Located at 54 Washburn St. They make Bakelite mouldings, moulding dies, and radio equipment. J. H. Cooper is manager.

### THE MERCURY PRESS

Printers and publishers, 818 Mission St. Publishing The Building and Engineering News and Daily Pacific Builder.

### NEWSPAPER SERVICE BUREAU

Magazine publishers' representatives with offices at 202 Sharon Bldg.

### M. J. REEVES HEATING CO.

Heating, Power, Pumping, Oil Burner plants, and general engineers, with works at 959 Natoma St.

### WEST COAST NURSERY CO.

Landscape architects and nurserymen. They lay out parks, school grounds and private residence grounds. City office, 522 Powell St. Nurseries at Palo Alto.

### S. F. TYPEWRITER EXCHANGE

H. J. Hastings, manager, 595 Market St. Typewriters of all kinds and typewriter supplies.

### J. L. STUART MFG. CO.

Manufacturers of beautiful awnings, tents, porch swings, flags and bunting. General decorators for festival occasions. Factory at 160 Russ St.

### N. M. HARPER

204 Underwood Bldg. Continuous fanfold forms which save time and worry on carbon copies. They speed business.

### AMERICAN TOPOGRAPHICAL MAP CO.

If you want a topographical map—large or small—these people will survey the property and build a map to scale. Frank M. McVeigh is manager at 406 Mills Bldg.

### JAMES FURLONG

General builder and contractor, with offices at 352 Monadnock Bldg.

### GEORGE H. HART & CO., Inc.

416-418 Mission St. A well known wholesale dry goods house.

### HEDSTROM AND RYAN

Construction engineers and naval architects, 1219 Matson Bldg.

### E. R. PARKER SYSTEM OF DENTISTRY

The well known Pacific Coast dental chain with headquarters at 15 Stockton St.

### WALTER G. VIEL

Printing inks and colors, 371 Monadnock Bldg.

### SHARP FLOUR CO.

315 Montgomery St. Flour.

### UNITED MILK CO.

3201 Sixteenth St. Dairy.



SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XVII

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Number 3

## HITTING *on* ALL TWELVE

By C. E. TAYLOR, *Membership Director*

### What a Chamber of Commerce Does for a Community

**I**f any one should happen to ask you why he should join this Chamber of Commerce, tell him these things, and in the telling you may yourself discover a little hidden treasure.

The San Francisco Chamber of Commerce is organized primarily to further the advancement and prosperity of the city as a whole. It is the official mouthpiece of San Francisco and the clearing house for business and trade. The Board of Directors of the San Francisco Chamber of Commerce are constantly weighing matters affecting the welfare of this city, rejecting those which are harmful and fostering those which are good. It is the largest public body and is the watch-dog of your interests. Without it many evils and practices would soon become apparent. It is a necessary and vital keystone supported by the best and most reliable citizens.

In addition to these broad functions which affect you and every citizen, the Chamber of Commerce has several distinct and well-defined services to offer, any one of which, if properly used, will return your investment in membership many times.

1. If you are interested in expanding your business into foreign fields, we have a Foreign Trade De-

### Hear HENRY S. IVES on "Government in Business"

**H**ENRY SWIFT IVES, secretary of the Casualty Information Clearing House of Chicago, will deliver an address before a joint luncheon of the San Francisco Chamber of Commerce and the San Francisco Commercial Club, on Thursday, February 4. His subject is "Government in Business."

A speaker of nation-wide repute, Mr. Ives' views on "Government in Business" coincide with those of President Coolidge, who says: "When government enters the field of business with its great resources, it has a tendency to extravagance and inefficiency, but having the power to crush all competitors, likewise closes the door of opportunity and results in monopoly."

Mr. Ives has addressed many of the largest industrial and business organizations in the country on the above subject, and his utterances have been widely published in the press. Among the organizations which Mr. Ives has addressed are the Ohio Bar Association, National Electric Light Association, Chicago Chamber of Commerce, and the Insurance Federation of America.



partment which is second to none in the United States. Through the efforts of the Foreign Trade Department, San Francisco now has more foreign consulates represented here than any other city in the United States with the exception of New York and Philadelphia. The location of these consulates here stimulates and encourages trade. This department issues a directory which goes to every consulate throughout the world, listing the membership of the Chamber and the commodities which they handle.

2. The Chamber of Commerce maintains a "Commodity Index" in which every member is listed, together with the articles he handles. Inquiries come into the Chamber from all over the United States asking to be put in touch with reliable concerns handling commodities which are sought for. Through this clearing

house, if you are a member of the Chamber, your name goes to the person inquiring, should he inquire for the article you handle, and automatically a contact is formed.

3. The Chamber of Commerce issues a weekly publication which goes to all members, containing leads for new business and trade tips, which, if properly utilized, will put you in touch with new customers and form new business contacts, which will result in additional revenue for you. Through one item in trade tips, a certain concern in San Francisco developed \$160,000 worth of business, netting a nice profit.

4. In April of this year, the Chamber of Commerce will issue an annual Year Book, containing a classified listing of all members in good standing as of March 1st. This Year Book will become an official

# SAN FRANCISCO BUSINESS

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trade directory for San Francisco and goes not only to the membership, but to every Chamber of Commerce in the United States and to every foreign consul throughout the world. Your name and address in this book alone is worth the cost of your membership.

5. The Chamber of Commerce announces in its weekly issue of SAN FRANCISCO BUSINESS the names and addresses of all new members, giving them a brief write-up, outlining the business they are engaged in. This magazine has a circulation of 7,000 and the advertising value of this write-up alone is worth the cost of your membership.

6. The Chamber of Commerce maintains a Traffic Bureau, which is constantly safeguarding rate increases that are prejudicial to San Francisco. This department is also at your service to give you any assistance possible in rates affecting the commodity in which you deal.

7. A Retail Merchants Association is part of the Chamber of Commerce and is constantly working for the betterment of the retail situation in San Francisco. Through this association, local proposals are carefully watched to the end that retailers will not be unduly burdened with unfair charges. This association recently saved one business group a charge of \$100.00 per year for license, which saving alone will pay for a membership for several years in the Chamber.

8. The Chamber of Commerce has a salaried representative at Washington, D. C., who keeps his ear to the ground for San Francisco, and who will gladly give you any assistance possible if you have any business at the Nation's Capital. We maintain the same service at Sacramento during the legislative session.

9. In addition to this, the Chamber of Commerce maintains a Hospitality Bureau, welcoming to San Francisco distinguished personages, conventions, round-the-world-tour steamers and visitors of all kinds whose presence here and favorable

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

9023—Kobe, Japan. Foreign trading house desires to import BONES, HOOFS, HORNS and FURS from San Francisco suppliers. Is also in a position to export Japan—FURS.

9024—Glendale, Calif. Manufacturer of bows, arrows, boomerangs, etc. wishes to purchase the following foreign woods: LANCE WOOD, LEMON WOOD, De Gamme, BEFF WOOD, GREEN HEART (Buhara, Wasaha and Donarua).

9025—Dallas, Texas. Party desires to establish connections with a San Francisco importer of JAPANESE GRASS RUGS, with a view to selling these rugs in Texas.

9026—Red Wing, Minnesota. Gentleman desires to communicate with importers of NOVELTIES.

9027—Switzerland. Swiss wholesale firm has demand for CALIFORNIA FRUIT PRODUCTS representative now in San Francisco.

9028—New South Wales, Australia. Supplier of furred skins, particularly KANGAROO SKINS, desires to establish business connections with San Francisco importers of furs. Sample of blue doe kangaroo skin on file with the Foreign and Domestic Trade Bureau.

9029—London, England. Exporters of Continental Steel Materials, such as RAILS, CORRUGATED BARS, PLATES, SHEETS, BEAMS, etc., wish to establish connections with San Francisco importers of steel products. They quote price C.I.F. San Francisco.

9030—Copenhagen, Denmark. Firm wishes to communicate with California producers of FISH-MEAL.

9031—Copenhagen, Denmark. Well recommended firm of commission agents and wholesalers, furnishing references, desires to set as sole agent of large San Francisco business house wishing to do business in the Danish or Scandinavian market.

9032—Sofia, Bulgaria. Gentleman is in a position to supply parcel post shipments of SILK WORM EGGS.

9033—Fussen, Bayern, Germany. German manufacturer of TWINE, WAXED THREAD, CORDS, NET YARN, and HEMP YARN wishes a representative in San Francisco.

impressions of San Francisco are necessary.

10. The Marine Department of the San Francisco Chamber of Commerce is recognized throughout the world as the official bureau of shipping information for the Pacific Coast, and any shipping information which this bureau can give is available to members. It is open twenty-four hours of the day.

11. Just inside the door on the ground floor of the Chamber of Commerce is an Information Bureau with a battery of telephones. It is dispensing service daily and is equipped to answer any question you care to ask.

12. The Chamber of Commerce looks to its membership alone for dependable revenue with which to maintain these services of general benefit to the city and of direct interest to you. It is an organization to serve you and to serve San Francisco.

9034—Hroslau, Germany. Party wishes to communicate with San Francisco "FINANCE BROKERS."

9035—Hamburg, Germany. Established firm desires to represent CALIFORNIA DRIED FRUIT packers in Hamburg.

9036—Holland. Suppliers of SARDELLS and SALTED FISH wish to communicate with San Francisco importers or wholesalers of these commodities.

9037—Amiens, France. Party desires to establish business connections with a CALIFORNIA DRIED FRUIT house which would deal directly with the interior of France, without passing through the importers at Havre. Wishes to handle business in his territory on a commission or representation basis.

9038—Venice, Italy. Manufacturers of GLASS BEANS desire to establish connections with San Francisco importers.

9039—Naples, Italy. Party desires to obtain the agency of an American manufacturer or exporter of TYPEWRITERS wishing representation in Italy. Also offers his services to other business houses desiring representation in Italy.

9040—Italy. Suppliers of SULPHUR, CHEESE, BEET PULP, CHOCOLATES and CANDY, and MARBLE, wish to establish business connections with San Francisco importers.

9041—Chefoo, China. Suppliers of SHEEP and HOG CASINGS desire to establish business connections with San Francisco buyers. References given. Samples on file with Foreign and Domestic Trade Department.

9042—Calcutta, India. Exporter of JUTE, HESSIANS, GUNNY and SHELLAC wishes to communicate with San Francisco importers of these commodities.

9043—Teguicalpa, Honduras. Gentleman wishes to do business for own private use, wholesale, case lots of CANNED GOODS, VEGETABLES, MEATS, BUTTER, etc. Requests interested San Francisco firms to quote prices.

9044—Culiacan, Mexico. Firm desires to establish connections with Pacific Coast distributing houses and manufacturers of HARDWARE, DRY GOODS and GLASS.

9045—Cienfuegos, Cuba. Commission representatives desire to get in touch with San Francisco dealers in California and Oriental BEANS who wish to market this commodity in Cuba.

9046—Coyacan, Mexico. Owner of large rubber plantation on the Iribuen of Tehuantepec desires to market the GUM from his plantation. He is also the owner of land suitable for planting rubber trees, which land he is disposed to sell or rent on good terms.

## Domestic Trade Tips

D-1941—Omaha, Nebraska. Party desires to communicate with users and dealers in CORN HUSKS for the tangle trade.

D-1942—Portland, Oregon. Large producers of CANNED and FROZEN FRUITS desire to communicate with San Francisco bakers or preserve and jelly makers, who buy FROZEN or CANNED BERRIES in carload lots.

D-1943—San Francisco, Calif. Gentleman with 15 years experience in selling, and having small amount of capital, desires connections with some merchandising concern, either as an agent or active partner.

D-1944—San Francisco, Calif. Manufacturers' agent desires to represent either local or Eastern manufacturers on the Pacific Coast in MECHANICAL LINES.

D-1945—Yerington, Nevada. Party desires to purchase a small GROCERY, LUNCH ROOM or ICE CREAM PARLOR, in a good location.

[continued on page 3]

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone KE91712.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or, if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Architect**—Mark T. Jorgensen, 110 Sutter to 321 Bush.

**Art Goods**—Emalina Taylor, 2130 Fillmore.

**Attorneys**—Alma Myers, Hearst Bldg. to Alaska Commercial Bldg.; Edw. D. Mabson, Liberty Bank Bldg., to 251 Kearny; R. T. Harding, 275 Bush to 68 Post.

**Auto Finance**—Continental Finance Corp., 995 Market to 1600 Van Ness Ave.

**Auto Repairs**—L. T. Tilford, 1661 Pacific; Posch & Reuter, 719 Golden Gate Ave.

**Auto Trimming**—Sunset Auto Trimming Co. (D. Thomas and Henry Heitz), 1275 9th Ave.

**Bakeries**—Eastern Bakery, 720 Grant Ave.; Abramson Bakery, McAllister and Webster, Jan. 30.

**Bearings and Bushings**—Pacific Metal Bearing Co., 129 Myrtle to 1710 Howard.

**Beauty Parlor**—Crystal Beauty Shop, 1566 Jackson to 1932 Irving.

**Blue Prints**—Electric Blue Print Co., Russ Bldg. to Sheldon Bldg.

**Candy**—Doyle's Sweet Shop, 3898 24th; Exxon Candy Co., factory (Mr. Coxon), 6th and Harrison.

**Chiropractor**—Dr. Evelyn Coleman Olsen, 535 Taylor.

**Cigars**—J. F. Berries, 1098 Hyde.

**Civil Engineer**—Cottrell Engineering Corporation (C. C. Cottrell), 369 Pine.

**Cleaners**—Alexandria Cleaners, 5349 Geary; New Method Cleaning & Dyeing Works, 1549 Ocean Ave.

**Cloaks and Suits**—Wm. Hoff Co., 212 Sutter to 117 Stockton.

**Contractors**—Golden Gate Concrete Co., 2588 Mission.

**Corsets**—Fifth Av. Corset Co., 1095 Market to 606 Geary.

**Custom Shirt Maker**—L. E. Landon, 291 10th Ave.

**Dentist**—Dr. S. C. Knoles, 1990 Sutter to 1749 Polk.

**Drugs**—Roosevelt Drug Co., 299 Eddy.

**Engineers**—G. K. Davol (mechanical), Traders Bldg.; J. S. Woth (tuning), 315 Montgomery.

**Foundry**—Monarch Foundry Co., 310 Sansone to 681 Market.

**Gowns**—Nola Gown Shop, 539 Sutter.

**Grocers**—Curtin & Towhy, 2601 Diamond; George Michaeloff, 167 11th; Western Grocery Co., Chain Stores, General Offices and Wholesale Distributing Dept., 3040 Geary; W. A. Dietrich, 479 Cheney.

**Hardware**—Omer Cox, 604 Mission to 140 Spear.

**Insurance**—L. J. Wollenberg, 105 Montgomery to 681 Market.

**Investments**—C. B. and J. G. Weil, Traders Bldg. Lumber—Universal Veneer Products Co., 416 Fulton; Firmonite Lumber Co., 4th and Channel.

**Machinery**—Ohio Locomotive Crane Co.; Davenport Locomotive Works and Western Wheel Scraper Co., 681 Market to 234 Steuart.

**Manufacturers Agents**—F. C. Bernhardt, 320 Market to 149 New Montgomery.

**Men's Furnishings**—A's Toggery Shop (1023 Fillmore), 2615 Mission.

**Newspapers and Publications**—The California Boatman and Pacific Ports, Chronicle Bldg.

**Oriental Rugs**—C. Raliof (Parisian Mercantile Co.), 545 Sutter.

**Paint Manufacturers**—Baer Bros., 60 California.

**Painting**—W. L. Penwell, 385 Taylor; Antonietti Painting Co., 2920 Octavia.

**Physician**—Dr. J. V. Leonard, 177 Post to 135 Stockton.

**Radio**—Geo. F. Potter, 1246 10th Ave.; General Radio & Electric Co., 1408 Market; Merryn Kasser, 729 Hyde; General Radio Co., K. M. Turner Radio Corp. and C. C. Langevin Co., 681 Market to 274 Brannan; R. M. Radio Service, 3188 21st.

**Railway Construction**—Rankin & Welch, 220 Montgomery.

**Real Estate**—P. O. Brewer and Henry Voorhies, Hobart Bldg.; California Real Estate Exchange, 240 Montgomery to 82 Sutter.

**Rental Agency**—Associated Renting Bureau, 781 Taylor.

**Sheet Metal Products**—Electrical Sheet Metal Works, 752 Bryant to 81 Shipley.

**Stationery**—J. W. Hunt, 1749 Union.

**Stenography**—Public Stenographic Studio, 110 Sutter.

**Trucking**—Salinas Valley Freight Line Co., 430 Davis.

**Volcanizing**—Sebastiani & Barghini, 6231 Mission.

**Miscellaneous**—Western Paper Converting Co., Dollar Bldg.; L. Bloom & Co., 149 New Montgomery; Gilman Carton Co., 531 Howard; K. C. D. Distributing Co., Marvin Bldg.; Krigbaum, Marchella & Co., 240 Montgomery to 82 Sutter; Mayflower Tapestry Studio, 132 25th Ave.; Mechanical Machine Works (J. E. Minor), 1093 Market; National Business Show Co., Monadnock Bldg.; Dr. D. B. Vermilion, 323 Geary; Schroeder & Tremayne, Inc., Marvin Bldg.

Young man, recent arrival from Portland, seeking clerical position in San Francisco. Experienced in Lumber, Shipping, Merchandising and General Office work. Bookkeeper.

## ADDRESS WANTED:

Address of the manufacturers of the Peerless Spark Plug Intensifier is wanted by a prospective purchaser making inquiry at this department.

Offices have been opened in the Underwood Bldg. by R. W. Ellis, for the purpose of handling the distribution of the Insto Electric Time Stamp and electrically operated time dating stamps. The Insto, a product of the Automatic Electric Machine Company of Oakland, is intended as a time saver for it eliminates the necessity of striking with the hand, the insertion of the paper making a sensitive contact which automatically produces the blow and the resulting stamp.

The local distributor offer is now arranging for the appointment of agents in foreign territory, such as Central and South America.

## FAIR DATE CHANGED

The Foreign Trade Department has received information from the Cuban Consulate that the Second International Exposition of Samples as to be held in Havana from March 12th to 26th, instead of at earlier dates previously announced.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than February 4. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**Docket No. 6517**—Nacogdoches & Southeastern Railway: Proposal to amend Tariff 1-Y, add Stations: Little Chappie, Bush Valley, Atoyac, Camp Worth, Harmony and Calgary, Texas at Group F basis of rates. Tariff 2-S, add the Nacogdoches & Southeastern Railway as a participating carrier. Tariff 3-S, add the Nacogdoches & Southeastern Railway as a participating carrier and provide Group F basis of rates to stations on that line including those named above; 6518, apples, CL, east-bound; 6519, scrap rubber, CL, east-bound; 6520, milk cans, CL, west-bound; 6521, textile machinery, in mixed carloads, west-bound; 6522, mechanical rubber goods with solid rubber tires in mixed carloads, west-bound; 6523, machinery and machines in mixed carloads, west-bound; 6524, tables, CL, west-bound; 6525, grape juice, CL, east-bound; 6526, asphaltum, solid, CL, west-bound; 6527, baskets, CL, west-bound; 6528, bauxite ore, CL, west-bound; 6529, Stone Harbor Railroad Company and Wildwood and Delaware Bay Short Line Railroad Company: Request for representation as participating carriers in Tariffs 1-Y, 4-V, 14-K and Circulars 59-E and 61-F; 6530, wire coils, ICL, east-bound; 6531, refrigeration, CL, west-bound; 6532, nonyl butyl and ethyl acetate, CL and ICL, west-bound; 6533, brewers' rice, CL, west-bound; 6534, dehydrated orange pulp, CL, east-bound; 6468 (cori), architectural or ornamental bronze work, CL, west-bound.

## Domestic Trade Tips

[continued from page 2]

D-1946—Glendale, Calif. Manufacturer of boomerangs, bows, arrows, spears and cross bows, is in the market for the following American woods: WYCH-ELM, HICKORY (2nd growth), RED CEDAR, OSAGE ORANGE, AMERICAN YEW, also LANCE WOOD, LEMON WOOD, BEEF WOOD and GREENHEART, which are foreign woods.

D-1947—Philadelphia, Pa. Manufacturers of HIGH GRADE LEATHER BELTING want to get in touch with dealers in California to handle their line. Exclusive territory to right parties. Factory representative will be here to discuss details.

D-1948—St. Louis, Mo. Manufacturers of a complete line of OIL BURNERS desire to appoint a territorial distributor in San Francisco to represent them. They claim there is an excellent opportunity for the right man to realize a very large profit.

D-1949—Milwaukee, Wis. Firm of sales engineers and mechanical experts desire to locate a man who has had experience in the advertising business. Must be a man capable of handling a HIGH CLASS ADVERTISING PROPOSITION that requires an investment of \$1,000 to \$5,000 with services.

D-1950—Beatrice, Nebraska. Biscuit company wishes to communicate with California wholesale cookie and cracker bakeries.

D-1951—Tulsa, Oklahoma. Large manufacturers of WOODEN TOYS desire to appoint a San Francisco firm or individual to act as their selling agent in this territory.

## FEES REDUCED

Reduction of Consular Fee for Value of Bills of Lading.

The consular fee for certifying bills of lading to Salvador has been changed from \$10 gold per set to \$1 gold per set for each \$500 (or fraction thereof) of the value of the merchandise as shown by the consular invoice, but in no case shall the fee exceed \$10, by a decree effective November 30, 1925.

## Survey Shows 1926 to be a "Good Year"

Business in general started out the year satisfactorily with considerable momentum from the preceding months, and with prospects favorable in face of moderate inflation due to a steady upward swing, according to a survey prepared by R. G. Dun & Company. Jobbers are still working on inventories, filling more orders for winter goods, and booking orders for spring. Conditions in millinery are more stabilized and country buying better than one year ago, the report says.

Offerings at retail show a disposition to reduce stocks, and season settlements with jobbers are showing up well, allowing reductions in loans at bank.

Cold weather has stimulated buying in some lines, but no serious frost damage has been reported.

A fair amount of building continues, and improved conditions are noted for the lumber industry, due in part to a better demand from the east coast and Florida.

Authorities agree that 1926 should be a good year, and some expect business to outstrip 1925, but not without concentrated effort to get it and to keep down overhead charges.

## Employment Office for Engineers Opens in San Francisco

The San Francisco office of the Engineering Societies Employment Service, according to an announcement by Newton D. Cook, manager of the office, has opened an employment office for professional engineers for the benefit of all concerns employing men requiring technical training and experience. The service is fostered by four nationally known engineering societies.

It is intended to make this office a clearing house for information about engineering opportunities on the Pacific Coast and in those foreign countries bordering the Pacific. Information as to positions available will be primarily for members of the supporting organizations, but an effort will be made to fill all demands made upon the office for technical employees in the fields covered.

The local offices are at 57 Post street.

## Chile to Hold Railroad Exposition

The Foreign Trade Department has received information that a Railroad Exposition will be held in

Santiago, Chile, opening September 15, 1927, in connection with the South American Railroad Congress. Railroad companies of the United States and manufacturers and distributors of railroad materials and supplies are invited to participate. Those who wish to avail themselves of this opportunity to exhibit for South American buyers are requested to communicate with the Minister of Railroads and Public Works of Santiago de Chile.

## Committee for Trade Council is Named

The personnel of the committee which will be in charge of the Pacific Foreign Trade Council convention to be held in San Francisco March 4, 5 and 6, will be composed of the following, it is announced by Robert I. Bentley, general chairman:

Vice-chairmen, Frederick J. Koster, Clay Miller, Ralph Merritt, O. H. Fischer and Paul Shoup; secretary, Henry F. Grady; committee chairmen, program, Leonard B. Gary; attendance, Hugh Gallagher; arrangements, Paul Dietrich; reception, Robert Cabrera; transportation, Percy R. Mott; entertainment for ladies, Mrs. Mabel T. Johnson; trade advisers, F. F. G. Harper.

A preliminary list of speakers includes the names of Mayor James Rolph; William Pigott, of Seattle, president of the Council; Ralph Merritt, of Fresno, president of the San-Maid Growers' Association; C. F. Stern, Los Angeles, president of the First National Bank; J. J. Donovan, Bellingham, Wash., president of the Bloedel-Donovan Lumber Mills; A. F. Haines, vice-president of the Admiral Oriental Steamship lines; Dwight K. Grady, secretary of California; Paul Shoup, vice-president of the Southern Pacific Company; James Baicalupi; Robert Newton Lynch, vice-president of the Chamber of Commerce; Dean Stuart Dagggett, school of commerce, University of California; and P. H. Patehin, assistant to the president of the Standard Oil Company of California.

## Appointment Confirmed

Richard V. Taylor of Alabama, who was appointed by the President as a member of the Interstate Commerce Commission, was confirmed by the Senate on January 12th and was sworn in as a member of the Commission on January 14th.

## Specifications Available

The following specifications are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, miscellaneous hardware and supplies. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened January 30, 1926.

For furnishing the War Department and delivering at Fort Mason San Francisco miscellaneous supplies. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened February 2, 1926.

For furnishing the War Department and delivering at San Francisco on or about March 18, 1926, for shipment to Panama, Canal Zone, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened February 4, 1926.

For furnishing the War Department and delivering at posts on or about February 25, 1926, and as called for during the month of March, 1926, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, California, and will be opened February 5, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal Atlantic port or Balboa Pacific port, Canal Zone Isthmus of Panama, with time-recording clocks, gasoline tractor, electric truck, truck trailer, phonograph, sewer pipe, asbestos-asbestos pipe covering, foundry pickston, stove bolts, expansion bolt shells, switches, hydrometers, solid rubber tires, tire valve plungers, windshield wipers, rubber gloves, wax twine, red ink, and drawing paper. Bids are to be submitted to the General Purchasing Office of The Panama Canal, Washington, D. C., and will be opened February 2, 1926.

For furnishing the Panama Canal, by steamer, free of all charges on dock at either Cristobal Atlantic port or Balboa Pacific port, Canal Zone Isthmus of Panama, with portland cement. Bids are to be submitted to the General Purchasing Office of The Panama Canal, Washington, D. C., and will be opened February 5, 1926.

For furnishing the War Department and delivering at San Francisco, Calif. March 15 to 20, 1926, for shipment to Manila, P. I., subsistence supplies. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. Depot, Fort Mason, San Francisco, Calif., and will be opened February 8, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal Atlantic port or Balboa Pacific port, Canal Zone Isthmus of Panama, with iron, steel, copper, brass, bronze, rope, cable, wire, panel boards, e.radiators, insulators, extension bells, reflectors, street-light fixtures, lead sleeve, zincs, switches, duplex pumps, chair, electric grinders, inspirators, hose, nozzles, brushes, tire press, pipe cutters, fire extinguishers, steam whistles, gauge glasses, scales, drawer handles, gridstones, casters, cable clips, ring bolts, padlocks, tackle blocks, nails, glass, flower pots, rubber boots, borsehide gloves, leather belting, cotton webbing, mop yarn, canvas, tucking, flue-tank balls, soap polab, varnish, transformer oil, stearic-acid candles, and ledger paper. Bids are to be submitted to the General Purchasing Office of the Panama Canal, Washington, D. C., and will be opened February 1, 1926.

The total production of field and fruit crops in this state during 1925 was approximately 1,559,000 tons, or 18 per cent greater than in 1924, according to official tabulations that have been made public. The value of this immense crop is placed at \$405,193,000.



SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XII

FEBRUARY 3, 1926

Number 4

## "WHAT'S YOUR BUSINESS?"

### A Query Which Seeks a Prompt, Definite Answer

HERE's a distinction between being classified as a manufacturer's agent, a consulting engineer or an importer.

It is not enough merely to say that you are a gardener; you should make it clear whether you are a landscape, flower and lawn or truck gardener.

The product being offered for sale by the manufacturer's agent is the information required by the buyer seeking that specific article or line.

To identify yourself as a consulting engineer is too general a description. If you are specific you identify yourself as an electrical, mechanical or hydraulic engineer. It means more business when you make it clear that you are an engineer specializing in power transmission and that you therefore are not even remotely to be considered a steam locomotive engineer.

A firm specializing in the importation of Venetian glassware, to go further, is losing revenue when it is identified in the mind of the buying public merely as a "glass importer."

A trade directory now being compiled by the Chamber of Commerce is to be an up-to-date, definite classification of the chamber membership—an adequate description of the businesses engaged in by the members. The trade possibilities in such a directory are incalculable. It will make possible immediate and intelligent contact between the producer and the consumer.

[continued on page 2]

#### Free Service Bureau for Trade Council Delegates

Delegates attending the fourth annual convention of the Pacific Foreign Trade Council to be held in San Francisco March 4, 5 and 6, will find available the services of widely known trade advisors, it was announced yesterday by Henry F. Grady, in charge of the Foreign Trade Department of the Chamber of Commerce and secretary of the convention committee.

"The trade-advisor service of the convention," Grady said, "is proving to be a most attractive one to prospective delegates.

"The 'key men' in the various trades along the coast are giving their services freely as advisors to the delegates. In other words, the exporter of some manufactured article seeking to develop a market in China will be able to secure the advice of experts in methods of securing proper agents, advertising, financing, or any other detail of successful selling in the China market.

"Likewise for Mexico or Central America. The importer will also be able to have invaluable advice given him by experts in the particular trades, such as rice, beans, coffee, etc. The assistance that can be secured in this way by the delegate to the convention would cost him thousands of dollars if he had to employ it.

"All the cities on the Pacific Coast are co-operating in making this trade-advisor service a success. This has been one of the outstanding features of every foreign trade convention, and many delegates enrolled for these conventions primarily for the practical, direct assistance which they can secure."

#### National Business Show for This City

Another phase of the manufacturing progress of the bay district, as well as the inventiveness of this locality's office-efficiency experts, will be drawn to the notice of the nation's commercial leaders through the National Business Show, to be held in the Civic Auditorium March 8 and 9.

Waldo T. Tupper, Pacific Coast manager, emphasized this aspect of the show when he said he had assurance that a greater gathering of business scientists may be expected at the forthcoming efficiency exposition than attended the show when it was held here on two previous occasions.

Recently returned from Chicago and New York, where he helped to plan and stage such expositions, he said he had assurance from scores of executives and heads of big business concerns that they will attend.

In addition to the display of California progress, the office machines, systems and methods of the nation are expected to be revealed by the event.

Frank Tupper, president of the National Business Show organization, is expected within a few days to join his nephew, the other Tupper, to further the progress of the show. Headquarters for the exposition have been established in the Monadnock Building.

While much of the booth space has been assigned to Eastern or national manufacturing concerns, Tupper yesterday reported a rapid turnover of display areas to the local industries.

# SAN FRANCISCO BUSINESS

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

Published weekly by the San Francisco Chamber of Commerce, 305 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## "What's Your Business?"

(continued from page 1)

If an Eastern buyer asks the Industrial Department of the Chamber for the name of a firm or individual dealing in metal fittings but more particularly in a certain make or kind of faucet, the Industrial Department can meet the query competently and promptly.

It is necessary, however, for the members to co-operate in the preparation of this important trade directory. The compilation of this directory is being supervised by L. M. Hyslop, statistician of the Industrial Department.

When you send in your firm or individual name for classification see that it is accompanied by whatever literature — pamphlets, circulars, etc. — you have that will make clear just what particular commodities you deal in or the kind of service you are selling.

## January Business Still On Up-grade

Bank clearings, building permits and ship movements during January increased perceptibly over the same period in 1925 and give body to the prediction of observers that this will be a year of progress and expansion for the San Francisco metropolitan area, according to figures on file today at the Chamber of Commerce.

Building permits alone last month aggregated \$5,153,504 as compared with \$3,403,623 during January 1925. In similar periods respectively for 1923 and 1924 the registration amounted to \$3,205,811 and \$3,178,413.

The bank clearings last month are equally impressive. During January, 1925, they amounted to \$764,300, 0.00; for the month just ended they reached a convincing total of \$831,541,107.

According to figures compiled by the Marine Department of the Chamber of Commerce the tonnage arriving here during last January aggregated 1,264,043 while the outgoing tonnage was 1,237,105. Outgoing tonnage in January, 1925, amounted to 1,113,788 tons and incoming 1,103,816.

9947—Amsterdam, Holland. Import house with offices in Amsterdam and Hamburg desires to represent a California packer or direct exporter of DRIED FRUIT, especially PRUNES, APRICOTS, APRICOT-KERNELS, PEACHES and PLUMS. CANNED FRUIT, particularly PINEAPPLE, SARDINES, and other PRESERVED FISH; also producers or exporters of BONNY. References are supplied.

9948—Rotterdam, Holland. Exporters having direct connections with producers of PIG-IRON, IRON and STEEL PRODUCTS are in a position to offer low prices on these metals and solicit inquiries from San Francisco importers.

9949—Hamburg, Germany. Exporters of HARDWARE wishes a representative in San Francisco.

9950—Barmen-Langerfeld, Germany. Manufacturer of IMITATION ROBBIN LACES wishes a representative in California for selling his products on commission basis.

9951—Detmold, Germany. Manufacturer of DECORATIVE STUCCO MATERIALS wishes a representative in San Francisco.

9952—Nuremberg, Germany. Manufacturer of FLAVORING EXTRACTS for candy manufacturers, etc. desires a representative in Calif. #36.

9953—Hamburg, Germany. A DRIED FRUIT broker desires to represent a California packer of APRICOTS, PEACHES, APPLES, PLUMS, etc.

9954—Hamburg, Germany. A British firm specializing in the exportation of all kinds of IRON and STEEL MATERIALS, desires to establish business connections with San Francisco importers of this material.

9955—Copenhagen, Denmark. Firm desires to represent a California DRIED FRUIT packer in Denmark.

9956—Sofia, Bulgaria. Supplier of THRACIAN SILK WORM EGGS of finest quality of white-Ragada race, desires to communicate with interested California importers. Eggs are exported after government inspection, which guarantees the quality per cent post-shipments of more than 20 ounces are \$1.00 per ounce.

9957—New Orleans, La. Foreign trading house is in the market for DRIED BABOONS.

9958—Marseille, Louisiana. Producers of GINSENG desire to establish connections with San Francisco exporters or dealers in this commodity.

9959—Kobe, Japan. Exporters of CHRISTMAS DECORATIONS, such as CHIP FEETSTONS, CHIP BELLS, CHIP WREATHS, CHIP MATS, WALL MATS, EASTER BASKETS, etc., are in a position to quote factory prices to interested San Francisco importers.

9960—Gavre, France. Firm wishes to communicate with San Francisco manufacturers of ICE CREAM and ICED CHOCOLATES.

9961—Messina, Sicily. Exporters of SICILIAN PRODUCTS, particularly DRIED FRUITS, wish to market their products in San Francisco.

9962—San Francisco, Calif. Local manufacturers of AUTOMATIC PRINTING DEVICES are in search of a local organization, having connections in India, which could handle their business in that country.

9963—Colombo, Ceylon. Large exporters of CEYLON PRODUCTS and CURIOS, particularly TEA, CARDAMOMS, CINNAMON, CINNAMON LEAF, OIL, CITRONELLA and COCOA-NUT OIL, KAPOK, KAPOK SEED, COCOA FIBRE, and CEYLON EBONY ELEPHANTS, wish to communicate with San Francisco importers of these articles.

9964—Oakland, Calif. Gentlemen leaving shortly for Australia is desirous of representing San Francisco manufacturers wishing to establish an outlet for their goods in Australia and New Zealand.

9965—London, England. Established merchants' and manufacturers' agents well equipped to handle any general distribution scheme, desire to establish business connections with California producers or

exporters wishing to market their products in England.

9966—Playa-Ponce, Porto Rico. Well established importers of RICE and PINK BEANS, desire to establish connections with California producers or shippers of these commodities. They will either buy for their own account, or handle the goods on a commission basis. References are supplied.

9967—Nogales, Arizona. Suppliers of CABRILLA, SHIRAZ, OYSTERS and SEA-BASS from Guaymas, Mexico, wish to communicate with San Francisco buyers of fish and sea foods.

9968—Steubenville, Ohio. Firm desires to get in touch with San Francisco importers who specialize in CHINESE FIREWORKS and who are in a position to sell to the jobbing trade.

9969—Athens, Greece. Exporters of articles of ancient Greek art, in silk embroideries, Byzantine, Attr. Isle of Rhodes style, such as CURTAINS, CUSHIONS, LAMP-SHADES, TABLE COVERS, etc., all handmade, wish to communicate with interested San Francisco importers.

9970—Brussels, Belgium. Manufacturer of BASKETS and WILLOW AND CANE GOODS wishes to appoint an agent in San Francisco to handle the sale of his articles on a commission basis.

9971—Gablonz, Bohemia. Manufacturer and exporter of GLASS, WOODEN, CELLULOID and GALALITH BEADS, JEWELRY of all kinds and SHOE BUCKLES AND ORNAMENTS, desire to appoint a suitable firm to act as selling representatives here.

9972—San Francisco, Calif. Representative of a Mexico City firm of import and export agents, who is now in San Francisco, desires to get in direct touch with any San Francisco firms interested in appointing a sales agent in Mexico.

9973—Culiacan, San Mexico. Established hardware and dry goods store solicits catalogs and prices from San Francisco manufacturers and exporters of HARDWARE and DRY GOODS lines.

9974—Havana, Cuba. Importer of HARDWARE, IRON AND STEEL, BUILDING MATERIALS, FOODSTUFFS, desire to represent San Francisco manufacturers or exporters of these articles.

9975—Vancouver, B. C. Firm handling advertising specialties is in the market for BOTTLE OPENERS, ASH TRAYS, of any material including glass or aluminum, CELLULOID FOOT RULES, and SALT SHAKERS. Prefer to deal direct with manufacturers.

9976—Copenhagen, Denmark. Firm wishes to represent a California exporter of CANNED FRUITS, CANNED SALMON and SARDINES. They deal exclusively in canned goods.

## Domestic Trade Tips

D-1952—Ottenswood, Calif. Manufacturers of OAK VENEER desire to communicate with San Francisco users of hardwood veneer, either as manufacturers or jobbers.

D-1953—Vineland, New Jersey. Manufacturers of CHEMICAL LABORATORY, PHYSICIANS, SCIENTIFIC AND SURGICAL GLASSWARE desire to secure suitable sales representation in this territory.

D-1954—Chicago, Illinois. Gentleman desires to communicate with California manufacturers of GLACE FRUIT, with a view to handling the sale of this commodity in the Mississippi Valley and the State of Illinois.

D-1955—Glendale, Calif. Gentleman desires to represent manufacturing concerns throughout the Northwestern United States.

D-1956—Palo Alto, Calif. Art supply company is in the market for GUM ARABIC at lowest possible cost.

[continued on page 3]

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Adjusters**—W. C. Nicoll, Clunie Bldg. to Royal Ins. Bldg.

**Automobile** Paris—Lee H. Craig & Co., 75 Fremont to 141 Fremont

**Cleaners**—B & B Cleaners, 2471 Sacramento; Harvey Duarte, 3505 17th.

**Creamery**—Clement St. Creamery, 440 Clement; **Electric Sign Flashers**—Associated Distributors Inc. (Diamond Flasher Button Co.), 639 Mission to 120 1/2th.

**Engineer**—Roy H. Elliott (mining), Mechanics Institute Bldg.

**Finance**—Central Finance Co., 1750 Market; **Furniture**—Lyon Furniture Mercantile Agency, 1 Montgomery.

**Income Tax Specialists**—Delany Whitehurst, 40 Sansome to 222 Exchange Bldg.

**Instrument Repairing**—Wm. O. Hammer, 35 Montgomery to 153 Kearny.

**Machinery**—Beaver Machine & Tool Co. (Newark, N. J.), 1066 Mission.

**Publicity**—Thew, Inc., Sharon Bldg; Western Service News, 1122 Market.

**Radio**—Emery Blum, Marvin Bldg to 26 O'Farrell; Atwater Kent Agency, 637 Irving.

**Real Estate**—John Brickell Co., Lick Bldg to 58 Sutter; P. W. Dongan, 2333 Irving; J. J. Lagorio, 3867 Mission.

**Restaurant**—Cortland Tamale Parlor, 626 Cortland.

**Sheet Metal**—A. E. Sheet Metal Works, 1500 Guerrero to 444 Centinella.

**Window Shades**—American Window Shade Co., 1533 Pine to 1819 Market.

**Miscellaneous**—Dayton Products Co., 2260 Folsom; Highway Development Asso., 74 New Montgomery; A. Levin & Co., 1230 McAllister.

Specialty salesman desires engagement with some house having articles of merit and large territory, preferably California, Oregon and Washington.

Traveling salesman, covering territory from Los Angeles to Bellingham, Washington, handling paper products, such as napkins, toilet paper, coffee bags, glassine bags, and paper cutters, desires to handle on a commission basis any new account of kindred line, such as twine, strings, shelf hardware, etc.

This department is in contact with a party who desires to purchase a small neighborhood grocery business.

## Takes New Quarters

The Salinas Chamber of Commerce this week moved into its new and commodious quarters in the Farmers' Mercantile Building at Salinas.

## Domestic Trade Tips

[continued from page 2]

**D-1957**—Berkeley, Calif. A selling organization covering the builders of Alameda and Contra Costa counties, now selling a composition for drainboards, kitchen and bath floors, showers and table tops, wishes to take on an additional line which would work in with the above product. Wish to communicate with San Francisco manufacturers of a kindred line who would be interested in representation in their territory.

**D-1958**—New York, N. Y. Gentleman calling on the architects of New York State and vicinity, thoroughly familiar with the demands of that trade, desires to represent a San Francisco manufacturer of specialties for the construction line.

**D-1959**—Reading, Pa. Gentleman having extensive experience in selling is desirous of obtaining the selling rights for some commodity for the East, preferably on a brokerage basis, although other arrangements would be considered.

**D-1960**—Philadelphia, Pa. Established manufacturers' representatives desire to secure the sole representation throughout Pennsylvania, New Jersey and New York, for San Francisco manufacturers desiring to market their products in that territory.

**D-1961**—San Jose, Calif. Firm of importers, jobbers, and manufacturers' agents, having warehouse and offices centrally located in San Jose, desire to represent a San Francisco manufacturer or importer in Santa Clara and surrounding counties.

**D-1962**—New York, N. Y. Suppliers of INSULATING LAQUER, of excellent quality, wish to communicate with San Francisco buyers.

**D-1963**—Los Angeles, Calif. Candy manufacturer established in business in Los Angeles, desires to sell business, trade mark, and formulas to the proper organization.

**D-1964**—San Francisco, Calif. Gentleman wishes to purchase a SMALL NEIGHBORHOOD GROCERY business.

**D-1965**—Santa Fe, New Mexico. Suppliers of PINE NUTS desire to communicate with San Francisco buyers and consumers.

**D-1966**—San Francisco, Calif. Traveling salesman, covering territory from Los Angeles to Bellingham, Washington, handling PAPER PRODUCTS, such as NAPKINS, TOILET PAPER, COFFEE BAGS, GLASSINE BAGS, and PAPER CUTTERS, desires to handle on a commission basis any new account of kindred line, such as TWINE, STRINGS, SHELF HARDWARE, etc.

**D-1967**—Aguanga, Calif. Party having some fine BLUE TOURMALINES and CRYSTAL SPECIMENS for sale, desires to communicate with San Francisco gem merchants who would be interested in buying these stones.

**D-1968**—Fort Worth, Texas. Gentleman having about one hundred tons of HIGH-GRADE ROSIN and a large quantity of TURPENTINE ready for shipment desires to communicate with prospective buyers of these commodities.

## New Rail Route Brings Better Rates

The Traffic Bureau of the Chamber is calling the attention of San Francisco shippers to the fact that new through rates between points in California and points in Idaho, routed over the new line of the Union Pacific extending from Rogerson, Idaho, to Wells, Nevada, will become effective February 15th.

This new line, making connections with both the Southern Pacific and the Western Pacific at Wells, will

shorten the distance between San Francisco and Twin Falls and other points in Southern Idaho by 325 miles, and will open up a new market for California products, also making available a producing market for livestock and agricultural products.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department and delivering at San Francisco, California, on or about March 25, 1926, for shipment to Manila, P. I., granulated sugar. Bids are to be submitted to the San Francisco General Intermediate Depot, Quartermaster Section, Fort Mason, San Francisco, California, and will be opened February 27, 1926.

For furnishing the War Department and delivering at San Francisco, California, on or about March 25, 1926, for shipment to Honolulu, T. H., subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened March 1, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with portable forges, drill chucks, pressure and vacuum gauges, hole-tube cleaners, cockpit hitches, curtain fasteners, packing, oakum, leather, cocco-fiber mats, emery cloth, sandpaper, and cash register paper. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened February 9, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with cable, magnet, wire, road searifier, oil drying and purifying outfit, brake shoes, transit, pipe, pipe fittings, bolts, nuts, rivets, washers, motors, electric drills, transformers, magnets, batteries, cutouts, condults, electrical supplies, valves, cocks, floor drains, flush-tank balls, tires and tubes, brake-band lining, bricks, furnace cement, paints, varnishes, linseed oil, burning oil, cylinder oil, caustic soda, powdered graphite, barium sulphate, paraffin, copper sulphate, slum, glue, cork-board, rattan webbing, rubber bands, empty cans, and lumber. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened February 11, 1926.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than February 10th.

Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No 6535—Trunks, CL, eastbound; 6536, starch and dextrine, CL, westbound; 6537, gilsonite, westbound; domestic and export; 6538, boxes, pulpboard, fibreboard or strawboard, CL, westbound; 6539, vegetable fibre felt, quilted, CL and LCL, westbound; 6540, electric cable, alum, glue, terminals attached, CL and LCL, westbound; 6541, casing (dry milk curd), CL, westbound; 6542, lumber to stations in Indiana, CL, eastbound; 6543, cottonseed oil, CL, westbound; 6544, underframes, CL, westbound; 6545, photographic mounts and printed paper bottle caps with tin rings, CL and LCL, westbound; 6546, green coffee, CL, eastbound, import; 6547, liquid clear rubber latex, in tank cars, westbound; 6548, flavoring extracts, spices and baking powder in mixed carloads, eastbound; 6549, shock absorbers parts, CL and LCL, westbound; 6550, hard asbestos shingles, CL, eastbound; 6551, earthenware, CL, westbound; 6552, onions, CL, eastbound for export; 6516 (Amended) casinghead gasoline, CL, westbound; 6534 (Amended) citrus fruit pulp (dry), CL, eastbound.

## *Who's Who Among the New Members*

This week we take pleasure in introducing the following investors in community progress:

### **G. W. REYNOLDS & CO., Inc.**

Well known manufacturers of aprons and dresses, flannelette wear, children's wear and bloomers at 120 Battery St.

### **D. R. SHAPIRO**

38-40 First Street. Manufacturers' representative of silks and satins, spool cotton, linen and canvas coat fronts, undercollar cloths, braids, sewing silks, linen and jute, venetians and cotton goods.

### **KRAFT CHEESE CO. OF CALIF.**

Manufacturers and distributors of a well known brand of cheese. 757 Sansome St.

### **MARGETTS, Inc.**

Carpets and rugs. 989 Market St.

### **BRADLEY & ECKSTROM**

Industrial chemicals and minerals. 320 Market St.

### **OLD DRAGON RESTAURANT**

Operated by Lee Hoy Man at 920 $\frac{1}{2}$  Market St.

### **UNIVERSAL MERCANTILE CO.**

506 Washington St. Agents for Egon Braun Amargo Bitters.

### **CAPT. HENRY WEBER**

2020 Forty-seventh Ave., Oakland. Engineer and inventor.

### **PARSONS SALES & ENGINEERING CO.**

Sales and engineering. 221 Underwood Bldg.

### **PHILOSOPHERS' INN**

A quaint Old World café at 659 Merchant St. opposite the Hall of Justice. Madame Florence Meyer is in charge. It's European.

### **COLUMBIA CASUALTY CO.**

Insurance. 315 Montgomery St.

### **PACIFIC WAREHOUSE CO.**

Warehouse and drayage. 699 Fifth St.

### **DUNN PAINTING MACHINE CO.**

Single-line paint-spraying machines for all purposes. Have completed development work and commenced manufacture at 208 Mission St.

### **HARVEY D. SANDSTONE**

Builder and contractor. 459 Mills Bldg.

### **PIONEER LIFE AND CASUALTY CO.**

Insurance. 503 Market St.

### **EDITH P. JACKSON, D. S. C.**

Chiroprapist. 376 Sutter St.

### **CIURCH PHOTOGRAPHIC STUDIO**

Beautiful portrait studios at 560 Sutter St.

### **BANFIELD-HULLINGER CO.**

Artistic picture frames. 501 Geary St.

### **MAUD B. HEINEMAN**

Beauty parlors—face and scalp treatment. Room 30, 166 Geary St.

### **INTER OCEAN COMMERCIAL CO.**

(Calif. Chemical Co.) 237 Clara St. Chemicals.

### **MCDOWELL SCHOOL OF DRESSMAKING**

450 Geary St. Dress designing, dress making and millinery.

### **STIEFVATER'S**

Flour. 225 Sacramento St.



SAN FRANCISCO

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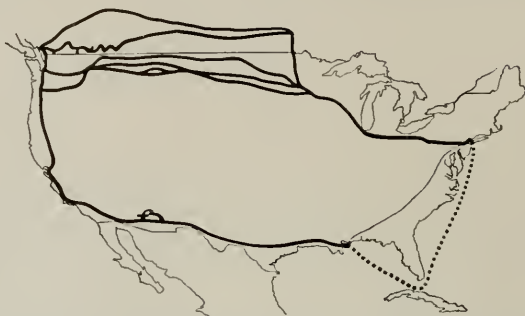
# BUSINESS



**February 10 • 1926**

# The GREATEST Summer Travel BARGAIN

Pacific and  
Atlantic Oceans  
Great Lakes and  
the Gulf of Mexico  
Two Foreign Countries  
14 States  
New York Harbor,  
Puget Sound and  
San Francisco Bay



## CIRCLE THE UNITED STATES In One Glorious Vacation Trip LOW SUMMER EXCURSION FARE

No other trip in all the world offers so much for such small cost.

It will take you over your own country from ocean to ocean, from northern to southern border and show you its beauties, its mountains, its rivers, its lakes. You will see the most famous national parks, the largest and most colorful cities.

### California

In California you see San Francisco, Oakland, the Golden Gate,—side trips to Lake Tahoe and Yosemite National Park—the San Joaquin and other beautiful valleys as you travel southward, the coast line 100 miles along the ocean, Santa Barbara, Los Angeles, Pasadena, Hollywood, the beaches and the mountains, the orange groves and old missions.

Go on to San Diego and thence over the Carrizo Gorge to Phoenix, the Apache Trail, the Roosevelt Dam, Tucson.

El Paso offers a sidetrip into old Mexico, Juarez being just across the Rio Grande. Then San Antonio, Houston, New Orleans—cities full of romance and beauty.

### At Sea

A palatial ocean liner carries you for 100 glorious hours down the Mississippi, through the Gulf of Mexico and northward on the Atlantic to New York.

From there you may enjoy sidetrips to Boston, Philadelphia, Washington and Atlantic City.

Westward you may go through beautiful New York State to Albany, Buffalo, Niagara Falls, a trip through Canada, and then Detroit and Chicago. Here are the Great Lakes with all their summer fun.

Milwaukee and Madison, Minneapolis and

St. Paul—then you may continue westward through the United States or Canada.

The former route takes you through North Dakota, Montana—a sidetrip to Yellowstone Park—and Idaho to Spokane and Seattle. The latter allows you to visit Winnipeg, Lake Louise, Banff, Jasper National Park, Mt. Robson, Vancouver and Victoria before arriving at Seattle.

Then Puget Sound, Tacoma—a sidetrip to Mt. Rainier National Park—the great valley of the Columbia River, Portland and the green Oregon Country. In Oregon is Crater Lake. Then southward through verdant valleys and over tall mountain ranges to Sacramento and San Francisco.

Here is the trip of all trips. No matter where you live or from where you wish to start you may connect with trains which will carry you over the Big Circle Trip.

### Low Summer Fares

Early in Spring the low summer roundtrip fares for 1926 will be announced. You'll be amazed at the Big Circle Fare. And it costs but little more than the summer roundtrip fare from San Francisco to New York. Yet how much more you see—what an amazing bargain.

Plan now for this most wonderful of all your vacations. Make this summer a liberal education for your children and yourselves.

Ask your local ticket agent to give you the literature covering this tour of the United States. See America First—and see it in this easy, comfortable convenient way.

The finest trains are at your service. You will enjoy the most luxurious travel and the cost will compare favorably with any travel vacation you could take.

### See

- San Francisco
- Oakland
- Berkeley
- Santa Barbara
- Los Angeles
- Pasadena
- Long Beach
- San Diego
- Yuma
- Phoenix
- Tucson
- El Paso
- San Antonio
- Houston
- New Orleans
- New York
- Albany
- Buffalo
- Niagara Falls
- Detroit
- Chicago
- Milwaukee
- Madison
- Minneapolis
- St. Paul
- Seattle
- Tacoma
- Portland
- Sacramento

# Southern Pacific Lines

F. S. McGINNIS,  
Passenger Traffic Manager, San Francisco

more  
miles  
to the  
gallon

MOTORMATES



CYCOL MOTOR OIL—for thorough lubrication at low cost. It cushions the moving parts of your motor. Comes only in one quality—in grades to fit your motor needs. • •

**It takes in all three**

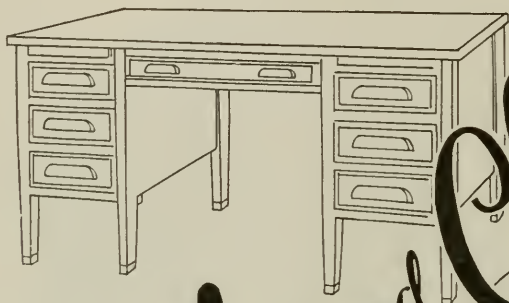
What do you want from the gasoline you use? Is it power? Is it mileage? Is it quick starting? (999 out of 1000 motorists want a gasoline performance that is the best possible combination of these three results, without sacrifice of any one of them. Associated Gasoline, with its distinctive range of boiling points, has the 999 in mind. It gives a perfect coordination of these three results: (1) satisfactory quick starting, (2) full stride of power, (3) mileage. (Associated Gasoline is always associated with "more-miles-to-the-gallon.")

ASSOCIATED OIL COMPANY  
Sustained Quality Products

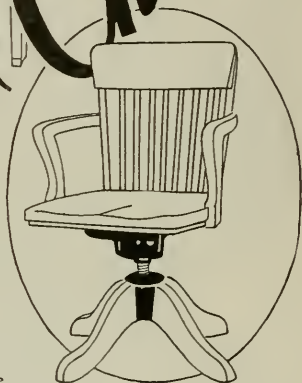
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# COMPLETE OFFICE EQUIPMENT

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## Desks and Chairs



Furnishing a new office, the first things you think of are desks and chairs. Then come the tables, files and the rest of the requirements for modern business. You'll find them all here—better in quality—better in value and a Deferred Pay Plan that will suit your convenience.

*We have the exclusive agency for Globe-Wernicke files and equipment.*

## H. S. CROCKER CO., Inc.

565-571 Market Street • 242 Montgomery Street

SAN FRANCISCO



# America's Finest Steamship



*The Last Word in Ocean Palaces Will Be the New \$6,500,000 Liner "Malolo"*

**O**NE of the most significant events in the history of shipbuilding in the United States is marked by the construction at Cramp's Shipyard, Philadelphia, of the Matson Navigation Company's new liner, the *Malolo*, which is to be the largest and fastest high-powered passenger steamer ever built on this side of the Atlantic.

The displacement of the *Malolo* (Hawaiian for flying fish) will be 22,000 tons. She will be 582 feet long, and her beam of 83 feet will be only five feet less than that of the *Mauretania*. The huge smokestacks of the vessel would rise above a fourteen-story building, while her anchors, weighing seven tons apiece, would be six stories above the pavement.

## Electric Lights for a City of 6,000

The ship's electric lighting plant will be equivalent to that of a city of 6,000 people, and her pumping system will equal the waterworks of a city of nearly 2,000,000. The

fuel tanks will have a capacity of 4,590 tons of oil—enough fuel to run a small automobile for 350 years, driving from sunrise to sunset, during which time the car would cover a distance of 23,460,000 miles or 880 times around the earth.

## 160 Private Baths and 274 Staterooms

The luxury of the vessel's appointments will be in keeping with her size. Six hundred passengers—all first class—will be accommodated in 274 staterooms. There will be 160 private baths—more than on any other passenger steamer afloat. On "A" deck will be located the ballroom, lounge, library, smoking room, and veranda; all connected on the port side by spacious foyers and galleries.

The main dining room will extend the full breadth of the ship and will be 108 feet long. At its forward end will be two alcove coffee rooms suitable for use as auxiliary dining rooms, or for private dinner parties. A gymnasium, a swimming pool,

and electric baths will be provided. A complete system of mechanical ventilation will be installed.

In the design of the *Malolo* all the requirements have been met which are necessary for the conversion of the ship into an auxiliary cruiser or troop transport in a time of national emergency. Extra water-tight bulkheads will be installed which will provide an unusually wide margin of safety in case of damage to the hull. The decks are to be especially reinforced to provide for gun emplacements.

## Will Clip Four Days from Present Schedule

The *Malolo* will be launched this coming spring and when completed in the spring of 1927 will be placed on the San Francisco-Honolulu run, where her sustained sea speed of 22 knots an hour will enable her to clip four days from the round-trip time made by the fastest vessel now plying between the two ports. The total cost of this newest addition to the American merchant marine will be \$6,500,000.



SAN FRANCISCO CHAMBER OF COMMERCE

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GEORGE L. NORTH, *Editor*      L. P. BOYCE, *Advertising Manager*

VOL. XII

SAN FRANCISCO, CALIFORNIA, FEBRUARY 10, 1926

No. 5

# CURRENT EVENTS IN WASHINGTON

*By C. B. DODDS, Representative San Francisco Chamber of Commerce*

ADMIRAL MOFFATT, Chief of the Bureau of Aeronautics of the Navy, has asked Congress for authority to build a lighter-than-air base on the Pacific Coast. It is believed he has in mind a site near San Francisco.

IT has been revealed that Professor Milliken of the California Institute of Technology has been on the advisory committee planning the all-metal dirigible suggested as an experimental ship to test this new type of construction. It is also understood that there are California men ready to invest their money in an all-metal dirigible factory and that their plans contemplate placing one of these ships on the run between San Francisco and Honolulu. Much, of course, will depend upon the results obtained in the experiments with the smaller dirigible proposed for the Navy.

COMMISSIONER PHILIP S. TELLER of the Shipping Board is well liked by everyone with whom he has come in contact since coming to Washington, and it is believed he will add considerable strength to the Shipping Board.

DEPARTMENT OF AGRICULTURE plans for the establishment of the new Forest Experiment Station in California were made known when Colonel Greeley, the Forester, testified before the House Appropriations Committee. He said it was his plan to place the main station at Berkeley, in rooms to be furnished by the University of California, and to establish field branches, one some place in the redwood district of Northern California and another in the southern part of the state, which will deal more particularly with fire

prevention and maintaining vegetation on the watersheds. It is planned to expend \$50,000 or more a year in this work in the future in California, which is more than is now being spent in any other state. For the next fiscal year the House has already appropriated \$30,000.

THE Navy has estimated that its cruise last year to Australia cost only \$515,000 over and above what the normal expenses would have been had the cruise not been undertaken. In commenting on this fact, the Commander-in-Chief said: "It was a military accomplishment of great value."

MRS. KAHN, the California member of the House Census Committee, believes the reapportionment bill has an excellent chance of being passed at least by the House at this session. California will gain three new members if the Barbour Bill is passed, which provides for no increase in the membership of the House. If another bill pending is passed, which provides for the maintenance of the representation quota as it now stands and which increases the size of the House to 465 members, from 435, California would gain five members. Under the California law, the State Legislature would have to reapportion Congressional districts before the new members could be elected, in the view of Congressman Curry of Sacramento.

WHEN California lost the community property case all the other community property states lost likewise, in the view of the Commissioner of Internal Revenue. He has a staff of clerks at work now checking over the entire tax roll from each state and is asking taxpayers to sign

waivers against the running of the statute of limitations. In those cases where waivers are refused, additional assessments are being levied.

THE National Park Service has abandoned its plans for the present session of Congress to increase the size of the Roosevelt-Sequoia National Park from 252 square miles to 900 square miles. The area intended to be included carries some of the best power sites in the state and San Joaquin Valley irrigationists would be very much displeased if these sites were taken into the National Park system and put to no use, under the plea that our National Parks must not be desecrated through commercialism. The city of Los Angeles is also after these sites for municipal power. They have been turned down by the Federal Power Commission.

THE Rivers and Harbors Board has recently approved an Hawaiian project in which San Francisco concerns are interested. This is the harbor of Kahului on the island of Maui. The improvements projected include extension of the present breakwaters and dredging. These improvements were necessary so that ocean-going steamers from San Francisco could go up to the dock at Kahului and take on cargoes of pineapple and sugar.

HEARINGS have been held lately by the House Immigration Committee on the Box Bill, to put Canadian and Mexican immigrants on a quota basis with Europeans. California interests appeared protesting against this measure on the ground that Mexican labor was needed to harvest California crops. There is

{ continued on page 20 }

# The Port Chart Tells the Story

**T**

O any city whose welfare, like that of San Francisco, is to a large extent dependent upon maritime commerce, the nautical chart of the port, as published during successive decades, affords an interesting subject for study. That chart, to serve its purpose adequately, must be kept corrected to show the changes incident to the growth of the port, and in consequence as the years pass, examination of a file of the successive editions of any harbor chart gives an immediate birdseye view of the city's evolution probably with greater readiness than can be obtained in any other way.

This is particularly true of the communities on the Pacific Coast, whose developments have been consummated so largely within the lifetime of people still living, and in no case is it more strikingly exemplified than in that of San Francisco.

**T**HE Coast and Geodetic Survey came to California ahead of the Forty-niners. In 1848 its first expeditions set out from the eastern seaboard; some taking the route across the isthmus, while another, in the Survey schooner *Ewing*, followed the all-water route via the Straits of Magellan. The former parties probably reached California late in 1848, while the *Ewing* reached San Francisco Bay the following summer.

The surveys which were immediately begun exhibit a striking contrast to the situation which the visitor finds today. The San Francisco of that day extended from North Beach to Rincon Point, and had a width of only eight to ten blocks back from the waterfront. Oakland consisted of a single street leading down to the wharf on San Antonio Creek, and bordered by a dozen scattered houses. It was 1855 before the surveys reached the town-site of Alameda, which by that time had assumed the proportions of a small village. Berkeley, in 1852, was occupied by a few widely separated farmhouses, but had not yet attained to the dignity of a name which the surveyor could include on his map. Across the bay, Sausalito (it is Sausalito on the first survey in 1850) consisted of a small cluster of houses in the valley, but streets apparently had not then been laid out.

By COL. E. LESTER JONES,  
*Director U. S. Coast and Geodetic Survey*



From these small beginnings the Coast and Geodetic Survey has watched and recorded the growth of the succession of communities which encircle the bay; communities which today constitute one unit in everything except corporate organization, and which, if combined into a "Greater San Francisco," as has been done in the case of New York, would make it the metropolis of the Pacific Coast.

**T**HE Coast and Geodetic Survey has been much more than a passive spectator of this growth. Its work has been one of

the contributing factors which have made the development possible. San Francisco has developed chiefly because its geographic situation makes it the logical center of a vast web of commercial intercourse whose threads extend, on the one hand, to every city of the United States, and on the other to ports throughout the seven seas. Had there not been some agency to safeguard the paths of that part of the commerce which is carried in ships, to seek out the hidden dangers in order that others might avoid them, the development of San Francisco could not so readily have attained to its present impressive extent.

## Many Lives and Untold Millions of Dollars Saved

It is difficult to find a concrete measure of the extent to which the Coast Survey chart has served San Francisco, partly because that service is indirect and preventive, and partly because it has usually been rendered in advance of the need for it. It is a simple matter to sum up the number of lives which our Coast Guard has saved from stranded vessels, but no one can attempt to estimate the number which the Coast Survey has preserved by charting the dangers and thus preventing vessels from disaster on them. We can make only the roughest estimate of the millions of dollars of insurance which have been saved to shippers as a result of surveys which the insurance companies accept as justification for a reduction in their rates. It was stated to me recently that a single steamship company operating between United States and Alaskan ports had profited during the past year to the extent of more than a hundred thousand dollars through reductions in insurance rates resulting from better surveys and charts of the territory. Alaska is not San Francisco, yet the statement is of interest here for two reasons: first, because San Francisco has such impressive financial interests in Alaska that anything which either facilitates or retards the development of that territory is of direct concern to the city; and second, because the effort which has produced this gratifying result is identical in kind with that which during the past ten years has been

[continued on page 12]



# More About the Credit Business

By A. McKIE DONNAN, Illustrated by BENJAMIN FRANKLIN

**D**ELIVING, without undue diligence, into the manuscripts of the ancients, this writer finds the earliest protest against charge accounts in the words of Omar, the youth who yearned for jugs of wine beneath boughs, etc., and who is quoted as having posted in his place of business words to this effect, "Take the cash and let the credit go."

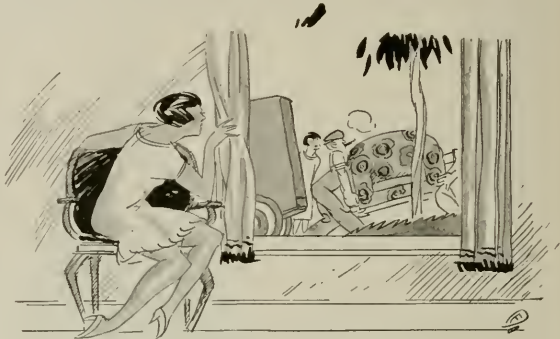
Passing through the ages to that medieval time known as Ye Gyde Olde Daze, we run across the anecdote (the truth of which this writer does not guarantee) running as follows: A bartender yelled from the foot of the stairs to his boss, who lived with his family of little ones upstairs, "Shall I trust Pat Hoolihan for a drink?" The answer came back, also in question form, "Has he had it or hasn't he?" The reply was, "He has." To which the wily boss replied, "Then, trust him."

All of which leads up to the question, Is this credit business all that its advocates claim that it is, or, as its enemies aver, is it one more step towards the ruination of an otherwise quite satisfactory modern civilization? The writer has no opinions. He merely wants to know. Therefore this public questionnaire.

## This One Says Debts Develop Earning Power

One strong booster of the credit business (naming no names, but he it said that this particular man is the head of a large business organization) claims that credit has done much to develop the latent powers of the average American—powers which were it not for credit and its results, this average American might never have discovered. Particularly the power of individual initiative—the development of undreamed-of earning capacity. Bill Smith, average citizen, sees Jim Jones, another average citizen, riding past in his Ford. Bill immediately buys a "Chevie"—paying this-much down and contracting to pay so-much per month.

Mrs. Bill Smith, just about this time, sees a dray back up to Mrs. Jim Jones' door and unload a brand-new Chesterfield set. Whereupon Mrs. S. proceeds downtown and, by paying this-much down and contracting to pay so-much per month,



Mrs. Bill Smith sees a dray back up to Mrs. Jim Jones' door and unload a new Chesterfield

has delivered at her front door (at high noon, when she knows that all the neighbors will be around to witness her triumph) not only a new Chesterfield set, but a new model console radio for extra measure.

Being properly humiliated (and challenged) Mrs. Jones immediately by the same route, purchases a "period" dining room set, and Mr. J. trades in the Ford for a Buick. And thus, the game of advancing with neighborhood civilization goes merrily on.

But, remarks this Master of Industry (and he is that, without a doubt), somehow or other the Smiths and the Joneses scrape up the money to meet the installments when they come due each month! In, he claims, practically 100% of all cases.

This means, in his belief, that when the Smiths are confronted with \$200 worth of monthly on-time payments and a \$150 income, Pa Smith (possibly with the assistance of some other members of the family) looks about him to raise the family income to a place where it will adequately cover his installments. And he does it. He works harder—becomes more valuable to his boss—and his pay is increased. Or, he starts selling something during the evening hours, and finds out, to the surprise of himself, his family and all his friends, that he can make more money selling something than he can as a high-grade mechanic, or whatever rut he happens to have fallen into.

On the other hand, an equally

important American industrial king states with equal emphasis that the mad chase to "keep up with the Joneses" can result, and is already resulting, in the breaking down of American family life and character. The country is money-mad, he says, and old-fashioned ideals and virtues are being sacrificed upon the altar of installment business.

And there you are. Or, are you?

The American Federation of Labor "views with alarm" the increasing indebtedness which installment inducements have brought upon the laboring man, who, a trifle dizzy mayhap with the extra money rolling his way the past few years, thinks he can buy anything and everything offered him and soon finds himself up to his neck in monthly installments.

## What the Consumer Has to Say About It

In the final analysis, it seemed to the writer, the answer as to whether or not the charge account, installment, budget, easy payment (or whatever name you may give it) business is beneficial or otherwise lay with the so-called ultimate consumer. And, in him, in his limited way, the writer endeavored to find the answer, attempting to interview as wide a range as possible of incomes.

One stenographer "has an absolute horror" of charge accounts. She "couldn't sleep nights" if she owed anybody anything. So, when

[continued on page 10]



# The Annual Appeal of San Francisco's Community Chest

By GEORGE FILMER, *Chairman Campaign  
Committee, The Community Chest*

ONCE more the annual appeal of the Community Chest is before San Francisco—that systematized, efficient method of collecting funds but once a year for the support of all the various worthy charities and helpful institutions of this city, instead of the former hit-or-miss, haphazard “drives,” which oftentimes developed into annoying and mere “catch-penny” solicitations.

The San Francisco Chamber of Commerce has a peculiar and individual—one might almost say a selfish—interest in the Community Chest, for it was under the auspices of this organization and with the personal assistance of its officers that the initial campaign was launched and the great organization for centralized relief giving established.

This year emphasis is being laid on the social and recreational achievements of the Community Chest, though, of course, agencies which extend succor to the needy, the sick and the disabled are by no means being shoved into the background.

But an effort is being made to quicken interest in and appreciation of the preventive work being accom-

[continued on page 11]

## A “SQUARE DEAL”

The suggested scale for Community Chest subscriptions, presented below, is the result of thousands of suggestions from San Francisco business men. It is *less than one-third* the scale suggested for average incomes in various other communities.

Square the number of thousands in your income, thus:

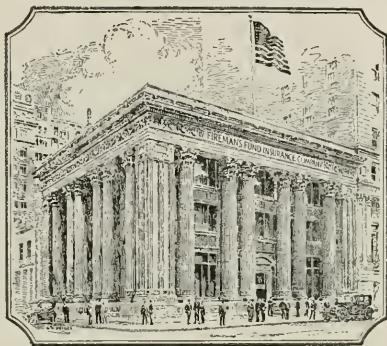
Income	Donation	Income	Donation
\$1,000	\$ 1	\$11,000	\$121
2,000	4	12,000	144
3,000	9	13,000	169
4,000	16	14,000	196
5,000	25	15,000	225
6,000	36	16,000	256
7,000	49	17,000	289
8,000	64	18,000	324
9,000	81	19,000	361
10,000	100	20,000	400

and so on.

Give at least a “square” donation. Perhaps you can give more.

COMMUNITY CHEST APPEAL

February 23 to March 5



## Where Do You Place Your Insurance?

One of the leading companies of America now doing a world-wide business, was founded in San Francisco in 1863 and still has its Head Office on the corner of California and Sansome Streets.

*Fire, Automobile and Marine Insurance*



## FIREMAN'S FUND INSURANCE COMPANY

# The Pros and Cons of the Credit Business

(continued from page 5)

she buys anything, she pays cash. Score one for the Antis!

Another thinks it is "just lovely" the way the stores trust her. She "never could save any money anyway," so she just buys new coats and frocks on weekly payments. And she is just working as hard as she can to please the boss so that she can get a raise soon! Score one for the Pros!

From a junior office executive comes this: "My wife is young and now is the time that she can enjoy a car the most. Instead of waiting until we are middle-aged to get one, we have it now. We're getting more genuine happiness out of life, by a long shot, than our parents ever got at our age. And the slight cost for interest amounts to almost nothing." The score is now two to one!

From another junior executive, earning about the same salary: "I personally think the credit system is the greatest detriment in modern life. It gives a young couple extravagant ideas. They 'go' too much. They spend too much. And, when sickness comes along, as it did in our case, they are both out of funds and are keyed up to a false standard of living. When my father was my age he had money in the bank and a home partly paid for. Today, and for the last year or two, we have had nothing but debts. Our lives have been miserable. If we ever get out from under this load, I hope we never buy another thing on credit, excepting a home. That is the one thing that I believe a young man is justified in going into debt for."

## Opinions Sought on Credit Business

Which seems to even the score again. And there you have it. Just as one person convinces you of one side, another comes along and gives you equally striking proof of the other. A leading business journal recently carried an article telling of the firms that had gone under from playing the credit game too hard—overselling their customers and having to re-possess their goods at a loss. A salesman for one of these firms stated, "There are so many of us around trying to collect installments that we have to tag ourselves so as not to try to collect from each other."

On the other hand, some of the most soundly organized business houses in the country, both wholesale and retail, point to their great strides in volume as proof of the value of credit business and claim that these immense volumes are accomplished with a startlingly small loss through bad accounts.

The writer would like to obtain opinions on this credit business. He would like them from pastors of churches, school teachers, college professors, leaders in social life, and, of course, from business men.

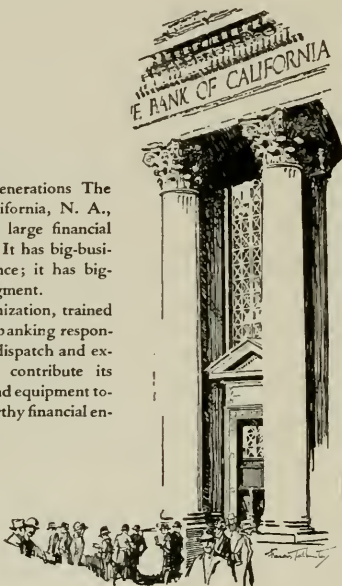
It is possible that sufficient replies will be received to warrant a subsequent digest in these columns—a digest which should certainly prove interesting.

Kindly address communications to Editor, SAN FRANCISCO BUSINESS, Merchants Exchange Building, San Francisco."

Associated for Three Generations with the Best Progress of the West

**F**OR three generations The Bank of California, N. A., has handled large financial transactions. It has big-business experience; it has big-business judgment.

Our organization, trained to fulfill its banking responsibility with dispatch and exactness, can contribute its knowledge and equipment toward any worthy financial enterprise.



## The BANK OF CALIFORNIA

(National Association  
(A NATIONAL BANK))

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COMPLETE  
BANKING  
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COMMERCIAL  
TRUST  
SAVINGS ACCOUNTS

Capital, Surplus and  
Undivided Profits, over  
\$17,000,000—  
a guarantee fund for  
the protection of our  
depositors.

[continued from page 9]

plished through the agencies of the Community Chest—how good citizens are being made out of the boys and girls of San Francisco through neighborhood and other recreational centers, how the health of the community is being safeguarded by institutions and organizations which cut at the root of disease, how the morals of San Francisco are being conserved by protecting the boys and girls and the womanhood of the city from pitfalls and rescuing them if they have stumbled.

Already the organization to conduct the yearly canvass is described by Community Chest leaders as 90 per cent perfected. The other 10 per cent of finishing off is merely the rounding out of details to insure a smooth running of the machinery.

Alfred Ghirardelli and Eli H. Wiel are vice chairmen of the campaign committee; Charles W. Merrill is chairman of the executive committee, on which are Selah Chamberlain, W. W. Crocker, Milton H. Esberg, Colonel Filmer, Henry Q. Hawes, former Justice M. C. Sloss and Dr. Ray Lyman Wilbur, president of Stanford University.

The personnel of other committee heads is as follows:

**Finance**—W. W. Crocker, chairman; Charles W. Fay, vice chairman.

**Budget**—Former Justice M. C. Sloss, chairman; Fred Dohrmann, Jr., vice chairman.

**Publicity**—Henry Q. Hawes, chairman.

**Co-Operation**—Mrs. M. C. Sloss, chairman.

**Headquarters**—Howard Spreckels, chairman.

**Subscriptions, Organization**—Colonel Charles E. Stanton, chairman.

**Speakers**—Lloyd S. Ackerman, chairman.

On the board of directors, the San Francisco Chamber of Commerce is represented by President Clay Miller and Captain C. W. Saunders. The president of the Community Chest is William H. Crocker; Wallace M. Alexander and Mortimer Fleishacker are vice presidents, and Selah Chamberlain is treasurer.

San Franciscans have been made more personally familiar with the work of the Community Chest and of the organizations it supports through a series of open houses at the various headquarters. Through these visits by the public, practical ocular demonstration has been given at first hand.

Mr. Wiel, in issuing a statement on behalf of the campaign committee, said:

"The Community Chest has long since proved itself and there is no longer any argument as to its necessity.

"Before the Chest was inaugurated, it cost approximately 25 per cent of what was collected to gather and administer the distribution of the money. Under the Chest system, it costs but 5 per cent.

"This year we want everyone to contribute his or her just share. So will the needs of the Chest be amply cared for.

"Last year more than 50 per cent of the total sum raised was paid in by 400 subscribers and 90,000 contributed only 9 per cent. This is not a fair distribution."

It is largely because of this inequality of support that the proposed method of a "square" donation is finding favor as providing an equitable means of carrying on the great work. Many of the luncheon clubs have taken a vote on this method and it has been approved by a large majority. This so-called "referendum" has also been taken through churches, women's clubs and other public organizations.

## What Kind of an Audit?

Audits vary in quality and scope. The *Quality* depends upon the experience, ability and application of the auditor; the *Scope* is a matter of your instruction.

Of course, *Every Audit should be a Detailed Audit*—which is an expert and independent study in *detail* of the items represented in mass by balance sheet figures. It discloses the many important facts underlying the figures; verifies; clarifies. It brings to light avoidable leaks and waste; finds the flaws in accounting, in credit and collection methods; points to possibilities for greater profits, and is free from qualified statements of balance sheet audit.

*The Balance Sheet Audit*, in spite of obvious limitations, when properly made is more than a mere building up of statements from book figures without careful analysis and substantiation.

The Balance Sheet Audit can be ordered with a specification calling for a partial Detailed Audit covering a period sufficiently long to give at least a cross section of the business and a picture of actual conditions.

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ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	MIAMI
BOSTON	COLUMBUS	PITTSBURGH	ST. LOUIS	TAMPA
PROVIDENCE	YOUNGSTOWN	WHEELING	KANSAS CITY	DALLAS
PHILADELPHIA	AKRON	ERIE	OSAMA	HOUSTON
BALTIMORE	CANTON	CHICAGO	DENVER	FORT WORTH
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ESTABLISHED CHICAGO 1901

[continued from page 7]

exercited along the Pacific Coast of the continental United States.

**E**LEVEN years ago, at the very beginning of my connection with the Coast and Geodetic Survey it was my duty and privilege to point out to Congress and the people generally that the early surveys along the Pacific Coast had been made to serve the sailing ships of that day. While they had been adequate for their successors, the low-powered, shallow-draft coasting steamers whose tracks lay close to the shores, they were not adapted to the needs of modern high-powered steamers plying up and down the coast without regard to wind or weather, steering courses which diverged far from the curving shores and approached the latter only at the few major salients.

The response by Congress was most gratifying. It provided increased funds enabling the Survey to embark on an augmented program of work which has since been carried on continuously except for the interruption due to the war, when vessels and personnel were engaged on military duty. The work was begun in the vicinity of the above-mentioned important salients, where the modern vessels approach the shore and, in consequence, danger. Cape Blanco, Cape Mendocino and Point Reyes to the north and Points Sur and Arguello to the south were dredged by the masters of coastwise shipping, a dread fully justified by the long record of disasters of which they had been the scene. It was, moreover, a dread augmented by the fact that in the case of the first two named the charts furnished the mariner to guide him past these dangers were almost devoid of soundings in their vicinities. These deficiencies have been in large measure rectified. The waters adjacent to these two important points have been thoroughly surveyed; the insidious coastwise currents have been studied, and charts, sailing directions and current tables have been revised for the mariner's use, thereby greatly increasing the safety of maritime traffic along the coast.

**T**HE extent to which the resources of the Survey have been devoted to this task is indicated by the following comparisons. During the ten-year period 1916-1925 the Survey spent the following total sum per mile of shoreline of each of the sections named: California, \$754, Pacific Coast, \$511, Atlantic Coast,

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[continued on page 17]



# The Fruit Center of the Nation

**F**RUIT cultivation is probably carried on in all lands which will support vegetable life and mature a crop. Nevertheless, large quantities of fresh fruit must be carried from regions of prolific production to population centers which consume more than they produce.

The demand for fruit is not only seasonal but continuous, and storage of fresh fruit is difficult and expensive. As in so many other industries, necessity has mothered invention, and methods have been devised to preserve fruits for long periods of time. California is and has been for many years the world's most important source of canned and dried fruits, and San Francisco is the distributing and financial center of this industry.

Great shipments of preserved fruits go out of the Golden Gate, and not a few of them are bound for the very hearts of countries long famous for their fruit products, notably France, Germany, Italy and Switzerland, Australia, New Zealand, etc., not to mention heavy shipments in the intercoastal trade to the East Coast of the United States.

Long before the dawn of history primitive men discovered how to preserve fruits and other foods by drying them in the sun. The papyrus manuscripts of early Egypt mention sun-dried foods, notably raisins, which even then had long been used as food. The art of canning, on the other hand, goes back only a little more than a century when Napoleon offered a prize of twelve thousand francs for the invention of a way to supply fresh provisions for his sailors. Nicholas Appert collected the prize money in 1809 and made known to the world the art of canning in glass jars. Hand-soldered tin cans were patented in England by Peter Durand the following year. The art of canning was developed to its present perfection in the United States following the pioneer American cannery established in Boston in 1820. By the time of the Civil War canned food was recognized as an important commercial addition to the human diet. Quantities of fruits, canned in California fruit-growing localities primarily for sale to the miners, were introduced in the East during the Civil War and there found a ready market.

**C**ALIFORNIA is the fruit producing center of the United States and one of the greatest fruit districts of the world. An average of more than 60% of the total production is preserved by canning or packing, of which more than 25% is exported.

Foreign markets are the differential element containing the profits of the fruit grower and are therefore of the utmost importance. (At the Fourth Annual Convention of the Pacific Foreign Trade Council, to be held in San Francisco, March 4 to 6, Ralph P. Merritt, president of the Sun-Maid Raisin Growers Association, will deliver a paper on "Agriculture Products the Basis of West Coast Prosperity—Necessity for Their Increased Export.") San Francisco is the distributing and financial center of the canned and dried fruit industry of California.

The padres, and the pioneers who followed them, soon knew California as a prolific fruit producing area. The East received its first California fruits some preserved in hand-soldered tin cans, others dried and packed loose in gunny sacks. Foreign trade with Russia, Alaska and other Pacific countries had already begun. With the opening of the transcontinental railroads and the development of refrigeration, the East received fresh fruits from California and shipments of fresh fruit were sent abroad. However, the major part of the fruit production of California was, and is, sent out to the world either carefully dried and packed neatly in cartons and boxes or scientifically canned, attractively labeled and strongly cased.

Agriculture is the leading occupation and source of wealth in California with an annual production valued at nearly \$450,000,000, followed by petroleum with \$250,000,000 annual production. The importance of agriculture to the Pacific Slope cannot be over-emphasized. At the Fourth Annual Convention of the Pacific Foreign Trade Council to be held in San Francisco March 4 to 6, Ralph P. Merritt, president of the Sun-Maid Raisin Growers Association, will deliver a paper on "Agriculture Products the Basis of West Coast Prosperity—Necessity for Their Increased Export." Of the agricultural production, fruit crops constitute nearly 40 per cent, the remainder being distributed between field and vegetable crops, of which the former

is by far the most valuable. The annual fruit crop is worth \$180,000,000 and two-thirds of it is preserved by canning and dehydration. If we subtract \$40,000,000 for the citrus fruits, which are practically all shipped fresh, we can estimate that six-sevenths, more than 85 per cent, of the deciduous fruits produced in California are either dried or canned.

Tonnage reports compiled by the United States Department of Agriculture in co-operation with the California State Department of Agriculture indicate that an average of approximately three and a half million tons of fruit is produced in California each year. Citrus fruits account for about seven hundred thousand tons of the total, and wine and table grapes for an equal amount. Of the remaining two million two hundred thousand tons of deciduous fruits, one million nine hundred tons are preserved by canning and drying, and only three hundred thousand tons are marketed fresh.

## FRESH FRUIT PRODUCTION IN CALIFORNIA

Estimate for an average year based on production of recent years

Raisin Grapes	850,000 tons
Grapes, wine and table	700,000 "
Citrus Fruits	700,000 "
Prunes	400,000 "
Peaches	380,000 "
Apples	190,000 "
Apricots	170,000 "
Pears	140,000 "
Plums	45,000 "
Cherries	15,000 "
Olives	10,000 "
Figs	9,000 "

Dried fruit production uses nearly eight times as much fresh fruit as does the canned fruit industry. More than 1,600,000 tons of fresh fruit are used for drying as against less than 250,000 tons used in canning.

## DRIED FRUIT PRODUCTION

	Tons Dried Product	Tons Fresh Fruit Dried	Tons of Fresh Necessary for 1 ton dried
Raisins	225,000	850,000	3.8
Prunes	130,000	400,000	3
Peaches	26,000	155,000	6
Apricots	25,000	135,000	5.5
Apples	19,000	60,000	6
Pears	5,000	25,000	5

Statistics are for an average year, based on production in recent years.

Although dehydration uses nearly eight times as much fresh fruit by tonnage as does canning, the value of the canned product is nearly 40 per cent of the total value of the industry. In other words the product of the canning and dehydrated industries total about \$150,000,000 annually, of which fifty-five to sixty

[continued on next page]



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[continued from preceding page]  
million dollars represents canned goods.

#### CANNED FRUIT PRODUCTION

	Cases of Canned Fruit	Tons of Fresh Fruit Used	No. of Cases per ton of Fruit
Peaches	7,260,000	165,000	
Cling	6,400,000		44
Free	870,000		45
Pears	1,400,000	35,000	40
Apricots	1,600,000	30,000	57
Apples	50,000	1,000	45
Pineapple	6,500,000	Packed in Hawaii, 80 to 90 percent distributed from S. F.	
Cherries	350,000	Not available	
Grapes	70,000		
Plums	90,000		
Other Fruits	80,000		
Berries	100,000		

Estimates for an average year based on production statistics of recent years.

The relative amounts of the various fruits canned and dried vary from year to year according to crop and market conditions. The statistics here given are estimates of average production based on crop reports of recent years. The ratio of tons canned to tons dried for each fruit also varies from year to year. Some authorities in the fruit industries go so far as to say that in 100 years dried fruits will take the place of canned fruits. In comparison with canned fruits the evaporated product is much less expensive to produce because the cost of the tin can is done away with and the much less expensive cardboard carton is substituted. The dehydration process itself is also less expensive. One pound of dehydrated fruit has the same food value as eight pounds of canned fruit and it takes up much less space in warehouses, railway cars and ships with the result of a great saving all along the line.

On the other hand, canned fruit is ready for use immediately upon opening the can, while dried fruit ordinarily has to be prepared before being consumed. Possibly the rising standard of living will throw the balance of production the other way, and in the future a greater proportion of fruit will be canned than dehydrated. A statistical comparison indicates that while both canned and dried fruit production has increased greatly since 1910, canning has registered a greater relative increase. The amount of dried fruits sent to foreign markets has increased in absolute tonnage since 1910. Relative to total production, however, the foreign shipments have decreased. In 1911 foreign sales of dried fruit amounted to 28 per cent of the total crop. Of late years from 18 per cent to 25 per cent has been exported. This indicates that much of the increase in dried fruit production has been for the account of the United States markets, although there have been phenomenal sales abroad of some of the dried fruits in

certain years, notably raisins in 1919 and prunes in 1924.

Canned fruit exports have increased both absolutely and relatively since pre-war years. In 1911 foreign markets took 19 per cent of the canned fruits produced. The present sales abroad account for 30 per cent of canned production. A study of statistics reveals that both foreign and domestic demands for canned fruit products have increased greatly.

#### EXPORTS OF CANNED FRUITS

Apricots	608,000 cases
Pears	390,000 "
Peaches, Free	450,000 "
Peaches, Cling	2,100,000 "

Estimate of an average year based on exports of recent years.

Canned cling peaches are much more popular than are the canned free stone variety. The free peach pack has shown a tendency to decline since the war, and is now at the 1910 level, while the cling peach pack is four times as large as it was in 1910.

#### EXPORTS OF DRIED FRUITS

Apples	6,000 tons
Apricots	10,000 "
Peaches	3,000 "
Prunes	50,000 "
Raisins	40,000 "

Estimate for an average year based on exports of recent years.

The proportion of total production sold abroad varies greatly from fruit to fruit. From 20 per cent to nearly 80 per cent of the prune production is exported, the normal foreign sales amounting to 30 per cent. In 1924, 110,000 tons were sold abroad, more than 78 per cent of production, due to large production, heavy carry over, low price and increased foreign demand. About half of that amount was exported in 1925. An average of 25 per cent of the raisins are sold abroad. Nearly 60 per cent of the small local dried apple production is marketed in

[continued on page 15]

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[continued from page 14]

foreign countries; and about 40 per cent of the apricots. However, only 10 per cent of the dried peaches are sold to foreign buyers.

More than one-third of all canned apricots are sold abroad; a slightly smaller amount of canned pears and about 28 per cent of the large canned peach pack are also sent to foreign countries.

Not only do the demands for each type of canned and dried fruit vary, but study of the export statistics further reveals that each country has decided preferences for certain kinds of fruit. The United Kingdom and the Continent are the best markets, although Cuba and Canada in this hemisphere and some countries in Australasia and the Orient are steady buyers. The tariffs of most Latin-American countries set a luxury duty on fruit imports and almost prohibit shipments.

The United Kingdom takes 70 per cent of all canned peach shipments. Cuba follows with 10 per cent and Canada with 8 per cent. India, France and New Zealand buy most of the remainder. From 80 to 90 per cent of canned pears are also sent to the United Kingdom. Cuba receives from 8 per cent to 10 per cent and Canada the major part of other canned pear exports.

The United Kingdom likewise buys 80 to 85 per cent of our canned apricot exports. France takes about one-third of the balance. About 70 per cent of all other canned fruit is likewise sold to the United Kingdom, Canada takes 5 per cent, Cuba 3 per cent, Java 3 per cent, Mexico 2 per cent and Australia 2 per cent. Small amounts are sent to almost every country in the world.

Canada is the largest buyer of California raisins, taking about 30 per cent of all exports. The recent Canadian-Australian tariff agreement, admitting Australian raisins free in Canada and increasing the duty on United States raisins, may possibly decrease Canadian demand for Californian raisins. At present the Canadian consumers are willing to take Californian raisins even at a higher price than Australian raisins because of quality. The largest demand centers at the Christmas holidays. Californian raisins are then fresh new stock, whereas raisins from the Antipodes which are harvested in February and March have to be stored through the summer and held almost a year to meet the peak of demand. The United Kingdom takes another 20 per cent of raisin exports, Japan 10 per cent,

[continued on page 21]



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# What Furniture Market Week Means

**T**HE growing importance of San Francisco as an industrial and market center is being evidenced this week in the gathering here of several thousand retail furniture dealers and factory repre-

sentatives for the semi-annual Furniture Market Week of the San Francisco Furniture Exchange.

These dealers are here from all parts of the West; the factory representatives and executives from practically every furniture producing section of the country. From the standpoint of attendance and from the quality and scope of the exposition the present market is said to be the most important held west of Chicago.

## Displays Represent Over 500 Factories

The displays alone represent more than half a thousand factories. The setting provided is one of the finest in any of the leading furniture markets. A progressive note is struck this time by the participation in the plans of the week of the retail dealers of San Francisco, Oakland and the bay cities. These dealers have designated this as furniture fashion show week. They have specially dressed their windows for the benefit of the visiting dealers

and are staging daily furniture fashion shows to which the dealers, their friends and the general public are invited. The stores in this concerted plan have agreed to keep open Friday night in order that those dealers and the public at large may have one last opportunity of partaking of the stores' hospitality.

"Better Homes" is to be the theme of the entire week. San Francisco takes a just pride in the "Better Homes" idea, for this movement, now national in scope, had its inception and original presentation here.

The furniture representatives in stressing the importance of "better homes" see a direct relation between the breaking down of the home and increasing crime on the part of youth.

"Make the home more attractive and it will serve as a magnet to attract the children to the fireside; allow the home to continue unattractive and the natural result will be for children to seek their recreation away from home."

## Luncheon Feature of Each Day's Program

This is the appeal of the Furniture Market Week. Each day this week a special luncheon program has been provided in the ballroom of the Palace Hotel, and each of these programs has been designed to tie-in with the "Better Homes" idea.

On the opening day Rabbi Louis I. Newman of Temple Emanu-El spoke on "The Better Home." On Tuesday the speaker was Fred H. Mantor, director of the Better Business Bureau of the San Francisco Advertising Club, who had as his subject "Insuring Healthful Rest."

The program for the remainder of the week as announced is as follows: Wednesday, Sketch by Rotary Club Players under the auspices of the San Francisco Rotary Club. Thursday, W. H. Wilson, general manager American Furniture Mart of Chicago, will speak on "The Uses and Development of a Market," and Friday, moving picture entitled "Happiness," illustrating the manufacture of furniture from the tree to the finished product, which is being shown through the courtesy of the Rockford, Illinois, Furniture Manufacturers' Association.

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# What Our Geodetic Survey Means to Us

[continued from page 12]

\$259, Gulf Coast, \$222. During the fiscal year 1925 the expenditures per mile of shoreline were California, \$218, Pacific Coast, \$111, Atlantic Coast, \$26; Gulf Coast, \$23.

If we adopt as our yardstick the values of imports and exports, we find that in 1925 we spent, per million dollars of commerce, for California, \$598; Pacific Coast, \$294; Gulf Coast, \$65; and Atlantic Coast, \$36. In order to see the complete picture, it is proper to recall that a much longer period had already been devoted to the surveys of the Atlantic and Gulf coasts, and in consequence, at the time our comparison begins, the first survey of those coasts was much nearer completion. On the other hand, the sandy shores of the Atlantic and Gulf coasts are subject to constant changes by wave and current action which necessitate frequent resurveys in order to keep the mariner informed of their prevailing condition. In contrast with this situation the rocky shores which with a few local exceptions characterize the Pacific Coast are so resistant to erosion that once adequately surveyed no further work would be required for many years.

A careful review of the whole situation, which takes account of all these factors, justifies the conclusion that at the present time San Francisco Bay and the entire California coast are as well surveyed for navigational purposes as any other extensive section of our coasts, and that the effort begun ten years ago to accomplish a complete survey of the coast, which would also be final with respect to the unchangeable portions, is now well along toward completion. The work is being pushed vigorously at the present time; in fact, the program for the ensuing year calls for an even greater effort than during any preceding one.

No mention of the contribution by the Coast and Geodetic Survey to the welfare of San Francisco would be complete without a word in reference to another aspect of the Bureau's work. In January, 1925, the President approved an act of Congress charging the Survey with investigations in seismology, a subject probably of greater interest to California than to any other state.

Mankind is powerless to prevent earthquakes, but scientists and engineers believe that a great deal can

be done to minimize their disastrous effects. The first step toward the attainment of that desirable end is to learn everything possible regarding the nature of earthquakes, their causes, when and where they may be expected to occur, and the character of the earth movements which may be expected.

The Coast and Geodetic Survey is the agency selected by the Federal

Government to study these basic problems, working in co-operation with other interested agencies in this and other countries. It remains for the future to determine what the actual accomplishment will be, but the Survey has worked out a definite program for attacking the problem, which now awaits the Congressional appropriations necessary to putting it in operation.



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**Henry S. Ives Talks on Government in Business**  
**G**OVERNMENT ownership is static and is an enterprise marked by many failures, according to Henry S. Ives, secretary

of the Casualty Information Clearing House of Chicago and nationally known economist, in an address before a joint luncheon of the Chamber of Commerce and the Commercial Club. Ives' appearance had been made possible by the co-operation of local insurance company representatives.

Taking as his theme, "Government in Business," Ives declared that the "modern tendency is toward creating a plague of laws" and that this is the "jazz age of laws." He said:

"It might be well to bear in mind that there are 100,000 persons in this country engaged in making laws—they are the 'hands' in a 'law factory.'"

"Our proclivity for law making is threatening many ancient rights. The tax bill for the United States in 1913 was \$2,919,000,000; in 1924 it was \$10,250,000,000. This means that fifteen cents out of every dollar of the National income goes to taxes due to the passion for regulation and for telling the other fellow how to direct his business.

"The big question of government ownership is whether the institution of private property is to be preserved.

"Government ownership simply means the substitution of a government deficit for private profits, for the Government never created anything except what private enterprise started.

"It is my belief that every invasion by the Government into a business injures that business. It often means the taking over by the Government of a business or utility started and operated profitably and adequately by private interests and enterprise and thereby causing an unfavorable economic reaction."

Ives was introduced to the gathering by Clay Miller, president of the Chamber of Commerce.

### California Cotton

**S**EVERAL bales of cotton grown in California, described as a "sample shipment" of the first crop of cotton grown in the central section of the state, left San Francisco February 2 on the liner *Taiyo Maru*, consigned to the Orient.

The shipment was designed merely to demonstrate to buyers in the Orient what grade of cotton can be raised in California. If the "sample" is acceptable the growers are prepared immediately to ship more than 3,000 bales on order.

The average monthly shipment of cotton out of the port of San Francisco averages about 5,000 bales of California-produced cotton. The

shipment which is being conveyed by the *Taiyo* is the first cotton to be produced in the upper valley districts of this state.

The departure of the shipment was given recognition by an informal farewell party composed of representatives of the cotton industry, business men and representatives of the San Francisco Chamber of Commerce.

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# San Francisco's Foreign Trade Convention

**F**OREIGN trade is vital to California's prosperity. Most of the products of our soil and of our natural resources are exported in large volume, as, for example, petroleum products; lumber; fruits—fresh, dried, and canned; wheat and flour; barley; cotton, etc. The curtailment of our exports would quickly affect the prosperity of our whole state. On the other hand, our expansion and increased production is very largely contingent upon increased exports. San Francisco, as the logical port and distributing center for the production of the great valleys of California, is quick to feel the effects of expanding exports. The total foreign trade of the port of San Francisco increased \$50,000,000 last year over the year before. Clearly, this is directly related to the enhanced prosperity which this city is now enjoying.

## Convention Will Stimulate Foreign Trade

The Fourth Annual Convention of the Pacific Foreign Trade Council is for the purpose of stimulating our foreign trade, and consequently of making more certain and permanent our prosperity. The Pacific Foreign Trade Council is the outgrowth of a feeling on the Pacific Coast that this section of the United States has common foreign trade problems. Its geographical position in relation to the rest of the United States, its coastline and harbors, and the rapid development of the peoples within its legitimate trade area on the Pacific are the factors which have crystallized in the minds of Pacific Coast producers and merchants the desirability of common, unified action. Hence the slogan of the Pacific Foreign Trade Council, "Pacific Coast Unity for World Trade Expansion."

The three meetings which have been held in past years have brought the trade interests of the Coast together, have helped to visualize and solve their foreign trade problems, have educated the producers to the necessity of foreign trade to Coast prosperity, and have enabled the Pacific Coast cities to get behind Federal legislation beneficial to the Coast in a unified way. One form of this has been united Coast action on rivers and harbors development; another has been on trans-Pacific radio communication; and still another, on the amendments to the China Trade Act.

"Pacific Coast Unity for World Trade Expansion"—FOURTH ANNUAL CONVENTION

## PACIFIC FOREIGN TRADE COUNCIL

SAN FRANCISCO, MARCH 4, 5 & 6, 1926

### Delegate Registration

MR. HENRY F. GRADY, Secretary, Convention Committee,  
Merchants Exchange Building, San Francisco.

Please register me as a delegate.

Name \_\_\_\_\_

Representing \_\_\_\_\_

Address \_\_\_\_\_

Only registered delegates will be admitted to Convention sessions and entitled to vote. Registration fee, including Official Banquet, Friday evening, March 5th, \$7.50, which I will remit on receipt of bill.

In order to perfect arrangements and prepare list of delegates, etc., you are urged to send this application in as soon as possible.

This present meeting in San Francisco promises to be the most representative and best attended of any that has yet been held. Strong attendance at the Convention, which will be addressed by the ablest men on the Coast in the foreign trade field, will make possible its success and insure the accomplishment of its aims.

Some of the important subjects and speakers on the program will be:

Agricultural Products, the Basis of West Coast Prosperity, **Ralph P. Merritt, Fresno.**  
Development of Inland Waterways, **Marshall N. Dana, Portland, Ore.**

Politics of Trade, **Chester H. Rowell.**  
Building Up Our Industries by Exporting Finished Products of Our Native Raw Materials, **J. J. Donovan, Heliogham, Wash.**  
Importing as a Means of Increasing Export Sales, **E. H. Sensesch, Portland, Ore.**  
Logical Pacific Coast Markets, **A. F. Haines, Seattle.**

Export Merchandising, the Need of Sound Policies, **Stanley Powell, San Francisco.**  
Manufacturing for Export from the Pacific Coast, **O. S. Orrick, Oakland.**

Advantages of Organizing by Trades for Export, **Dwight K. Grady, San Francisco.**  
The Bank's Function in Foreign Credit Granting, **H. J. Harding, Oakland.**

### PRESENT TRADE CONDITIONS

RUSSIA, **Prof. David P. Barrows, Berkeley.**  
PHILIPPINES, **Hon. A. Liorente, San Francisco.**

CHINA, **Hon. Julean Arnold, Peking.**  
JAPAN, **T. Komatsu, San Francisco.**  
MEXICO, **Hon. B. A. Alvarado.**  
FRENCH INDO-CHINA, **Hon. Gaston Giraud.**

Foreign Trade Zones, **William Keet, Kentville.**  
Relation of the Railroads to the Development of Industries for Export on the Pacific Coast, **Paul Shoup, San Francisco.**

Pacific Coast Influence on World Development, **James A. Bacigaloppi, San Francisco.**  
Our Relations with the People of the Pacific Area, **Robert Newton Lynch, San Francisco.**

Shipping and its Relations to Foreign Trade, **Dean Stuart Daggett, Berkeley.**  
Buying and Selling on Standard Grades and Specifications, **I. F. Laucks, Seattle.**

Banking Service for Foreign Trade, **J. A. H. Kerr, Los Angeles.**  
Developing Foreign Trade Personnel, **T. E. Doremus, Seattle.**

Selecting and Developing Foreign Trade Markets, **C. Parker Holt, Oakland.**

Banquet Speakers: **Robert Dollar, San Francisco; Irving E. Vinlog, Ashland, Oregon.**

There will also be representatives from the Department of State, as well as those from the Department of Commerce, indicating the strong interest of the trade promotion agencies of the Government in this meeting. Secretary Hoover has wired Mr. R. I. Bentley, chairman of the Convention Committee, his approval of the meeting. His telegram is as follows:

Washington, D. C.

MR. R. I. BENTLEY, Chairman,  
Convention Committee,  
Pacific Foreign Trade Council,  
San Francisco, California.

Notwithstanding progress made in American Foreign Trade during the past decade further expansion of overseas trade is essential to continued economic stability in this country. Therefore foreign trade conventions such as that called by the Pacific Foreign Trade Council are important in that they are instrumental in bringing about among the business public a realization of the advantages of foreign trade, thus securing added interest. They are particularly important through the possibilities offered for securing that concerted action which is so vitally essential to success in the solution of common problems.

HERBERT HOOVER.

Those who register and attend the sessions of the Convention will not only aid in the accomplishment of the purposes of the Pacific Foreign Trade Council, but also will secure a great deal of very valuable information which will be of dollars-and-cents service to them in conducting their own business.

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[continued from page 6]

no evidence to indicate at this time that the Box Bill will be seriously considered.

FURTHER restrictions on the American merchant marine are being vigorously opposed by the Pacific Coast Shipowners Association. Captain Walter J. Peterson, of San Francisco, manager of the Employment Division of the Association, is here making the fight alone, without help from the Atlantic shipowners, although they are just as vitally interested. Senator LaFollette has a bill pending which Peterson says will add more expense to American shipping. During the hearings of labor's side of the case, Andrew Furuseth of the Seamen's Union, testified that the union now has about 18,000 members. During the last strike they had 33,000 members. Captain Peterson says there are 60,000 sailors operating on the American merchant marine and he interpreted Furuseth's testimony as an indication of a considerable drop in union membership.

THE Public Building Bill, carrying authorization over a ten-year program for \$160,000,000 worth of new Federal buildings throughout the country, has been reported favorably to the Senate. This bill gives the Secretary of the Treasury authority to allocate the buildings. San Francisco being on a preferred list, it is believed virtually assured of a new Federal building if the bill passes.

THE San Francisco Chamber of Commerce joined with other Chambers of the Pacific Coast recently in opposing the Ecuadorean visa tax of 25 per cent on all exports, to take effect January 1st. Through the efforts of Secretary of State Kellogg and representations made by the American Minister, the Ecuadorean Government eliminated this tax.

A TARIFF battle is coming which many believe will be the greatest tariff fight in the history of the country. Democratic leaders are now massing their big guns on this issue. It will be an issue in the forthcoming Congressional elections, but a still bigger one in the Presidential campaign of 1928.

REPUBLICANS are in serious danger of losing control of the Senate in this year's elections. Every Democratic seat to be vacated is certain to have a Democratic incumbent after the votes are counted, because of that situation which comes once every six years when most of the Senators from the "solid South" are re-elected. Many Republicans are not only in serious danger in their own primary elections, but in danger of being defeated by Democratic opponents in the finals. If the Republican control is maintained by as much as one or two votes, even counting the so-called Republican radical bloc, Republican leaders will consider themselves fortunate when the new Congress is organized next March.

THE revolt of Iowa Republican farmers has not created the stir at this session that it has in the past. The cry of "wolf" has been heard so often that it is losing its effectiveness. For a time it looked as if the Iowa threat was a serious menace to the administration, but it is believed the Coolidge leaders have the situation in hand, as the result of their advocacy of strengthening the hands of the farm co-operative associations. A bill giving them more power and strengthening their hands in every way has been reported to the House. During the debate in the committee the California co-operatives were lauded by almost every speaker as shining examples of what can be accomplished by the growers through organized effort. "California is leading American agriculture out of the depths of over production and incompetent marketing methods," one speaker said.

THE Senate Committee on Interstate Commerce has again reported the Gooding long and short haul bill and the bill may pass the Senate. However, it is believed it will encounter insuperable opposition in the House and that there is no immediate danger of its enactment. Seth Mann appeared before the committee as a representative of the San Francisco Chamber of Commerce.



# California, the Fruit Center of the Nation

[continued from page 15]

Denmark 5 per cent, Netherlands 5 per cent, New Zealand 5 per cent and China 5 per cent. Small one-cent packages of raisins for the Orient market have greatly increased the sales in the Far East. The natives find them a welcome addition to their bowls of rice. As with other dried and canned fruits, smaller quantities are shipped to almost every country listed in government reports.

France vies with the United Kingdom for first place as a foreign market for California prunes. The French demand is subject to wide fluctuations, due to relative crop conditions in France and California and consequent price levels. France takes from 10 per cent to 30 per cent or even 40 per cent of prune exports. The United Kingdom is a much steadier market, taking 25 per cent to 30 per cent of the annual exports. Canada is also a good prune market and 15 per cent to 20 per cent of the foreign shipments are sold there. Sweden takes another 8 per cent to 10 per cent, Netherlands 5 per cent, Germany from 5 per cent to 15 per

cent, Belgium 4 per cent. The remainder of the exports are dispatched in small amounts to a number of countries.

Canada takes 35 per cent of dried peach exports, United Kingdom 25 per cent, Germany 12 to 15 per cent, Sweden 10 per cent, Switzerland 5 per cent and France 3 per cent. Netherlands, the Argentine and a number of other countries receive the small balance of other dried peach exports.

## Netherlands is Best Market for Dried Apples

The dried apple exports find their best market in the Netherlands, to which countries 35 to 40 per cent of the foreign shipments are destined. Germany takes another 15 to 20 per cent, Sweden 12 per cent, England 10 per cent, Denmark 8 per cent, France 8 per cent, and Belgium 6 per cent. The United Kingdom does not buy any appreciable quantity of dried apples from California. It is, however, the best foreign market for fresh apple exports from the Pacific Coast.

The Netherlands also take 15 to 20 per cent of dried apricots, followed by Denmark with 13 to 17 per cent, United Kingdom 12 to 15 per cent, France 12 to 15 per cent, Germany 10 to 12 per cent, Norway 8 to 10 per cent, Belgium 5 to 7 per cent, Sweden 6 per cent and Japan 3 per cent. Smaller quantities of apricots are also sent to a number of lesser markets.

From the growers' and packers' point of view, the 25 per cent of the canned and dried fruit production which must be marketed abroad is of very great importance as it contains the differential elements which spell net profit or loss for the annual crop. The domestic markets tend to be constant and steady and are secure from foreign markets by tariff protection. Abroad, the canned and dried fruits of the United States must face competition with local production and production from other countries, varying demand due to fluctuating currency, national industrial depressions and luxury or discriminatory tariff barriers. A

[continued next page]

## Public Service TOWELS

Give to Every User  
His Own Towel

In buying towels you must consider two things—sanitation and economy. PUBLIC SERVICE TOWELS are not only sanitary but they are economical.

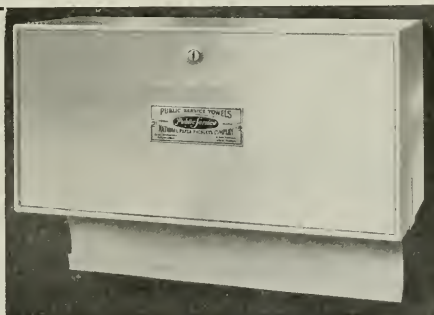
One place where sanitation is important is the public washroom. To keep it neat, clean and sanitary is a duty as well as a credit to the one responsible for its condition.

PUBLIC SERVICE TOWELS are interleaved in packages of 150 towels, and dispensed from an attractive white enameled metal cabinet which is easily attached to any wall. Start the first towel through the slot in the bottom of the cabinet, and as each is withdrawn, the next towel is brought into position ready for use.

These towels are made to quickly absorb moisture and yet withstand rubbing without leaving objectionable lint. They are doubled over at the pulling end to add strength.

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Public Service Towels are automatically dispensed one at a time from a white enameled metal cabinet. They have a folded hem at the pulling end which adds strength.

[continued from preceding page]

coal strike in England, the proposed revision of the Japanese tariff, the adverse balance of trade in Germany and increased taxation in France are all of vital importance to an executive in the California fruit industry. The men who direct the destinies of the California fruit industry are well qualified to cope with any situation which may arise, as is evidenced in the increased and steady prosperity of the industry as a whole.

Some of the foreign shipments to Canada and Mexico go direct by rail, but the bulk of foreign shipments and many of the domestic shipments are transported via the Panama Canal. Direct shipment to Europe via the Canal has cut C.I.F. costs and greatly stimulated demand. The interoceanic domestic shipments are also very heavy. The *Panama Canal Record*, for the year ending June 30, 1925, lists 236,936 cargo tons, each ton of 2,240 pounds, of canned fruit passing through the Canal from the

west coast of the United States. Hawaii sent 14,756 tons and the west coast of Canada 3,074 tons. For the same period 131,395 tons of dried fruit from the Pacific States passed through the canal. Canada also sent 4,219 tons of dried fruit. By far the majority of this canned and dried fruit cargo comes from San Francisco Bay. The destinations of canned fruits passing from the Pacific to the Atlantic are East Coast United States 152,145 tons; British Isles 68,371 tons; other Europe 33,972 tons and smaller amounts of less than 500 tons to regions elsewhere. The east coast of the United States also takes most of the dried fruit shipments through the Canal with a total of 69,941 tons, followed by Continental Europe 44,319 tons and British Isles 20,589 tons. Smaller amounts are sent to the east coast of South America and the West Indies.

#### Captain Dollar Writes for the "Nation's Business"

Captain Robert Dollar, of San Francisco, president of the steamship company bearing his name, is a contributor to the February number of the *Nation's Business* with an interesting and instructive account of how his company started in business in 1893 with one small vessel and expanded its activities so rapidly that today it operates 27 ships, including the famous Dollar Company "Round-the-World" service.

"The success of a steamship company lies in the service it performs for both traveler and shipper," is one of the many pertinent comments in Captain Dollar's article.

Captain Dollar also tells how he built up his company's fleet and increased its scope of trade between twenty-one Dollar companies in ports of call throughout the world and how the "Round-the-World" service, now starting its third year, was inaugurated.

#### Handling Charge on Import Oil Absorbed

The Traffic Bureau of the Chamber is in receipt of advice that the United States Shipping Board has instructed Struthers & Barry, managing operators of the American Far East Line for the Shipping Board, to absorb 35 cents per ton of the handling and toll charge on import vegetable oil moving through the port of San Francisco in vessels of this line.

The Southern Pacific, Western Pacific and Santa Fe have authorized the publication of tariffs whereby these three rail lines will each absorb

35 cents per ton of the handling and toll charges on vegetable oil imported through San Francisco.

This absorption by the rail and steamer lines at San Francisco will place this port on a parity with Seattle, where the handling and wharfage charge on import vegetable oils is being jointly absorbed by the rail and steamer lines since November 18, 1925.

#### Customs Tariff Revision Proposed to Japanese Diet

General revision of the customs tariff of Japan has been proposed to the Japanese Diet, now in session, by the Imperial Government, according to information received by the Foreign Trade Department of the Chamber of Commerce from the San Francisco office of the Consul General of Japan.

Specific duties will be adopted as far as possible as a matter of convenience, the message stated. Food stuffs, necessities and articles not produced in Japan will be admitted free or subject to only minimum duties.

Competitive duties will be placed on foreign commodities which now are produced by established industries in Japan. Infant industries will be protected and luxury duties remain intact.

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# TRANSPORTATION

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than February 18. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6553—Reindeer meat, CL, eastbound; 6554, iron or steel wire, CL, westbound; 6555, stove trimmings, LCL, westbound; 6556, canned fish, CL, eastbound; 6557, dry goods, LCL, eastbound, import; 6558, structural steel, CL, eastbound; 6559, grading and road making implements,

CL, westbound; 6560, lumber and forest products, CL, eastbound; 6561, copra, CL, eastbound, import; 6562, kitehca cupboards, cabinets or dressers, CL, eastbound; 6563, damaged wheat, CL, westbound; 6564, estimated weight on shipments of pears, eastbound; 6565, pinion nuts, CL, eastbound; 6566, baggier, CL, westbound; 6567, talking machines, or talking machines and radio sets combined, in straight or mixed carloads, westbound.

## U. S. Intercoastal Conference Westbound Rate Docket

Bulletin No. 35, posting date February 3, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than February 15, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Action on the subjects listed will not be restricted to the exact scope of the docket, but may include other commodities or recommendations varying from the changes proposed, if such modifications appear necessary or advisable in disposing of the subject.

R-457—Drawing tables; proposed addition to Item 1425 a clause reading: ("Not Drawing Tables") R-468, tubes, collapsible metal; proposed reduction in Item 3560 to \$1.75 per 100 lbs. A. Q. R-469, type, metal; request for reduction in rate to \$1.50 LCL and \$1.00 CL, minimum weight 36,000 lbs.; and \$1.70, paper cans; request for the establishment of any quantity rate of \$1.85 per 100 lbs.; R-471, tobacco unmanufactured (Porto Rican Origin). Now covered by Item 3500 at rates of \$1.30 CL minimum weight 20,000 lbs. LCL \$1.60. Request is for the establishment of same rates as apply on domestic tobacco, Item 2490 via 70c CL, \$1.00 LCL; R-472, machinery, used or second hand; proposed addition to Items 2385, 2390 and 2395 a note reading: "On used or second hand machinery, shipments will only be accepted at owner's risk of breakage;" R-473, nickel silver sheets, nickel silver wire. Proposed addition to Item 480 an entry reading: "Nickel Silver Sheets," and another entry reading: "Nickel Silver Wire;" R-474, casings, sausage (pickled); request for reduction in CL rate to \$1.10; R-475, para-dichlorobenzol (dichlorobenzene); request for reduction in CL rate to 60c; R-476, bodies of cabs, motor trucks; proposed elimination of the words "completely K.D." in Item 3635; R-477, household goods, used furniture and emigrant movables; proposed addition of new items to cover as specific commodity rates; R-478, leather, artificial or imitation; now covered by Item 2360 at \$1.00 CL minimum weight 24,000 lbs., \$1.35 LCL. Proposed reduction in rate to 75c CL, minimum weight 20,000 lbs., LCL \$1.15; R-479, drugs and medicines; proposed establishment of reduction in CL rate to 75c with a minimum weight of 50,000 lbs.

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## Foreign TRADE TIPS Domestic

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9977—Nice, France. Producers of OLIVE OIL wish to appoint an agent to represent them in San Francisco.

9978—Milan, Italy. Manufacturers of ARTISTIC FURNITURE AND CHAIRS desire to appoint a dealer or agent experienced in this line to represent them in San Francisco.

9979—San Diego, Calif. Party wishes to get in touch with wholesale shoe companies or jobbers interested in handling a line of SHOES made in Germany.

9980—Berlin, Germany. Party desires connection with California exporters of FRESH and CANNED PINEAPPLES.

9981—Hamburg, Germany. Gentlemen wish to represent a California exporter of DRIED FRUIT in Hamburg.

9982—Elberfeld, Germany. German manufacturer of PATENT BUTTONS for leather goods, gloves, etc., wants a representative in San Francisco.

9983—Vienna, Austria. Manufacturer of MEERSCHAUM and MEERSCHAUM MASSAPIPES and CIGAR and CIGARETTE HOLDERS desires to communicate with San Francisco importers of these articles.

9984—Vienna, Austria. Manufacturer of MEERSCHAUM and IMITATION MEERSCHAUM PIPES wishes to appoint a representative on the Pacific Coast, or to communicate with San Francisco importers or wholesalers interested in handling these articles.

9985—Braunau-Obert, Czechoslovakia. Large manufacturers of WHITE COTTON GOODS for bed and table linen and clothing wish to secure the services of a suitable agent in this market. They state that their products meet English and French competition.

9986—New York, N. Y. Firm exporting to Eastern Europe and importing from Germany desires to communicate with San Francisco exporters of AGRICULTURAL MACHINES and importers of CIGARS and DRY GOODS and NOVELTIES.

9987—Copenhagen, Denmark. Old established firm of brokers, now representing several California fruit firms are seeking connections with a California firm making a specialty of exporting EVAPO-RATED APPLES. They operate on a commission basis.

9988—Denmark. Manufacturers of EXPLOSIVES wish to communicate with San Francisco firms interested in importing their articles.

9989—Berne, Switzerland. Firm wishes to establish business connections with California suppliers of DRIED FRUIT. Are prepared to do business on their own account or on a consignment basis.

9990—Wellington, New Zealand. Exporter of New Zealand FROZEN VENISON desires San Francisco connection to handle same. Can export up to 1,000 carcasses monthly or bi-monthly only if preferred. Sole right of importation for entire State of California if desired.

9991—Nogales, Arizona. Commission agent wishes to establish business connections with San Francisco commercial or industrial firms desiring to establish a market or extend the sale of their products in Mexico.

9992—Mexico, Mexico. Exporters of CANDILLIA WAX desire to communicate with actual or prospective consumers of this commodity.

9993—Torreon, Mexico. The City of Torreon is establishing a fire department and wishes to communicate with organizations in a position to furnish necessary data on this subject, or with houses specializing in this line. Modern apparatus and methods are desired.

9994—Tokyo, Japan. Manufacturer and exporter of COTTON and SILK FABRICS, ANTIMONY WARES, TOYS, PAPER FANS and FANCY ELECTRIC LAMPS FOR CHRISTMAS TREES,

desire to establish connections with San Francisco importers of these articles.

9995—St. Louis, Mo. A novelty company desires to get in touch with San Francisco importers of JAPANESE and CHINESE WOVEN and PAPER FANS.

9996—Shanghai, China. RAGS—WIPERS—COTTON WASTES. Young man recently returned from China and Japan, holding exclusive agency on above commodities from the largest exporters in the Orient, wishes to establish personal agencies on the Pacific Coast.

9997—New York, N. Y. Firm desires to communicate with seaside packers, who could supply them with SARDINES PACKED IN TOMATO SALCE, 6 and 7 lb to the oval tin, 48 tins to the case, for export to the Far East.

## Domestic Trade Tips

D-1969—Wichita Falls, Texas. A coffee shop desires to communicate with a San Francisco wholesale sea food dealer regarding LOBSTER and SEA FOOD shipments.

D-1970—Twin Falls, Idaho. Party wishes to communicate with San Francisco wholesalers or importers of READY-MADE SILK GARMENTS for ladies.

D-1971—Twin Falls, Idaho. Brokerage company desires to get in touch with San Francisco firms contemplating establishing a branch office in Twin Falls.

D-1972—New York, N. Y. Manufacturers of HAIR ORNAMENTS and CELLULOSE NOVELTIES for variety stores and chain stores covet, are desirous of appointing an agent for San Francisco.

[continued on page 26]

## PROTECT YOUR TRADE MARKS

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# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

Architect—Arthur S. Bugbee, 22 Montgomery to 58 Sutter.

Automotive—Automobile Rotary Lift Co., Riata Bldg.

Auto Repairing—San Bruno Auto Repair Shop, 2457 San Bruno; N. A. Engblom, 2255 Bush to 1755 O'Farrell; A. E. Jones, 1143 Post.

Auto Supplies—Western Auto Supply Co., branch 37 Market.

Builders—McKillop Bros., 235 Montgomery to 46 Kearny.

Candy—Frank Delporta, 865 Valencia.

Cigars—H. Bereovich Ciger Co., branch 21st and Mission.

Construction—Western Concrete Co., 1648 Leavenworth.

Dairy Goods—V. M. Pometta, 3274 Sacramento to 2498 Fillmore.

Dental Supplies—Liberty Dental Supply Co., Liberty Bank Bldg.

Dolls—Travertina Art Co., 824 Florida.

Drapery Hardware—Kroder & Reubel Co., 938 Mission.

Drugs—Forest Hill Pharmacy, 400 Dewey.

Electrical Work—Shipman & Lauer (1318 Polk), 343 4th.

Engineers—Howe & Price, Marvin Bldg.; Southwestern Engineering Corp. (R. L. Hemingway, J. R. Cravath), Call Bldg.

Felt Products—Pacific States Felt & Co., 60 Natoma.

Furriers—Goldberg & Barnett, 406 Sutter.

Grocer—Pat Buckley, 2681 21st to 198 Collingwood.

Importers—Connell Bros. Co., American Bank Bldg. to 351 California.

Insurance—F. A. Corbusier and Richard Locke, 369 Pine to 433 California.

Investments—E. R. Gundelfinger, Inc., 486 California.

Leases—New tenant, 224 Kearny.

Lumber—Kent Lumber Co., Chancery Bldg. to Sheldon Bldg.

Manufacturers' Agents—H. F. Prieu & Co., 417 Market to Sheldon Bldg.

Merchandise Brokers—Morris-Nellis Co., 230 California to Newhall Bldg.

Novelties—Barrea's Trick & Novelty Shop, 962 Market.

Oculist—Dr. Percival Dolman, Flood Bldg. to 490 Post.

Organizations—San Francisco Machinery Dealers Assn., 230 California to 217 Front.

Plumbing—J. Camp & Co., 218 Grove to 1093 Natoma.

Publishers—Walker's Manual of California Securities, Inc., 519 California to 576 Sacramento.

Radio—Marina Radio & Electrical Co., 2241 Chestnut.

Real Estate—Valencia Realty Co. (B. S. Schlessinger, T. O. Treznor), 575 Valencia; Forrest & Lavers, 215 Valencia St.; Rosenberg Realty Co., 1305 Golden Gate Ave.; Sam Ephron, 2521 Taraval.

Restaurant—Specialty Shop, 411 Montgomery to 566 California, March 1; Fred's Coffee Shop, to 346 Bush; Sandwich Lunch, 258 Kearny.

Roofing—Perry Roofing Co., 1037 Golden Gate Ave. to 1496 Turk.

Sand—D. T. Rogers Sales Co. (white, Silica), 1186 Howard to 631 2d.

Sheet Metal Works—Hair-A-Gain Co., 177 Post. Sheet Metal Works—Martin Welch, 40 Lizzie to 1414 Valencia.

Sport Wear—May C. Walsh, 251 Post to new stores in St. Francis Hotel Bldg., when finished.

Taxidermists—Heist's Studio of Taxidermy, 561 Valencia.

Traffic Experts—H. F. Gittings (Wholesale Traffic Assn.), 22 Battery to 461 Market.

Vacuum Cleaners—The Hoover Co., district offices 606 Geary to 626 Golden Gate Ave.

Miscellaneous—Menckley-Diederich Co., Inc., Call Bldg.; Servel Corp., 447 Sutter.

Nevada, bringing the vast Snake River basin of southern Idaho three hundred miles nearer to San Francisco, will be dedicated February 15, and the Pacific Northwest, notably Twin Falls, is going to give emphasis to the event, according to advices received by the traffic department of the San Francisco Chamber of Commerce.

Twin Falls business men are going to Wells in a special train and, after participating in the dedicatory exercises, return to Twin Falls, where they will hold a celebratory banquet.



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### OFFICE HELP



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### Twin Falls, Idaho, Plans Railroad Celebration

The completion by the Union Pacific Railroad Company of a line between Rogerson, Idaho, and Wells,

## DOMESTIC TRADE TIPS

[continued from page 24]

cieo and vicinity. Kindly state experience, commission desired and give references.

D-1973—New York, N. Y. Textile works are very desirous of appointing a suitable agent to handle the sale of their line of SCRUB and SCOURING CLOTHS, on a commission or agency basis.

D-1974—Chicago, Illinois. Firm in a position to make BANANA FLOUR wishes to communicate with interested San Francisco fruit companies.

D-1975—Moscow, Kansas. Large grower of SHED-CURED BROOM CORN, as well as a dealer in all grades, wishes to get in touch with buyers of this commodity.

D-1976—San Francisco, Calif. Firm is in a position to supply manufacturers of crowns for bottles VARIOUS SIZES OF PARAFFIN and NON-PARAFFIN CORK DISCS.

D-1977—San Francisco, Calif. A reliable man seeks connections with local firms as outside or inside man in the following lines: MEN'S CLOTHING, GENTS' FURNISHINGS, NECKWEAR, MEN'S SHOES and HOSIERY.

D-1978—Berkeley, Calif. Reliable man, 35, with executive and sales experience, wants local connection. Good personality and education. Not afraid of long hours and hard work.

D-1979—Nashville, Tenn. Manufacturers of RADIOS and AUTO LAMPS desire to appoint a suitable agent in San Francisco and surrounding territory.

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
The Old Firm  
**HALSTED & CO.**  
Undertakers and Embalmers  
No Branches  
1122 SUTTER STREET  
Telephone Franklin 123

D-1980—Phoenix, Arizona. Manufacturers' agents are desirous of securing representation in Arizona for articles manufactured in California that are steady selling and repeat type. Want articles that sell direct to business houses. Desire to communicate directly with manufacturers who have no, or unsatisfactory, representation in Arizona.

D-1981—Los Angeles, California. Manufacturers of an AUTOMOBILE POLISH wish to communicate with a firm or individual interested in handling the sale of this article in San Francisco or the bay cities.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

Bids are invited for the purchase from the United States Government of 76 quarts of Jasmine Combined Copying Ink. Bids are to be submitted to the Chief, Supply Section, U. S. Veterans' Bureau, Room 424, 883 Market Street, San Francisco, and will be opened February 15, 1926.

Bids are invited by the U. S. Veterans Bureau, 791 Arlington Building, Washington, D. C., for supplying red wood water tanks at U. S. Veterans' Hospital No. 24, Palo Alto, California. Bids will be opened March 2, 1926.

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, lumber. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened February 15, 1926.

For furnishing the War Department, and delivering at Army Transport Wharf, Fort Mason, San Francisco, Calif., for use on U. S. Army Transporte, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened February 15, 1926.

For furnishing the War Department, and delivering at Posts on or about March 20, 1926, subsistence supplies. Bids are to be submitted to the

Quartermaster Supply Officer, Fort Mason, San Francisco, California, and will be opened February 18, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port) Canal Zone, Isthmus of Panama, with cable, transformers, steel desks, steel book-case, steel lockers, mattress filling machine, cotton opener machine, window glass, tagboard, bristolboard, and bond paper. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened February 19, 1926.

For furnishing the War Department, and delivering to the U. S. Engineers, Rio Vista, California, coal. Bids are to be submitted to the District Engineer, 85 Second Street, San Francisco, California, and will be opened February 16, 1926.

For furnishing the War Department, and delivering at San Francisco, on or about March 20, 1926, for shipment to Paosma, Canal Zone, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened February 20, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Diesel engines. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened February 23, 1926.

For furnishing the Alaska Railroad, and delivering on Pier in Seattle, Washington, with various machines and hardware supplies. Bids are to be submitted to the General Purchasing Agent of the Alaska Railroad, Seattle, Washington, and will be opened February 18, 1926.

For furnishing the Alaska Railroad, and delivering on Pier in Seattle, Washington, 30,000 7-inch by 9-inch tie plates. Bids are to be submitted to the General Purchasing Agent of The Alaska Railroad, Seattle, Washington, and will be opened February 19, 1926.

## Place Your Order Today for Space in CHAMBER OF COMMERCE Trade Directory

This publication, with commodity classifications, will serve as a BUSINESS GUIDE in both domestic and foreign trade. It will be in use by thousands of business men locally, nationally and internationally. It will be published **APRIL 14**.

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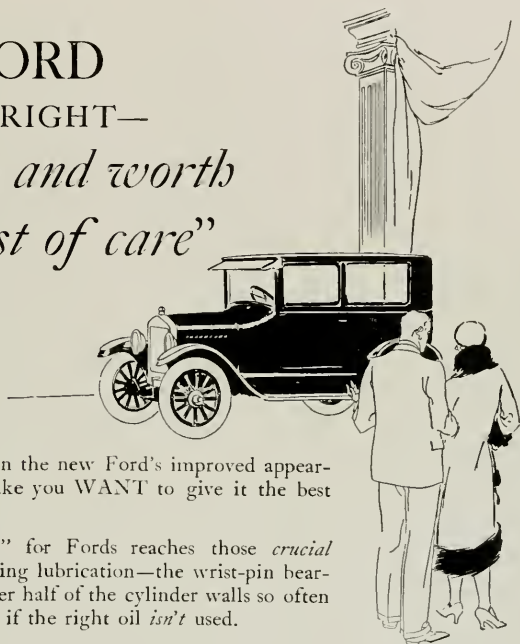
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SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XVII

FEBRUARY 17, 1926

Number 6

## INDUSTRY "BEGINS at HOME"

### Civic Expansion is Determined by Local Initiative, Expert Declares

**I**NDUSTRIAL expansion in a community must have its inception within the community and be independent of outside sources, according to Colvin B. Brown, head of the organization service bureau of the United States Chamber of Commerce. Mr. Brown is touring the country as the National Chamber's "contact man" and is to visit more than 20 chambers of commerce in this state. He was guest at a luncheon in the Commercial Club this week attended by executive officers and staff members of the San Francisco Chamber of Commerce.

"The growth of a city's industrial life," he said, "generally is determined by its origin. I do not mean by this that a city should not be on the alert to induce so-called 'outside' industries to locate in the city, but, fundamentally, when you speak of a city's industrial expansion you are referring to those industries which owe their existence to local enterprise and initiative."

The one positive medium through which a city can develop all its attributes, according to Mr. Brown, is a chamber of commerce. Mr. Brown said he defined a chamber of commerce as a big organization of business men who believe in the purposes of the chamber and who are united

### "San Francisco First"

By C. E. TAYLOR, Membership Director

Suppose you were left an income of \$100.00 a week for life? Where would you live?

A man who had this very thing happen to him wrote to the Editor of the *Boston Post*. "What city in all the world," he asked, "offers the best advantages in the way of economy of living coupled with the interesting and enjoyable things of life?"

Here is the way P. D. King, world traveler and noted writer, sums it up, after carefully analyzing them all:

"SAN FRANCISCO FIRST, Genoa second, and Shanghai third, for the man with \$100.00 a week, who is seeking a place where life at its fullest might be found."

And that goes for the man who makes \$30.00 a week, or \$1000.00 a week (if any one makes that much money)—SAN FRANCISCO FIRST.

Now let's come down to brass tacks. This Chamber of Commerce is working constantly for SAN FRANCISCO FIRST and there are still a few citizens hiding out who are not yet members. Men who really in their hearts know that this Chamber of Commerce is the great clearing house for SAN FRANCISCO FIRST—the most powerful factor in development and prosperity.

Of course, you are a member, but think a moment—are all of your business associates members? As your bit for SAN FRANCISCO FIRST, won't you fill in this coupon and nail it?

Membership Department,  
San Francisco Chamber of Commerce,  
San Francisco, Calif.

If the following are not members they should be:

Name . . . . .

Business . . . . .

Address . . . . .

Signed

in the common purpose of furthering the best interests of the city in which they live.

"A chamber of commerce," he declared, "is the one competent and effective factor in progressive civic endeavor. Membership in a chamber of commerce is tangible proof that the individual or firm member is interested actively in the welfare of the community; it is an emblem of good citizenship."

### 6,182 Bales of Cotton from Madera County

Madera County's contribution to the world's supply of cotton this year amounts, up to February 15, to 6,182 bales, the amount handled by the county's four gins. This cotton has been of high quality and has brought a good price to growers. Some growers have not yet finished picking, having been delayed by foggy weather, and the total will probably reach about 6,500 bales.

# SAN FRANCISCO BUSINESS

## Foreign TRADE TIPS Domestic

Published weekly by the San Francisco Chamber of Commerce, 202 Merchants Exchange Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

### Give S. F. Dues Rank in Industry Census

San Francisco manufacturers are urged to co-operate in giving this city the representative showing to which it is entitled in an industrial survey now being made by the Government, in an appeal issued by L. M. Hyslop, of the Industrial Department of the San Francisco Chamber of Commerce. Hyslop has been reappointed by the United States Department of Commerce at Washington as special agent of the Bureau of Census.

The Bureau of Census now is engaged in collecting the data for the biennial census of manufacturers, covering industrial operations during 1925.

"Manufacturing concerns represented in the government census should aid in putting San Francisco in the rank it is entitled to among the manufacturing cities of the world," Hyslop declared.

"All manufacturers should fill out and return their census schedules immediately. The first cities to complete their returns will be accorded a great deal of publicity."

The schedules or questionnaires have been mailed to all local manufacturers. Manufacturers who have not received their schedules can obtain them and whatever information is desired from Hyslop in his office at the Chamber of Commerce, Room 205, Merchants Exchange Building.

### FOREIGN TRADE GROWS

San Francisco's foreign trade last year amounted to \$380,388,188, an increase of \$60,582,508 over the preceding year. Some idea of the rapid expansion of the port's foreign trade is disclosed by the following figures:

1924	\$319,836,688
1923	327,598,210
1922	315,915,870
1921	226,625,104
1914	134,779,399

### MARINE BUREAU BUSY

The Marine Department of the San Francisco Chamber of Commerce during 1925 reported 6,655 vessels, and delivered 2,228 docking orders to inbound vessels without a single error being made and without one single complaint being registered. Aside from its many other activities the department is receiving approximately 500 telephone calls every day.

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

9998—Lincoln, Nebraska. Beauty specialties and barber supplies company are in the market for IMPORTED SILK CONE SPONGES. Would appreciate hearing from San Francisco suppliers of this article.

9999—Shanghai, China. American importer, with established business in China, desires an associate in the United States to co-operate as buyer and share in the business. He is now in San Francisco.

10000—Los Angeles, Calif. Milling company desires to communicate with direct importers of LINSEED MEAL and COPRA MEAL.

10001—St. Louis, Mo. Firm is in the market for approximately ten thousand yards of JAPANESE PANAMA. Desires earliest possible delivery.

10002—London, England. Established manufacturer's representative wishes to act as sole selling agent in the United Kingdom, and possibly in the European markets, for a United States manufacturer of products for ready sale, such as artesian for domestic or general everyday use. Will furnish references.

10003—Havana, Cuba. Established commission merchant desires to obtain representations for the sale in Havana of FOOD PRODUCTS of all kinds.

10004—Havana, Cuba. Manufacturers' agents desire to establish connections with San Francisco packers of CANNED FRUITS AND VEGETABLES, particularly, peaches, pears and apricots, also with producers or jobbers of BEANS, for which products there is a good market in Cuba.

10005—Nuevitas, Cuba. Firm is very desirous of getting in touch with California exporters of TOMATOES.

10006—Alamos, Mexico. Owner of a process of manufacturing FLAMELESS PINE GUM or RESIN from waste materials, at exceptionally low production cost, desires to interest American capital in establishing a plant for the manufacture of this commodity in the United States. Process and operation of plant is simple.

10007—Buenos Aires, Argentine. Supplier of guaranteed machine-cleaned BIRD SEED, containing not more than 4 per cent foreign matter, is in a position to quote lowest prices on this commodity to San Francisco importers.

10008—Venice, Italy. Established firm offers its services to San Francisco importers of Italian products. They have an excellent organization covering Italy and the principal cities of Europe.

10009—Trieste, Italy. Exporters of MUSTARD and DRIED MUSHROOMS wish to establish business connections with large San Francisco importers of these commodities.

10010—Barcelona, Spain. Firm is very desirous of representing a California exporter of PRUNES in Barcelona.

10011—Antwerp, Belgium. Wholesale DIAMOND manufacturer, in a position to ship at lowest market prices, wishes to communicate with interested importers of these stones.

10012—Solingen, Germany. German manufacturer of HAIR CLIPPERS wishes representatives in San Francisco.

10013—Vahwinkel, Germany. German manufacturer of TEXTILE MACHINERY wants representative in California.

10014—Hamburg, Germany. Party wants to represent California exporter of FRUIT in Germany and also wants to act as buyer for importers of CHEMICALS AND FERTILIZER.

10015—Leipzig, Germany. German manufacturer of FLAVORING EXTRACTS, ESSENTIAL OILS, etc., wants representative in San Francisco.

10016—Hamburg, Germany. Importer of canned fish desires to communicate with California packers and exporters of SAIGDINES IN TOMATO SAUCE, packed in oval tins.

10017—Hamburg, Germany. Established commission agent wishes to represent a California packer or exporter of PINE NELS.

10018—Dresden, Germany. Large manufacturer of COMPRESSED ASBESTOS FIBRE H P STEAM JOINTING wish to establish a market for their products in San Francisco.

10019—Kobe, Japan. Exporters of BUTTONS and BRUSHES wish to communicate with interested importers of these products.

10020—Osaka, Japan. Member of an American firm established in Japan, now in the United States, desires to represent American TOOL, HARDWARE and LIGHT MACHINERY manufacturers in the Japanese market.

10021—Osaka, Japan. Importers and wholesale dealers in hardware, office equipment, etc., are desirous of importing second hand and rebuilt NATIONAL CASH REGISTERS.

10022—Osaka, Japan. Manufacturers and exporters of IMITATION PEARLS wish to establish business connections with San Francisco importers of these pearls.

10023—Tokyo, Japan. Firm is in the market for SECOND HAND BUTTONS of all kinds; also TANNED LEATHER SCRAPS.

### Domestic Trade Tips

10-1982—Die Rio, Texas. Well recommended drug firm, improving and enlarging their store, are in the market for DRUGS and kindred lines.

10-1983—Navajo, Arizona. Party is in the market for WOOL BAGS and desires to communicate directly with San Francisco manufacturers.

10-1984—Cross Landing, Calif. Firm will soon be in the market for twenty tons of HALFGROUND SALT for haw curing purposes, and desires to communicate with wholesalers of this commodity.

10-1985—Houston, Texas. Party wishes to communicate with San Francisco firms handling all kinds of SOUVENIRS, such as are sold at summer and mountain resorts.

10-1986—Calcutta, Calif. Established commission agents wish to represent San Francisco manufacturers.

10-1987—New York, N. Y. Firm having process for fireproofing and drying lumber desire to communicate with a progressive San Francisco lumber man who would be interested in equipping a mill for fireproofing and drying lumber to have the exclusive right to use their process in this territory.

10-1988—Salt Lake City, Utah. Party desires to represent a San Francisco manufacturer of CANDIES, particularly NOVELTIES AND PENNY CANDIES, in Salt Lake City and vicinity.

10-1989—Los Angeles, Calif. Established CANDY manufacturer desire to establish a branch store in San Francisco, or desire to sell their business, trade mark and formulas to the proper San Francisco firm or individual.

10-1990—New York, N. Y. Finance corporation desires to communicate with San Francisco corporations desirous of raising additional capital through the sale of their securities.

10-1991—San Antonio, Texas. Mercantile brokerage firm, covering the San Antonio trade territory, wishes to represent San Francisco industries looking for an outlet for their products in Texas. They are particularly interested in grocery lines.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from new comers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

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**Adjusters**—W. G. Davis (insurance), Russ Bldg. to 660 Market; Western Adjustment & Appraisal Co., 486 California.

**Advertisers**—Ira Zalinger, 90 Eddy.

**Advertising Maps**—The W. C. Eubank Co., 605 Market.

**Ammonia**—Michigan Ammonia Works (H. F. French & Co., Ripj), Traders Bldg. to Sheldon Bldg.

**Apron**—Apron & Smock Shop, 35 Montgomery to 163 Sutter.

**Architects**—T. L. Pfeiffer and J. R. Miller, 35 Montgomery to Hobart Bldg.

**Artist**—Fred Glauser (commercial), 576 Sacramento.

**Attorneys**—Eugenio Bianchi, 163 Sutter to 235 Montgomery; Carroll McNear, Humboldt Bank Bldg. to Alaka Commercial Bldg.; W. A. Bookel, 200 Hill to 235 Sansome; Warren H. Pillsbury, to Mills Bldg.

**Auto Supplies**—Levins Auto Supply Co., opening Van Ness Ave. and Market.

**Badges Etc.**—Irvine & Jachens, 1927 Market to Mission bet 6th and 7th, soon.

**Bags and Bagging** 1. L. Levy, 68 Post to Merchants Exchange Bldg.

**Bakeries**—Abramsson's Bakery, 1100 McAllister; New Business, 2308 Mission.

**Barbers**—Werner Bros. to 121 Montgomery.

**Beauty Parlors**—City of Paris opening Hotel Cliff, Geary and Taylor, Main Hotel Beauty Shop, 225 Powell.

**Beverages**—Orange Products Co., 225 Leavenworth.

**Brass Goods**—Golden Gate Brass Mfg. Co., Inc. (O. W. Herber, Albert Goodman and Harry Resdale), 1238 Sutter to 259 2d.

**Brokers**—Bowers & Co., 1060 Bryant; Arthur Boyles, Frank Bldg.; Newman Bros., Inc., Insurance Exchange Bldg.; Ellis J. Levy Co., 68 Post to Merchants Exchange Bldg.; Harold Niehrlich, 112 Market.

**Building Materials**—Celite Products Co. (Angelo Gussman, Mgr.), Monadhock Bldg. to 140 Spear.

**Candy**—Chris Pakis & Co., 1201 Market; Wm. Schmidt, 471 Harrison.

**Canned Goods**—Santa Cruz Fruit Packing Co., 25 California.

**Chemicals**—Central Chemical Products Co., basement, Monadhock Bldg.

**Cigars**—Harry L. Tubbs, 2351 Mission; The Cigar Box, 346 Bush; Dimmock Cigar Co., 112 Market.

**Cleaners**—Adams & Penn, 2144 Clement; Wald's Cleaning & Dyeing Co., 70 Turk.

**Cloaks and Suits**—Chringer Co., 130 Sutter.

**Clothing**—Daniel Marks (used), 1126 to 1160 Golden Gate Ave.; David S. Mittelman (1248 Golden Gate Ave.), 937 Webster.

**Cloth Labels**—Universal Label Weaving Co. (New York), Hanford Bldg.

**Contractors**—R. B. Macdonald & Co., 703 Market to 140 Spear.

**Corned Meats**—Thaisen & Kaiser, 221 14th to 285 6th.

**Cotton Goods**—Victor Ulman (Standard Mills, Inc.), 554 Mission to 53 Fremont.

**Dental Laboratories**—J. G. Kettenburg and F. J. Crawford, 240 Stockton.

**Dental Supplies**—S. F. Dental Supply Co., 948 Market.

**Dentist**—Dr. A. M. Appelbaum, 1960 Sutter.

**Diamonds**—J. H. Ames, Whitney Bldg.

**Draying**—Ransom & Co., 44 to 61 Natoma.

**Dresses**—Jos. T. and W. B. Malouf, 493 Kearny.

**Dry Goods**—O'Keefe & Co. (wholesale), 788 Mission.

**Electrical**—J. L. Tait, 223 9th; Keystone Electric Co., 708 Mission; Electric Supply Co., 1063 Howard.

**Engineers**—Engineering Service Corp. and H. W. Carlisle (consulting), 351 California to Flatiron Bldg.; Paul C. Berkefeld (mining), Chancery Bldg. to Mills Bldg.

**Express and Drayage**—Lark Transfer Co., 476 Eddy.

**Finance**—Pacific States Finance Corp., 1241 Van Ness Ave.

**Finnish Expert**—J. H. Tucker, 681 Market.

**Furniture**—De Luxe Upholstering Co., 327 Hayes to 394 Hayes; Roaners Supply Co. (beds.), 2880 25th to 1450 Army.

**Furs**—M. Strauss & Co., 821 Market to 259 Geary.

**Grain**—Herbert Jones & Bro., 210 California to Kohl Bldg.

**Grocers**—R. P. Hendrickson, 6301 Geary; A. I. Wallace, 699 Webster; Jenny Wren Stores, Inc., 1527 Fillmore; Pugsly Wuggy, Hyde and Bush, 9909; V. Iazzarini, 1800 Mason.

**Hardware**—Union Hardware Co., 2086 Union Hoisery—Nio-Ejup Textile Mills, Inc., 406 Geary to 821 Market.

**House Movers**—Hatch & Swanson, 180 Jessie.

**Importers**—Anderson Cameron & Co., 560 Sacramento.

**Information Bureaus**—Hawaii Tourist Bureau, 681 Market to 451 Montgomery.

**Inks**—Jasmine Ink, 200 Davis.

**Insurance**—Andrew J. Gallagher Co., Call Bldg. to Grant Bldg.; James W. Arott, Ltd., 315 Montgomery; West American Insurance Co., 1336 to 1431 Van Ness Ave.; San Francisco Insurance Service Co., 114 Sansome.

**Interments**—W. M. Rosenblum, 153 Montgomery; G. W. Keene, Howe Bldg.

**Laboratories**—National Canners Assn. Research Laboratories), 322 Battery.

**Ladies' Apparel**—New business opening 795 Market.

**Leases**—New tenant, 430 Powell, soon.

**Lighting Fixtures**—Edwin F. Guth Co. (St. Louis Mo.), 555 Bush.

**Linens Goods**—I. P. Thomson (John C. Sleater & Co. and McCrum, Watson & Mercer), Commercial Bldg. to Pacific Bldg.

**Machinery**—H. H. Plummer, Monadhock Bldg. to Traders Bldg.

**Manufacturers' Agents**—Fay and Suchy Co., 3340 Geary; Norman P. Shaker, Commercial Bldg. to 742 Market; W. T. Palswell Co., 112 Market to Traders Bldg.; W. G. Abbott, 24 California.

**Manure Spreader**—A Starbuck (The New Idea Spreader Co.), 200 Davis.

**Merchandise Brokers**—Samuel & McCreadie, 274 Spear to 946 Howard.

**Milinery**—Mabel LaDurg, 625 Post.

**Mining**—United Trinity Mines, Chancery Bldg. to 112 Steuart.

**Moving and Hauling**—J. Clausen & Co., 643 McAllister.

**Notary Public**—Martha Sanders 1033 Franklin to 1200 Polk.

**Organizations**—Southern Promotion Assn. (Andrew J. Gallagher), Call Bldg. to Grant Bldg.

**Oyster Stands**—Golden Gate Oyster Co., 696 Mission, 475 Pine.

**Painters and Decorators**—Specks & Miser, 3822 19th.

**Paints**—Metalized Lacquer Corp.; 2034 Van Ness Ave.; Aristo Painting Co., to 160 Russ.

**Paints and Oils**—A. L. Greene, to 18th and Potrero.

**Paint Spray Machines**—Dunn Paint Machine Co., to 160 Russ.

**Plate and Window Glass**—Mr. Benoff opening 200 Davis.

**Plumber**—Geo. A. Wrao, 6140 Geary.

**Printing**—Forri Printing Co., 612 Sacramento, Publicity—Fred S. McWilliams, Monadhock Bldg.

**Publishers**—Pacific Shipper (Geo. E. Martin), Doller Bldg.

**Radio Pioneer Radio Shop** (Chas. S. Cohn), 1700 Polk.

**Real Estate**—R. E. Wood & Co., to 105 Montgomery; Thomas Magee & Sons, 135 Sutter to 70 Post; J. L. Mesple and L. G. Lauray, 110 Sutter; F. W. Mosher, 381 Bush; Fred Braun Co., 510 Valencia to 518 Valencia, March 1; T. H. Anthony, 124 Mason; M. Fisher & Son, Pacific Bldg. to Mills Bldg.; Standard Realty Co., 1641 Taraval; Chas. J. Grises Co., 41 Sutter; R. C. Harrison, 32 Montgomery to 68 Sutter; Brockway-Tahoe-Vista Corp., 693 Sutter; M. Laurie & Co., 1305 Golden Gate Ave. to 1119 Fillmore; Investment Properties Corp., 135 Montgomery.

**Reed and Rattan Work**—Hughes Rattan Co., to new factory, 1639 Market.

**Restaurants**—Fred's Coffee & Lunch House, to 344 Bush; Home Dining Room, 519 Clement.

**Road Equipment**—Kennedy Dump Truck Co., 888 5th; Hesler Locomotive Works, Rialto Bldg. to 681 Market.

**Roofing**—Hibernia Roofing Co., 995 Fillmore.

**Roofing and Flooring**—Robt. F. Smith, 433 Clementina to 31 Hubbell.

**Shipping and Lumber**—C. A. Hooper & Co. (W. E. Creed), 351 California to Matson Bldg.

**Sigs**—E. F. Twomey Co., 690 Market; Goldberg Electric Awning Sigs Co., 242 Sutter.

**Smoked Fish**—H. Bedes, 76a Foerster.

**Stationery**—Harry Cohn (2101 Fillmore), 1461 Polk.

**Tailors**—Delson & Mannes (vest makers), 690 Market; T. W. Duncan (coat maker), 617 Montgomery; Louis Klein, to 1710 Laguna; Aron Siddell, 6 Turk to 2416 Fillmore.

**Tax Expert**—J. S. Wallace, 681 to 582 Market.

**Toys**—Kenneth Stedman, 320 Market to Furniture Exchange.

**Underwear**—Munsing Wear Corp., Crocker Bldg. to 712 Market.

**Vegetable Oils**—Aspregen & Co. (W. T. Palswell), 112 Market to Traders Bldg.

**Welding Supplies**—Commercial Acetylene Supply Co., Inc., and Cof Mfg. Co., 681 Market to Traders Bldg.

**Miscellaneous**—Pacific Air Transport, Inc., 593 Market; Lanohrt Mfg. Supply Co., 22 Battery; Three-In-One Chemical Co., 10 3d to 44 Eddy; Underwriters United Corp., 393 Market; Scott Sales Co. (F. A. Enmett), 171 2d; Bol-Ton Laboratories, 465 California to 617 Montgomery; G. W. Hancock's Sales Co., 821 Market; J. & M. Novelty Mfg. Co., 3044 Fillmore; Howe of Italian Art, 565 Sutter to 1378 Sutter; Florence Art Gallery, 437 Broadway; Sileo Mfg. Co., 1103 Mission; Sunshine Polishing Co., 32 Montgomery; Pyramid Sales Co., 249 Minna; Canada Dry Western Sales, Inc., 1120 Market; Hutchins Organizations, Golden Gate Bldg. to 1039 Harrison; John H. Mulholland Co., 593 Market; British American Health Institute (R. T. Boundford), 1319 to 1171 Market; Dardier & Richardson, Hobart Bldg.

## SERVICES AVAILABLE

Electrical and Mechanical Engineer seeking connection with local manufacturing or sales organization. Member A. I. E. Eight years with last position.

## Power Device Display to be Held by Swiss

The Foreign Trade Department has been advised that an International Exhibition for Inland Navigation and Utilization of Hydraulic Power will be held in the city of Basle, Switzerland, from July 1 to September 15, 1926. Exhibits by manufacturers of all kinds of machinery used for harbor installations, construction of dams, docks, ships, dredges, cranes, etc., as well as all kinds of electrical machinery used for production of power and other power station and transmission equipment, will be features of the exhibition. A meeting of the World Power Conference, with representatives of thirty nations in attendance, will also be held in the city of Basle from August 31 to September 12. An extensive agenda is scheduled for the conference, including the discussion of power production and inland navigation, exchange of energy between countries, relations between thermic and hydraulic electricity, electricity in agriculture and electrification of railroads.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending Feb. 12	Previous Week	One Year Ago
San Francisco	\$354,924,000	\$280,141,000	\$185,501,000
Los Angeles	214,090,000	210,352,000	167,613,000
Seattle	45,876,000	47,348,000	35,504,000
Portland	41,913,000	40,255,000	34,415,000
Oakland	29,512,000	38,288,000	24,848,000

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending Feb. 10	Previous Week	One Year Ago
<b>SAN FRANCISCO</b>			
Number Failures	7	5	4
Net Liabilities	\$25,098	\$15,754	\$41,263
<b>LOS ANGELES</b>			
Number Failures	8	10	No figures
Net Liabilities	\$24,184	\$11,503	No figures
<b>SEATTLE</b>			
Number Failures	3	3	4
Net Liabilities	\$13,704	\$9,000	\$4,670

(R. G. Dun & Co.)

This concession will only be in effect during the six months from January 1st to this year.

Please convey this information to those of your associates dealers in fine poultry for breeding, who may be interested in extending their market into Mexico.

Further information and rates, will be gladly furnished on request by this office.

"F. N. PERRY, General Agent"

## Poland Grants U. S. Tariff Preferences

Under the most-favored-nation clause of the tariff agreement between Poland and the United States, certain products originating in this country are granted tariff preferences of 25 to 50 per cent upon entry into Poland, according to advice received by the Foreign and Domestic Trade Department of the San Francisco Chamber of Commerce. A certificate of origin is necessary to secure the advantages of these differentials, which are of special interest to exporters of California fruit products. The certificate of origin is signed by the Foreign Trade Department of the Chamber of Commerce, as is the practice for France and other countries, and must be vouched by the Consul of Poland, who charges a fee of 1 per cent of the net value of the products named in the certificate.

## Express Rates Lowered

A statement issued this week by the National Railways of Mexico reads:

"To assist and promote the development of poultry raising in Mexico, our Express Department will apply the lowest express rates on shipments of imported poultry for breeding purposes, from any of the border crossings, Ciudad Juarez, Chih., Piedras Negras, Cosh., Nuevo Laredo, and Matamoros, Tamps., to any station on our System.

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 36, posting date February 17, 1926

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than March 1, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-485—Elevator guides, fish plates and bolts for same. Request for reduction of 10c per 100 lbs. in Items 2170 and 2175; R-481, desk slides. Request for addition to Item 1645 an entry reading "Desk Slides;" R-482, rivets and staples. Proposed qualification of the entries in Item 470 covering rivets and staples by adding thereafter the word "Shoe;" R-483, galvanized ridge rolls. Docketed for tariff clarification; R-484, plumber's goods—china or earthenware. Proposed establishment of a new item reading "Plumbers' Goods, China or Earthenware, N. O. 8, beaded or crested, owner's risk of damage;" Rates CL 90c, LCL \$1.30. Minimum weight 24,000 lbs.; R-485, blackboards and desks combined so-called "Children's." Docketed for tariff clarification; R-486, cake turners. Docketed for tariff clarification; R-487, building erection braces (building shores); trade name "Rooshors." Proposed addition of a new Item 476 reading "Braces, Building Erection Braces (Building Shores), wood and iron or steel combined." Rates CL 55c, LCL \$1.00. Minimum weight 24,000 lbs.

## Revenue Freight Loading

Loading of revenue freight the week ended January 30, totaled 925,263 cars, according to the car service division of the American Railway Association.

This was an increase of 27,895 cars over the corresponding week in 1925, but a decrease of 4,360 cars under the corresponding week in 1924.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than February 25. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6594—Estimated weight of shipments of pears, eastbound; 6565, pison nuts, CL, eastbound; 6566, hugging, CL, westbound; 6567, talking machines, or talking machines and radio sets combined in straight or mixed railroads, westbound; 6568, lumber to Sturgeon Bay and Algoma, Wis., eastbound; 6569, liquid chlorine gas, CL, westbound; 6570, paper basins, caps, dishes, pails, plates, flower pots, trays and baskets, CL, westbound; 6571, soap material in tank cars, eastbound; 6572, fruit, melons and fresh vegetables, CL, eastbound; 6573, liquid cleaning and washing compounds, CL, eastbound; 6574, wooden frame bars, CL, eastbound; 6575, vanity boxes, LCL, westbound; 6576, Marshfield and North Bend, Ore.; request that Tariff 30-M be amended to provide for the application of the rates named therein from Marshfield and North Bend, Ore.; R-6377, mine, LCL, eastbound; 6578, hand pumps and power pumps in mixed railroads, westbound; 6579, mine, LCL, eastbound import; 6580, peas, CL, eastbound; 6581, beach umbrellas, CL, westbound; 6582, paper or pulpboard cans, CL, and LCL, westbound; 6583, locomotives on own wheels, westbound; 6584, wire rope, CL, westbound; 6585, cabbage, CL, eastbound; 6586, Samoan Islands; Proposal to amend Tariff 30-M to provide for Import rates on traffic originating in the Samoan Islands; 6587, wallboard, CL, westbound; 6588, automobile runways with hoisting device, CL, westbound; 6589, import rates to eastern Canadian destinations; 6590, bale covering and cotton baling ties, CL, westbound; 6591, insecticides, CL, and LCL, westbound; 6592, crushed or granulated iron, LCL, westbound; 6593, confectionery and candy, CL, and LCL, eastbound; 6594, street sweepers (self-propelling), CL, westbound; 6595, pajamas, wool and cotton mixed, CL, and LCL, westbound; 6596, hay, CL, eastbound; 6597, bituminized burlap, CL, and LCL, westbound; 6598, cocoa paste, caramel sundae, butter-stitch and walnut sundae, CL, eastbound; 6599, lumber and forest products, CL, westbound; 6600, animal and poultry regulator, CL, westbound.



SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XII

FEBRUARY 24, 1926

Number 7

## Chamber of Commerce Scores in Long-Fought "Trap Car" Case

**T**HE importance to shippers of freight in California of the decision of the Railroad Commission in the so-called "trap car" case is emphasized in a statement from Seth Mann, attorney and manager of the traffic bureau of the San Francisco Chamber of Commerce. The Chamber of Commerce was the complainant in the case so far as it related to the Southern Pacific and Atchison, Topeka and Santa Fe railroads. The decision of the Railroad Commission in favor of the shippers and the Chamber of Commerce ended a fight instituted two years ago.

As a result of the commission's decision, it is said by shippers, the existence of discrimination between this city and Oakland and other East Bay cities in the matter of "trap car" rates has been eliminated.

"The commission," Mr. Mann asserted, "has ordered the Southern Pacific Company and the Atchison, Topeka and Santa Fe Railway Company, who were the only railroad defendants in the suit of the San Francisco Chamber of Commerce, to establish on or before March 15, 1926, on notice of not less than ten days, a charge of \$2.70 per car for trap car service, subject to a minimum line haul revenue of \$15 per car, and to cancel items now in the tariff in conflict with this adjustment."

The commission's decision also will affect the Western Pacific, Los Angeles & Salt Lake, the San Diego & Arizona, and Pacific Electric railway lines. In commenting on this, Mr. Mann said:

"This further order should result in the establishment of all stations in California of this service, so defined, and at all stations where there

### Bay District Should be Well Represented at Buyers' Session

The National Association of Purchasing Agents will hold a convention in Los Angeles June 9 to June 12 and the Purchasing Agents' Association of Northern California wants San Francisco to be adequately represented at the meeting.

As the first move in this direction the association has inaugurated a vigorous membership campaign.

"We particularly want concerns who have purchasing agents who are not members of our organization to join the association," states Harry F. Kolb, president of the association, in a letter to the Chamber of Commerce.

More than 300 members are listed at the association's offices at 433 California street.

are interchange tracks between these different roads a reciprocal trap-car service—that is to say these carriers are authorized to establish a service by which one carrier will receive from or deliver to a connecting carrier a trap car originating at spur tracks."

"The trap car service has many advantages to consignees and consignors in the convenience of disposition of the tonnage and elimination of the drayage charges," the commission's order read. "On the other hand there are benefits to the carrier of which sight must not be lost, particularly where large shippers employ for outgoing less than carload movement the equipment reaching the industry tracks carload freight. Carrier also has the benefit of a curtailment of space at its local terminal freight depots and the elimination of vehicular congestion during the peak of the shipping hours."

### Resale Vote Canvass Figures Made Public

The results of the preliminary canvass of the balloting on Referendum 47, which bears on legislation respecting resale prices, has been received by the San Francisco Chamber of Commerce from the Chamber of Commerce of the United States of America which is conducting the canvass.

In accordance with the by-laws of the United States Chamber of Commerce, each referendum closes at the end of forty-five days after the questions have been submitted to the organizations in the membership. Immediately after the balloting closes, at midnight of the forty-fifth day, a preliminary canvass is made of the votes which have been cast. At the first meeting of the Board of Directors, or of the Executive Committee of the Board of Directors, which follows, the canvass is reviewed and made final.

The results of the preliminary canvass of the balloting in Referendum 47 which closed on February 2, follow. A detailed statement of the votes which were cast will later be prepared.

I  
Should there be federal legislation permitting the seller of identified merchandise sold under competitive conditions under a distinguishing name, trade-mark, or brand to control the resale price thereof?

Votes in favor, 1079. Votes opposed, 911.

II  
If there is to be such legislation, should the legislation take the form of permitting contracts for the maintenance of resale prices on identified merchandise sold under competitive conditions under a distinguishing name, trade-mark, or brand?

Votes in favor, 1116½. Votes opposed, 576½.

[continued on page 2]

# SAN FRANCISCO BUSINESS

## Foreign TRADE TIPS Domestic

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### Resale Vote Canvass Figures Made Public

(continued from page 1)

#### III

If there is to be such legislation, would the restrictions in the report of October 5, 1925, be proper restrictions?

Votes in favor, 1069<sup>2</sup>. Votes opposed, 564<sup>2</sup>.

#### IV

In addition to such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price which results in misappropriating or injuring goods without attaching to articles identified as to their origin?

Votes in favor, 875. Votes opposed, 765.

#### V

Instead of such legislation, should Congress enact legislation bringing under the law of unfair competition the cutting of the seller's declared price which results in misappropriating or injuring goods without attaching to articles identified as to their origin?

Votes in favor, 231<sup>2</sup>. Votes opposed, 1247<sup>2</sup>.

Under the by-laws the United States Chamber is committed on a proposition submitted to referendum by a two-thirds vote representing at least twenty states, providing at least one-third of the voting strength of the Chamber has been polled.

The preliminary canvass indicates that the Chamber has no position on questions I to IV inclusive, while the Chamber is committed in opposition to proposition V.

### Two Philippine Ports are Given New Status

The ports of Davao and Legaspi, Philippine Islands, have been created sub-ports of entry, according to information received by the Foreign Trade Department of the Chamber of Commerce from the Bureau of Insular Affairs, War Department, Washington.

The creation of ports of entry at these cities will assist in bringing about direct commerce between the Philippine Islands and foreign countries, as an expensive trans-shipment at Manila is avoided. Trade between San Francisco and the Philippines will be further stimulated by this action. The port of Masbate will not be opened to foreign trade as the office of the Governor General of the Philippine Islands did not believe that its commercial importance warranted this step for the present.

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kenry 112, list numbers being given.

1024—San Francisco, Calif. Local manufacturers of FINE LEATHER GOODS desire to establish connections with one or more San Francisco export houses for the purpose of exporting their leather goods, particularly to Central and South America and the Hawaiian Islands.

1025—New York, N. Y. A buying and selling representative for foreign firms wishes to establish connections with San Francisco suppliers and dealers in OLD GUNNY BAGGINGS, SECOND HAND BAGGINGS and BURLAP BAG PATCHES for export.

1026—Alamos, Mexico. New process, forest and desert waste for the recovery of extracts, inks, oils, gums, for any plants or trees. Tests carried out for any variety of waste material. Terms moderate. Party is also in need of an experimental AUGER PRESS for use in the above process.

1027—Culiacan, Mexico. Gentlemen wishes to communicate with San Francisco LUMBERERS. Wishes catalogs and prices on GRAVE HEADSTONES.

1028—Celaya, Mexico. Wholesale and retail grocers desire to establish business connections with San Francisco GROCERY exporters.

1029—Nuevitas, Cuba. Commission agent, interested in all products from California, wish to get in touch with San Francisco exporters of CANNED TOMATOES.

1030—New York, N. Y. Importers of Russian, Baltic and Central European products, specializing in RUSSIAN FISH PRODUCTS, particularly CAVIAR, wish to secure the services of a San Francisco commission house or an individual to represent them in this territory.

1031—Shanghai, China. Importer of GROCERIES AND CEREALS desires to communicate with San Francisco grocery exporters. Wish also to get in touch with manufacturers of FLY SWATTERS.

1032—New York, N. Y. Buyers of JAPANESE RAPE SEED, MANCIURIAN SUNFLOWER AND HEMP SEED, in carload lots or less for prompt shipment from the Pacific Coast, or for shipment from the Orient, are open for offers from San Francisco firms.

1033—Royal Oak, Michigan. Manufacturers of crayola desire to get in touch with San Francisco direct importers of CHINESE PRESERVED GINGER.

1034—Tientsin, China. Young man with older brother and father in established shipping business in Tientsin, North China, returning to Tientsin within a few weeks, is willing to conduct business for anyone interested in China, also willing to talk business with any individual or business firm not at present connected with China exports but considering establishing connections there.

1035—San Francisco, Calif. Young man well acquainted with the Orient, recently arrived from Shanghai and shortly returning, would like to represent a San Francisco firm and make connections for exporting CHINA PRODUCE.

1036—New Orleans, La. Dealers in advertising novelties, premium specialties, etc., are in the market for a large quantity of imported UNIQUE ORNAMENTED BOXES, made of wood, vulcanized or mechanical rubber, celluloid, or any material other than metal, inside measurement of the boxes is to be 4 $\frac{1}{4}$  x 7 $\frac{1}{4}$  inches, and the larger size, 3 $\frac{1}{2}$  x 7 $\frac{1}{4}$  inches, to be used in packing fruit cake.

1037—Nagoya, Japan. Manufacturer and exporter of FISHING NETS, TWINES, FISHING TACKLE AND ALL FITTINGS FOR NETS, desires to establish connections with San Francisco dealers in these articles.

1038—Kobe, Japan. Experienced manufacturers' representative, very closely associated with the various business houses in the port of Kobe, is

very desirous of securing the representation of San Francisco companies, which are not now represented in Kobe.

1039—Hiroshima, Japan. Gentleman contemplating establishing a plant for the manufacture of floor from rice and various kinds of beans, wishes to communicate with manufacturers and exporters of MACHINERY suitable for such a mill. Solicits catalogs and price lists.

1040—London, Canada. Party having an UNBREAKABLE MILK BOTTLE (not paper), inexpensive enough that it can be used once and thrown away, wishes to interest a California dairy or creamery in this product.

1041—London, England. Manufacturers of an ELECTRIC BOILER SCALER wish to appoint an agent to handle the sale of this article in this territory.

1042—London, England. Manufacturers of a DEVICE FOR REMOVING DENTS FROM AUTOMOBILE FENDERS desire a suitable representative on the Pacific Coast.

1043—Melbourne, Australia. Exporters of EUCALYPTUS OIL, containing 70 to 75 per cent Cineol, wish to establish connections with San Francisco importers and dealers in this commodity.

1044—Hamburg, Germany. Gentleman wishes to represent California exporters of DRIED FRUITS in Germany.

1045—Hamburg, Germany. Firm wishes representative in San Francisco for CHINA, EARTHENWARE AND ENAMELWARE, ALUMINUM GOODS.

1046—Frankenthal, Pfalz, Germany. German manufacturer of SEMI-ROTARY WINGPUMPS wishes representative in San Francisco.

1047—Magdeburg, Germany. Firm wishes connection with manufacturers of porcelain and earthenware for supplying them with raw material.

1048—Cassel, Germany. German manufacturer of COPPER KETTLES wishes representative in San Francisco.

1049—Thuringen, Germany. Manufacturer of JUTE RUGS and RUNNERS, etc., wishes representative in San Francisco.

1050—Saronno, Italy. Party is in the market for CARNATION SEEDS and would appreciate hearing from suppliers of these seeds.

1051—France. Established French importers are desirous of representing, on a commission basis, American exporters of RAW MATERIALS AND FINISHED PRODUCTS. Are in a position to establish branch offices for American firms in which they might invest some capital. This firm will also act as buying agents for American importers of FRENCH SPECIALTIES.

1052—Valencia, Spain. Firm desires to communicate with American manufacturers of MACHINERY FOR THE MANUFACTURE OF SAUSAGES AND PRESERVED MEATS. Also wishes to get in touch with refiners of MEDICINAL DRUGS AND PERFUMES.

### Domestic Trade Tips

D-1992—Gallup, New Mexico. Large U. S. licensed Indian trader is in the market for large quantities of BRUCKSKIN and wishes to communicate with tanners of this leather.

D-1993—Buhl, Idaho. Owner of large aspeny desires to get in touch with extensive handlers of HONEY.

D-1994—Pasadena, Calif. Party is in a position to supply a very high grade domestic BAUXITE and will send sample-analysis and quotation to interested parties.

D-1995—Seattle, Washington. Gentleman is anxious to get in touch with firms dealing in ALASKA IVORY, particularly those sending trading ships into the Far North, operating out of San Francisco.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

## Advertising—Ira Zaliner, 90 Eddy.

**Architects**—T. L. Pfleger and J. R. Miller, 35 Montgomery to Hubart Bldg.  
**Architects**—Carroll McNear, Humboldt Bank Bldg., to Alaska Commercial Bldg.

**Automotive**—General Motors Acceptance Corp., Dollar Bldg. to Federal Reserve Bank Bldg.

**Auto Painting**—Polk St. Auto Painting Co., 39 Polk.

**Auto Supplies**—Levin Auto Supply Co., opening Van Ness Ave. and Market.

**Auto Tires**—Lido Vulcanizing Shop, 782 Columbus Ave.; Avenue Tire Exchange, 626 Golden Gate Ave.

**Bakeries**—Abramson's Bakery, 1100 McAllister.  
**Bakery Parlor**—City of Paris opening Hotel Cliff, Geary and Taylor; Maxx Hotel Beauty Shop, 225 Powell.

**Brokers**—Bowers & Co., 1060 Bryant; Newman Bros. Inc., Insurance Exchange Bldg.

**Candy**—Chris Pakis & Co., 1301 Market.

**Charopodist**—Dr. W. A. Roberts, 1990 Sutter.  
**Chiropractor**—Edna Taubbe, Golden Gate Bldg. to 1728 Ellis.

**Cigars**—Buffett Cigar Store, 627 Post.

**Cloaks and Suits**—Chringer Co., 130 Sutter.

**Club Labels**—Universal Label Weaving Co. (New York) Hansford Bldg.

**Cotton Goods**—Victor Ulman (Standard Mills, Inc.), 554 Mission to 53 Fremont.

**Dentist**—Dr. S. L. Walton, 323 Geary to 490 Post.

**Dresses**—Jos. T. and W. B. Malouf, 130 Kearny.  
**Electrical**—Snvder Electric Co., 401 4th.

**Express and Drayage**—Lark Transfer Co., 476 Eddy.

**Furniture**—Roemers Supply Co. (beds), 2580 25th to 1450 Army.

**Greaser**—Adolph Schleuter (199 Henry), 1293 Union.

**Importers**—Y. E. Scott & Co., Marvin Bldg. to 112 Market.

**Insurance**—West American Insurance Co., 1336 to 1431 Van Ness Ave.

**Machne Work**—Reichlin, Martia & Co., 539 Gough to 400 Fulton.

**Market**—Heywood's Market, 1077 Valencia.

**Meat Packers**—Carstens Packing Co., 325 Davis to 23 Crook.

**Milinery**—Mabel La Durig, 625 Post.

**Mining and Oil**—H. Z. Peters, 321 Grant Ave.

**Newspapers and Publications**—Referee Publishing Co., Pantages Bldg. to 690 Market; Pacific Ports and California Boatman, Chronicle Bldg.

**Optometrists**—J. J. Richard, 6138 Geary.  
**Radio**—W. G. Frundt, 5923 Geary.  
**Real Estate**—Giller & Westwater, 1325 Ocean Ave.; T. H. Anthony, 124 Mason.

**Restaurants**—Paul Smith, 395 7th; Grant Ave.; Coffee Shop, 401 Grant Ave.

**Road Equipment**—Heisler Locomotive Works, Rialto Bldg. to 681 Market.

**Stoves and Ranges**—Estate Stove Co., 37 Drumm  
**Tailor**—T. W. Dunca (coat maker), 617 Montgomery.

**Technical Publications**—The Technical Book Co. Mills Bldg. to Underwood Bldg., 525 Market.

**Tourist Agents**—Mack Travel Service, 593 Market; Dean & Dawson, Ltd., Flatiron Bldg.

**Toys**—Kenneth Stedman, 320 Market to Furniture Exchange.

**Miscellaneous**—Dr. Frederick G. Linde, 380 Post; Hamilton College of Law (S. Dunn), 1112 Market; Pacific Air Transport, Inc., 593 Market; G. W. Hanceek's Sales Co., 821 Market; Pyramid Sales Co., 249 Minna; John H. Mulholland Co., 593 Market.

**Local firm of Manufacturers Representatives, handling Furniture Line have opening for partner with small amount of capital.**

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign & Domestic Trade Department.

The U. S. Veterans' Bureau, San Francisco, invites bids for the purchase of the following property of the United States Government: 2 adjustable airplane arm splints, 1 Thomas leg splints, 1 special shoulder and arm steel brace, 1 steel and leather elbow brace, 1 steel leg and ankle brace, 1 leather and iron knee brace, 1 steel back brace. Bids are to be submitted to the Chief, Supply Section, Room 424, 883 Market Street, San Francisco, and will be opened March 5, 1926.

For furnishing the War Department and delivering at Fort Mason, San Francisco, Miscellaneous Supplies. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, California, and will be opened March 8, 1926.

For furnishing the War Department and delivering at Fort Mason, San Francisco, Miscellaneous Supplies. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened March 1, 1926.

For furnishing the War Department and delivering at posts on or about March 25, 1926, and as called for during the month of April, 1926, Sub-stance Supplies. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened March 5, 1926.

For furnishing the Alaska Railroad, to be delivered, free of all charges, on Pier in Seattle, Washington, Machinery Parts, Sash Locks, Drills, Air Brake Equipment, Rail Clamps, Pitch Core Compound, Upright Rim Lock Sets, etc. Bids are to be submitted to the General Purchasing Agent, The Alaska Railroad, Seattle, Washington, and will be opened March 4, 1925.

## New Cable Service

The Western Union Telegraph Company has established a new direct cable connection between Emden, Germany, and their Western Union London office for the better handling of German traffic, pending the laying of the new German Trans-Atlantic cable some time this year, which will connect with the Western Union Company's system.

## Local Artists, Printers, Can Show Work Gratis

San Francisco concerns wishing to display commercial and other posters at a fair to be held at Zagreb, Kingdom of the Serbs, Croats and Slovenes, March 21 to March 28, can do so without paying any charges, according to a message to the Chamber of Commerce from the local Consulate of the Kingdom.

"Besides a display of agricultural products, harvesting machinery, automobiles, radio apparatus and other articles, there will be an international exposition of commercial and other posters," the statement said.

"All posters from foreign countries will be displayed absolutely free of any charge."

The executive committee of the fair, according to Consul Yovanovitch, is particularly anxious to have American advertising posters on display "as they consider American advertisements in pictures superior to any others and of distinct artistic value and they expect them to have a beneficial influence."

Posters can be mailed postpaid and marked "Samples Without Value to Zagrebaki Zbor, Zagreb, Kingdom of the Serbs, Croats, and Slovenes, Europ?" or sent through the local consular offices at 244 Kearny street.

## Trade Council Here to Weld Interests

"Pacific Coast Unity for World Trade Expansion" will be the theme of the fourth annual convention of the Pacific Foreign Trade Council to be held in San Francisco, March 4 to 6. The meeting will represent the greatest co-ordination of foreign trade effort ever accomplished on this coast, according to those in charge.

Leaders in manufacture, agriculture, shipping and finance will participate in the three-day conference. As an evidence of the interest of the Government in the success of the conference, prominent Federal officials will join in the councils. Secretary Herbert Hoover in a pre-conference message to Western business interests sounds the note that the constant expansion of overseas trade is essential to continued economic stability. He believes that the coming conference can do much to advance and stimulate this development.

## *Who's Who Among the New Members*

The Chamber of Commerce — an old institution in principle — is founded upon the idea that a city can be as big as the men in that city. Individuals working alone can do little. Many working as a unit can do much. This Chamber of Commerce is growing every week in membership strength, as indicated by the following list of new members:

### **MYSELL MOLLER & CO. Inc.**

Investment Bankers—First National Bank Bldg.

### **HELLER-BRUCE & CO.**

Investment Bonds—Mills Bldg.

### **E. R. GUNDELINGER, Inc.**

Investment Securities—Kohl Bldg.

### **GEORGE W. LEWIS & CO.**

Investment Bonds and Stocks—Kohl Bldg.

### **JOSEPH C. TYLER & CO.**

Stocks and Bonds—Kohl Bldg.

### **SVEN PHILIP & COMPANY**

Stocks and Bonds—Alexander Bldg.

### **THE EQUITABLE TRUST CO. OF NEW YORK**

Representative office at 485 California St., Mr. Thos. M. Patterson in charge.

### **JUDAH BOAS FINANCE CORP.**

Brokers—454 Montgomery St.

### **MATHILDE KAHN**

Insurance—Room 1328, 315 Montgomery St.

### **MILLS & WHITE**

Packers' Supplies—268 Market St.

### **JOHN NOESK**

Tailor to the trade, 617 Montgomery St. High-class men's tailor and importer of woolsens.

### **GEORGE GOLDWIN**

Manufacturer of high-grade ladies' bags. 279 Post St. Makes beaded, brocaded, silk embroidered and tapestry bags. The only concern in America manufacturing this style of bag.

### **WORLEY & CO.**

Steel lockers, steel shelving and enamel. Room 306, 525 Market St. Mr. W. P. Crilly in charge.

### **FRED W. BULLOCK**

Landscape gardener, 1804 Claus Spreckels Bldg. Beautiful gardens for private grounds, churches, schools and parks.

### **COMMERCIAL TRADING CO.**

Wholesale dealers in paper at 235 Clay St.

### **LEWIS ROTHE**

Art and advertising service, 1805 Claus Spreckels Bldg. Original ideas and illustrations for business, entertainments, interiors, costumers and displays. A complete service.

### **ALMA BUTLER WAUGH**

Commercial coaching school and office employment service at 40 Sansome Street. Public stenography, mimeographing and direct mail advertising.



SAN FRANCISCO

# BUSINESS

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Number 8

## Taxpayers to Benefit by New Internal Revenue Law

### Many Exemptions Granted in U. S. Tax Assessment

**M**ORE than 190,000 income tax returns will be in the hands of residents in the San Francisco metropolitan area this week. Recent modifications of the 1926 Internal Revenue Act include provisions which will benefit taxpayers materially. SAN FRANCISCO BUSINESS, through the courtesy of Collector of Internal Revenue John P. McLaughlin, has compiled the following summarization of the salient requirements of the 1926 income tax law:

The income tax return must be filed with the Collector of Internal Revenue by March 15. It must be accompanied by at least one-fourth of the entire amount of the tax. A recent ruling of the Treasury Department provides an extension of time to May 15 to individuals whose net income exceeds \$5,000 and domestic corporations, provided tentative returns are filed on or before March 15 accompanied by one-fourth of the estimated tax.

Income taxes may be paid in four installments: one when the return is filed, the second on the fifteenth day of the third month, the third on the fifteenth day of the sixth month and the fourth on the fifteenth day of the ninth month after the time fixed by law for filing the return.

The Act provides for personal exemptions and credits. A single person or a married person not living with husband or wife may claim a personal exemption of \$1,500. A person who, during the entire taxable year, was the head of a family or was married and living with a husband or wife may claim an exemption of \$3,500.

The former exemptions were, respectively, \$1,000 and \$2,500.

An estate or trust may claim an exemption of \$1,500 instead of \$1,000 as formerly. The "head of a family" is defined to be one who actually supports and maintains a household of one or more persons closely connected with him by blood relationship, marriage or adoption.

If a husband and wife who are living together have an aggregate net income of \$3,500 or more or an aggregate gross income of \$5,000 or more, a return shall be made by each, or the income of each shall be included in a single joint return.

The tax rate and amount of tax on a net income, subject to normal and surtax in the case of a personal exemption of \$3,500, for example, would be:

Amount of net income, \$3,500; normal tax, nothing; normal tax plus surtax, nothing; gross tax, nothing; net amount of tax, nothing.

A further provision of the Revenue Act provides a twenty-five percent return to the taxpayer on what is known as an "earned income." The amount of "earned income" has a fixed minimum of \$3,000 and a fixed maximum of \$20,000.

The law provides that the tax of an individual shall be credited with twenty-five percent of the tax which would be payable if his "earned net income" constituted his entire net income.

If the taxpayer's net income is not more than \$5,000 his net income shall be considered to be earned income; if his net income is in excess of \$5,000 his earned net income shall be considered to be less than \$5,000.

The "twenty-five percent earned income credit" in no instance can exceed 25 percent of the taxpayer's normal tax, plus 25 percent of the taxpayer's surtax if his earned net income constituted his entire income.

"Earned net income" is "earned income" minus "earned income" deductions. Under this heading is included wages, salaries, professional fees and other sums received for personal services actually rendered.

A special notice issued by Collector McLaughlin fixes the surtax rates for 1925 as follows:

### NATIONAL BUSINESS SHOW WILL ATTRACT THOUSANDS TO CITY

**L**EADING this year in national business shows, San Francisco is "all set" to entertain next week the men who make the office paraphernalia of the country. The show, which is the first one this year in the United States, marks the fourth such event recorded in the history of San Francisco. It will be held in the Exposition Auditorium, beginning Monday and continuing until the following Saturday.

While scores of inventors and originators of new office systems, as well as men of capital who back the office supply industries, will gather here from elsewhere, there will be many San Franciscans taking a leading part in the exposition. The city's status as a manufacturing center has caused it to loom high in the office supply field as well as in other industrial classifications.

#### "EXECUTIVES' DAYS"

Arrangements have been made for two "executives' days" at the exposition, at which departmental heads and owners of firms will be the only persons admitted. These occasions are set for Tuesday and Thursday. Members of purchasing agent associations will be welcomed particularly on Friday and out of town business men on Saturday, the final day.

# SAN FRANCISCO BUSINESS

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## River and Harbor Growth Program Up for Action

For the first time in history a concerted movement is being made to bring together all Pacific Coast interests in the adoption of a program for the development of rivers and harbors of the Coast states.

The rivers and harbors program was the subject of a one-day conference held Wednesday, March 3rd, in conjunction with the fourth annual convention of the Pacific Coast Foreign Trade Council, at the Hotel Whitcomb, Thursday, Friday and Saturday. All interests affected, from the Canadian line to the Mexican border, have been brought into the movement.

Chamber of Commerce executives, shipping and transportation interests, representatives of the United States Coast Guard Service and Geodetic Survey will be in attendance.

There is a growing realization, according to those in charge of the meeting, that only through the adoption of a unified program of development can Pacific Coast ports and river cities hope to compete with the Atlantic seaboard and other sections demanding Federal aid.

With the formulation and adoption of a river and harbor program there is every assurance now that the Pacific Coast will have the advantage of solidarity in its demands on Congress. Norman F. Titus, assistant manager of the McCormick Steamship Company of San Francisco, is chairman of the Rivers and Harbors Committee, calling the conference, and Arthur G. Arnold, secretary-manager of the Los Angeles Chamber, is secretary.

The first meeting of the Rivers and Harbors Committee was held a year ago in Seattle. Since that time, however, the movement has won for itself a hundred per cent representation of Pacific Coast interests. Leaders are looking forward to the San Francisco meeting as marking the greatest stride to date in Pacific Coast unity.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

10033—Parkersburg, W. Va. Proprietor of a retail gift shop is interested in purchasing GIFT SHOP ARTICLES, FOREIGN NOVELTIES, etc., from San Francisco importers of such Oriental goods.

10034—Portland, Oregon. Sales company, having orders for KYBOK, desire to get in touch with San Francisco direct importers of this commodity which can make lowest possible quotation.

10035—Seattle, Washington. Firm wishes to get in touch with meat packers who can supply MIXED HOGS, REX CATTLE, HOGS for export shipment. This material must be packed in stout sacks, well sewed, and unknked and delivered in a vessel Ten ton shipments desired.

10036—Seattle, Washington. Importers of Chinese products, such as RUGS, WALNUTS, FURS and SKINS, BRISTLES, WOOL, etc. and buyers of MACHINERY SCRAP IRON, OLD BALED NEWS-PAPERS, etc., desire to appoint a San Francisco agent or representative to handle their orders here and to secure orders for them on a commission basis.

10037—Tientsin, China. Novelty company is in the market for several SOUND-MAKING MACHINES for use in moving picture houses. Machines to make the sound of rain falling, thunder, breaking of waves, etc., are desired.

10038—Clarkson, Nebraska. Party wishes to communicate with San Francisco importers of JAPANESE GOLD FISH.

10039—Wakayama, Japan. Manufacturers and exporters of INSECT FLOWERS, INSECT POWDER, MOSQUITO EXTERMINATORS, CRUDE PEPPERMINT OIL, etc., wish to communicate with interested San Francisco importers of these commodities.

10040—Osaka, Japan. Exporters of BAMBOO BASKETS, MATS and MATTINGS, PAPER, SILK and COTTON PARASOLS, PORCELAINS, LAQUER WARE, COTTON TABLE CLOTH, etc., wish to get in touch with San Francisco importers of these articles.

10041—Hongkong, China. Firm exporting RICE, PRESERVED GINGER, MACHINE and HAND CUT BEANS, RATTAN and SEAGRASS FURNITURE, CASSIA and ANISEED OILS, GLASS MATS, wish to communicate with San Francisco importers of these and other South China products. This firm is also interested in importing American FRESH FRUITS and VEGETABLES.

10042—Auckland, N. Z. Quotations on New Zealand products, such as CHINA CLAY (finest quality), MANGANESE, DRIFED MILK POWDERS and PURE WOOL STEAMER RUGS, will be gladly furnished on receipt of inquiries by San Francisco resident agent.

10043—New Orleans, La. Import-export house, having extensive connections in South America, is in the market for CALIFORNIA BLACK BEANS.

10044—Argentina. Gentleman, very highly recommended by numerous responsible parties, having excellent business record and experience, wishes to become foreign sales representative for a San Francisco firm in any of the Latin-America countries. Supplies excellent references. Gentleman is temporarily in New York. Other details on file with Foreign and Domestic Trade Department.

10045—Nacozari, Son., Mexico. Branch of an Arizona firm is interested in JAPANESE CHINA-WARE and wishes to communicate with direct importers of this line.

10066—Monterrey, N. L., Mexico. Gentleman, having several years selling experience in Central and South America, desires to establish business connections with San Francisco exporters wishing a sales representative in Latin America.

10067—Hermosillo, Son., Mexico. Firm is very interested in obtaining catalogs and prices on all kinds of material for the manufacture of brooms; also catalogs and prices, directly from factories, on BOTTLES, FLASKS and JARS.

10068—Minden, Germany. Manufacturer of SAFETY FUSES wishes representative in San Francisco.

10069—Althode, Germany. Manufacturer of CRYSTAL GLASSWARE wishes to be represented in San Francisco.

10070—Cassel, Germany. Manufacturer of OPTICAL GOODS and RADIO ARTICLES wants representative in California.

10071—Hamburg, Germany. Established company wishes to represent a packer of CALIFORNIA DRIED FRUITS in Germany. References are furnished.

10072—Hamburg, Germany. Firm wishes to establish connections with a California packer or exporter of DRIED PEACHES and EVAPORATED APPLES not already represented in Germany.

10073—Hamburg, Germany. General export and import merchants, with 20 years experience, offer their services to San Francisco firms, as buying and shipping agents to work on commission basis.

10074—Hamburg, Germany. Large supplier of IRON STEEL, METALS, MACHINERY, and HARDWARE, wishes to get in touch with interested San Francisco importers of this line.

10075—Stuttgart-Cannstatt. Old established manufacturer of ORNAMENTAL BOXES OF PRECIOUS WOODS, CHINESE DESIGN TRAYS, ARTISTIC INLAID WALL DECORATIONS, and PICTURES, wishes to communicate with San Francisco firms interested in these articles. Illustrated circulars on file with the Foreign and Domestic Trade Department.

10076—Gdansk, Belgium. Large manufacturer and shipper of GARNIZON GOODS, such as GLASS BEADS, ARMLETS, JEWELRY, NECKLACES, CHAINS, SHOE BUCKLES and ORNAMENTS, wishes to get in touch with importers of this line of merchandise.

10077—Brussels, Belgium. Manufacturers of a high grade of ARTIFICIAL PORTLAND CEMENT wish to establish connections with San Francisco buyers of this commodity.

10078—Brussels, Belgium. Manufacturer of CEMENT, WHITING and OCURE COLORS, desires to establish connections with San Francisco importers of these commodities.

10079—Maccasar, Maly Arch. Exporters of GUM COPAL, SPICES, RATTANS, HIDES and SKINS, SEA SHELLS, HORNS, etc., wish to appoint a suitable representative for the sale of this Colonial product in the Pacific Coast States.

10080—Grundy Center, Iowa. Party desires to get in direct touch with San Francisco firms interested in purchasing Italian ARTICLES IN CORAL and MOTHER-OF-PEARL, TORTOISE SHELL and CAMEOS. Have direct connections with Italian sources.

## Domestic Trade Tips

D-1996—Seattle, Washington. Manufacturers of Pacific Coast HARDWOODS desire to establish connections with San Francisco furniture manufacturers and users of this stock.

D-1997—New York, N. Y. Firm wishes to secure the representation of some shellers of CALIFORNIA ALMONDS, not now represented in New York.

D-1998—New York, N. Y. Firm desires to get in touch with several San Francisco manufacturers wishing a selling agent or representative in New York. Would consider any line.

D-1999—Chattanooga, Tenn. Foundry producing CERTIFIED MALLEABLE IRON CASTINGS and ELECTRIC STEEL CASTINGS of very high grade wish to get in touch with San Francisco buyers of these products.

[continued on page 3]

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. N. Hynlop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Architect**—L. H. Pries, Atlas Building

**Art Needle Work**—Venetian Art Shop (Libbey & Glenn), 251 Post.

**Attorneys**—Russell T. Ainsworth, 315 Montgomery to 382 Market; Simeon E. Sheffey, 369 Pine to Mills Bldg.

**Auto Accessories**—Ride Air Sales Co., 1365 California; Gray Auto Equipment Co., 1432 Van Ness Ave.; Levin's Auto Supply Co., 301 Van Ness Ave. to 21 Van Ness Ave.

**Auto Repairing**—Ed Saunders, 570 Ellis.

**Autos**—Willig Bros. Auto Rental Co., 1160 Market.

**Bakeries**—Brewer's Cake Shop, 2128 Mission.

**Cigars**—R. J. Boyd, 3398 26th.

**Contractors**—Hamilton Construction Co., 3332 Geary.

**Drugs**—New Business, S. E. Cor. Jones and Eddy.

**Finance**—Realty Mortgage Corp., 114 Sansome.

**Fuel**—Castle Gate Coal Co. (100 Brannan), 1652 Stockton.

**Furriers**—J. Stevenson Co., 175 O'Farrell to 150 Powell.

**Grocers**—Patrick Sullivan, 4399 24th.

**Heating and Ventilation**—Acme Heating Co., 1365 California.

**Hosiery**—Everwear Hosiery Co. (130 Bush), Sants Fe Bldg.

**Machine Work**—L. W. Aft Cylinder Works, 56 8th to 231 9th; S. V. Freitas, 3070 23d to 359 Potrero.

**Manufacturers Agents**—Fay & Suchy, 5340 Geary; Coffman & Gaskill, 149 California.

**Milinery**—New business, opening 1635 Clement

**Radio**—New Way Radio Laboratories, 2433 Clement; Rutherford Row (Reliable Radio Service), 3417 Geary.

**Real Estate**—Doherty Co., 1209 Taraval; J. P. Bonds, 7100 Mission; V. E. Haley Realty Co., 5000 Geary; Ednauds Realty Co., 5156 Geary; T. W. Kennedy, 321 Bush.

**Restaurants**—The Chateau, 181 O'Farrell, Home Dining Room (Mrs. Ella E. and Mabel B. Webb), 515 Clement; Tasty Sandwich Shop, 1157 Market.

**Stocks and Bonds**—Logan & Bryan, 401 Montgomery to Market and Post.

**Washing Machines**—Champion Washing Machine Co., 943 Post.

**Waxed Paper**—Kalamazoo Vegetable Parchment Co., 267 7th.

**Miscellaneous**—American Society of Vinylite, 988 Market; International Art Co., 14 Montgometry; New Metal Products Co., 445 2d

## Purchasing Agents Urged to Join Association

Concernshavingpurchasingagents who are not members of the Purchasing Agents' Association of Northern California are urged to join the organization so that San Francisco can make a representative showing at the convention of the National Association of Purchasing Agents in Los Angeles, June 9 to June 12, according to Harry F. Kolb, president of the Northern California association.

The National Association of Purchasing Agents' convention, Kolb declared, will act on issues of paramount interest to purchasing agents and he wants the San Francisco metropolitan area adequately represented.

Applications for membership in the Purchasing Agents' Association of Northern California can be sent to the organization's headquarters at 433 California street.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than March 11. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6608—Lumber to Torrington and Cottier, Wyo., CL, eastbound; 6609, rates from stations in Iowa on the Illinois Central System. Request that Tariff 4-V be amended to provide Group "F" base of rates from stations in Iowa on the Illinois Central System; 6610, roasted coffee, CL, westbound; 6611, flour, CL, eastbound; 6612, potassium Xanthates, CL, westbound; 6613, carbon bisulphide, CL, westbound; 6614, caustic potash (concentrated lye), CL, westbound; 6615, wall cases (wall cabinets), CL, westbound; 6616, lumber carriers (self-propelling), CL, westbound; 6617, lettuce, CL, eastbound; 6618, aqua ammonia, CL, eastbound; 6619, rates to Eastern Canadian destinations; Proposal to amend Tariff 3-8 by cancelling commodity rates to Eastern Canadian destinations under which there is no movement, 6620, dried peas, CL, westbound; 6621, water heating garbage burners, CL, westbound; 6622, ground mics, in metal cans, LCL, westbound; 6623, copper-coated red cedar shingles, CL, eastbound; 6624, fancy peck mixture, viz.: dried fruits, glace fruit and nut meats, LCL, eastbound; 6625, burlap bags, second-hand, CL, westbound; 6626, locomotive and wrecking cranes, CL, westbound; 6627, pulley blocks and pulleys (not machinery), No. 8, LCL, westbound; 6628, cabbage, CL, eastbound; 6629, goats, CL, westbound; 6630, return transportation for caretakers in charge of live stock; 6631, filter tanks, CL, westbound; 6572, (cor.) fruits, melons and fresh vegetables, CL, eastbound.

## Domestic Trade Tips

[continued from page 2]

D-2000—Saginaw, Michigan. The Saginaw Board of Commerce, erecting a large storage warehouse to be completed about October 1, would like to communicate with California FRUIT PACKERS, DRIERS and SHIPPERS, who would be interested in taking advantage of this storage space.

D-2001—Portland, Oregon. Commission merchants desire to get in touch with California producers or brokers of RAMANELLO CHEESE.

D-2002—Ontario, Calif. An experienced CRATE MAKER desires to establish connections with Alaskan fish canners having San Francisco distributing offices.

D-2003—San Francisco, Calif. Trading company, incorporated for \$50,000 under the laws of Alaska, has been organized for the purpose of bringing a cargo of coal from Anchorage to Portland, or San Francisco and take on a cargo of merchandise on return trip. Return cargo is assured and operation cost small. \$25,000 has been subscribed in Anchorage so far and it is desired to place about \$30,000 of the stock with reliable San Francisco wholesale houses interested in such a venture. More complete information on file with the Foreign & Domestic Trade Department.

D-2004—Richmond, Virginia. Manufacturers of a PULVERIZING CAKE SOAP DEVICE, a device to be attached to the wall, which will pulverize cake soap when handle is turned—a sanitary and economic method of using toilet soap, wish to appoint a suitable agent in this district to market and sell their product.

D-2005—New York, N. Y. Manufacturers of a NU-METHOD BUILDING MATERIAL (composed of concrete blocks already assembled in standardized sizes and shapes) desire to appoint a suitable firm or individual to represent them in this territory.

D-2006—Danvers, Mass. Old established manufacturers of WAX and CHALK CRAYONS are very desirous of introducing their products in California and wish to appoint an energetic selling representative.

D-2007—Seattle, Washington. Owner of a SHOE and HOSIERY STORE wishes to sell his business.

D-2008—New Rochelle, N. Y. Party desires to represent a California manufacturer of PAINT and VARNISH in the East.

D-2009—New York, N. Y. Manufacturers of an ELECTRIC HAMMER, driven by alternate current, suitable for use by sculptors, marble and cement workers, machine works, etc., desire to establish connections with a San Francisco individual or firm to represent them on a 10 per cent commission basis.

D-2010—Amarillo, Texas. Inventor of an AUTOMOBILE SIGNALING DEVICE wishes to place it with some good concern in San Francisco. Blue print and copy of patent specifications of this device are on file with the Foreign and Domestic Trade Department.

D-2011—Siox, Oregon. Owner of crop of POTATOES desires to get in touch with San Francisco BUYERS of Oregon-grown potato seed.

## Revenue Freight Loading

Loading of revenue freight the week ended February 13, totaled 917,144 cars, according to reports filed by the carriers with the car service division of the American Railway Association.

This was an increase of 13,209 cars over the corresponding week in 1925, but a decrease of 18,445 cars under the corresponding week in 1924. The total for the week of February 13 also was an increase of 2,240 cars over the preceding week, increases being reported in the total loading of all commodities except grain and grain products, coal and merchandise and less than carload-lot freight

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 28, posting date March 3, 1926.  
The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than March 15, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-494—Metal nail-shot. Proposed addition to Item 490. R-495, flavoring syrup, fruit juices and preserved fruits. Request for the establishment of a mixed-carload rate of 50¢ per 100 pounds. R-496, steel shelving K D flat. Request for a CL rate of 60¢. LCL 85¢, R-497, copper wire and cables. Request for the establishment of a CL rate of 40¢ per 100 pounds. R-498, cotton fabric enameled or impregnated with water-proofing compound. Request to add to Item 490, R-199, bathmats. Request to establish same rates as carried in Items 1355 and 1360; R-500, flags on sticks. Request for the establishment of a CL rate of \$1.00, minimum weight 10,000 pounds, LCL \$1.25; R-501, wovee paper fabric bags. Docketed for tariff clarification: R-502, wood bookshelving. Request for an LCL, unrelaxed rate at \$1.25

## INCOME TAX

(continued from page 1)

Amount of net income	Rate per cent		Surtax	Total surtax on each amount
	A	B		
\$10,000				
11,000	1		\$40	\$40
15,000	2		40	80
18,000	3		60	110
20,000	4		80	220
22,000	5		100	320
24,000	6		120	440
28,000	7		280	720
32,000	8		320	1,040
36,000	9		360	1,400
40,000	10		400	1,800
41,000	11		410	2,210
48,000	12		480	2,720
52,000	13		520	3,240
56,000	14		560	3,800
60,000	15		600	4,400
64,000	16		640	5,040
70,000	17	1,020	6,060	
80,000	18	1,800	7,860	
100,000	19	3,800	11,660	
100,000	20			

The tax rates and amount of tax on net income subject to the normal and surtax in the case of a taxpayer entitled to a personal exemption of \$3,500 are indicated by the following table:

Amount of net income	Highest Rate of Tax		Normal plus surtax	Gross Amount of Tax			Net Amount of Tax		
	Normal tax	Surtax		Normal tax	Surtax	Total	Earned income credit	On earned income	
								On earned income	On unearned income
\$3,500	None	None	None	None	None	None	None	None	None
3,600	1 1/2%	0	1 1/2%	\$ 1 50	0	\$ 1 50	\$ 0 37	\$ 1 13	\$ 1 13
3,800	1 1/2%	0	1 1/2%	4 50	0	4 50	1 12	3 38	3 38
4,000	1 1/2%	0	1 1/2%	7 50	0	7 50	1 57	5 63	5 63
4,200	1 1/2%	0	1 1/2%	10 50	0	10 50	2 62	7 88	7 88
4,500	1 1/2%	0	1 1/2%	15 00	0	15 00	3 73	11 25	11 25
4,800	1 1/2%	0	1 1/2%	19 50	0	19 50	4 87	14 63	14 63
5,000	1 1/2%	0	1 1/2%	22 50	0	22 50	5 62	16 88	16 88
5,200	1 1/2%	0	1 1/2%	25 50	0	25 50	6 37	19 13	19 88
5,500	1 1/2%	0	1 1/2%	30 00	0	30 00	7 50	22 50	24 38
6,000	1 1/2%	0	1 1/2%	37 50	0	37 50	9 37	28 13	31 88
6,500	1 1/2%	0	1 1/2%	45 00	0	45 00	11 25	33 75	39 38
7,000	1 1/2%	0	1 1/2%	52 50	0	52 50	13 12	39 38	46 88
7,500	1 1/2%	0	1 1/2%	60 00	0	60 00	15 00	45 00	54 38
8,000	3	0	3	75 00	0	75 00	18 75	56 25	69 38
9,000	3	0	3	105 00	0	105 00	26 25	78 75	99 38
10,000	3	0	3	135 00	0	135 00	33 75	101 25	129 38

From \$10,000 on the income and surtax increases proportionately.

## Price, Utah, C. of C. Wants Local Members to Call

Members of the San Francisco Chamber of Commerce who visit Price, Utah, will be accorded a hearty reception, according to a letter to the local Chamber from the Price Chamber of Commerce. The Utah organization is particularly eager to be advised in advance of any visits to be made by members of the San Francisco Chamber of Commerce who could address the Utah members. The letter stated:

"It is our adopted purpose to obtain this year as frequently as possible men from other communities to address our Chamber. Of course, we shall be pleased if these speakers, but we also are anxious to have men visit us on their business trips through our section.

"Whenever you know of any of your people planning a trip through or to Utah we would be very glad if you would inform us of it that we may arrange a congenial get-together . . . why not give them a double opportunity whereby they may meet with the Chamber and obtain a little social pleasure along with the business to be attended to?"

Price, according to the communication, is located on the D. & R. G. Railroad and is the principal city of Western Utah.

## MARINE TRAFFIC GROWS

Five hundred and four vessels with an aggregate tonnage of 1,308,677 arrived at the port of San Francisco during February, registering a big increase in both the number of ships and tonnage over a corresponding period in 1925, according to figures compiled by the Marine Department of the Chamber of Commerce.

During February, 1925, 476 ships of 1,074,333 tons arrived here.

Five hundred and five ships sailed out of this port last month, representing a tonnage of 1,207,918. For the same month in 1925 there were 586 departures with a total tonnage of 1,065,494.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, miscellaneous packings, gaskets, etc. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second street, San Francisco, Calif., and will be opened March 8, 1926.

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, miscellaneous castings, etc. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second street, San Francisco, Calif., and will be opened March 10, 1926.

For furnishing the Alaska Railroad, to be delivered, free of all charge, on Pier in Seattle, Washington, wood yard waste, colored cotton waste, air brake equipment, and paint in barrels. Bids are to be submitted to General Purchasing Agent, Alaska Railroad, Seattle, Washington, and will be opened March 10, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel pipe, conduit, chain, wood screws, cable wire, generator, concrete mixers, saw machines, surveyors level, filing cabinets, trench braces, wheel barrows, door locks, langes, hasps, barrel bolts, drawer handles, terminal blocks, cut-outs, resistance units, wall receptacles, sockets, reflectors, receivers, tape wash cord, brusher, gloves, pencil sharpeners, paper clips, typewriter ribbons, blue-print paper, stationery, book paper, and hand-drawn board. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened March 11, 1926.

## NATIONAL BUSINESS SHOW

(continued from page 1)

Frank E. Tupper, president of the National Business show organization, who is here for the express purpose of putting over the show to a big success, said in all his dealings in the principal cities of the United States, he has yet to find a more energetic group of business men than those he has encountered in San Francisco. The show, which in a sense is a convention and therefore invariably acts as a tremendous advertisement for whatever city it occupies, was immediately accepted here.



SAN FRANCISCO

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INFORMATION BU

# BUSINESS



**March 10 • 1926**

# RADIOGRAMS



## Order Silk - in Japan

Annually Japan exports more than \$275,000,000 worth of raw silk—double the raw silk exports of her nearest competitor.

American silk importers, turning to Japan for their supplies of raw silk, are relying more and more on Radiograms for speedy, accurate transmission of their orders.

Always mark your Radiograms

**"Via RCA"**

File messages to Hawaii, Japan and the Dutch East Indies at any Western Union office; or phone for a Western Union messenger. And to Europe, the Near East and South America at any RCA or Postal Telegraph office; or phone for an RCA or Postal Telegraph messenger.

Radiograms go direct from America to:

Hawaii, Japan and the Dutch East Indies	Poland	Norway
England	Italy	Sweden
France		Argentina
Germany		

## Radio Corporation of America

SAN FRANCISCO

28 Geary Street

Garfield 4200

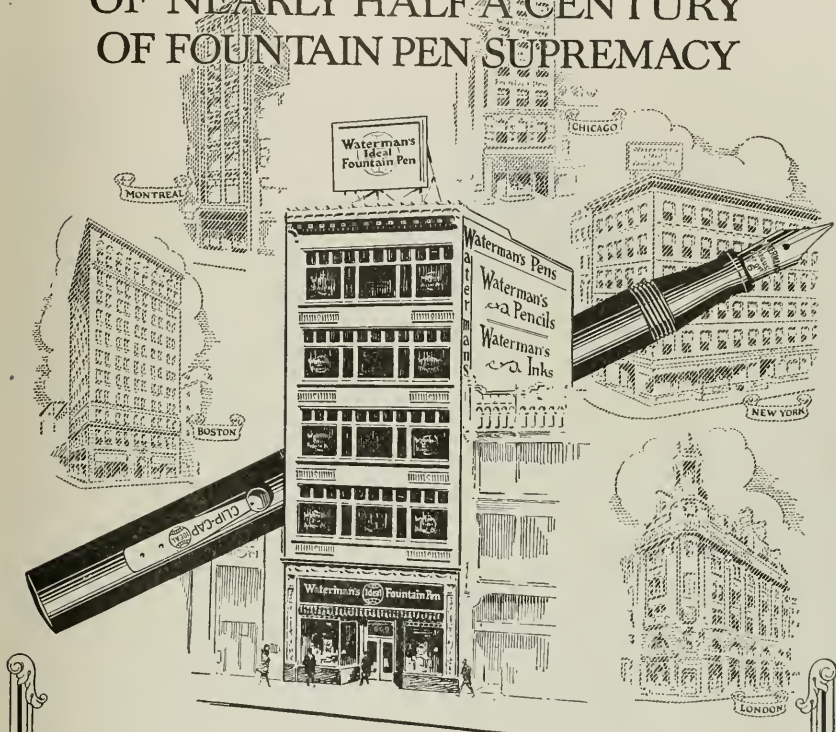
LOS ANGELES

453 So. Spring Street—Tucker 6761

SEATTLE

512 Maritime Building—ELiot 3719

# A CROWNING ACHIEVEMENT OF NEARLY HALF A CENTURY OF FOUNTAIN PEN SUPREMACY



**O**UR San Francisco Service Station is now installed in the new Waterman Building at 609 Market Street.

Waterman Service Stations, all located in Waterman-owned buildings, are an individual Waterman feature. They act as insurance of perfect satisfaction both to merchants who sell and consumers who buy Waterman's Ideal Fountain Pens.

Being located in Boston, New York, Montreal, Chicago, and now in San Francisco, they circle the United States just as the influence of Waterman's Fountain Pens circles the globe.

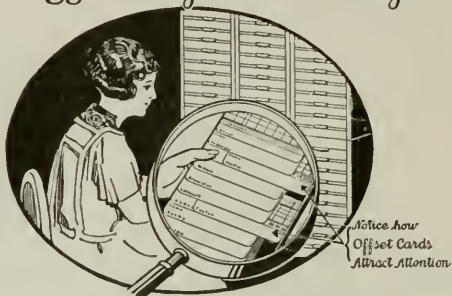
There is a big advantage in purchasing merchandise that has behind it a real and substantial organization.

*You are cordially invited to call and inspect the new Waterman Building and show rooms.*

**L. E. Waterman Co., 609 Market Street, San Francisco**

VISIT OUR DISPLAY AT THE BUSINESS SHOW

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SAN FRANCISCO

VISIT OUR DISPLAY AT THE BUSINESS SHOW



# Meeting the Foreign Traders

By RALPH J. SCANLON

**T**HE Pacific Foreign Trade Council was organized in Seattle at the close of the war period by a group of clear-sighted business men who realized that the Pacific Coast is a commercial unit and that there are special foreign trade problems peculiar to this region which cannot by their very nature be given adequate consideration at the sessions of the national organization.

Four conventions have been held, one each at Seattle, Tacoma, Portland and San Francisco. At the fourth convention, in San Francisco, March 4 to 6 of this year, of which R. I. Bentley of the California Packing Corporation was chairman and Henry F. Grady, director of the Foreign Trade Department of the San Francisco Chamber of Commerce, was secretary, the delegates decided to "follow the birds to Victoria," British Columbia, for their next convention accepting the invitation of the civic bodies there as another token of the friendly relations existing between the peoples of the United States and Canada. Further conventions will undoubtedly take place at other important and growing foreign trade centers of the Pacific Coast such as Los Angeles, Oakland and San Diego.

## Tangible Results

It may well be asked and it has been asked, does a foreign trade convention of this nature produce tangible results sufficient to justify its existence? Emphatically it does, as can be abundantly demonstrated.

The West has problems with relation to production and distribution apart from other sections of the United States. Port cities of the Pacific Coast and interior cities of the West should work out these problems together for the best interests of all concerned. Other sections of the United States are organized for the promotion and protection of their own interests and eastern business men are engrossed with their own immediate needs. Therefore it falls to the lot of the Pacific Foreign Trade Council, which has the co-operation of all the commercial organizations in the Pacific Coast-Rocky Mountain region, to initiate and carry on the work of uniting the states affected.

The intention of the program for organization is not to be provincial in scope or attitude, but to aid in developing the West and at the same time insure the confidence of the Middle West and East, thereby strengthening the position of all three great divisions of the United States on national and international matters.

The problems of international relations and adjustments are so tremendous that Americans as individuals, and the nation as a whole, cannot succeed unless there is behind them an enlightened public opinion and the co-operation of their government. It is therefore the aim of this organization to enlighten its members and the public in general on matters of mutual importance to the country west of the Rocky Mountains and to have it known throughout the world that it is a substantial and permanent structure.

## Awakens Interest

The Pacific Foreign Trade Council includes the following states, provinces and territories: Alaska, British Columbia, Washington, Idaho, Montana, Wyoming, Oregon, California, Nevada, Utah, Colorado, Arizona, New Mexico and Hawaii, with an area of two million square miles. The foreign commerce for the United States Pacific Coast for 1925 amounted to one billion dollars, as compared with but 130 millions in 1900, showing an average increase of 35 million dollars per year; and 66 million tons of foreign, intercoastal and coastwise cargo was moved by water to and from Pacific Coast ports in the year 1925, or eight thousand eight hundred shiploads.

Nothing is more instrumental in awakening an interest in foreign trade than foreign trade conferences, such as this, from time to time. This brings together business men, bankers, manufacturers, farmers, railroad and steamship men, importers and exporters, all of whom are equally interested, and assists them to become better acquainted and to form contacts for concentrated action in dealing with national and industrial policies.

Many conventions are mainly social and vacational in character and whatever benefits may accrue from them cannot be readily gauged. While the personal contacts between

those engaged in a common occupation in the same commercial area are a not inconsequential by-product of the recent convention, the main business of the convention was business. Sessions started promptly on time and consisted of authoritative monographs on subjects of technical foreign trade interest. There were no dilatory recesses. The luncheon speakers confined themselves to topics vital to the life and growth of commercial prosperity. Group sessions were held in the evening to cover specialized subjects on countries, credit and entrepôt trade. Even the banquet had an atmosphere of serious business interspersed with the entertainment features. The banquet speakers each had a real contribution to make to the sum total of thought and ideas brought out during the convention. Also the boat trip around the bay on the steamer *Angel Island*, by courtesy of John D. Nagle, Commissioner of Immigration, and the auto rides in San Francisco and the East Bay, included a survey of the harbor facilities and industrial development of the San Francisco Bay district.

## Lots of "Shop" Talk

Perhaps it may seem to an on-looker that the convention "talked shop" with a vengeance. It did. That was its business. But it was not common ordinary shop talk. Matters of group interest as well as items of individual significance which do not ordinarily come to the forefront in the course of daily trade but which have a distinct bearing on the sum total of all trade, rendered the program one of intense interest to the delegates. "Agricultural Products the Basis of West Coast Prosperity, Necessity for Their Increased Export," by Ralph Merritt, president of the Sun-Maid Raisin Growers' Association; "Relation of the Railways to the Development of Industries for Export on the Pacific Coast," by Paul Shoup, vice-president of the Southern Pacific Co.; "Pacific Coast Influence on World Development," by Jas. A. Baeglanpi, president of the Bank of Italy; "Importing as a Means of Increasing Export Sales," by C. C. Colt, vice-president of the First National Bank of Portland—in fact, the entire program might be quoted, but the afore-

[Continued on page 19]



**SAN FRANCISCO CHAMBER OF COMMERCE**

**II. CLAY MILLER, President**      **C. W. SAUNDERS, Vice President**      **PHILIP FAY, Vice President**  
**ROBERT NEWTON LYNCH, Vice President and Manager**      **W. W. STETTMEIER, Treasurer**  
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**GEORGE L. NORTH, Editor**      **L. P. BOYCE, Advertising Manager**

# CURRENT EVENTS IN WASHINGTON

*By C. B. DODDS, Representative San Francisco Chamber of Commerce*

SAN FRANCISCO stands at the head of the priority list prepared by the Treasury and Post Office Departments for the construction of new Federal buildings in California. Treasury and post office experts have estimated that the new Federal building for San Francisco will cost \$4,310,000. Oakland is on another list, but is believed to be assured of a new building in view of the fact that its present post office structure and site can be sold for sufficient funds to erect one. Other California cities on the preferred list are Los Angeles, \$3,000,000; Sacramento, \$1,275,000; Stockton, \$510,000. The Public Buildings Bill, making the necessary appropriation for \$165,000,000 worth of public buildings all over the United States, has been passed by the House and is now pending on the Senate calendar, where early and favorable action is anticipated.

THE ARMY'S big gun program has been altered to provide four of the new 16-inch rifles for the defense of San Francisco Bay instead of two. It costs nearly one million dollars to install one gun, so that the department is proceeding slowly in developing this big gun program. Most of the weapons themselves are supplied by the Navy from guns built immediately after the war.

CHAIRMAN WHITE, of the subcommittee handling radio legislation in the House, has decided adversely on the request of the Pacific Foreign Trade Council's committee on trans-Pacific communication that action be taken in the present Congress giving the Navy more authority in the use of its radio facilities in the communication of commercial messages. White has not permitted

**NOTICE**

**Copies of the recent Tax Revision Law are on file in the Information Department of the Chamber of Commerce and are available to members and others who may desire to consult them.**

any reference to the matter to appear in the pending Radio Bill, on the ground that it is desired to keep the Navy out of the commercial business unless facilities cannot be offered by private companies.

FOUR counties in California produced last year more than one-half of the magnesite production in the United States, according to figures just given out by Secretary Hoover. Six operators at seven mines produced 64,600 tons of magnesite, valued at \$872,100. Magnesite importations still remain greatly in excess of the domestic production. Those interested in the industry say this will be the case until the tariff rate is increased so that the American product can be marketed at a profit.

THE Civil Service Commission is about to install a finger-printing service in San Francisco with the cooperation of the police department. The commission will then proceed to take the fingerprints of every Federal employee in San Francisco and of every applicant for appointment. This system has been tried out successfully in New York, Chicago and half a dozen other eastern cities, where former convicts have been found handling valuable mail in the

postal service and performing other confidential services. The commission reports it has no objection to engaging a man with a criminal record if he will acknowledge and frankly set forth all the facts, that a full investigation may be made.

J. ALFRED HALL, a chemist from the California Fruit Growers' Exchange, is working with the United States Bureau of Chemistry on the development of orange juice. The ultimate objective is to make orange culls worth as much in the bottle as the large sun-kissed ripe fruit sold in the East. Hall and the Government chemists have carried their experiments to such an extent that they have reduced ten thousand gallons of orange juice to less than a half pint to the gallon.

CONGRESSMAN CARTER of Oakland is investigating the prospect of erecting cotton mills in California. During a recent trip to North Carolina he discovered a number of the largest mills working largely on California cotton. He believes that despite the less favorable labor conditions as to hours and hours the cotton-mill business would be profitable in California.

DIRECTOR MATHER of the National Park Service has recently ordered drastic cuts in the entrance fees to all National Parks. This is the first step in the ultimate elimination of fees at all parks.

ALL chance of California benefiting by way of refunds from the Federal Treasury, should the Supreme Court later reverse its decision and hold with the California contention on community property,

# From Artichokes to Zinnias



By CURTIS REDFERN

**U**NKNOWN to most San Franciscans a great and growing industry invades San Francisco each morning before dawn. Almost unseen it folds its wares into packing boxes which are hurried across the bay to waiting trains to be carried to the far-away markets of the Atlantic Seaboard cities, into Canada, and south into Mexico.

This business of cut flowers began in 1915 and in ten years has grown to such an extent that it is the largest customer of the American Railway Express Company in San Francisco, paying that company as much as \$5,000 a day for its services. The flower business itself is a ten-million-dollar one and is increasing 25 per cent a year.

## Flowers and Plants Beautified Exposition

The year 1915 lingers in the memories of San Franciscans as our dream year—the Exposition Year, when the city by the Golden Gate staged her mammoth comeback from the staggering blows of 1906.

Of the many factors that made our exposition better and different than former expositions, one was the prodigious use of flowers and plants. There was a gala procession of flowers from the millions of daffodils and hyacinths of the opening week, through the colorful changes as each month brought her floral offerings of pansies, violas, orange blossoms, irises, gladioli, sweet peas, roses,

chrysanthemums, to the triumphant blaze of glory of the many-hued queen of autumn flowers, the dahlia.

Visitors to San Francisco were hard pressed to find superlatives enough to go around and the wiser ones contented themselves by feasting their eyes on the glorious profusion of beauty and did not try to describe it.

## Nothing Unusual to the Home Folks

The home folks looked on this display as a matter-of-fact affair; to them it was nothing new, the street flower vendors and the florists' windows blazoned with each season's choicest contributions from Flora, and Golden Gate Park always had a wealth of bloom. Their homes if not their gardens always had flowers, and they had the reputation of spending more per capita for flowers than any other city in the world. Flowers were on the list of the day's purchases as regularly as food for the table.

Artichokes appear in the title to this article for a very good reason, for this vegetable was a forerunner of the cut-flower industry of today. In 1915, the American Railway Express Company's representatives in San Francisco, as an experiment, placed a refrigerator express car into service between San Francisco and the East and invited the local artichoke growers to use the service. Fresh artichokes were soon being served in New York cafés. They

stood the trip so well that within a few months they were going east by fast freight instead of by the more expensive express. It was then that Mr. W. A. Lewis, commercial agent of the company, was detailed to solve the problem of finding a substitute for the wayward artichoke.

On St. Anne street, just off of Bush street, several wholesale florists had stores where the local florists came for their supply of flowers. Business had been none too good; overproduction seemed always to threaten the growers, and, in an effort to maintain prices, the day's unsold stock was literally guillotined. Thousands of beautiful chrysanthemums were being decapitated like criminals one day when Mr. Lewis happened by. The economic and esthetic waste occasioned by this ruthless destruction caused him to pause and ponder. Why not ship 'em in those refrigerator cars?

## Eastern Market Instantly Created

The destruction was halted, and as an experiment several boxes of chrysanthemums were consigned to the express company's eastern agents. A market was created almost instantly. The splendid service rendered by the express and railway companies delivered the flowers to the eastern markets in fine condition. The flowers themselves were superior to any grown elsewhere, as our long cool growing season brings

[continued on page 9]



# Another New Skymark

**S**AN FRANCISCO has not entirely lost the individualism of the pioneer times. Even in these days of Community Chest and the teamwork for which the Chamber of Commerce stands, individualism does not yet walk on crutches.

In many other cities such a great project as the construction of the largest and tallest office building on the Pacific Coast would have called for citizens' mass meetings and sought the support of "endorsements."

Not so in San Francisco, where the new Russ Building will soon rise thirty stories from Montgomery street, marking the financial center of the West.

The two investment-bond houses that conceived this great undertaking have underwritten all the securities and offer them to the public, thus creating the new precedent of public ownership. Building on pioneer ground—this block between Pine and Bush streets has been in the ownership of the Russ family since 1847—E. H. Rollins & Sons and Blyth, Witter & Co. have shown the true pioneer spirit in working out all the preliminary difficulties without calling for help, or the endorsement that would readily have been given.

This great structure means much to San Francisco, for it establishes the metropolitan character of the San Francisco financial district. It is also interesting to learn that on the initial day of the offering the Rollins Boston office sold \$60,000 of the certificates representing preferred and common stock to New

England investors, and reports from other parts of the East indicate a similar desire to join in the ownership of this outstanding piece of real property in San Francisco.

Evidently Easterners recognize the fact that property in the heart of the San Francisco financial district is pretty certain to grow in

purpose of making money for its stockholders.

One feature of the new Russ Building that will add greatly to its rentability and the certainty of its earnings is the garage that will care for 400 tenants' cars. Parked end to end on both sides of the street the motor cars that will be housed within this building would reach fore and even city blocks on both sides of the street.

How the Russ Building will dominate the skyline may be appreciated from the fact that the windows in the upper stories of the tower will give a glimpse of the Pacific Ocean. There will be eight acres of rentable floor space, exclusive of the ground floor and garage, the occupancy of which will add greatly to the rental value of the ground-floor stores. And, great as it will be, San Francisco needs the new Russ Building.

Never in the history of San Francisco has the skyline taken on so many rapid transformations as during the last year. The completion of the Telephone Building, the Huntington Apartments and a half dozen relatively important structures has given a new impetus to building activities that promises to establish a new record during the current year.

Mammoth hotels, apartment houses, theatres and office buildings are being planned, and several are already under construction. Landmarks are fast disappearing such as the historic structure at California and Montgomery, and being replaced by the finest buildings in the West.

San Francisco is forging ahead, industrially and financially.



York investment-bond houses, and that it is a good investment. San Franciscans can hardly have less confidence in their own city. The fact that the Russ Building will be a tremendous benefit to San Francisco has not been urged by the underwriters of its securities; for it is a money-making project. The Russ Building is conceived and will be constructed for the primary



## *San Francisco Flower Business Amounts to \$10,000,000 a Year* [continued from page 7]

them to perfection as to size, form, color and long-keeping qualities. Some varieties keep fresh as long as six weeks after cutting.

From this small beginning in 1915, the chrysanthemum cut-flower business has grown until in October of 1925 the express company transported eighty-two full refrigerator cars, each holding 12,500 large chrysanthemums—more than a million blooms. These flowers carried San Francisco's message of beauty to cities on the Atlantic from Maine to Florida, in the north to Canada, and south into Mexico.

November 1st, All Saints Day, is observed in New Orleans as a local Memorial Day, and last October ten carloads of chrysanthemums, the equivalent of a standard passenger train, left San Francisco for the Crescent City, and were there retailed at \$1.50 a stem.

These chrysanthemums are all grown within trucking distance of San Francisco by Japanese who know how to grow them to perfection. They are packed dry in boxes and taken to Oakland pier where they are loaded into refrigerator express cars.

Three years ago the business had outgrown the space available in St. Anne street, and larger quarters were secured on Fifth and Howard streets. The market is in fact three distinct markets, one for the white growers, another for the Japanese, and the third for the Chinese. The floor space is divided into booths where the individual growers display their stocks. About 250 growers comprise the market, and considering the money value of the turnover the acreage planted is surprisingly small. It has been estimated that at this time 100 acres are planted to the large-flowered chrysanthemums, and a similar acreage to both the small or button varieties and the large Chinese asters. Fifty acres are planted to straw-flowers, and probably not more than that to roses. Within half an hour's ride from the market there is one range of greenhouses planted to 100,000 rose bushes. Rose culture permits of such close planting that the estimated 50 acres gives no idea of its important place in the industry.

The movement of chrysanthemums east was so successful that it was not long before experiments were made with other varieties of flowers. An experimental consign-

[continued on page 11]

# *An INSURANCE Department Store*

**T**HE FIREMAN'S FUND writes not only the well-known coverages under the head of Fire, Automobile and Marine Insurance, but also many other related classes, which, taken together with the primary forms of insurance, afford more complete protection to the insured.

The Fireman's Fund might be considered a department store of protection, with fire, automobile and marine insurance as the big staples in stock, but with the following large variety of forms of insurance to offer:

## **FIRE**

*Leasehold  
Rent  
Rental Value  
Use and Occupancy  
Profit  
Contingent Liability  
Explosion  
Riot and Civil  
Commotion  
Fallen Building  
Windstorm  
Sprinkler Leakage  
Open Policy  
Blanket Coverage  
General Cover  
Excess  
Provisional*

## **MARINE**

*Hulls  
Cargoes  
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Baggage  
Parcel Post  
Salesman's Floaters  
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## **AUTOMOBILE**

*Fire and Theft  
Liability  
Collision  
Property Damage  
Dealer's Open Policy  
and Lease Contract  
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Embezzlement  
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or Water Damage  
Riot, Insurrection  
or Civil Commotion  
Tornado, Cyclone  
or Windstorm  
Hail Coverage  
Traitors, Trailers*

*Ask Your Broker*



# **FIREMAN'S FUND**

## **INSURANCE COMPANY**

## CURRENT EVENTS OF INTEREST IN WASHINGTON

[ continued from page 6 ]

went glimmering when the House and Senate conferees adopted an amendment to the Revenue Bill providing that refunds shall not be given taxpayers who "elect" to pay on the non-community property basis. Assistant Secretary Winston cleverly kept this item out of the bill until it had gone to conference, making it virtually impossible for the California members to obtain its elimination without endangering the whole Revenue Bill.

JUDGE A. E. GRAUPNER of San Francisco, a member of the Board of Tax Appeals, came to the rescue of traveling salesmen when he held that money spent in entertaining customers is a legitimate charge-off as expenses in filing income tax returns.

MRS. KAHN and the other members of the California delegation are making a determined effort to obtain enactment at this session

of a Congressional reapportionment bill which will result in at least three new Congressmen for California. The situation is not regarded as hopeful, in view of the reported opposition of House Republican leaders.

THE next maneuvers of the combined fleet of the Navy will probably be held in the Atlantic, according to plans recently announced by Chairman Hale of the Senate Naval Affairs Committee. Hale made the point that the maneuvers in the last three years have all been held in the Pacific and he thought it was time the fleet navigators were learning something of the Atlantic coastline.

THE further development of Crescent City Harbor has been postponed by action of the Board of Engineers for Rivers and Harbors in sending back to the District Engineer all papers in the case, with the request that further facts be reported. The board particularly wants information regarding the use which might be made of Crescent City as a harbor of refuge, inasmuch as it is the only harbor that can be used for that purpose between Portland and San Francisco.

CALIFORNIA legislators are standing behind Pennsylvania Congressmen in their effort to obtain appropriations for the Sesqui-centennial Exposition in Philadelphia this year. The California members have not forgotten how the Pennsylvania delegation, thirty-two strong, stood by San Francisco in its contest with New Orleans for the Panama-Pacific International Exposition.

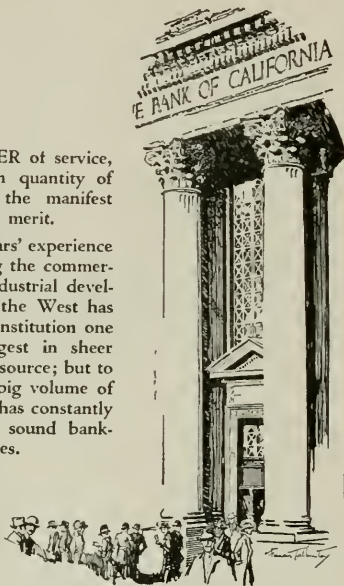
CONGRESSMAN ARTHUR M. FREE of San Jose has been transferred from the Subcommittee on Radio to the Subcommittee on Navigations Laws, within the Merchant Marine and Fisheries Committee of the House. The change is considered a promotion, inasmuch as Free's new subcommittee is held to be more important than the Radio Committee.

SAN FRANCISCO-BORN Chinese have been taking an active part in the hearings before the House Immigration Committee on the proposal to permit American citizens of Oriental extraction to return to the Orient for the purpose of bringing back wives of their own race. The committee has taken no action.

*Associated for Three Generations with the Best Progress of the West*

CHARACTER of service, rather than quantity of service, is the manifest measure of merit.

Sixty years' experience in financing the commercial and industrial development of the West has made this institution one of the largest in sheer power of resource; but to merit this big volume of business it has constantly adhered to sound banking principles.



## The BANK OF CALIFORNIA

National Association  
(A NATIONAL BANK)

COMPLETE  
BANKING  
SERVICE

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COMMERCIAL  
TRUST  
SAVINGS ACCOUNTS

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## \$5,000 a Day Spent to Ship San Francisco Flowers East

[continued from page 9]

ment of violets was made to an express agent in Maine. The agent took the box to the town's florist and asked him to try them out. The florist was waiting on a customer and had the agent put them in the refrigerator room, which is the largest part of an Eastern florist's establishment. A week later the agent returned to learn what success the florist had had with the violets. The incident had been forgotten and the unopened box was still in the refrigerator. It was opened, and the violets were found to be in splendid condition. Today San Francisco violets find a ready market through the entire East. Their season is from November to March. Each bunch is wrapped tightly in waxed paper and packed closely into a wooden box into the top of which is put a few pounds of cracked ice; the lid is then nailed on.

A year or so ago acacia was tried, and today the East will take all that San Francisco can send. The light feathery beauty of the yellow plumes are a welcome relief in the ice-bound East, where in February there is little or nothing in the way of locally grown flowers or foliage.

Heather, too, has become a standard cut flower for shipment throughout the country. A few miles down the peninsula there is an 80-acre tract planted entirely to heather for cutting. Other growers of heather send small plants east for the Easter trade.

Roses cannot be shipped as far as New York, but find a ready market in Oregon, Washington, Canada, Illinois, and to the south as far as San Diego, and Pasadena at New Year's draws heavily on San Francisco's supply of roses for her Rose Carnival. This is a secret known only to a few, but the truth will out, and Pasadena is not the only culprit guilty of wearing borrowed finery. Most of the better flowers and all of the maidenhair fern sold by Southern California florists are grown in the San Francisco territory.

San Francisco-grown maidenhair fern is in demand all over the country; other greens that leave San Francisco by the carloads are the Woodwardia fern from Santa Cruz and Marin counties, the Redwood burl, Oregon grape, the so-called wild lemon, Mexican ivy, and huckleberry.

One grower of straw-flowers reaps three crops a year from his 12-acre garden, and he cannot supply the

demand. He has a big advantage over his eastern competitors as he gathers three crops a year to their one and his flowers cure to a more intense color than those grown elsewhere.

The last holiday season served to introduce our California Toyon or red Christmas berry to the East. An early and very severe winter made it impossible to harvest the Michigan and Delaware holly crops and many carloads of our berries were used to furnish the necessary red in the eastern Christmas decorations.

The early spring flowers, anemones, ranunculi, and daffodils ship well, and are in great demand as far east as St. Louis.

San Francisco-grown gardenias seem superior to those grown elsewhere, and recently created a sensation at a flower show at Hartford, Connecticut, where they were easily prize-winners. Roses, too, grown in San Francisco have received prizes in shows in Kansas City.

In this article mention only will be made of the large and thriving nursery, seed, bulb, and tuber busi-

[continued on page 17]

## Constructive Auditing

An independent audit is to be regarded always as the means to valuable advice from the auditor or auditing firm.

Too often, auditing service ends with the report of the financial condition of (name) as of (date).

Auditors should be equipped—and should be employed—to offer recommendations in connection with method, policies, financing, etc.; to furnish comparative statistics intelligently prepared; to point out how mistakes and waste may be eliminated, and pitfalls avoided.

Of course, every audit should be a *Detailed Audit*. But whether it be *Detailed*, *Semi-Detailed* or *Balance Sheet*, it can, and should be made to, serve as the basis not only of the financial report, but also of constructive help.

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## The Government In Business

By HENRY SWIFT IVES

[From an address delivered at a joint meeting of the San Francisco Commercial Club and the San Francisco Chamber of Commerce.]

**P**RESIDENT COOLIDGE has furnished the best text I know anything about for a discussion of the subject which has been assigned to me. In one of his recent addresses the President said: "When the Government enters the field of business, with its great resources, there has been a tendency to extravagance and inefficiency, but having the power to crush all competitors likewise closes the door of opportunity and results in monopoly." That is an exact expression of my opinion in regard to government ownership, and it is a much briefer and more concise statement than I could ever hope to make.

I am not one of those people who believe that this country is going to the dogs. I think America is sound at heart and at core. I am quite sure, however, that there are some disturbing tendencies mingled with our methods of conducting our political institutions that must be taken into consideration by all business men, and by the people generally, if this country is to remain sound. These tendencies are dangerous chiefly because they are likely to lead to a condition of dry-rot at the center or heart of our institutions.

We are living in the midst of an age of miracles. We are at times disturbed, and even badly frightened, by the sudden changes in conditions. Every day new situations confront us of which we had no conception the day before. These things are affecting our whole method of living, our economic systems, and our political devices. Because of the somewhat chaotic environment in which our existence is ordered, there has been considerable uncertainty in regard to the settlement of many of the great problems of the modern world. I think, however, that the pains which the body-politic seems to be suffering from are, in reality, the growing pains of democracy, and not the dying pains of democracy.

One of the greatest troubles confronting us, in trying to ascertain what is good for the soul and the physical well-being of the body-politic, is the general misconception

[continued next page]

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[continued from preceding page]

of the two words which are used as labels for our conflicting political tendencies, viz.: Liberal and Reactionary. We are today applying the term "liberal" to all of those who believe in the extension of power of the State over business and over human conduct, and we are applying the term "reactionary" to those who are opposing this extension of governmental authority. In doing this we are using false labels. The modern Liberal is in fact a direct descendant of the Reactionary of a century ago, who believed in State Feudalism, while the modern Reactionary is really a descendant of the Liberal of a century ago, who believed in the greatest possible individual freedom.

This modern and so-called liberal tendency towards the superstate has led to the burdening of democracy with all sorts of strange and inconsistent laws, rules and regulations. Our system of government was not created to meet economic situations, and I do not think it is fitted for that kind of work. If the Government is to go into business, the only consistent procedure is for us to discard democracy and to use the Socialistic system in carrying on such endeavors.

I am quite convinced that there can be no half-way measures in the burdening of democracy. I do not believe that this country can exist half socialistic and half free, any more than it could have existed half slave and half free. There can be no dividing line. We must either be all free or all socialist, if we expect to maintain a satisfactory government.

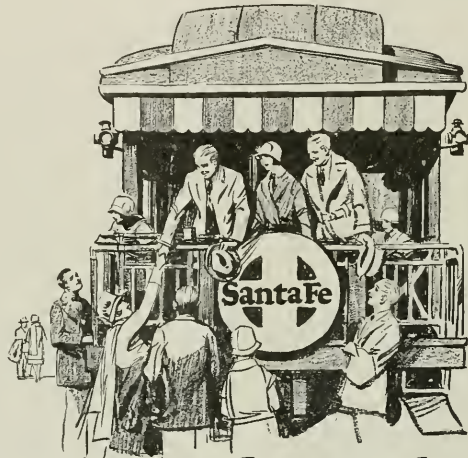
The worst situation that confronts us today is the tendency toward too much government. We are living in the midst of a plague of laws. We are trying to keep our law factories abreast of the wonderful economic and social progress of the age. In trying to make our laws keep up with this social and economic progress, we forget entirely that this progress has been due chiefly to the fact that our law-making machinery has not had time as yet to catch up with it. It is this failure to regulate progress completely that has made progress possible. Quantitative government is the besetting sin of this generation. The old qualitative theory, which held that the government which governed least governed best, is rapidly being scrapped, and we are substituting for it the theory that to be governed is the chief end of man.

This is the Jazz Age of law. There are in existence in America today

approximately 2,100,000 laws and ordinances of all kinds and descriptions, for the purpose of regulating our goings and our comings, what we do, how we do it, and our customs and our privileges. There are 100,000 people in America engaged in the business of making laws. They are the hands in our law factories.

As a result of this orgy of law-making—this great desire for the regulation of our fellow human beings—a great many of the ancient rights and traditions of the American people are being sacrificed, and it is also true, as you probably all know, that a large majority of these

[continued on page 14]



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[continued from preceding page]

regulatory schemes are the products of distorted imaginations and vagrant yearnings.

People who desire legislation in their own behalf are inclined to rush to the legislative halls and secure the introduction of a bill to cure a pretended evil or to meet a particular need. A few of these are good, most of them are bad, and some are indifferent. The business men of the nation are so deeply taken up with their own affairs that they often pay little attention to these movements. They would pay more attention to them, however, if they realized that excessive law-making always leads to excessive taxation. The tax burden has increased enormously in America during the last few years. In 1913 the total tax for all Federal, state and local purposes was \$2,919,000,000. In 1924 the total tax collected in this country for all purposes was \$10,250,000,000. The war, naturally, had something to do with this rapid increase, but during the last few years the expenditures of the Federal Government have decreased considerably, while state expenditures between 1923 and 1924 increased 7.6 per cent. We are spending in America today fifteen cents out of every dollar of the annual national income for taxes. The national income, according to the latest estimates I have been able to secure, is about \$68,000,000,000. Most of the increase in the tax burden, and practically all of the future proposed increases, are due to the extension of the powers of state or municipal governments in various fields. We have been paying a heavy bill for the privilege of being ruled, and we are paying a still heavier bill for exercising the desire of the average American to tell his fellow human beings how to behave and how to carry on their business.

The tendency toward government ownership has been very marked in the last ten years, and while it has not made any surprising headway, there is still considerable agitation in all parts of the country along that line, and, in my opinion, it is the most dangerous of all the socialistic tendencies, because it is so extensive. There are and have been, as you know, surprisingly extensive demands for either Federal, state or municipal ownership of railroads, public utilities, coal mines, oil wells, meat packing and shipping, food handling and distribution, cement manufacturing, and the operation of mills and warehouses. Most of these demands concern business enterprises said to be affected with a

public interest. It is hardly necessary to say that none of these experiments when tried have been successful financially. The Government has never created anything that it has not taken from private enterprise. Every time the Government enters into any sort of a business operation it robs private enterprise of what it previously has developed and makes a government operation out of it. It is essentially a selfish operation, too, because it is simply taking what the people, in their private capacities, have built up, and turning it into a great bureaucratic machine.

Do you remember reading in the second part of Shakespeare's "Henry the Sixth" of that very delightful, but altogether irresponsible, rascal, Jack Cade? Jack started a revolution of his own along about the same lines as some of our modern Radicals are proposing, and he caused the king a lot of trouble. In my opinion, Jack bears a very close resemblance to some of our modern demagogues. In one of his discussions of what he proposed to do when he seized the power of government, Jack said, "My mouth shall be the Parliament of England." There are a great many people in this country today who have the same opinion of their power as Jack Cade had back in the time of Henry the Sixth.

One of the greatest difficulties encountered in opposing the government ownership movement is the fact that a great many of our so-

[continued next page]

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called hard-headed and responsible business men are supporting various government-ownership schemes and in this connection permit me to say that I know of no business man who is supporting the government ownership of the industry in which he personally is engaged or in which he has money invested, but these same business men are very much inclined to support the government ownership of everybody's else business, and the country is full of that kind of citizens. You have them here in San Francisco, you will find them in New York, and you will find them in Chicago. No community is free from them.

I know there are a great many of my insurance friends here, but let me ask all of you—did you ever hear of one of these insurance men supporting government ownership, or partial government ownership, of the insurance business? You did not, but I know of insurance men who have supported the government ownership of the other fellow's business, and I can say the same of men engaged in nearly every other line of endeavor. I know of an operator of a steel mill back East who has been much interested in having the Federal Government take over the coal mines so that he may be assured of his steady supply without the difficulties he has been having. I know a man in the harvester business who has been much interested in the price-fixing schemes in behalf of the farmers and in the taking over by the Federal Government of the distribution and handling of grain, but that same man has been in years past a bitter opponent of the making of threshing machines in the State Penitentiary at Stillwater, Minnesota. There are many other illustrations of this same kind, and I want to emphasize the fact that if it were not for the support of the solid and substantial business man, the government ownership movement in this country would not be much more than a theory. You who are advocating the government ownership of the other fellow's business must be prepared in the due course of time to have your own business confiscated. When you learn that, you will be more consistent.

Concerning the orgy of law-making of which I have previously spoken, I would like to add that much of the demand for more legislation and more regulation comes from the business men of the country. They are always about the legislatures asking for some law or some new rule, either to help themselves or to regulate somebody else.

There has been altogether too much of this from these business interests, and I think it is about time that a halt be called. I am sure that more laws are due to the activities of business organizations, trade associations and the like, than to the many agitations carried on by the socialists and the so-called radicals.

In every discussion of this kind I try to impress upon my hearers this axiom: that no single industry or business can be lifted out of the common mass of privately conducted enterprises, endowed with the attributes of sovereignty, subsidized by taxation and operated by a political bureaucracy, without every other business and enterprise feeling the painful and depressing effects of such a procedure.

In all of our talk about government invasion of the business field, I think we have ignored one of the fundamentals. The main issue today really is not whether the Government shall own the railroads, the utilities or the insurance business, and the like, but whether the institution of private property is to be preserved. To me it does not make any difference whether the Government can operate any business more economically than can private enterprise. That is not the question at issue. The question is: is it in accordance with our democratic institutions that such a procedure be permitted? I think you will agree with me that there is no justification in a democracy for excessive state interference in the private affairs of the individual, even though the state might possibly be able to do the work cheaper—which it never has done. I think all of us would be opposed to living in community barracks, even though it could be demonstrated that the cost would be 50 per cent less than our present method of living. Such a saving does not justify the destruction of the home, and no saving that the Government might make in business justifies the destruction of democracy.

As you know, I represent the stock insurance business. I will not bore you by telling you about our troubles as far as government ownership is concerned, but we have them—and plenty of them. I do not think the average man understands what a great institution insurance is. I do not believe he understands that insurance is the guardian of modern progress. Indeed, if it were not for the protection that insurance affords, modern commerce could not be carried on in its present way. Insurance also is the foundation of

[continued on page 22]

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## 31 FREIGHT CARS LONG



New Addition to the Plant of the Western Pipe and Steel Company, South San Francisco. This building is 1240 feet long.

By CHARLES A. FLEMING

Director Industrial Department, San Francisco Chamber of Commerce

**M**AMMOTH as it is, the new plant of the Western Pipe and Steel Company, stretching 1,240 feet from end to end, is only a forerunner of the great industrial growth and development that is destined to take place along the west shore of the San Francisco Bay in the next few years.

Thirty-one freight cars standing end to end would be only slightly longer than this new South San Francisco plant.

"I believe you only need to look at this building," said R. D. Plageman, sales manager for the Western Pipe and Steel Co., with headquarters at 444 Market street, "to know what we think of San Francisco and the peninsula as a manufacturing and distributing center, and yet this deep-water side of the bay is only a beginning to what it is going to be. With natural deep water hugging the west shore and with acres upon acres of waterfront land upon which to build industries, the peninsula has untold possibilities for industrial and residential growth.

"And perhaps you would be interested in where some of the product that is to be made in this new plant is to go.

"It is going to the Fairbanks Exploration Co., there to bring water from the melting glaciers in summer and wash out gold on the company's properties. This placer mining can be carried on only in the summer, but curiously enough since the pipe has to be taken to the development section over Alaskan tundra, or mossy marsh land, which can be traversed only when it is frozen, the shipment must be conveyed to the property in the winter."

This San Francisco product, according to Mr. Plageman, can be sold and shipped successfully from San Francisco to the eleven western states because of its comparatively light weight.

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## San Francisco Now a National Market for Flowers

[ continued from page 11 ]

ness. That business is of enough importance to merit a separate article.

The San Francisco district has become world-famous for the fine dahlias created by our local hybridizers, many of them with gardens no larger than a vacant city lot. The dahlia has not appealed very much to the florist as it has been considered a poor keeper. This reputation, however, is unwarranted and as the proper way of cutting and curing the blooms is better known, it will undoubtedly be in great demand, for it is the most colorful and gorgeous of all our fall flowers.

That it is a good cut flower the writer proved conclusively when, in September, 1924, he put a box of dahlias to the severe endurance test of the trip by air mail to New York, where they were exhibited at the American Dahlia Society's show and also at the Short Hills Show in New Jersey, after a 34-hour trip in the cockpits of fourteen air-planes. Fully half an hour of this time the flowers were subjected to stiff jolts as the planes rose from and returned to the ground. They were shipped dry in much the same way as chrysanthemums are expressed, and eight days later, after the 34-hour trip and four days in the stuffy atmosphere of exhibition rooms, one was still presentable.

The climate of the bay counties is unsurpassed for the growing of fine flowers, and there are hidden in the back yards of thousands of San Franciscans gardens that are a riot of color the greater part of the year. These gardens, like the flower market, are seldom seen by visitors. It is regretted that this has to be, because this April the Garden Club of America, composed of more than seventy Garden Clubs throughout the country, is to hold its annual meeting in Santa Barbara. Most if not all of these visitors to California will spend a few days in San Francisco. They will not be shown our secret gardens as few know of their existence, and San Francisco, which furnishes the whole United States with most of its cut flowers, has no Garden Club to act as host to the visitors. This is a condition which should be remedied. Every city of any size in America has a Garden Club which fills a well-defined place in the civic life of the community.



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# TRANSPORTATION

## IMPORTANT TRANSPORTATION MEETING

CHAS. E. VIRDEN, General Chairman of the Pacific Coast Transportation Advisory Board, is calling shippers' and their traffic representatives' attention to the importance of attending the next regular meeting of the Board, which will be held in the Palace Hotel at 10 o'clock A. M., Friday, March 19.

Transportation matters of interest in this territory will be reported on and discussed.

### Revenue Freight Loading

Loading of revenue freight the week ended February 20 totaled 931,743 cars, according to reports filed by the carriers with the car service division of the American Railway Association.

This was an increase of 5,557 cars over the corresponding week in 1925 and an increase of 86,044 cars over the corresponding week in 1924 when loadings

were materially reduced due to the observance of a holiday. The total for the week of February 20 also was an increase of 14,599 cars over the preceding week.

### Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than March 18. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6632—Paper napkins, CL, Westbound; 6633, mosaic tile, CL, westbound; 6634, solvent naphtha and toluol, CL, westbound; 6635, rubber or brass stoppers, CL and LCL, westbound; 6636, automobile seat boards, CL, eastbound; 6637, rough-rolled glass, CL, westbound; 6638, truck tank body parts, CL and LCL, westbound; 6639, rates to and from points on the Northwestern Pacific R. R. north of Willits, Calif. Proposal to amend Tariffs 1-Y and 2-S; 6640, grand pianos, CL, westbound; 6641, blacksmith coal, CL, westbound; 6642, plaster and plaster products, CL, eastbound; 6643, wood, built-up or combined, veneered, CL, westbound; 6644, stakes, CL, eastbound; 6645, mining machinery, CL, westbound; 6646, cereals and cereal products, CL, westbound; 6647, machinery, CL, westbound; 6648, lumber to stations in Wisconsin and Minnesota, CL, eastbound; 6649, cement, liquid or paste, CL and LCL, westbound; 6650, grain and grain products, CL, westbound; 6648, Amended—Flavoring extracts, spices, tea and baking powder, in mixed carloads, eastbound.

### United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 39, posting date March 10, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than March 22, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-503—Crude rubber compound (so-called Rex Blak), request for establishment of specific LCL rate of \$1.30 per 100 lbs.; R-504, scales, request for reduction in LCL rate from \$3.00 to \$2.50 per 100 lbs.; R-505, automobile frame parts, viz., gear frame side or cross bars, frame gussets, frame brackets, frame supports, K. D. loose or K. D. in packages, Item 3646, request for reduction in CL rate from 40c to 30c; R-506, metalware, Item 3435, request for reduction in CL rate from \$1.00 to 90c, LCL rate from \$1.25 to \$1.10; R-507, machines, vending, request for reduction in LCL rate to \$1.10 per 100 lbs.; R-508, coffee, roasted, Item 860, request for reduction in CL rate from \$1.00 to 75c and reduction in minimum weight from 24,000 to 12,000 lbs. also reduction in LCL rate from \$1.25 to \$1.00.

### LEADS FOR NEW BUSINESS

Accountants—D. L. R. Pratt, Pacific Bldg.; Old & Vaughan, to 233 Sansome.

Adjuster—G. F. Roberts, 433 California.

Attorneys—Geo. K. Whitworth, 564 Market; O. M. Van Dusen, Dollar Bldg. to 233 Sansome; Jordan & Brann, Mills Bldg. to 233 Sansome; W. M. Holden, 485 California.

Auctioneers—Goodman's Auction House, 530 Sutter; Bakke & Gilling, 1774 Geary.

Automotive—Perfection Sliding Curtain Co., 4142 Geary.

Auto Repairing—Geo. L. Hackett, 2020 Van Ness Ave. to 600 Fulton.

Broker—Myron S. Wall (insurance), 315 Montgomery.

Collection Agencies—National Law & Collection Co., 251 Kearny to 564 Market

Dentist—Dr. Robert E. Smith, Flood Bldg. to 490 Post.

Electric Work—Unger Electric Co., 1749 Hyde to 1045 Mission.

Excavation Equipment—Industrial Works, 455 Monadnock Bldg.

[continued on page 21]

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Same Phone Sutter 1040

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### BISHOP & BAHLER

Incorporated September 16, 1914

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Originators of

"TRANSPORTATION ECONOMY"

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Fastest Boats on San Francisco Bay

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DAILY EXCEPT SUNDAY  
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**PALATIAL STEAMERS**  
Suites with Bath—Barber Shop  
Fare \$1.80 One Way \$3.00 Round Trip  
Try Our Famous 50 Cent Dinners  
Phone Sutter 3880 for Reservations  
California Transportation Company

### CHECKER CAB COMPANY

Assures its patrons the highest standard of responsible service at lowest rates.

**WHY?**

First: Checker drivers are the best paid cab drivers in the world.  
Second: 87% of its personnel are stockholders.

**GRAYSTONE 400**

[ continued from page 5 ]

mentioned were typical subjects of broad interest.

The work of the recent convention was not directed toward codifying a large list of formal resolutions. Only two resolutions were passed, one favoring foreign trade zones, the other favoring better and cheaper trans-Pacific cable and radio communication in order to foster better international understanding by more news interchange and increased trade.

It is true that the United States is one of the two countries of the world best adapted by abundance and variety of natural resources to follow a policy of strict natural seclusion. China is the other country similarly situated, and China did in fact adhere to a seclusionistic policy until very recently and with progressive ingrowing weaknesses. The average American, since the post-war depression at any rate, is convinced of the desirability of export, and views foreign trade in terms solely of export trade. It is a problem of simple arithmetic to demonstrate that truism that you cannot export unless you import.

Many otherwise intelligent citizens do, however, strenuously object to any imports of commodities which are or can be manufactured in this country, despite the lower price of the foreign goods, "so long as there is a single American workman looking for a job."

The purpose to insure employment of American workmen is highly laudable. The only mistake is that the home industry enthusiast is apt to defeat his own ends. It must not be forgotten that agricultural products are the basis of Pacific Coast prosperity and that further expansion of producing areas depends largely on increased export. Roughly 25 per cent of specialized agricultural production is already exported. Any action calculated to discourage use of materials produced abroad, to discredit foreign manufactured commodities or to bring pressure to bear to prevent their consumption is a direct invitation for retaliation by foreign countries. The loss of our foreign markets would throw many more men out of employment than could find jobs by producing articles that may be logically imported. Import also gives a two-way cargo which is necessary for profitable ship operation. Ships in ballast cannot support an American merchant marine. These and many other points dealing with the economics and politics of foreign trade were brought out by the convention speakers.

The purpose of the Pacific Foreign Trade Council in its program of "Pacific Coast Unity for World Trade Expansion" may be briefly summarized as follows:

To solidify Pacific Coast sentiment so that there will be a concord of thought and action.

To stimulate commerce by every possible means, and extend the foreign market for Pacific Coast products.

To bring about a greater understanding between peoples living in countries bordering on the Pacific.

To inform citizens living inland

from the Coast cities that foreign trade is not a matter of concern only to Coast cities, but that foreign markets are necessary to absorb the country's surplus if our agricultural and industrial life is to prosper; and that we cannot export unless we import.

To fuse together farmers, manufacturers, business men, bankers, transportation interests and other groups which must be correlated to extend this foreign trade.

To make of the council an organization truly representative and worthy of lasting endurance.



## It takes in ALL three

The three manifests of service in gasoline are: (1) satisfactory quick starting according to seasonal demands, (2) full stride of power, (3) mileage.

Juggle these three essentials around as you wish; put them in any order you want, to secure what 999 out of 1000 motorists really want in gasoline results, you must get all three in perfect coordination.

Associated Gasoline, through its distinctive range of boiling points, gives the three service essentials in ideal degree. Associated Gasoline is always associated with "more-miles-to-the-gallon."



### MOTORMATES



CYCOL MOTOR OIL—for thorough lubrication at low cost. It cushions the moving parts of your motor. Comes only in one quality—in grades to fit your motor needs. . . . .

Sustained Quality Products

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## FOREIGN TRADE TIPS

10081—New York, N. Y. Foreign trading corporation are in the market annually for small quantities of OATS, BRAN and HAY. They wish the oats crushed and the bran and hay in highly compressed bales for export to the Far East.

10082—San Francisco, Calif. Import-export house desires to communicate with importing brokers handling merchandise such as SHELLAC, MICA, WOOD-OIL, PEANUTS, WALNUTS, LENTILS, MUSTARD and LINSEED OIL, and CANTOR OIL.

10083—Kaneoh, Oahu, T. H. Party desires to get in touch with San Francisco firms handling SHARK OIL, SHARK SKINS and SHARK FERTILIZERS.

10084—Oslo, Norway. Exporters of CANNED GOODS desire to communicate with San Francisco

importers interested in handling this merchandise and in a position to develop business for them here.

10085—Hamburg, Germany. A firm of commission agents and brokers are very desirous of representing a California exporter of DRIED FRUITS.

10086—Hamelin, Germany. Manufacturer of LEATHER GLOVES wants a representative in California.

10087—Waldersdorf, Germany. Manufacturer of LIXEN GOODS (fish-bone, towels, napkins, etc) wishes representative in San Francisco.

10088—Blaustadt, Germany. Manufacturer of MINERAL and CHEMICAL PAINTS wants a representative in San Francisco.

10089—Rheda, Germany. Manufacturer of HINGES wishes representative in California.

10090—Rotterdam, Holland. Firm is very desirous of establishing connections with a California packer and exporter of DRIED FRUITS, particularly prunes, apricots and apples.

10091—Amsterdam, Holland. Large art dealer, having a collection of ETCHINGS by DUTCH ARTISTS, in New York City, wishes to get in touch with San Francisco art dealers who might be interested in these etchings.

10092—Monnikendam, Holland. Owners of an anchovy salting plant wish to get in touch with San Francisco importers of ANCHOVIES.

10093—Paris, France. Supplier of TURPENTINE wishes to get in touch with interested San Francisco importers of this commodity.

10094—Madrid, Spain. Manufacturers of a very complete and artistic line of SPANISH STYLE LANTERNS for rooms, gardens, churches, etc., are interested in getting in touch with San Francisco dealers handling this line of merchandise. Illustrated catalog with prices on file with the Foreign and Domestic Trade Department.

10095—Detroit, Mich. Firm is in the market for JAPANESE BAMBOO FOUNTAIN PENS.

10096—Tokyo, Japan. Import-export house is in the market for AUTOMOBILES, MACHINERY, TOOLS, TOILET GOODS, CURTAINS, WOOLENS, FURS, etc., and is in a position to export LAQUERED WARE, BAMBOO GOODS, JAPANESE ORANGES, FURS, MATTING, STRAW and CHIP BRAIDS, FINE ART CURTAINS, PORCELLAINS, TEA, SILKS, etc.

10097—Yokohama, Japan. Exporters of DISINFECTED, BLEACHED COTTON RAGS wish to establish business connections with San Francisco importers and users of these rags.

10098—Mexico, Mexico. Exporter of GUANO wishes to get in touch with buyers of this commodity.

10099—Nuevitas, Cuba. Firm desires to communicate with San Francisco buyers of CANE MOLASSES.

10100—Havana, Cuba. Established commission merchant is interested in representing in Havana, San Francisco exporters of DOMESTIC BEANS, CANNED SARDINES and SALMON.

10101—Brussels, Belgium. Manufacturers and exporters of WALLPAPERS wish to appoint suitable San Francisco business houses to act as their selling agents in this territory.

10102—Ahmedabad, India. Established firm is very desirous of representing in India, California manufacturers of TOILET SOAPS, SHOE POLISH, TOOTH PASTE, LOCKS, and PATENT MEDICINES.

LOCK CORNERED BOXES for SUIT CASE FRAMES.

D-2014—Portland, Oregon. Firm wishes quotations for a Portland, Ore. 300 tons of a mixture containing 80 per cent WHEAT BRAN and 20 per cent STICK MOLASSES, for delivery during April, May and June, 1926. This stick molasses feed to be put up in gummy sacks, 90 pounds to a sack.

D-2015—Nogales, Arizona. Firm desires to get in touch with San Francisco handlers of HIGH GRADE CHARCOAL in carload lots.

D-2016—Portland, Oregon. Ladies' apparel firm wishes to communicate with manufacturers of RAYON or TRICO-SHAM LINGERIE in San Francisco.

D-2017—La Madra, New Mexico. Mineral corporation desires to get in touch with San Francisco dealers in MICA, PYRITE and CLAY.

D-2018—Rome, Georgia. Organization wishes to find a small coastwise vessel to transport a cargo of bauxite from some Gulf or South Atlantic port convenient to Rome, to San Francisco. A ship taking a cargo to that region might take on a return cargo of bauxite.

D-2019—Lindsay, Calif. Olive growers have cured 1,200 gallons of OLIVES Spanish green style and wish to dispose of them in the San Francisco markets. This fruit is of extra size and high quality.

D-2020—Oakland, Calif. Party mining GALIENITE ORE in Nevada has several tons ready for shipment and desires to communicate with interested manufacturers of radio crystals.

D-2021—San Mateo, Calif. Manufacturers' agent desires to represent Eastern manufacturers in FOOD lines on the Pacific Coast.

D-2022—Los Angeles, Calif. Owners of an unlimited supply of CLEAN FINE SAND, suitable for foundry use as a molding sand, or in the finish of asphalt-concrete pavement, are desirous of getting in touch with San Francisco buyers of this commodity, preferably wholesale dealers.

D-2023—Detroit, Mich. Established broker wishes to establish connections with large San Francisco distributors of BTRELAP. Is in a position to secure large orders for this material.

[continued on page 21]

## I AM GOING TO EUROPE

### Experienced Business Man Offers His Services

to firms desirous of availing themselves of this opportunity to buy or sell merchandise, make connections, appoint representatives or procure agencies.

I have been engaged for the past ten years in the Import-Export and Merchandise brokerage business in this city and have earned a reputation for capability and dependability. Highest references.

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## PROTECT YOUR TRADE MARKS

Mida's Pacific Coast Trade Mark Bureau Affiliated with MIDA'S, Incorporated Chicago, Ill., Washington, D. C. Complete Records to date of all U. S. Patent Office Registrations and Copyrights. Attorney Associates throughout the world.

Have any of your Trade Marks expired? Are you using a trade mark or trade name that has not been registered or infringed? If so, can same be registered? Is it being infringed? Have you had the records searched? Security costs but little. Send for literature.

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## PATENTS

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Capital Subscribed.....Yen 100,000,000.00  
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Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

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## DOMESTIC TRADE TIPS

D-2012—Phoenix, Arizona. Manufacturers of mattresses are in the market for NEW WASHED and STERILIZED FEATHERS and DOWN.

D-2013—Seattle, Wash. Luggage manufacturers are desirous of getting in touch with San Francisco or Oakland woodworking plants capable to turn



## DOMESTIC TRADE TIPS

[continued from page 20]

D-2024—New York, N. Y. Manufacturers of electrical LAMPS, FIXTURES and NOVELTIES, are interested in securing the services of an energetic manufacturer's agent in San Francisco to handle their line here.

D-2025—New York, N. Y. Old established firm of manufacturers' representatives, having excellent domestic and foreign connections, offers their services to San Francisco manufacturers desiring to establish new markets for their products.

D-2026—Long Island, N. Y. Manufacturers of a line of ELECTRICAL ELEVATOR CONTROL EQUIPMENT, SPECIAL PANEL BOARDS for BAKING MACHINE MANUFACTURERS, PUMP STARTERS, REFRIGERATING PANELS and THERMOSTATIC CONTROLS, PRESSURE REGULATOR-PANELS, etc., are very desirous of appointing a suitable agent to handle the sale of this equipment in San Francisco.

### Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, groceries. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened March 13, 1926.

For furnishing the War Department and delivering to F. O. B. Stables, Clackamas and Corvallis, Oregon, forage. Bids are to be submitted to the Commanding Officer, Seattle Quartermaster Inter-

mediate Depot, 405 Bay Blvd., Seattle, Wash., and will be opened March 16, 1926.

For furnishing the War Department and delivering at Fort Mason, San Francisco, miscellaneous supplies. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened March 20, 1926.

For furnishing the War Department and delivering at points, on or about April 1, and as called for during the month of April, 1926, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened March 16, 1926.

For furnishing the War Department and delivering to F. O. B. Stables at points named, Forage. Bids are to be submitted to the Commanding Officer, Seattle, Q. M. I. Depot, 405 Bay Blvd., Seattle, Wash., and will be opened March 16, 1926.

For furnishing the War Department and delivering to Army Transport Wharf, Fort Mason, San Francisco, as required during the month of April, 1926, subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened March 15, 1926.

For furnishing the Paoma Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Paoma, with steel bars, staybolt iron, copper tubing, gaskets, screws, nuts, nails, cable clips, anchors, stocks and dies, taps, reamers, hits, shovels, pipe wrench, pry bars, nutcracker, blisks, mortise locks, lanterns, levels, "zigzag" rules, plainer, glass cutters, grommets, hammers, Costco distress outfits, tennis nets, billiard cloth, soccer balls, napkins, drawing paper, hood paper and asbestos wood. Bids are to be submitted to the Purchasing Officer of the Panama Canal, Washington, D. C.

For furnishing the Alaska Railroad, and delivering, free of all charges, on pier in Seattle, Washington, galvanized bolts, oak brackets, glass insulators, square galvanized washers, galvanized steel guy wire, iron wire, copper wire, telephone batteries and flashlight batteries. Bids are to be submitted to the General Purchasing Agent, The Alaska Railroad, Seattle, Washington.

For furnishing the California State Institutions with fresh fish. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, Calif., and will be opened March 15, 1926.

For furnishing the California State Institutions with smoking and chewing tobacco, pipes and cigarette papers. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, and will be opened March 15, 1926.

For furnishing the California State Institutions with various groceries and food stuffs. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, Calif., and will be opened March 17, 1926.

Thos. M. Gardiner, 41 Drumm to 112 Market; Ben H. Lummis, 112 Market.

Packing—Beldam's Steam & Water Packing Co., 133 Sutter to 37 Spear.

Printing—Nehraska Printing Co., 128 Halleck.

Publications—Iron Trade Review, 681 Market to Marvin Bldg.; Pacific Coast Press, 351 California.

Public Stenographer—Mae J. Johnson, 16 California.

Real Estate—Liebert Realty Co. (J. M. Liebert), 704 Clement; Geo. T. Plummer, 125 Sutter to Alexander Bldg.; B. A. Orenco, 2971 Mission; I. H. Goldmyer, Russ Bldg. to 82 Sutter.

Mugs—Art Fluff Rug Mfg. Co., Inc., 1923 Fillmore.

Stocks and Bonds—W. H. Combs, 341 Montgomery.

Traffic Manager—Wm. J. Haas, 525 Market.

Waste Materials—Saml. L. Coon, 1230 Harrison.

Weather Strips—Athey Clothlined Metal-Weatherstrip Co., 34 Harriet; Moorarch Metal Weather Strips, 4328 Geary.

Welding Apparatus—Bastion & Blessing, 200 Davis to 215 Bay.

Wholesale Credit Manager, with eight years experience in credits, is seeking connection with local business house. Excellent references. Good

Young man, 32, desires some business connection. Would make small investment with services, or would accept a position with advancement.

## OFFICE HELP



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## COLLECTIONS

No collection no charge  
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### Office and Sales Executive

Past 15 years in local office of National Corporation, manufacturing basic commodities, who advanced to important managerial position through accounting, credit and finance departments, seeks connection in productive capacity where his experience can best be utilized and where exists fairly definite future with well established and progressive concern, preferably one selling to jobbers, wholesalers and large consumers. Energetic, broadminded and adaptable. Has initiative and accustomed to assuming major responsibilities and discharging duties efficiently. Free to travel or locate elsewhere. Married. Age 37. Kindly communicate with Box 339, San Francisco Business.

### Montague Pipe & Steel Co.

Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Steel Flumes, Scaffolds, Stacks, Montague Well Casings, Water Tube Safety Boilers.  
Works: 17th and Kentucky Sts.  
Phone Market 6409, San Francisco  
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Light 4-lb. weight, in black, blue, or purple, 8½ x 13, per 100 sheets - \$2.33  
42 Grades Carbons and Ribbons.  
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### LEADS FOR NEW BUSINESS

[continued from page 18]

Feed—Nolan Hay Co., Merchants Exchange Bldg., 465 California.

Finance—North American Investment Corp., 315 Montgomery.

Fish—Pacific Fish Co., 215 Market to 101 California.

Furniture—Arata & Ligonarsimo, 3366 Mission; Key Furniture Co., 421 Sutter, April 1.

Hardware—Blair's Hardware Store, 1554 Ocean.

Knit Goods—A. H. Cobden, 742 Market.

Lamps—Wuelker's Kitten Lamps Co., 288 St. Leases—Store, 430 Sutter.

Life Insurance—Conservative Life Insurance Co. of West Virginia (Marshall W. Woodson, Mgr.), 402 Gillette Bldg.

Lighting Fixtures—Safety Electric Products Co., 255 Golden Gate Ave.

Lingerie—Gussis A. Hirschberg, 183 Geary; W. G. Abbott—Marvin Bldg.

Loans—Wm. R. Oates, 114 Sansome; H. J. Edwards, S. N. Ayres, C. C. Bowco and J. M. Henderson, 114 Sansome.

Manufacturers' Agents—Clapp & La Moree, 1159 Howard to 625 34; J. J. Brady, 650 Howard;



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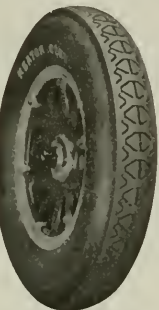
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Made in San Francisco

A high-grade tire built for the severe requirements of the West and embodying the Sure-Footed Keaton Non-Skid Tread for protection on the crowded streets and highways. See us for liberal offer to exchange your present tires.

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Phone E-vergreen 2184

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Phone Walnut 2663

VIADUCT TIRE CO.  
4298 Mission St., Opp. Silver Av.  
Phone Randolph 4135

COLUMBUS VUL. & TIRE CO.  
794 Fibert, Cor. Calumet Bus  
Phone Kearny 3794

OAKLAND RIM & TIRE CO.  
2811 Broadway, Oakland  
Phone Lakeside 120

[continued from page 15]

credit. Before insurance became the basis of credit, however, it will be remembered that credit was only extended in any considerable amounts by the pledging of a definite security of some kind or other. That was the pawn-shop stage of credit. Insurance now has taken credit out of this pawn-shop stage of its existence and has made a great department store of it, where all the world may shop.

The insurance business has suffered a considerable invasion by the Government. Sixteen states are operating workmen's compensation funds, and in seven of these states private companies are prohibited from competing. In nine states where competition is permitted, private companies—despite the fact that they charge more—write 85 per cent of the business and the state-owned funds write 15 per cent of the business. That ought to be ample indication that the average business man does not want anything to do with state insurance. There are also a great many state insurance funds for hail insurance, fire insurance on public buildings, and for providing surety bonds for state officials and the like. The people back of these movements for state insurance do not seem to appreciate the fact that the invasion by the state into the insurance business is perhaps the most dangerous type of government ownership.

If you will consider the billions of dollars in insurance investments today, you will find one of the reasons why the socialists are so keen upon taking over the insurance business. They know that if they can confiscate insurance they will have an opportunity to get control of all the property represented by these enormous insurance investments. That is one of the outstanding dangers which the ordinary person does not realize when he thinks of state insurance funds.

I have tried to give you some of the outstanding points in regard to the government ownership movement, as far as my observations go, and please keep in mind the fact that government ownership is nothing more than a substitution of government deficits for private profits. It is taxation for confiscation; it makes politics instead of business the national dividend producer; it represses the reproductive processes of capital and then attempts to revive them by the tax gland operation.

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
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Do not wait until Prices advance.  
Sites available now 5 to 15 cents a square foot. Spur track Privileges—

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RACINE  
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BALLOONS



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# What Does Your Liquid Soap Cost You?

THE COST PER WASH IS FAR MORE  
IMPORTANT THAN THE PRICE  
PER GALLON

*Bobrick's Liquid Soaps*  
only cost from 1/40 to 1/25  
of a Cent per wash

Bobrick's **Sop-O-zoN** contains a large amount of true soap and a small amount of water—that is why the cost is less per wash.

A little Bobrick's **Sop-O-zoN** goes a long way because it contains such a large amount of pure soap. It not only lathers quickly but it cleanses thoroughly.

Let the Factory advise you as to the grade that will best suit your requirements and cost you the least per wash.

It has been proven by test that the **Sop-O-zoN** Gravity Systems and **Sop-O-zoN** Dispensers **save** soap.

Convince yourself by trying **Sop-O-zoN** Service.



**Sop-O-zoN Gravity Liquid Soap System**

Advantage over single Dispensers apparent. Tank supplies all basins.  
One filling lasts a long time. Saves janitor's time.  
Eliminates waste. No breakage.

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## To All Members of the Chamber of Commerce:

If you have not taken advantage of the opportunity to present your business message in the **CHAMBER OF COMMERCE TRADE DIRECTORY**, please do so by Monday, March 15.

Advertising Copy closes April 1.

The Trade Directory, containing a membership index and commodity classifications, will serve as a **BUSINESS GUIDE** in both foreign and domestic trade.

Telephone KEARNY 112

### Trade Directory Order

SAN FRANCISCO CHAMBER OF COMMERCE, 465 California Street

Please enter our order for \_\_\_\_\_ page advertising to be run in  
the { News Sections } of your **TRADE DIRECTORY** edition, April 14, 1926.  
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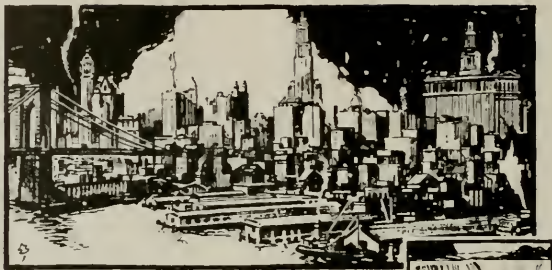
Pacific and Atlantic  
Oceans

Great Lakes and  
the Gulf of Mexico

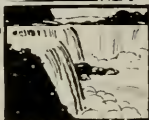
Two Foreign  
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Go by steamer down the Mississippi, through the Gulf of Mexico and northward on the Atlantic to New York. Meals and berth on the boat included in the one fare.

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Westward you may go through beautiful New York State to Albany, Buffalo, Niagara Falls, a trip through Canada, and then Detroit and Chicago. Here are the Great Lakes with all their summer fun.

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The former route takes you through North Dakota, Montana—a sidetrip to Yellowstone Park and Idaho to Spokane and Seattle. The latter allows you to visit Winnipeg, Lake Louise, Banff, Jasper National Park, Mt. Robson, Vancouver and Victoria before arriving at Seattle.

Then Puget Sound, Tacoma—a sidetrip to Mt. Rainier National Park, the great valley of the Columbia River, Portland and the green Oregon country. In Oregon is Crater Lake. Then southward through verdant valleys and over tall mountain ranges to Sacramento and San Francisco.

Here is the trip of all trips. No matter where you live or from where you wish to start you may connect with trains to carry you over the Big Circle Trip.

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Plan now for this most wonderful of all your vacations. Make this summer a liberal education for your children and yourselves. See and do more this vacation than ever before.

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PASSENGER TRAFFIC MANAGER  
SAN FRANCISCO



SAN FRANCISCO

# BUSINESS

Published Weekly by SAN FRANCISCO CHAMBER OF COMMERCE

Volume XII

MARCH 17, 1926

Number 10

## THE BAY BRIDGE SITUATION

### Proper Consideration Must Await Ruling of the War Department

**T**HE San Francisco Chamber of Commerce is keenly interested in the construction of a bridge between San Francisco and the Oakland side of the bay. Proper consideration of this matter must await the determination of the War Department as to the location of such a bridge. It is at once apparent that it is impossible to advocate any particular bridge project until the War Department has announced the location and the character of the bridge it will permit.

The financing and operation of the various projected bridges are of the utmost importance, and as soon as the location and character of the bridges are determined by the War Department it will be necessary to determine whether they are to be operated privately or publicly, and whether the promoters of various projects are able to finance their enterprises properly.

This statement from President Clay Miller reaffirms the policy of the San Francisco Chamber of Commerce and answers questions addressed to that organization recently by those interested in one or more of the various bridge projects.

To make the position of the San Francisco Chamber of Commerce clear it may be recalled that in 1921 the War Department enunciated a

**I**NVITATIONS to the 1926 National Foreign Trade Convention, which will be held at Charleston, S. C., April 28, 29, 30, have been received in San Francisco with copies of preliminary program and registration card.

In a letter to the Foreign Trade Department of the San Francisco Chamber of Commerce, Secretary O. K. Davis says: "Our convention will be up to the standard you set in Seattle. We particularly want the West to meet up with the new South at this convention."

San Franciscans contemplating this trip can get all necessary information concerning fares, accommodations, etc., from Henry F. Grady, Director Foreign Trade Department, San Francisco Chamber of Commerce.

### Express Firms to Charge Storage for Undelivered Merchandise

**E**XPRESS companies are planning to establish a system of charges for the storing of express shipments that are uncalled for or refused when tendered for delivery. This is the announcement of W. C. Kiefer of the American Railway Express Company.

A docket outlining the proposal has been issued for the information of the public, and in due course it will be filed with the Interstate Commerce Commission as an addition to the Express Classification to become effective on or about May 1st.

The rules and charges will apply to business of this character which the local office has to store owing to the refusal of the consignee to accept it when a tender of delivery is made or which for any other reason not the fault of the express company can not be delivered. Three days "free time" will be allowed, after which the storage charge will be 10 cents for the first day, 5 cents for each of the next eight days, with a maximum of 50 cents a month for each shipment weighing 100 pounds or less. There will be a regular monthly charge thereafter of 50 cents per month or fraction thereof.

On shipments weighing more than 100 pounds this storage charge will be assessed proportionally, any

policy embodying the following points:

(1) That no bridge of any kind will be approved north of Hunters Point.

(2) That no low bridge will be approved north of San Mateo.

(3) That a tunnel crossing the bay will be approved in any location, provided that the highest part of the structure is placed at least fifty feet below mean lower low water and proper compensation is made for obstruction of cross-section as affecting tidal flow.

(4) That a combined bridge and tunnel will be approved at a location south of the proposed Alameda Naval Base site, provided that the

[continued on page 4]

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# SAN FRANCISCO BUSINESS

## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

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### Owners May Hereafter Pay Express Companies for Storage of Goods

(continued from page 1)

fractional part of 100 pounds to be computed as 100 pounds, *i. e.*, on shipments weighing more than 100 pounds and not more than 200 pounds the storage charge will be twice that shown above on a 100-pound shipment. The carrier is required to give proper arrival notice to the consignee, such notice to bear the same address as appears on the shipment, and to retain in its files a duplicate copy of such notice.

In the course of business, many controversies arise, during which a consignee may prefer to refuse shipments sent to him. The carrier has no alternative but to store the goods and cannot relieve itself of the shipment or of all responsibility for it until the parties involved adjust their differences. This may take several months in which the carrier is an innocent bystander having been in no wise responsible for the non-delivery.

Assessment of storage charges on unclaimed shipments has long been a practice with freight and baggage. The contention now is that the expense and extra labor involved should be borne, not by express patrons generally, but by the owners of the goods so stored.

### I. C. C. Denies Plea of Railroads for Terminal Rates

The Interstate Commerce Commission, in a decision just announced, by a vote of 7 to 3, denied the transcontinental rail lines' application for reductions on various commodities from Chicago territory to Pacific Coast terminals which would not apply at intermediate points.

The application of the carriers was filed for the purpose of allowing the rail lines to compete with the intercoastal steamer lines on west-bound transcontinental business.

10103—Chicago, Illinois. Manufacturers of CHOCOLATE BARS, CHOCOLATE COATED CANDIES and BARY BIRI BARS, are very desirous of establishing business connections with a San Francisco export house which would be interested in pushing the sale of this confectionery in foreign countries.

10104—Chicago, Illinois. Party operating in Chicago as a general merchandise broker, is anxious to get in touch with San Francisco import and export houses handling merchandise of any kind, including food products.

10105—Detroit, Mich. Gentleman desires to get in touch with San Francisco direct importers of PORTUGALIAN HANDWORK, such as, LINES TOWELS, LI SICHION, SETS, LADIES' UNDERWEAR, HANDBKERCHIEFS, etc.

10106—Victoria, B. C. Lumber company desires to communicate with the owners of a steamer which could be put into the LUMBER-carrying trade.

10107—Vancouver, B. C. Party in a position to supply a considerable quantity of SILICA SAND, 98 per cent pure and free from iron, wishes to get in touch with firms or individuals interested in purchasing this commodity.

Honolulu, T. H. Inventor of HULA DOLLS wishes to get in touch with master doll manufacturers regarding making these dolls, also making a mould from a wooden model which he will submit. Also desires to communicate with a manufacturer of small CLOCK WORKS for doll novelties.

10109—Havana, Cuba. General commission merchant is interested in representing a San Francisco exporter of SODA ASH, SODA CRYSTAL, CALSITIC SODA, etc. Will operate on a commission basis.

10110—San Salvador, C. A. Commission agent and representative desires to establish business connections with San Francisco exporters of GASKET LINE, APPLES and GRAPES, PRESERVES IN TINS.

10111—Buenos Aires, Argentina. Argentina offers excellent possibilities for the consumption of FRESH and DRIED CALIFORNIA FRUITS and firms there are very desirous of establishing connections with California fruit producers and shippers not already represented in Argentina.

10112—Chilayo, Peru. Importers of large quantities of ROOFING PAPERS desire to communicate with California manufacturers of this material.

10113—Bismarck, Germany. Manufacturer of THERMOS BOTTLES wants to be represented in San Francisco.

10114—Berlin, Germany. Gentleman, for 14 years manager of the firm of inventors of the thermos bottle, has recently retired and offers his services to American firms as buying agent and eventually as sales representative. Can furnish first-class references.

10115—Copenhagen, Denmark. Experienced foreign trader, with connections in Denmark, returning to Denmark early in April, wishes to take a line of CALIFORNIA GLACE FRUIT, FRUIT JUICES, DRIED FRUIT, etc.

10116—Oslo, Norway. Importer of FROD PRODUCTS wishes to represent California producers or exporters in Norway.

10117—Oslo, Norway. A well established agent in the brewing trade desires the representation for Norway of a first-class San Francisco firm desirous of exporting BREWING BARLEY.

10118—Kerman, Persia. Established general merchant desires to act as agent in East and South Persia for exporters of FORD AND DODGE CARS, MOBILE OIL, GREASE, CANDLES, CIGARETTES, PIECE GOODS, EMBROIDERIES, HOSIERY, RAINCOATS, COTTON YARN, CIGARETTES, CIGARS, COMBS, DRUGS, MEDICINES, HARDWARE, LAMPS, LEAD PENCILS, NAPHTHALINE, SECTION PAPER

FOR THE PURPOSE OF DESIGNS OF CARPETS, WATCHES and SUGAR. He also exports the following Persian products. DATES, PISTACHIO NUTS, ALMONDS, GUM TRAGACANTH, SHEEP CUTS, PURE SILK HANDBKERCHIEFS, GERMAN CARPETS and RUGS. Will operate on commission basis.

10119—Georgetown, British Guiana. Firm of commission merchants and agents, operating on a commission basis, as well as buying on their own account, wish to establish business connections with San Francisco firms desiring to market their products in British Guiana.

10120—Holland. Well recommended firm desires to represent a California packer and exporter of DRIED FRUITS.

10121—Sofia, Bulgaria. Bulgarian house dealing in different products of the State, desires to enter into relations with important manufacturers. Eventually this firm will enter into large public undertakings, state loans, mining concessions, purchase of tobacco, essence of roses, and lambskin. First-class references will be supplied.

10122—Venice, Italy. Manufacturers of HIGH CLASS DECORATED LEATHER GOODS, such as EMBROSSED and GLAZED LEATHER IN COLORS, ARTISTICALLY DECORATED IN ANCIENT BRONZE, MOSAIC and GOLD, desire to appoint a suitable firm or agent to handle the sale of their products in this territory. They manufacture coin purses, card cases, bill folds, pocket books, cigar and cigarette cases, purses, handbags, trunk boxes, chests, jewel cases, book covers, desk sets, etc. Catalog and price list on file with Foreign and Domestic Trade Department.

10123—Osaka, Japan. Importers of SOUTH AMERICAN COFFEE, desire to get in touch with San Francisco shippers of this commodity.

10124—Kobe, Japan. Exporter and importer desires to establish connections with San Francisco exporters of CATTLE BONES, HOOFS, HORNS, etc., and with importers of FURS, such as MINK and OTTER SKINS.

10125—Tokyo, Japan. Exclusive importers of automotive equipment and replacement parts, desire to import FORD GENUINE PARTS directly from San Francisco authorized Ford dealers.

10126—Chefoo, North China. Well established exporter of SHANTUNG HOG CANNINGS, exporting \$2,000,000 worth of this product yearly, wish to communicate with San Francisco importers and users of this commodity. They guarantee their casings to be clean, fresh, well selected and salted, and lower in price than their Tientsin competitors.

### Domestic Trade Tips

D-2027—Los Angeles, Calif. Manufacturers of needlepoint tapestries are in the market for CANVAS to be used in this work. Sample of canvas required on file with the Foreign and Domestic Trade Department.

D-2028—Los Angeles, Calif. Manufacturers of a new type of gas heater desire to get in touch with a San Francisco firm in a position to manufacture the METAL CABINET complete and METAL FRONT FOR FIREPLACE OR WALL TYPE HEATERS. These cabinets and fronts are constructed of steel, similar to that used in the metal filing cabinets and bank fixtures. They will forward complete details to interested parties.

D-2029—Baltimore, Md. Manufacturers of WELDING and CUTTING APPARATUS used in the Oxy-Acetylene process, including ACETYLENE GENERATORS, PREHEATERS, OIL BURNERS, CARBIDE LIGHTS and OTHER BUILDERS' and STEEL WORKERS' ESSENTIALS, desire to appoint a suitable representative to handle the sale of their products in this territory.

[continued on page 3]

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

**Architect**—C E Perry, 605 Market to 460 Montgomery

**Attorneys**—Alma M. Meyers, 310 Sansome; A. Avenson, Marvin Bldg.; I. H. Shapiro, Balboa Bldg. to United Bank Bldg.; Homer Lane-nieler, Bank Bldg. to United Bank Bldg.; B C Mickle, 315 to 320 Montgomery.

**Batteries**—City Battery Service Station, 168 Valencia.

**Beauty Parlor**—Park Beauty Shop, 1986 Paec. Broker—H. G. Rennebone (teefee), 320 Market to 21 Pine.

**Campaign Headquarters**—Rex Goodell (for Governor), 702 Market.

**Candy**—Chesterfield Sweet Shop, 3754 Geary Candy Import Co. (P L Davis, Jr.), Underwood Bldg.

**Cloaks and Suits**—Henry Bloom, 130 Sutter.

**Contractor**—Wm. Fischer, 1265 9th Ave.

**Delicatessen**—New Mission Delicatessen Store (Miss Julia Nemeth), 2776 to 2828 Mission

**Drugs**—Caso Drug Co., 815 Bush

**Engineers**—Business Engineering Service (consulting), 417 Montgomery

**Flooring**—Pacific Floor Co. P J Rudenko), 2747 Mission to 2815 22d.

**Fruit**—Hood River Apple Assn., Fife Bldg.

**Hardware**—Rothschild's, 3111 16th

**Heating**—Electric Steam Radiator Corp., 712 Harrison.

**Hotels**—Governor Hotel, now open, Turk and Jones.

**Imports and Exports**—A Avenson Co., Marvin Bldg.

**Insurance**—J. A. Brennan, 233 Montgomery to 369 Pine.

**Machinery**—Schutte & Koerting Co., 55 to 74 New Montgomery

**Manufacturers' Agents**—Schroeder Bros., Marvin Bldg.; Bergstrom & Bruce, 760 Market

**Market**—Irving Fruit Market, 926 Irving

**Messenger Service**—Transbay Messenger Concern, 24 California

**Photographers**—Enos Photo Studio, 258 3d to 2268 Mission; Salazar Art & Photo Studio, 839 Kearny.

**Planing Mills**—Balboa Mill Co., 100 Havelock

**Plasterers**—Johnson & Jacobson, 3786 Mission

**Polishers**—Sphinx Products Co., 510 Van Ness Ave. to Pacific Bldg.

**Real Estate**—R. A. Wilson, 119 Montgomery to 269 Bush; Gross Real Estate Co., 1951 18th Ave.; Wolf & Nelson, 26 Montgomery; Trevor & Co., 22 Montgomery to 71 Sutter; Fahy & Rich, 5750 Mission; J. N. Grant, 1 Montgomery; Avra Realty Co., 1940 Irving; Fred Lutz, 1940 Irving.

**Restaurant**—Waffle Grill, 62 Taylor.

**Retinings**—E. I. Hackett, 102 Langton

**Sheet Metal Works**—Andrews & Herrman, 3593 Mission; Sunset Sheet Metal and Heating Co. (C R. Bell, T. L. Quastrom), 1253 9th Ave.

**Stationery**—Pacific Stationery & Specialty Co., 577 Market to 399 Mission

**Tags**—Acme tag Co., 760 Market.

**Tailors**—Brocchina & Vannucci, 445 to 444 Broadway; Veler Verdramini, 2538 3d.

**Theatricals**—Flowers Guild School (Rexton Reed), 1846 Gough

**Transportation—Independent Steamship Co.** File Blue: Independent S. S. & Stage Line, 724 Howard.

Wire—Kerite Insulated Wire & Cable Co., Inc., 215 Market

## Domestic Trade Tips

(continued from page 2)

D-2030—Carnarvon, Iowa. Supplier of POP-CORN, shell, cleaned and sacked, desires to sell this commodity in carload lots to San Francisco firms which distribute to the retail trade.

D-2031—New York, N. Y. Manufacturers of a NEW ELECTRICALLY DRIVEN HAMMER, particularly suitable for use in sculpturing and carving on stone, desire to appoint some San Francisco firm or individual to take over the sole agency for the state of California for the sale of this hammer.

D-2032—Crescent City, Calif. Party is in the market for the following lumber-sawmill machinery, good second-hand: PLANNER AND MATCHER 4' x 1' 4" side, 1' 3" side, 2nd choice size about 6 inches by 24 inches complete, and a TRIMMER complete.

D-2033—St. Joseph, Mo. Clothing house offers for sale a large quantity of SLIGHTLY USED SAMPLE TRUCKS and TELESCOPES, which they will offer at low attractive prices.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing Orthopedic and Prosthetic Appliances to the United States Veterans' Bureau, 883 Market Street, San Francisco, during the period July 1, 1926, to December 31, 1926. Bids will be received at that office until 2:00 P. M. Monday, March 29, 1926.

For furnishing orthopedic shoes, arch supports, and the molding of shoes for beneficiaries of the United States Veterans' Bureau, 883 Market Street, San Francisco, during the period July 1, 1926, to December 31, 1926. Bids will be received at that office until 2:00 P. M., Monday, March 29, 1926.

For furnishing hearing devices to the United States Veterans' Bureau, 883 Market Street, San Francisco, during the period July 1, 1926, to December 31, 1926. Bids will be received at that office until 2:00 P. M., Monday, March 29, 1926.

For furnishing optical supplies to the United States Veterans' Bureau, 883 Market Street, San Francisco, during the period July 1, 1926, to December 31, 1926. Bids will be received at that office until 2:00 P. M., Monday, March 29, 1926.

For furnishing the War Department, for delivery at San Francisco for shipment to Honolulu, T. H., subsistence supplies. Bids are to be submitted to the Purchasing and Contracting Officer, S. F. C. I. D., Fort Mason, San Francisco, and will be opened April 7, 1926.

For furnishing the War Department, for delivery at San Francisco, on or about April 16, 1926, for shipment to Manila, P. I., subsistence supplies. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened March 25, 1926.

For furnishing the Panama Canal, by steamer, (free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port). Canal Zone, Isthmus of Panama, cylindrical valves, iron valve castings and rubber seals for overhaul of the Gatun Locks. Bids are to be submitted to the office of the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened March 28, 1926.

For furnishing the Panama Canal, by steamer, (free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port). Canal Zone, Isthmus of Panama, lathes, shapers, electric drills, grinders, sheet steel, metal mesh, brass, bronze, pipe and tubing, steel and phosphor-bronze

ropes, wire, manila rope, sanitary fixtures, basin traps, ball joints, valves, sockets, pipes, blocks, hook-saw blades, clamps, grass hoppers, bug-whistles, curs, shackles, drinking glasses, drills, files, nails, screws, nuts, hose, rubber boots, canvas, chesnut-cloth, shirting, toweling, artificial leather, tapes, card cases, lanyard, copper cloth, bowing haly, paper cups, tags, and cover paper. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened March 27, 1926.

For furnishing the Alaska Railroad, to be delivered, free of all charges, on Pier in Seattle, Washington, 25,000 standard Douglas fir ties, 7 x 8 inches x 8 feet. Bids are to be submitted to the General Purchasing Agent of the Alaska Railroad, Seattle, Washington, and will be opened March 22, 1926.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than March 25. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 9651—Diatomaceous earth, CL, eastbound; 9652, derricks (jigs or oil well), K. D., CL, eastbound; 9653, malleable iron and gray iron castings, CL, westbound; 9654, cereals and cereal products, CL, westbound; 9655, wheat, CL, eastbound; 9656, agricultural implements, hand, in mixed carloads with agricultural implements other than hand, westbound; 9657, eggs, CL, eastbound; 9658, stone lustrine, CL, westbound; 9659, jacks and jack screws, CL, westbound; 9660, rail or track door or carrer, CL, westbound; 9661, door hangers and bay left equipment, CL, westbound; 9662, power pumps, pump jacks and working heads, CL, westbound; 9663, sad irons, CL, westbound; 9664, grindstones and frames, CL, westbound; 9665, stoves, CL, westbound; 9666, chain, link belting, CL, westbound; 9667, handles, scoop, shovel and spades and scoops, shovels and spades, N. O. S., CL, westbound; 9668, wire cloth, CL, westbound; 9669, tubs and pails, CL, westbound; 9670, wheelbarrows and trucks, non-self-propelling, CL, westbound; 9671, automobile tire chains and extra parts, CL, westbound; 9672, flue tops and thimbles, I. C. L. westbound; 9673, drills, hand, or hand and power combined, CL, westbound; 9674, tools, CL, westbound; 9675, churns, hand and power, CL, westbound; 9676, conductor pipe, CL, westbound; 9677, andirons, CL, westbound; 9678, wringers, CL, westbound; 9679, builders' hardware, CL, westbound; 9680, dried beans, CL, westbound; 9681, paper boxes, nested, I. C. L., eastbound; import; 9682, floor polishers, I. C. L., eastbound; 9683, paper felt carpet, I. C. L., westbound; 9684, pastry boards, cutting boards, clothes rack material and washboard material, CL, eastbound; 9685 (2nd Cor.), apples, CL, eastbound.

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 40, posting date March 17, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than March 29, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-399—Gold decorated glassware, request for the establishment of an I. C. L. rate of \$2.10 actual value not to exceed \$5.00 per 100 lbs. Item 1525; R-510, paper, Items 2745 and 2760. Proposed I. C. L. mixture of shipments of toilet paper, paper napkins and waxed wrapping paper; R-511, carbon tetrachloride, Item 1070. Request for a reduction in the CL rate to 75c per 100 lbs. R-512, paper printing, paper wrapping in straight CLs, Item 2760. Request for a reduction in the straight CL rate to 60c per 100 lbs.

# Another Factory Branch Arrives

## BIG SPRING COMPANY SELECTS SAN FRANCISCO AS DISTRIBUTING POINT



DIRECT factory branch of the Harvey Spring and Forging Company, Racine, Wisconsin, has been secured for San Francisco.

"We have selected San Francisco," said T. H. Van Horn, general sales manager at Racine, Wis., "for our Western distribution of Harvey springs, after making a thorough study of West Coast cities, because of San Francisco's central location and ideal facilities for expediting the handling of our product.

"From our new San Francisco headquarters, to be located at 489 Golden Gate avenue, we shall serve the entire Pacific slope and the Islands, our firm being prepared to ship from San Francisco any one of fifteen hundred types of springs for automobiles or trucks in addition to a line of wagon hardware and bumpers.

"Every Eastern manufacturer is looking to the Pacific Coast more and more, knowing that if he has not already provided a factory or distributing branch out here, it is one of the steps to be taken in the future, and with San Francisco's obvious advantages a great many of these branches will be located here.

"With your deep water and extensive industrial acreage extending to the south of San Francisco down the peninsula, it takes no prophet to see that the future of San Francisco is great indeed."

The Harvey spring is a nationally advertised product and specializes in replacement spring work. Mr. George F. Howe will be the manager in charge with Mr. G. R. Waddell local sales representative.

## Students Entertained

Twenty-five graduating members of the history class of Tracy High School were given close-ups of historic spots in San Francisco Friday afternoon as guests of the Hospitality Bureau of the San Francisco Chamber of Commerce. An automobile tour of the city included Portsmouth Square, Chinatown, The Presidio, Palace of the Legion of Honor and other points of interest.

## Story of Hetch Hetchy Now Out in Book Form

The complete story of Hetch Hetchy is told in an interesting book by Ray W. Taylor, San Francisco newspaper man, which has just been published by Ricardo J. Orozco.

"If the people control public utilities, why own them?" is one of the very vital subjects discussed by the author. He describes the vast problems involved in transporting water 150 miles from the Sierras to San Francisco and the enormous sums of money expended in developing the Hetch Hetchy project; the famous spring El Polin, believed to be responsible for the fecundity of the Spanish garrisons at the Presidio, and the formation of the Golden Gate.

Mr. Taylor's book is a valuable contribution to the historical literature of San Francisco and embodies an interesting and connected account of the development of the city's long struggle over water. It can be purchased only from the publisher.

## The Nation's Editors to See Our Redwoods

Plans for the routing of individual members of the National Editorial Association party to and through the Redwood Highway Empire in July, in the form of post-convention tours, are being worked out by the Redwood Highway Association, under the direction of Frederick H. Meyer, president.

Since every minute of time is taken up during the N. E. A.'s stay in Central California, between July 11 and 15, it has been found impossible to route the entire party of 750 people any farther north than Sonoma County, according to officials of the Editorial Association.

However, the Redwood Highway officials are now planning itineraries for independent and conducted tours over the Redwood Highway for those members of the N. E. A. who do not immediately return East, as well as for those planning to continue on to Portland before going East.

The Association hopes to route the bulk of parties bound for Portland over the Redwood Highway, either via railroad, motor stage, or automobile.

## THE BAY BRIDGE

(continued from page 1)

tunnel is so placed as to leave the channel along the San Francisco side unobstructed to a depth of fifty feet at mean lower low water for a width of 3,000 feet measured from the nearest point of the pier-head line, and provided that proper compensation is made for obstruction of cross-section as affecting tidal flow.

(5) That not more than one crossing will be approved at present in any location north of San Mateo.

Major John W. N. Schulz, in charge of the First Division Corps of Engineers, with headquarters in San Francisco, is now preparing a second report on the bridge situation which will be sent to Washington in the near future. This report may result in reaffirmation of the policies enunciated in 1921, or they may be modified.

No less than nine different projects have been presented and are now pending before the Board of Supervisors. It is believed unlikely that any of them can properly be considered until the Army Board of Engineers in Washington receives the second Schulz report and it is definitely established which, if any, meets with Government requirements.

With these facts taken into consideration it is obviously the part of wisdom for the Chamber of Commerce to withhold specific endorsement of any particular project until such time as the essentials are definitely determined. When these are determined the Chamber will play an appropriate part in the realization of an improvement that is very urgently needed by San Francisco and her neighboring cities.

## Americans Abroad Relieved of Taxes

American foreign trade representatives abroad are relieved of tax upon their incomes while resident in foreign countries, according to the revenue act of 1926 approved by President Coolidge on February 26. The Foreign Trade Department of the Chamber of Commerce has supported this proposal for several years. This action relieves American business representatives from a handicap and places them in equal position to representatives of other nations who have long been exempt from home taxation.



# SAN FRANCISCO BUSINESS

FILE COPY  
INTEGRATION BUREAU

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VOLUME XII

MARCH 24, 1926

NUMBER 11

## A City Without Limitations!

**N**ATURAL resources and facilities have been a great factor in San Francisco's past and present prosperity and growth.



Vast industry and shipping have developed as the result of our deep water.



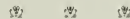
A great deal of industrial waterfront in the southern portion of the city *still awaits reclamation and development*. This will increase the industrial waterfront property **WITHIN THE CITY LIMITS** by many hundreds of acres.



There are still hundreds of acres of industrial property **WITHOUT** waterfront facilities available for industry *within the city limits*. Islais Creek Reclamation District will alone produce **291 INDUSTRIAL ACRES**.



Deep water means shipping. But if the city is to grow, *shipping must result in industry*—the fabrication into finished products of the raw materials that go through the port.



Hundreds of Eastern concerns are looking to San Francisco as the **CENTRAL POINT** for manufacture and distribution *to serve a population of five and one-half million people within San Francisco's trade territory*.



Aside from industrial property within the city, acreage for vast growth and development of the future is to be found down the Peninsula, where *49 miles of industrial waterfront with thousands of industrial acres adjacent are favored with deep water*.



For the most part this acreage is virgin, although the San Francisco Bay Terminals has announced a development program for one portion of it.



The San Francisco Peninsula affords a most ideal location for an urban community with its metropolis, its vast virgin industrial acreage, its home sections, hills, parks, beaches, country clubs and golf courses.



*San Francisco is a City Without Limitations!*

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10127—North Fork, Calif. Stone wishes to put lease in San Francisco IMPORTED INDIAN SELLED BEADS.

10128—New York, N. Y. Exporters of DRIED and CANNED FRUITS and APRICOT KERNELS desire to establish connections with a San Francisco firm for shipment of these commodities, at attractive prices quoted F O B steamer San Francisco, Los Angeles, or other Pacific Coast ports for shipment direct to Europe.

10129—Vancouver, B. C. The Chinese representatives of a British Columbia firm wish to establish business connections with California packers of SACRAMENTO RIVER SALTED SHAD and packers of COPPISH FLAKES and BRICKS. Offers should be made F. A. S. San Francisco.

10130—St. Louis, Mo. Drug manufacturers desire to communicate with San Francisco representatives of Japanese TOOTH BRUSH manufacturers.

10131—San Francisco, Calif. Firm is in the market for IMPORTED JAPANESE PORCELAIN BIRDS, brightly colored.

10132—Osaka, Japan. Manufacturers and exporters of a NUTRITIOUS HEALTH FOOD for infants, desire to establish a market for their product in San Francisco. The food is known as "NURT-LOGEN" and is composed chiefly of maltose and dextrine. Sample is on file with the Foreign & Domestic Trade Department.

10133—Bari, Italy. Operators of a large OLIVE OIL mill in Southern Italy desire to appoint a suitable firm or individual to represent them in this territory.

10134—Lisbon, Portugal. Exporters of SARDINES IN OIL wish to appoint some San Francisco firm to represent them in the sale of this commodity. References are supplied.

10135—San Francisco, Calif. Gentleman, leaving for France in May, now representing 25 leading furniture factories of France, offers his services to San Francisco importers or buyers interested in purchasing FURNITURE. He claims he can save local firms 130% by purchasing direct from the French manufacturers. Has illustrated catalog from which one can make selections, and furniture will be shipped directly to buyer.

10136—San Francisco, Calif. American, formerly with the U. S. Consular Service in Siberia, and thoroughly acquainted with that country, desires to meet manufacturers or firms interested in introducing their goods into Siberia.

10137—Cottbus, Germany. German chocolate manufacturer wishes representative for COCOA, CHOCOLATE and CANDIES.

10138—Berlin, Germany. Manufacturer of LIFTING JACKS wants representative in San Francisco.

10139—Rhinpfalz, Germany. Manufacturer of LINOLEUM wishes representative in San Francisco.

10140—Munchen, Bavaria. Manufacturer of HIGH PRESSURE LUBRICATOR wishes representative.

10141—Berlin, Germany. Importer is interested in establishing connections with San Francisco exporters of SHOES, LEATHER, FOOTSTEPS, FRUITS, RUBBER TILES, and COTTON.

10142—Phuen, Germany. Manufacturer of LACES desires to appoint a selling representative in San Francisco. Would prefer someone already in the lace trade having connections with blouse and dress makers. Sample of lace on file with Foreign and Domestic Trade Department.

10143—Germany. Manufacturers and exporters of TOYS wish to get in touch with interested San Francisco importers.

10144—Kyoto, Japan. Motor dealers wish to purchase SECOND-HAND BUICK MOTORS from San Francisco dealers.

10145—Darwin, England. Large manufacturers of PIGMENT COLORS for paints, lithographic and printing inks, also PULP COLORS for wall-papers, paper centers, enamellers, etc., desire to get in touch with interested San Francisco buyers. Will send samples to prospective buyers.

10146—Gablone, Czechoslovakia. Gentleman desires to find a San Francisco market for TINY CRYSTAL BEADS, such as are now used on lampshades, draperies, etc. He is also in a position to act as buying agent for San Francisco importers of BEADS, NECKLACES and all kinds of IMITATION JEWELRY. Sample of the Ballotini crystal beads for lamp shade making is on file with the Foreign and Domestic Trade Department.

10147—United Kingdom. Producers of the finest grade English PULPSTONES are desirous of finding a market in this district and state that they are in a position to effect c. i. f. deliveries at an attractive price.

10148—Buenos Aires, Argentina. Trading corporation is very desirous of representing San Francisco manufacturers or exporters in the Buenos Aires market.

10149—Granada, Nicaragua, C. A. Firm wishes to get in touch with San Francisco dealers in MACHINERY FOR PELLING and SAWING TREES.

10150—Mexico City, Mexico. Firm is in a position to supply large quantities of ALLIGATOR HIDES at any time.

## Domestic Trade Tips

D-2034—Boston, Mass. Firm of sales agents, or distributors in the western United States, offer their services to San Francisco manufacturers wishing to develop a market for their products in the East. Will consider any product or merit.

D-2035—Philadelphia, Pa. Manufacturers of a "PERFECT" FURNITURE PAD, made from best olive drab drills on both sides and having sheet cotton filling, in various sizes, desire to appoint some San Francisco firm to represent them either on a commission or discount basis.

D-2036—Venice, California. Party is in the market for 100,000 WAX RAGS to put in a carton 27 1/2 inches by 14 inches by 11 inches, allowing 1/2 inch extra in length for sealing. Bags to have square bottoms and to be waxed on both sides.

D-2037—Los Angeles, Calif. Gentleman wishes to purchase UNREFINED RAW CANE SUGAR in 100-lb. to 300-lb. lots in sacks. Wishes price F. O. B. San Francisco.

D-2038—San Francisco, Calif. Nurseryman desires to purchase STRONG PAPER BOXES direct from manufacturers. Boxes must be suitable for mailing chrysanthemum plants.

D-2039—Hoquiam, Washington. Supplier of MOSS and SPHAGNUM MOSS wishes to connect with nurseries, green houses, or dealers interested in purchasing same.

D-2040—Boulder Creek, Calif. Manufacturer of redwood bulb novelties, souvenirs and curios is in the market for a quantity of FELT, FELT CLOTH, or POWDERED FELT for use on the bottoms of vases, lamps and bowls.

D-2041—El Paso, Texas. Wholesale junk dealers offer for sale a quantity of WHITE WIPING RAGS and wish to communicate with San Francisco users of this article.

D-2042—Pasadena, Calif. Supplier of industrial ore, minerals, and earths, can furnish a large quantity of POTASH MARL, which is excellent for soil improvement and for raising all kinds of plants, trees, flowers and grasses.

D-2043—Rainier, Oregon. Supplier of YEW WOOD wishes to get in touch with buyers in San Francisco.

## THE SAN FRANCISCO DOLLAR

IF YOU are located anywhere in the down-town area today you can hear the clank of a steam shovel at work on excavations or the busy rattle of an pneumatic riveter or high up in a skeleton of steel. This noise may irritate you when you are trying to telephone—but it's progress. The sidewalks are hoisted over with contractors' boardings. Huge trucks carry away dirt and ready back concrete mixers. Wherever you go it's going on—progress.

Go up-town a little farther into the hotel and apartment house district and you are still in the thick of it. On every side is evidence of preparation for expansion. Preparation for a greater population—expansion for pressing needs. The men who are putting their money into these structures know what they are doing. They are backing up sound business judgment with action, which brings us right square down to the San Francisco Chamber of Commerce and to the man who is not yet a member of it.

The San Francisco Chamber of Commerce is the central body working for the advancement of this city as a whole and the Chamber of Commerce dollar comes straight back to San Francisco and becomes the San Francisco Dollar in which we all share.

Read the wording on this coupon—then send it to someone who is not a member:

Membership Department,  
San Francisco Chamber of Commerce:

*I am convinced that a membership in the San Francisco Chamber of Commerce is an investment in San Francisco and I wish to back up this sound business judgment with action. You may consider this as my application for membership.*

Signed  
Business  
Address

D-2044—Columbus, Ohio. Manufacturers of "EBCO" STEEL TOILET PARTITIONS and VENTILATED TOILET FIXTURES, WASH BOWLS and DRINKING FOUNTAINS, desire to secure representation in San Francisco for the sale of their products. Illustrated leaflet is on file with the Foreign and Domestic Trade Department.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Ballon (Pacific port), Canal Zone, Isthmus of Panama, cement gun, air compressor, motors, electric hoists, steel pig iron, wire, rope, cable, electrical wire, telephone terminals, condulators, switches, resistance units, outlet boxes, fuses, plugs, lamp guards, coils, bricks, asphalt cement, prepared roofing, kerosene, oils, turpentine, paint remover, acetone, paints and ingredients, shellac, carbonizer, rock salt, wiping rags, rubber matting, paper and lumber. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened April 6, 1926.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make out new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 s. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

**Accountants**—Western Institute of Accountancy, 71 New Montgomery to Underwood Bldg.

**Assistants**—P. A. Truitt and Paul Henderson, 114 Sansome to 332 Pine.

**Amusements**—West Coast Amusement Co., Grant Bldg.

**Antiques**—Lee Eleanor Graham, now open, 441 Post.

**Architects**—M. H. Merrill & Co., Five Bldg.

**Attorneys**—S. A. Abrams, Hearst Bldg. to 105 Montgomery; Penbrook-Gohmour, 681 Market; M. W. McIntosh, 681 Market to 114 Sansome; A. P. Black, 681 Market to 114 Sansome.

**Auctioneers**—St. Clair & Lee, Grant Bldg.

**Auto Finances**—Motor Acceptance Corp., 556 Golden Gate Ave.

**Auto Repairing**—Henry M. Hackmaier, 62 Duboce Ave.

**Auto Supplies**—C. F. Pratt (Sphinx Products Corp. and National Equipment Co.), 510 Van Ness Ave. to Pacific Bldg.

**Automobile Springs**—Harvey Sprung & Forging Co. of Racine, Wis. (Geo. F. Howe, Mgr.; G. R. Waddell, sales director), 489 Golden Gate Ave.

**Automobile Tires**—The Rosenblatt Co., 1171 Market, to open a chain of tire stores

**Autos**—Fred Wright and C. H. Eden, 466 Eddy

**Beverages**—Denver Bottling Co., 1049 Sansome to 104 Vandewater.

**Broker**—J. Kullmann, 220 Montgomery

**Building Materials**—General Fireproofing Building Products Co., Sheldon Bldg.

**Candy**—Metropolitan Candy Co., 955 to 936 Fillmore; P. Arzyes, 101 Embarcadero; Candy Import Co. (P. Lionel Davis, Jr.), Underwood Bldg.

**Cigars**—Rudolph Cigar Co. (Rudolph Schwartz), 441 Pine to 536 Commercial.

**Citrus Products**—Citrus House, 217 Drumm.

**Cleaners**—A. B. C. Cleaning Co., 315 Minna; New Only Dye Works, 1290 Sanchez; Art Cleaning & Dyeing Works, 229 Leavenworth.

**Clothing**—Triangle Apparel Co., Gillette Bldg.

**Commission Merchants**—Lemos & Hanscom, 159 to 129 Washington.

**Concrete Contractor**—John Spargo, Russ Bldg. to 333 Kearny.

**Dentist**—Dr. C. R. Flagg, Butler Bldg to 291 Geary.

**Drayage**—Pacific Highway Express Co., 385 Taylor to 343 O'Farrell.

**Drugs**—General Pharmacy, 1201 Geneva.

**Electrical**—Smith Electric Co., 50 Natoma to 975 Howard.

**Engraving**—Continental Engraving & Color Plate Co., 156 2d.

**Fountain Pens**—Parker Pen Co., Wells Fargo Bldg. to 461 Market

**Imports**—Egley Wazley, 1644 Haight

**Imports**—Aronson & Co., 200 Davis to Marvin Bldg.

**Investments**—Robert S. Odell & Co., 225 Bush

**Jewelry**—DeRoy Jewelry Co., 928 Market

**Ladies' Furnishings**—Goodwin Corset Shop, 449 Mason to 494 Post.

**Lumber**—McFaul Co., Flood Bldg. to St. Clair Bldg.; Ball Timber Co., 112 Market

**Machinery**—T. L. Smith Co., 829 Folsom

**Manufacturers' Agent**—W. B. Schmidt, 660 Mission

**Money Brokers**—H. Landecker, 493 Pine to 457 Montgomery

**Newspapers and Journals**—San Francisco News Letter (Fred A. Marrott), Russ Bldg. to Hanford Bldg.

**Paper**—Butler Paper Co. (C. G. Sparrow), 58 Sutter to 543 Mission.

**Physician**—Dr. C. R. Langer, 3009 10th

**Plumbers**—Ed. Rosenbaum, 115 Waverly Place; J. H. Jones (Mechanical Service Co.), 1854 to 1812 Divisadero

**Printing Presses**—Automatic Printing Devices Co., 95 Minna to 543 Howard

**Radio**—Brewster & Waterbury and Etophone Distributors, Inc., 370 6th.

**Real Estate**—Henry A. Kopf, Jr., Mills Bldg.; E. J. Downing, 105 Montgomery; Mildred Brentman (Golden West Development Co.), 105 Montgomery; Lester & Lester, Russ Bldg. to 58 Sutter;

A. F. Bruce, 308 Bush to Charleston Bldg.; Thos. Realty Co., 3421 Fillmore; A. J. Dalton, 5378 Mission.

**Restaurant**—Clinton Coffee Shop, 48 Market.

**Sand and Gravel**—Sonoma Gravel Co., Flood Bldg. to St. Clair Bldg.

**Sausage Cases**—Western Casing Co., 470 Jackson

**Securities**—A. B. Leach & Co. (Ross Thompson, Mgr.), 485 California

**Sheet Metal Works**—Lincoln Park sheet Metal Works, 1815 Clement; Western Furnace & Corvace Co., 202 Brannan to Lansing and Essex

**Show Cards**—Sykes Show Cards Co., Russ Bldg. to 46 Kearny.

**Stationery**—Pacific Stationery and Specialty Co. (Cardinell-Vincent Co.), 577 Market to 390 Mission.

**Stocks and Bonds**—P. D. Kahn & Co., 308 Bush to Alexander Bldg.; W. H. Hannan and W. S. Huelscher, 235 Montgomery to 155 Montgomery;

McCreey, Finelli Co., 155 to 111 Montgomery; Edward R. Elliott, Inc. Exchange Bk.; A. B. Leach & Co. American Bank Bldg.

**Tax Experts**—Hageman & Hogan, Flood Bldg. to St. Clair Bldg.

**Tobacco**—Paul Leonhardt (Lesf), 312 Clay.

**Typewriters and Supplies**—C. W. Kaatner, 235 Montgomery to 153 Kearny

**Washing Machines**—Gannaday Electric Co., to 440 Market.

**Watchmakers**—Kaysert & McAlister, 1175 Market.

**Wholes**—Hutchings & Co., Baldwin Bldg. to 212 Sutter

**Miscellaneous**—F. J. Lissman & Co., Insurance Exchange Bldg.; Pacific Commercial Co., Clume Bldg. to Balfour Bldg.; Special Service Sales Co. (Vacuo Static Carbon Co.), Russ Bldg. to 760 Kearny; Edw. W. Davies, 9 J. J. Jelenyev, Grant Bldg.; Market; Colonn & Jelenyev, Grant Bldg.; Stone-Tec Source Research Bureau, Hearst Bldg.; Fulford, Inc., Crossfrance, 785 Market; Walter E. Fulford, Inc., Golden Gate Bldg.; General Fireproofing Building Products Co., separating from General Fireproofing Co. and opening offices in the Sheldon Bldg., A. S. Tiedeman, district manager; Western Factors Co., Wells Fargo Bldg.; E. N. Masterson Co., Monday; neck Bldg.; Masalbest Products Co., 34 Clyde; Counterphase Bremer Tally Products, 220 Stockton; Gold Seal Stores Co., Hewes Bldg.; Investors Bureau, 486 California.

## TELEGRAPH SERVICE BETWEEN U. S. AND MEXICO IMPROVED

UNDER new arrangements entered into with the Mexican Government, the Postal Telegraph Commercial Cables System will hereafter render a telegraph and cable service into and out of Mexico, according to the following announcement by Clarence H. Mackay, president of these companies:

"For about fifty years there has been a monopoly of the telegraph service between the United States and Mexico, which prevented my company from introducing competition. On several occasions we have made efforts to introduce competitive service, and, in fact, in 1897 did actually establish a connection with Mexico, but after a few months we were compelled to discontinue this existing in consequence of the then existing monopolies.

"The new arrangements with the Mexican Telegraph Administration, to which my company is a party, have resulted in the cancellation of the old-time monopolies, and the Postal Telegraph and Commercial Cable Companies are thus able to offer the public a competitive telegraph service to and from Mexico. This will undoubtedly result in a superior and enhanced telegraph service with Mexico, which goes hand in hand with increased commercial intercourse."

## A TIMELY SERVICE

HERE is a little record of service. It is only one of many similar services that are constantly being rendered by the Chamber of Commerce to its members, but of which little is ever heard.

A San Francisco member had been unable for several months to get a check from Washington for goods delivered to the Government. A number of complications had caused the delay. The firm, being a member of the Chamber of Commerce, came and stated its case and asked if anything could be done about it. The Chamber's representative in Washington was immediately notified and he took the matter up with the Comptroller General. Things were quickly straightened out, and the check is now in the mail heading west. That was one little service to a member.

# The Rapid Growth of a Local Industry

**I**N the Pioneer Rubber Mills the Pacific Coast has one of the leading manufacturers of mechanical rubber goods in the United States. Starting in the rubber manufacturing business in 1888 this company has built up a world-wide distribution on its various lines of rubber belting, hose and packing.

The principal products manufactured are transmission, conveyor and elevator belting, rubber hose of all kinds, rubber packing and battery jars. A single order for dredging sleeves recently manufactured amounted to over \$30,000 in value.

## Develops New Process

Five years ago the Pioneer Rubber Mills developed a new process for the manufacture of garden hose which turned out so satisfactory a product that today Pioneer hose is sold all over the world and the company is recognized as one of the world's largest garden hose manufacturers. At the present time one million feet of garden hose is being manufactured per month. This production will be increased in the near future to take care of steadily growing sales.

In manufacturing garden hose huge moulds are used in which 500 feet of hose is vulcanized at one time. A total plate pressure of one and a half million pounds is applied to these moulds in mammoth hydraulic presses, each press weighing approximately 150 tons.

## Modern Equipment

The Pioneer Rubber Mills is modernly equipped throughout for manufacturing rubber transmission, conveyor and elevator belting and hose of all kinds.

Rubber transmission belting is used in practically every industry, the sawmills of the Pacific Northwest purchasing large quantities annually. Rubber covered conveyor belts are widely used in sawmills for conveying hogged fuel, in the cement and rock crushing industries, in flour and sugar mills, in mines, in grain elevators and in every industry where costs can be reduced by supplanting manual labor with mechanical equipment.

Engineers of the company are constantly studying the possibilities of conveyor and elevator belting for reducing costs and speeding up production in a wide range of industries.

The Pioneer Rubber Mills has supplied many of the leading cities



Garden hose mould being filled with 500 feet of uncured hose preparatory to vulcanization. In the press shown at the left another 500-foot length of hose is being cured at the same time.

of this and other countries with fire hose and has records of some of this fire hose having been in active service for over twenty years. Much of the oil hose used by the large oil companies in the United States, Mexico and South America is made by the Pioneer Rubber Mills. Steam, water, suction, pneumatic and rotary drill hose are manufactured and sold in large quantities.

The Pioneer Rubber Mills factories are located at Pittsburg, California, and are constantly being added to on account of the growth of the business. The company has branches in the leading industrial cities of the country and handles its foreign trade through sales agencies located in the principal foreign countries, contact being maintained with these agencies through traveling representatives.

## From a New Member

"We are proud to become members of the Chamber of Commerce and hope to do our share in the building of a greater San Francisco."

That is the message of the Sterling Hardware Company, 535 Montgomery Street, just admitted to membership in the Chamber of Commerce. This firm supplies buildings, garages, hospitals and steamship companies with cleaning materials of all description.

## Revenue Freight Loading

Loading of revenue freight the week ended March 6 totaled 964,681 cars, according to the car-service division of the American Railway Association. This was an increase of 52,023 cars over the preceding week, when freight shipments were reduced somewhat, due to the observance of Washington's birthday. Compared with the corresponding week last year, the total for the week of March 6 was an increase of 32,637 cars.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than April 1. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6685—Automobile wheels, CL, westbound; 6686, mail boxes, CL, westbound; 6687, packing, sorting and storage-in-transit of pears, eastbound; 6688, crude graphite (paint filler base), CL, eastbound; 6689, bone ash, CL, westbound; 6690, croutards or pastry cups, LCL, westbound; 6691, bee hives, K, D, boxes, honey section, K, C, material, box or crate, wire and wood woven, in straight or mixed carloads, westbound; 6692, glass portable electric lamps, LCL, westbound; 6693, steel racks, CL and LCL, westbound; 6694, metal ironing board cabinets, CL and LCL, westbound; 6695, paper cups, LCL, eastbound; 6696, wood battery separators, LCL, eastbound; 6697, awning arms, LCL, eastbound; 6698, asbestos products, CL, eastbound and westbound; 6699, cottonseed cake and meal, CL, eastbound; 6700, railway equipment, CL and LCL, westbound; 6701, canned beans, CL, eastbound; 6702, furnaces and furnace parts, CL, westbound; 6703, furnaces, CL, westbound; 6704, compounded paint oils and linseed oil in mixed carloads with paints and varnishes, westbound.



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

*Published Weekly by San Francisco Chamber of Commerce*

VOLUME XII

MARCH 31, 1926

NUMBER 12

## Our New \$250,000,000 Neighbor



A group of Twin Falls, Idaho, Trade Delegates photographed on their arrival at San Francisco to celebrate the opening of the new Rogerson-Wells Cut-off. They were the guests of the Chamber of Commerce during their visit to San Francisco

## New Trade Opportunities Revealed at Chamber Luncheon

**S**AN FRANCISCO is and will henceforth be the logical market for \$250,000,000 worth of annual products that have heretofore traveled from 2,000 to 2,500 miles eastward to other cities.

This was the message brought to the San Francisco Chamber of Commerce last Monday by a trade delegation from the Twin Falls County Chamber of Commerce, celebrating the opening of the new railroad cut-off from Rogerson, Idaho, to Wells, Nevada.

Asher B. Wilson, who headed the Idaho party and spokesman for his associates at a luncheon tendered by the local Chamber in the Commercial Club, presented striking figures descriptive of the development of his state during recent years. Here are a few.

Idaho's agricultural income in

1889 was \$3,884,930. The population of the state at the time was 166,772.

One year later, or in 1900, the agricultural income had more than doubled, being \$8,951,440.

In 1925 these figures had jumped to \$121,710,000 for agriculture alone, while other factors, such as wool, lambs, cattle and hogs, bees, mining and lumber, added another \$108,000,000, making the imposing total of \$229,000,000.

Idaho looks to San Francisco as its logical market. In actual mileage the distance is little more than 700 miles. In time, which is even a greater factor in the shipment of cattle and other perishable freight, the distance is hardly twelve hours.

These are the people who want to do business with us and who have come to the Chamber of Commerce to tell us what they have.

The Idaho delegates were met at the ferry by representatives of the Chamber of Commerce on their arrival here last Sunday. They were escorted to their hotel, driven about the city, entertained at luncheon, and finally met by representative business men in trade conferences that undoubtedly will result in a closer relationship between this city and its new neighbor.

John W. Graham, prominent attorney of Twin Falls, voiced the enthusiasm of his fellow delegates over the reception tendered them by local business men. He reiterated the statement of Mr. Wilson that much of the business of Idaho is San Francisco's for the asking, and urged that a party be organized in the very near future to visit Idaho and see the vast possibilities for industrial and agricultural development.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10141—Austral.—A California manufacturer of being placed in touch with a firm in San Francisco which would handle ADIANTUM FERN or GIANT MAIDENHAIR FERN for dyeing purposes. Can also supply all other varieties of Australian fern in large quantities and would be glad to submit samples.

10142—London, England. Manufacturers of high grade BIRAR PIPES open for agents in this territory. Descriptive circular of these pipes of file with the Foreign and Domestic Trade Department.

10153—London, England. Manufacturers of CHILDREN'S SMOOTH IRIS wish to establish connections with California firms interested in the sale of these articles.

10154—Middlebrough, England. Large manufacturers of STEEL JOISTS, SLICED IRON RODS, FLATS, SHEET PILING, RIVET BARS, FLOOR CONCRETE BARS, RAILS, etc. are in a position to supply interested San Francisco importers of this material.

10155—New York, N. Y. Firm wishes to communicate with San Francisco importers interested in importing BLACK MARBLE in the rough state from Europe.

10156—France. Creches-laeken. Manufacturers of GLOVES wish to appoint a suitable sales agent to represent them in this section.

10157—Sopron, Hungary. Manufacturers of PAPER and QUILL CIGAR and CIGARETTE HOLDERS, desire to communicate with San Francisco importers of these articles. This firm is also in a position to supply GOOSE QUILLS for brush in out returning purposes.

10158—Hanover, Germany. Manufacturer of ARISTOS CELESTINE SLATE PLATES for roofing and wall covering wishes connection with building firms importers, etc.

10159—Arensburg, Hamburg, Germany. Exporter of FLOWER SEEDS wishes connection with San Francisco importers or florists.

10160—Nashua, N. H. Germany. Company wishes to represent a California exporter of CANNED PEACHES, CANNED PINEAPPLES, etc. for manufacturers also CANNED MILK in Germany.

10161—Hamburg, Germany. Gentleman wishes to represent California exporter of DRIED FRUIT in Germany.

10162—Pullman, Washington. Gentleman wishes to get in touch with San Francisco direct importers of KAPOK for mattress filling.

10163—Oslo, Norway. Firm is very desirous of representing a California exporter of DRIED FRUIT, CANNED FRUIT FRESH FRUIT, COFFEE, SALMON and BANANAS, in Oslo.

10164—Sydney, Australia. Merchant desires to obtain the Australian agency for a line of HOG CASINGS from a California firm.

10165—Srinagar-Kashmir, India. Manufacturers and exporters of INDIAN ART GOODS, EMBROIDERED YARKANDI and KASHMIR NUMDAS, SILK EMBROIDERIES, SHAWLS, LEATHER GOODS, TURKISH CHIP WORK (set in brass), JEWELRY, LACQUER WORK, WOOD CARVINGS and SKINS, desire to get in touch with San Francisco firms interested in the importation of such merchandise.

10166—Kobe, Japan. Well established dealers in ship machinery and naval stores wish to purchase PINE-TAR and TURPENTINE from San Francisco exporters, and desire to export STEEL WIRE ROPES from Japan.

10167—Tokio, Japan. Exporters of PYRETHRUM FLOWERS and MENTHOL desire to establish business connections with interested San Francisco importers of these commodities.

10168—Chicago, Illinois. Firm desires to get in touch with San Francisco jobbers and importers of BRONZE POWDER and allied products, such as SCHI METAL, GOLD and ALUMINUM LEAVES, used for picture frames and by lamp manufacturers.

10169—San Luis Potosi, Mexico. Supplier of BAIT CANES wishes to get in touch with San Francisco consumers.

10170—Panama and Columbia. Broker, in San Francisco, returning to Panama City, desires to represent manufacturers of California products in the Panama and Columbia markets. Experienced in CANNED FRUITS, VEGETABLES, MILK, DRIED FRUITS, FLOUR, LARD, BEANS, PRODUCE, SARDINES, LUMBER, CEMENT HARDWARE and PLUMBING SUPPLIES, SOAP, ALFALFA and similar lines. Local reference.

10171—Cartagena, Colombia. Firm is interested in securing catalogs and prices on REFRIGERATING MACHINERY for ICE CREAM MAKING.

10172—Savoy, Mexico. Firm wishes to secure catalogs and prices on MACHINERY FOR CEMENT MILL.

10173—Nogales, Mexico. Company is in the market for the following raw materials for the manufacture of soap: TALLOW, COCONUT OIL, SILICATE OF SODA, SODA ASH, and BONKS in which to pack soap.

10174—Mazatlan, Puerto Rico. Commission agent wishes to establish connections with an exporter of CALIFORNIA PINK BEANS.

10175—Havana, Cuba. Manufacturers' agent desires to establish connections with California packers of CANNED FRUITS and VEGETABLES, and with producers or jobbers of BEANS.

10176—San Francisco, Calif. Manufacturers of "ELKONITE," A NATURAL CLEANSER, superior to soap, which labors in salt and hard water, free of animal fats or chemical compounds, desires to establish connections with export houses who will market the product abroad.

## Domestic Trade Tips

D-2045—Detroit, Mich. Manufacturer of a NEW TYPE OF WICKLESS KEROSENE OIL HEATING and COOKING STOVE and WATER HEATER, embodying the "last word" in oil burner construction, desires to establish local representation in counties of the Bay District and throughout the State of California. Representative of the firm now in San Francisco.

D-2046—Oakland, California. Party owning the California manufacturing rights for a "SITONAL" CAMP HOUSE, desires to interest an individual in investing a small amount of capital necessary to start the manufacture of these houses. Construction is not difficult and practically no plant equipment is required.

D-2047—Hoboken, New Jersey. Manufacturers and distributors of AUTOGRAPHIC REGISTERS and CONTINUOUSLY PRINTED STATIONERY are very desirous of appointing a suitable firm or individual to represent them in this territory in the sale of their products.

D-2048—New York, N. Y. Manufacturers of "Mid West Air Filters" for building ventilation, and for electrical equipment, wish to secure the services of a suitable manufacturer's representative in this territory. Illustrated circulars of this equipment on file with the Foreign and Domestic Trade Department.

D-2049—Colmes, N. Y. Manufacturers of TWINE and ROPE desire to secure the services of a San Francisco commission house having connections in this trade.

D-2050—Los Angeles, Calif. Manufacturers' agent, in constant contact with the general building contractors in his territory desires to obtain one or more agencies for representation there.

D-2051—Portland, Oregon. Gentleman offers his services to San Francisco firms wishing road representation in Oregon and surrounding territory. Particularly interested in WOMEN'S and CHILDREN'S LINES, but will consider others.

D-2052—Los Angeles, Calif. Gentleman desires to communicate with manufacturers of TOOLS, etc., with a view to representing such manufacturers in Los Angeles and vicinity.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department and delivering at various army stations during the period beginning July 1, 1926, and ending June 30, 1927, fuel Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. D. Fort Mason, San Francisco, and will be opened April 30, 1926.

For furnishing the War Department with coal to be delivered at various army stations, during the period beginning July 1, 1926, and ending June 30, 1927. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. D. Fort Mason, San Francisco, and will be opened April 11, 1926.

For furnishing the War Department with fuel, to be delivered at various army stations, during the period beginning July 1, 1926, and ending June 30, 1927. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. D. Fort Mason, San Francisco, and will be opened April 12, 1926.

For furnishing the War Department with general supplies, to be delivered at points named later. Bids are to be submitted to the Commanding Officer, Seattle Q. M. I. Depot, 105 Bay Bldg., Seattle, Washington, and will be opened April 5, 1926.

For furnishing the War Department with subsistence stores, to be delivered at various army posts. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened April 5, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at posts on or about April 25, 1926, and as called for during the month of May, 1926. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. D. Fort Mason, San Francisco, and will be opened April 5, 1926.

The U. S. Veterans' Bureau, 883 Market Street, San Francisco, request bids for the purchase of the following surplus United States Government supplies: Jasmene ink, drawing instruments, tools of all kinds. Bids are to be submitted to the Chief, Supply Section, Room 425, above address, and will be opened April 6, 1926.

Bids are requested by the United States Veterans' Bureau for burial services and preparation of bodies of honoraries of the U. S. Veterans' Bureau for shipment. Bids are to be submitted to United States Veterans' Bureau, 883 Market Street, San Francisco, Calif., and will be opened April 7, 1926.

For furnishing the Alaska Railroad, to be delivered, free of all charges, on pier in Seattle, Washington, high speed tool bits, steel plate cable, railroad pick handles, zinc cask, hack saw blades, air hose, steam hose, etc. Bids are to be submitted to the General Purchasing Officer, the Alaska Railroad, Seattle, Washington, and will be opened April 5, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with panel boards, generating plants, switches, oil, spark wire, lamp cord, steel conduit, batteries, meter plugs, blinker keys, conductor elbows, lead sleeping, bolts, nuts, rivets, washers, crashed shot, valves, glass, wood handles, mop heads, brushes, tires and tubs, hose, gaskets, packing, oakum, linoleum, leather belting, harness, leather, diving dresses, fire extinguishers, wheelbarrows, ear ruffs, ice, soap, soap polish, paper towels, wrapping paper, oats, and hay. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened April 14, 1926.

# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

**Architects**—Roller-West Co., 1 Montgomery; W. L. Schmolze, 235 Montgomery to Clunie Bldg.; Harold G. Stoner, 1st National Bank to 39 Sutter; F. E. Barton, 620 Market.

**Art Goods**—Old Venice Shop, 517 Sutter

**Artist** R. Kendrick, 617 Montgomery.

**Attorneys**—W. J. Salar, de Young Bldg. to 350 Montgomery; J. J. Miller, 201 Sansome to Standard Oil Bldg.; Aaron Vinkler, American Bank Bldg.

**Auto Accessories**—Champion Auto Hed Co., 349 7th

**Automobiles**—Hudson Essex Sales Co. (680 Valencia), leased salesrooms to be erected E. Mission S. 25th; Brown & Quinn, 5835 Geary, Keough & Wise, 445 Castro.

**Auto Repairing**—Auto Repair & Brake Co., 768 Golden Gate Ave.

**Auto Tires**—Auto Tire Credit Co., 692 Valencia.

**Barbers**—Tip Top Barber Shop, 146 Mission to N. Mason and Ellis, in May.

**Beauty Parlor**—Blissom Beauty Shop, 2803 Greenwich.

**Billiards and Pool**—Geo. J. Heath, 2952 16th to 2011 Polson.

**Brokers**—Leon Goldman & Co. (stocks), 235 Montgomery to Clunie Bldg.; D. W. Ward (insurance), Russ Bldg. to 433 Kearny; George Searle (stock), Russ Bldg. to Alexander Bldg.; Robinson Kahn Co. (stock), 308 Bush to 155 Montgomery.

**Building Material**—H. W. Cookson, 55 New Montgomery to 447 Hampshire; Mastercraft Tile & Roofing Co., 136 McAllister

**Building and Loans**—Union Bldg. & Loan Assn., 41 Montgomery to 224 Kearny; Citizens' Bldg. & Loan Assn. (Fremont Wood), 405 Pine to 165 Sutter.

**Candy**—Wm. Luchesi, 505 Divisadero.

**Carbon Paper and Ribbons** Vaco Static Carbon Co., Russ Bldg. to 153 Kearny

**Children's Wear**—Infants' and Children's Clothes Shop, 432 Clement

**Cigars**—A. H. Wagner, 235 Montgomery to 341 Bush; Native Cigar Store, 4212 3d.

**Citrus Products**—H. Wurgalt & Son (Citrus House), 217 Drumm.

**Cleaning and Dyeing**—7th Avenue Cleaners, 1356 7th Ave., April 1

**Clothing**—Knit Togsery, 2541 Mission to 2450 Mission, June 1; Federal Outfitting Co., 2565 Mission.

**Contractors**—P. L. Burr, 549 Market to 320 Market; Jos. Dunn, 235 Montgomery to Clunie Bldg.

**Delicatessen**—Charles Freis, 1245 Fillmore.

**Dentists**—American Dental Laboratory, Hewes Bldg. to 323 Geary.

**Dressmakers**—Astrahanzoff & Knopff, 1930 Sutter.

**Drugs**—Jonas Drug Co., Cur Union and Buchanan, April 1.

**Engineers**—Gallagher Co. (display), 1028 Market to 166 Eddy; Norton Ware (civil), Crocker Bldg. to 1 Montgomery; Wallace C. Riddell (mechanical), 55 New Montgomery to 760 Market.

**Engravings**—Continental Engraving & Color Plate Co., 156 2d.

**Exterminators**—Pacific Coast Exterminator Co., 113 Carl.

**Fruits and Vegetables**—Oak Market, 842 Taravall.

**Furniture**—Desk Exchange, 531 California to 469 Pine, in April; Gaines-Walrath Co. (A. D. Pitts, Mar.), opening 366 Post.

**General Merchandise**—Nam King Co., 35 Wentworth

**Gravel**—Sonoma Gravel Co., Flood Bldg. to 16 California.

**Grocer**—Jenny Wren, 1841 Irving, April 1.

**Insurance**—California Insurance Credit Bureau, 235 Montgomery to 142 Sansome.

**Jewelry**—Diamond Palace Jewelry Co., 797 Market; Henry Rothsberg, 1106 to 782 Market.

**Leases**—Store, 1026 Mission.

**Linotype Composition**—H. H. Harmon, 1216 Folsom to 348 Sacramento.

**Lumber**—Jones Hardwood Co., 485 Beale to 712 Bryant

**Machinery**—P. H. Reardon, 592 to 575 Howard; H. H. Plummer & Co. Inc. (Oliver Machinery Co.), 681 Market to Traders Bldg.

**Markets**—Stanford Market, 2003 Fillmore, April 3.

**Metal Furniture**—General Fireproofing Co., 20 Beale to 324 California.

**Mineral Waters**—A. M. Spiers, 68 Post.

**Oil**—Tiger Oil Co., 976 Indiana to 576 Sacramento.

**Paper**—National Paper Import Co., 236 Montgomery to 268 Market.

**Plumbing Supplies**—Mission Plumbing Supply Co., Scheele & Meneguel, 1067 Mission.

**Printing**—Suey Woon, 516 Pacific; Plank-Resei Printing Co., Rialto Printing Co., 317 Clay; Bay City Printing Co., 345 Battery to 115 Mina; Golden Rule Printing Co. (L. G. Garbel), 1030 Polson.

**Publications**—Hokulani Weekly, 1631 Post.

**Publishers**—Sunset Press, 460 4th to 1043 Sansome; Fairchild Publishers (Carl Gross, Mgr.), 681 Market.

**Radio Equipment**—Thos. A. Fite Co., 24 12th.

**Radio Supplies**—Edw. Ezekiel, 125 Mason.

**Ravioli**—Liberty Ravioli Factory, 2607 San Bruno Ave., April 1.

**Real Estate**—Jos. Steinhart, 235 Montgomery to 105 Montgomery; Chas. I. Berger, 235 Montgomery to 110 Sutter; A. J. Dalton, 5578 Mission; A. J. Galbreath Realty Co., 4430 San Bruno Ave.; Pringle Co., 235 Montgomery to 332 Pine; Jos. Palisi and Elmer B. Stone, 235 Montgomery to 582 Market; Welsh & Stanley, 1291 20th Ave.; Torney & Ryan, 235 Montgomery to 369 Pine; Robert X. Ryan, 235 Montgomery to 369 Pine; Shannon's, Russ Bldg. to Alexander Bldg.; V. J. A. Key, Kohl Bldg. to 376 Sacramento; R. L. Lewis & Co., Irving near 21st; Welsh & Stanley, 1382 20th Ave.; R. T. Goldsmith, 2007 Irving; A. T. Davinroy, 2009 Irving; Cox Bros., 1309 9th Ave. to 1950 Irving, April 1; Henry Douker, 2219 Irving; Aetna Realty Co., 1940 Irving; Anderson & Nelson, 1948 Irving; Ed O'Neill, 1984 Howard; E. J. Mahoney, 68 Post; Jos. Palisi, 215 to 220 Montgomery.

**Restaurants**—Sunset Coffee House, 1831 Irving; Treat Dairy Lunch, 2950 21st; Restaurant, 2001 Fillmore; LaSalle Cafe, 249 Turk.

**Sausages**—Elvri Bros., 5030 8d.

**Shoes**—C. H. Baker (successor to Rosenthal), 2411 Geary.

**Signs**—Jeffery Show Cards, 2537 Mission to 297 Camberland.

**Stocks and Bonds**—De Fremery & Co., 341 Montgomery, opening branch 3004 16th. R. J. Robischung will manage.

**Tags and Labels**—Bergstrom & Bruce (Aene Tag Co.), 760 Market.

**Tailor**—Stella Bayer, 416 O'Farrell

**Terrazzo Work**—California Terrazzo Marble Co., 2003 San Bruno Ave.

**Tires**—Auto Tire Credit Co., 3102 21st; Coast Tire & Rubber Co., 1332 Van Ness Ave.

**Typewriters**—The Typewriterium, 225 Montgomery to 157 Market.

**Waterproofing**—Minwax Co., Postal Tel. Bldg. to 136 McAllister

**Wood Turner**—Wm. H. Taylor, 479 Bryant to 254 Perry.

## SPECIAL NOTICE TO IMPORTERS

The Foreign and Domestic Trade Department has received word from the Bureau of Animal Industry that foot-and-mouth disease is prevalent in Manchuria, and importers are requested to inform their agents to immediately discontinue the use of second-hand containers for hempseed originating in Manchuria.

## Notice of Proposed Change in Ratings

The Traffic Bureau of the Chamber is in receipt of a copy of Consolidated Classification Committee Docket No. 26, proposing changes in rules and ratings of Consolidated Freight Classification No. 4.

Hearings on the proposed changes have been assigned for New York on April 13th; Chicago, April 20th, and Atlanta, Ga., April 28th.

The copy of the docket is now on file with the Traffic Bureau for the use of all interested shippers.

## Car Loadings Show Increase

Loading of revenue freight for the first eighteen weeks of this year, January 1 to May 1, will exceed that for the corresponding period last year by .53 per cent, and by 3.4 per cent that for the similar period in 1924, according to an estimate submitted by the car service division of the American Railway Association at a meeting of the board of directors in New York.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than April 5. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6700.—Saw blades, in chests, LCL, westbound; 6706, whole and cracked corn, LCL, westbound; 6707, iron valves, LCL, westbound; 6708, carbon paper, LCL, eastbound; 6709, flax straw, threefold, CL, westbound; 6710, sodium sulphite, CL, westbound; 6711, chloride of zinc, CL, westbound; 6712, rubber clothing, CL, and LCL, westbound; 6713, glass cluster caps, LCL, eastbound; 6714, wooden shoe lasts, LCL, westbound; 6715, olive-margarine, LCL, westbound; 6716, sewing machine and cycle oils, CL, eastbound and westbound; 6717, napkin holders or di pensers, LCL, westbound; 6718, Absorption of Terminal Charges: Request that Tariff 30-N be amended to provide for absorption of 35 cents per ton terminal charge on carload shipments of cast iron from imported copra or seeds; 6719, cast iron pipe, LCL, westbound; 6720, woodenware, LCL, westbound; 6721, filing cabinets, desks, lockers, safes, etc., CL and LCL, westbound; 6722, cedar shingles, in mixed carloads with lumber and millwork, eastbound; 6723, International Railway Company: Request for representation as a participating carrier in Tariffs 17-G and 27-1; 6724, cullet (broken glass), CL, westbound; 6725, four sifters, CL, eastbound.

# San Francisco is the Terminus *Of All Lines*

## Our Bay is NOT a Barrier to Industrial Transportation

**S**AN FRANCISCO BAY is not a barrier to San Francisco's industrial transportation. Twenty minutes by water is the same as twenty minutes by rail." This is the statement of George Gay, chairman of the Industrial Committee of the Chamber of Commerce, emphasizing the fact that San Francisco's possibilities for industrial expansion are equal to those of any other bay point.

"Sometimes the impression is given that the bay is an obstacle to our transportation communication with eastern points. As a matter of fact, space with intervening water is not different from space with intervening land. Time is the factor. Considered in the light of the time element the bay is only twenty minutes wide and this is a vital point to have in mind when explaining the industrial advantages of San Francisco to our visitors.

"Marketing facilities form the most important factor in the location of industry, and market means, first, immediate proximity to the greatest number of people, and, second, easy access for shipment to the lesser number. San Francisco is highly favored from both standpoints. In the switching limits of San Francisco there is 68 per cent greater population than in the switching limits of any other San Francisco Bay point. This means that from the doors of industries located in San Francisco a greater number of people can be reached without freight haul than from any other point on the entire Pacific Coast north of Tehachapi; and it means further that San Francisco's industrial product that is sold elsewhere is subject to excellent delivery facilities.

"In this connection it should be clearly borne in mind that when mail, parcel post or express is left in San Francisco with the railroad for shipment, it is delivered to the train at its starting point, as San Francisco is the terminus of all lines serving this section. This means that goods delivered to transportation companies at points outside San Francisco must await the arrival of the train from San Francisco before going forward. San Francisco is the terminus."

## NEW CHAMBER OF COMMERCE MEMBERS

### RUSSELL COLVIN COMPANY

256 Montgomery St.—Investment bankers dealing in high class securities.

### B G SANDWICH SHOPS, INC.

1022 Market St.—"A meal a minute." This concern operates attractive sandwich shops in forty cities, the chain extending from California to New York.

### BARG LUMBER & SHIPPING CO.

311 California St.—Lumber. Operators. Exporters and Importers.

### C. C. BUTLER & CO.

690 Market St.—General importers and manufacturers' agents.

### CANEDY-OTTO MFG. CO.

955 Folsom St.—Manufacturers of forges and foundry equipment, blacksmith tools, auto tools and drills.

### COLONIAL LAW & ADJUSTMENT CO.

1211-12 Humboldt Bank Bldg.—Collection specialists. Mr. C. C. Connor is in charge.

### FRED HOLMES & SON

235 Montgomery St.—Ship brokers and agents.

### KEE LOX MANUFACTURING CO.

25 Kearny St.—Extensive manufacturers and distributors of carbon paper.

### NORTHERN COUNTIES TITLE INS. CO.

374 Bush St.—Title insurance.

### E. P. BARTLETT

Bar Pilot—Pier No. 7.

### C. FELIX BUTTE

Butte Electric Equipment Co., 530 Folsom St.—Contractors and engineers.

### GENTRY ELECTRIC CO. (of St. Louis, Mo.)

171 Second St.—Electric motors and fans. Mr. R. J. Davis is Pacific Coast Sales Manager.

### CONSOLIDATED MOTOR FREIGHT LINES

651 First National Bank Bldg.—Freight shippers and forwarders.

### HAMBLETON & CO.

Kohl Bldg.—Dealers in stocks and bonds.

### KINSEY BROS. & HOFFMAN, INC.

883 Market St.—Carbon paper and typewriter ribbons.

### MRS. E. RIBITSKY

133 Geary St.—Stringing of pearls and beads.

### ERNEST F. RIXON

Flatiron Bldg.—Steamship agency and travel bureau.

### MYER SIMON

820 Mission St.—General merchandise, import and export.

### WM. R. THORSEN

1107 First National Bank Bldg.

### TURNER BROS.

470 Post St.—Well known dealers in men's wear.

### L. & M. ALEXANDER & CO.

742 Market St.—Typewriters.

### K. ISHIIHARA Co.

510 Battery St.—Importers and exporters.

### PACIFIC PAINT & VARNISH CO.

85 Second St.—Manufacturers of paints, varnishes and lacquers.

### WILLIS POLK & CO.

277 Pine St.—Architects and engineers.

### W. R. SIBBERT, JR., CO.

329 Daggett St.—Wiping rags and waste.

### STERLING HARDWARE CO.

535 Montgomery St.—Hardware and janitors' supplies.

### M. D. CROOKSTON

854 Pacific Bldg.—Publishers.

### NEW YORK LUBRICATING OIL CO.

947 Brannan St.—Lubricating oils and greases.

### PEARSONS TAFT CO.

Mills Bldg.—High class securities—stocks and bonds.

### THE TYPEWRITER CO.

739 Market St.—Typewriters—sales and service.

### THE JAMES H. BARRY CO.

1122 Mission St.—Printers and publishers.

### BLUMBERG & KEHLENBECK

348 Bush St.—Investment bankers—stocks and bonds.

### HENRY D. DEWELL

55 New Montgomery St.—Consulting and civil engineer.

### YELLOW-CHECKER CAB CO., CONSOLIDATED

Graystone 400, Graystone 4500—Owners and operators of the Yellow and Checker Cabs.



# SAN FRANCISCO BUSINESS

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NUMBER 13

## Speeding the Municipal Airport

### Another Palatial Liner for the Pacific

CALIFORNIA and particularly San Francisco has a direct vital interest in the keel-laying at Newport News recently for the new thirty thousand ton displacement liner for the Panama Pacific Line.

This ceremony not only marks the beginning of one of the largest and most palatial liners ever to be built in an American shipyard but initiates a new era in steamship passenger and freight transportation between California and New York. The builders promise delivery on the vessel in the autumn of 1927.

The Panama Pacific Line was represented at the ceremony by Captain Roger Williams, formerly of the U. S. Navy, who will be in charge of the construction.

The propulsion of the big steamer will be turbo-electric drive. Interior design and decorations will strike a strong original American note without the introduction of foreign ideas. The newly opened American wing in the Metropolitan Museum of Art in New York has furnished the decorators with inspiration for the treatment of the principal rooms aboard.

Mural paintings which will embody the spirit, romance and adventure attending the discovery and development of the West, will be featured.

Among the novel features of the new steamer will be a veranda cafe and a cabaret ballroom with a stage. Practically an entire lower deck is to be occupied as a garage for automobiles of passengers which have been shipped as baggage.

## THE 1926 YEAR BOOK

General Wealth  
Industry and Finance  
Foreign Trade  
Port Growth  
Chinatown  
Climate

*These and many other subjects appropriately illustrated—a compendium of facts describing the remarkable development of San Francisco, will be presented in the 1926 Year Book edition of San Francisco Business, which will be published by the San Francisco Chamber of Commerce this month.*

*Persons desiring extra copies of this edition are advised to place their orders now with the Publicity Department of the Chamber of Commerce. The book will be in circulation Wednesday, April 14. Single copies to non-subscribers \$2.50; postage extra.*

### Proposed Sites to be Visited by Committee

A BIG step toward the realization of a municipal airport for San Francisco is being initiated by the Chamber of Commerce this week in the arrangement of a meeting on Thursday between the Chamber's Airport Committee and members of the Board of Supervisors who are studying the project.

With Supervisor Kent and others the committee will meet at luncheon in the Commercial Club, following which the party will make a trip of inspection of four proposed sites.

Realizing the urgent necessity for a municipal airport as the first step in the development of commercial aviation in San Francisco, the Chamber of Commerce has been actively engaged for several months in the accomplishment of this as one of its major projects. In this connection it has invited the cooperation of other civic organizations and there is every hope that Thursday's meeting will be fruitful of immediate results.

### Three Big Developments

During the last week there have been three developments of vital interest to all San Franciscans. Each of these is the direct result of Chamber of Commerce initiation. They are: first, federal appropriation of \$50,000 for the appointment of three new foreign trade commissioners to promote trade between Pacific Coast ports and South America, Central America and the Orient; second, federal appropriation for the improvement of the harbor of Kahului; and, third, initiation of a movement to improve San Francisco's traffic conditions.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10177—New Orleans, La. Party wishes to purchase JAPANESE NOVELTIES ART GOODS, and desires lists from San Francisco importers and wholesalers in these articles. They request interested suppliers of Japanese goods to send their extensive lines, to facilitate the selection of merchandise.

10178—London, Japan. Manufacturers of INSECT POWDER particularly suited for use in standards of toilet in such with interested dealers and importers in this product.

10179—Edison, Manchuria. Importer and exporter of medical and surgical supplies, desires to sell in San Francisco a manufacturers' small dealers in the following: MEDICAL AND SURGICAL SANITARY INSTRUMENTS, CHEMICAL LABORATORY AND PHYSICAL APPARATUS, IODINE X-RAY APPARATUS, X-RAY ACCESSORIES, X-RAY TABLE, ELECTRO-MEDICAL APPARATUS; MICROSCOPES, MICROTOMES, POLARIMETERS AND SCAFFOLDING, NEPHELIOMETERS, CALORIMETER, SURGICAL OPERATING TABLES, GENERAL HOSPITAL SUPPLIES, CHEMICAL PORCELAIN, MEDICAL AND CHEMICAL THERMOMETERS, etc.

10180—London, England. Firm representing several British manufacturers is looking for competitors in this district to represent them for WATERPROOF CLOTHING AND PIECE GOODS, such as OILSKIN SLICKERS and other special varieties of Ladies' and Gentlemen's Waterproofs.

10181—Vermont. B. C. Fruit company wishes to dispose of a BURROUGHS ELECTRIC BOOK-KEEPING MACHINE, original price of which was \$1,800. Owing to a change in their office system, which eliminates the necessity of this machine, they will dispose of it at a low price.

10182—Stavanger, Norway. Packers and exporters of SARDINES, BRISLING, SILD IN OLIVE OIL and TOMATO, KIPPERED HER RINGS, MACKEREL, CRAB MEAT, etc., are very anxious to appoint a suitable firm to represent them in California.

10183—Suhl, Thuringen, Germany. Firm wishes representative in San Francisco for SPORTING GUNS, AUTOMATIC PISTOLS, etc.

10184—Munich, Germany. Manufacturer of PRISM TELESCOPES wishes representative in San Francisco.

10185—Constantinople, Turkey. Exporter of TURKISH and PERSIAN RUGS desires to get in touch with interested San Francisco importers.

10186—Calcutta, India. Firm is interested in a new type process of manufacturing egg products, other than by vacuum drying machines. Solicits catalogs and full information regarding such a process.

10187—Amritsar, India. Exporter of Indian raw material and manufactured products, such as OILS, FIBERS, KERNELS, PEPPER, DRYERS, PRINTS, BRASSWARE, KASHMERE EMBROIDERIES, RUGS, etc., desires to establish connections with San Francisco importers of these products.

10188—Cand, Belgium. Exporters of ASBESTOS CEMENT GOODS, such as ROOFING SLATES in all sizes and shades; CORRUGATED SHEETS, PLAIN SHEETS in all sizes and thicknesses, desire to get in touch with San Francisco importers of these materials.

10189—Havana, Cuba. Commission house wishes to establish business connections with San Francisco packers and exporters of CANNED FRUITS, PEAS, BEANS, APPLES, ONIONS, RICE, SARDINES, SALMON and HARD DRIED CODFISH.

10190—Montevideo, Uruguay. Established man-

ufacturers' representative with extensive experience in the Montevideo market wishes to become the sole selling agent of an American manufacturer of a good article in which he could be confidently supported by samples and a small stock. References supplied.

## Domestic Trade Tips

10200—San Francisco, Calif. A Christian, education board wishes to get in touch with suppliers of HARD WOOD BLANKS 12 x 12 x 4 inches, even grain, free from cracks or checks, suitable for making wooden cabinet plates.

10201—Newark, N. J. Manufacturers of concrete masonry are in the market for PLAIN STEEL BARRIS, USED, BILGE TYPI ranging in sizes of 120 gallons and upward.

10202—Denver, Colo. Company interested in complete supplies for a new mining camp, such as MACHINERY, STEEL, TIMBER, TANKS, PIPE, ELECTRICAL SUPPLIES, PORTABLE WOOD HOUSES, TRANSMISSION MACHINERY, etc., as well as BUNK and BOARDING HOUSE SUPPLIES.

10203—San Francisco, Calif. Business woman, having extensive experience as traveling saleslady and demonstrator, desires to represent California manufacturers wishing to market their products in the middle western or eastern United States. Would be interested in specialty articles, novelties, California food products or confectionery, such as glazed fruits, etc. References furnished.

10204—Baltimore, Md. Manufacturers of WELDING and CUTTING APPARATUS USED IN THE OXYACETYLENE PROCESS, wish to appoint a suitable agent to handle the sale of their products in this territory.

10205—Portland, Oregon. Firm wishes to get in touch with concerns or manufacturing plants having PULVERIZERS, FRINGERS, PEBBLE or BALL MILLS, BATCH MIXERS and PRESSURE COOKERS for sale, either new or second hand.

10206—Mercedes, Texas. Fruit and vegetable distributor wishes to communicate with San Francisco manufacturers of BONES and SHOOTS also with MANUFACTURERS OF WRAPPING PAPER for tomatoes and citrus fruits.

10207—Twin Falls, Idaho. Gentleman, experienced in both the wholesale and retail trade in general and having extensive acquaintance with the Southern Idaho trade, is very desirous of representing San Francisco merchants or manufacturers wishing to establish a market for their goods in his territory.

10208—Pittsburgh, Pa. Industrial supply company having a number of No. 3 COIL WINDING LATHES, desires to dispose of same in San Francisco at a reduced price. Cut and description of these machines on file with the Foreign and Domestic Trade Department.

10209—Philadelphia, Pa. Manufacturers of solid steel windows, fireproof windows and doors, desire to secure a suitable representative to handle the sale of their ROLLED STEEL SASH in San Francisco.

10210—Los Angeles, Calif. Inventor of a SAND BOX and PLAYHOUSE wishes to interest San Francisco firms or individuals in the sale or state rights of manufacture. He will furnish interested parties with terms, method of handling, manufacturing and cost of same. Prospectus of the sand box and playhouse is on file with the Foreign and Domestic Trade Department.

10211—Brooklyn, N. Y. Importers and manufacturers of CORKS, CORKWOOD and CROCKERS are seeking an individual or firm to represent them in California. Prefer someone already acquainted with their line.

102065—Detroit. Much Manufacturers of a BRASS WEATHER STRIP wish to secure the services of a general contractor or a weather strip man to represent them in the sale of their attachment in this territory.

102066—Rochester, N. Y. Old established manufacturers of BUTTONS desire to appoint a suitable salesman to call upon the dry goods and department store trade in this territory.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with substitute supplies, and delivering same at Army Transport Wharf, Fort Mason, San Francisco, as required during the month of May, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened April 15, 1926.

For furnishing the War Department with substitute supplies, and delivering the same at Fort Mason, Warehouse No. 2, San Francisco, on or about June 20, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened May 13, 1926.

For furnishing the War Department with drainage services between various points shown in proposal. Bids are to be submitted to the Quartermaster Supply Officer, S F G I, Depot, Fort Mason, San Francisco, and will be opened April 23, 1926.

For furnishing The Panama Canal with panel boards, generating plants, switches, oil meter, wire, lamp cord, steel conduit, batteries, spark plugs, blinker keys, conduit tubing, lead, sliding bolts, nuts, rivets, washers, crushed shot, valves, glass, wood handles, mopheads, brushes, tires tubes, hose, gaskets, packing, oakum, limelime, leather belting, harness leather, diving dresses, fire extinguishers, wheelbarrows, con safes, lye, soap, soap polish, paper towels, wrapping paper, oats, and hay. Bids are to be submitted to the General Purchasing Office of The Panama Canal and will be opened April 14, 1926.

## Mineral Service Bureau Opened by Railroad Co.

A T A WESTERN mineral conference held recently a business man told the mine owners that the only problem before them was a market. The Southern Pacific Company is helping to solve this problem for the western mineral deposit owners in a very practical way. Its geological department maintains a mineral service bureau. Owners of mineral deposits are invited to furnish the bureau with information about their deposits, which is assembled into lists—a separate one being used for each mineral.

These lists are sent to users of minerals throughout the country; the service rendered is that of a clearing house for information and is absolutely free, both to the owner of the deposit and the user.

If you will write the Southern Pacific Company, Geological Department, 645 Southern Pacific Building, San Francisco, if you have a mineral you wish to put on the market, or if you are in the market for a supply of any mineral, the information will be gladly sent you.

## Leads for New Business

A new firm entering a new territory may make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hylop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10.30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes

**Attorneys**—Homer Lindefelder, Leo H. Shapiro and Julius Mackson, United Bank Bldg.

**Auto Repairing**—Bert Cash, 3150 16th to 751 Valencia

**Barber**—C. Steffanilk, 1298 12th Ave.

**Beauty Parlors**—Mrs. Jenny M. Naxy, 41 West Portal Ave.; Model Beauty Shop, 2335 Clement to 1298 12th Ave.

**Broker**—G. V. Haan, 821 Market.

**Cigars**—Wm. F. Heilger, 2958 to 2804 16th.

**Consulates**—Consul General of Ecuador (Jose Y. Seminario), Russ Bldg to Monadnock Bldg.

**Electrical**—Liberty Electric Co., 479 Sutter to 556 Geary

**Furniture**—Everett E. Saxe to 1265 Market; John J. Crowe, 1438 Sutter

**Insurance**—Seaboard Casualty Co. and Union Indemnity Exchange, 430 Montgomery to 503 Market.

**Interior Decorators**—Menzo Decorating Shop, 683 Sutter

**Leases**—Store, 132 Sansome; 119 Montgomery.

**Milinery**—Broadway Millinery Co., 714 Market to 12 Geary

**News Service**—Associated Press, United Bank Bldg to 812 Mission.

**Notary Public**—Grace Sonntag, 485 California.

**Piano Tuner**—V. M. Alexander, 436 Nov to 3820 17th.

**Postage Stamps**—N. J. Sargent, 235 Montgomery to 210 Post

**Printing**—Art Printing Co., 15 Columbus Ave.; Excelsior Print Shop, 4671 Mission

**Radios**—Ray Fulton, 6 McAllister

**Real Estate**—Anderson & Nelson, 1948 Irving; Schenfeld & Murphy, 3715 Mission; Harvey L. Skirvin, Spreckels Bldg., to 6099 Mission; Roy W. Gilmore, 231 Montgomery to 58 Sutter; Martin Hirsch, 235 Montgomery to 220 Montgomery

**Restaurants**—Italian French Restaurant, 1870 Union; Business reopening, 639 Market; Chris Fotez, 1533 Pine.

**Stationery**—Reynolds Stationery (Mildred Ball), Ross Bldg to 222 Kearny

**Stocks and Bonds**—E. L. Strauss, 235 Montgomery to 364 Bush

**Tailors**—California Woolen Mills, Inc., 821 Market to 690 Market.

**Miscellaneous**—Hayes Equipment Mfg. Co., 346 Crescent.

## Asks Aid for School

THE American School of the City of Mexico is doing much towards bringing about better understanding between the United States and Mexico. Children of American as well as Mexican and European parentage attend and learn their fundamentals in several languages. The American Chamber of Commerce in Mexico has undertaken to secure a fund of 250,000 pesos for the support of the school. Of this three-fourths will be used to pay off the mortgage on the school which comes due in July, and the rest will be used to build an assembly hall and play room combined. The major part of this fund has been raised in Mexico City and the American Chamber of Commerce has written the Foreign Trade Department stating that it will be glad to accept subscriptions from American foreign trade firms trading with Mexico.

San Francisco firms which desire to have their names associated with this undertaking may secure further details from the Foreign Trade Department.

## Revenue Freight Loading

Loading of revenue freight the week ended March 20 totaled 977,209 cars, according to reports filed by the carriers with the car service division of the American Railway Association. This was an increase of 65,728 cars compared with the corresponding week last year.

**Statement of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912.**

of SAN FRANCISCO BUSINESS, published weekly at San Francisco, Calif., for April 1, 1926

STATE OF CALIFORNIA }  
COUNTY OF SAN FRANCISCO } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared L. P. Boyce, who, having been duly sworn according to law, deposes and says that he is the Advertising Manager of the SAN FRANCISCO BUSINESS, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, San Francisco Chamber of Commerce, 465 California Street; editor, Geo. L. North, 465 California Street; managing editor, none; business managers, none.

L. P. BOYCE, Advertising Manager.

Sworn to and subscribed before me this 25th day of March, 1926. MESSIE V. COLLINS,

Notary Public in and for the City and County of San Francisco, State of California

(My commission expires April 14, 1929.)

## MAY FESTIVAL

A MAYTIME festival, with all the elaborate accompaniment of folk dances, old songs and pageantry that were part of the celebration of May Day in England, will be given on May 8 at the Civic Auditorium as part of the Music Week festivities. One hundred children, under the direction of Miss Ida Wyatt, in cooperation with Philip Sapiro, director of the Municipal Band, will take part in the matinee, which promises to be one of the most colorful events of the week.

Boy Scouts, Campfire Girls, Girl Reserves, and other young people's organizations will be the special guests of the occasion, which, in common with the rest of the programs, will be open to the public without charge.

Music Week, which will be celebrated by all musical San Francisco, will take place this year from May 2 to 8, and will be the sixth annual observance of the festival.

## U. S. Intercoastal Conference Westbound Conference

Bulletin No. 42, posting date March 31, 1926

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than April 12, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-319—Traps, animal game traps, mouse and rat traps; Item 1630 Present rates CL 90c, LCL \$1.05, minimum weight 24,000 lbs. Request for reduction in rates to 65c LCL, 90c LCL-R-320, artificial leather binding; Item 2265 Present rate \$2.50 per 100 lbs. A Q Request for reduction in LCL rate to \$1.50 per 100 lbs; R-321, wooden decoy birds. Request for the establishment of a CL commodity rate of \$1.50, minimum weight 10,000 lbs., LCL \$2.50; R-322, curling irons. Docketed for tariff clarification; R-323, locks and lock sets. Docketed for tariff clarification; R-324, door bells. Docketed for tariff clarification; R-325, bottle caps, tin and cork combined; request for reduction in CL rate to 50c, also permissible mixture with bottle capping machines. R-326, stain pads, cotton or jute filled, in compressed bales. Request for addition to Item 800 an entry reading "Stair pads, cotton or jute filled, in compressed bales"; R-327, casket cups, furniture, wood or wood and metal combined. Request for reduction in rate to same basis as Item 1630 or same rates as Item 1360.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau Docket not earlier than April 15. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6726—Sawar, CL, eastbound, 6727, lead foil, CL, westbound, for export; 6728, automobile bodies, CL, westbound; 6729, power shovels or loaders, CL and LCL, westbound; 6730, fish, cooked, packed or preserved, CL, westbound, 6731, tinware and stamped ware, CL, westbound; 6732, electric devices in mixed earloads with electric cooking stoves, westbound; 6733, caustic soda, CL, eastbound; 6734, electrical appliances and/or parts thereof, CL, westbound; 6735, bumper guards and bumper rails, CL, westbound; 6736, builders' hardware, viz., locks, in boxes, LCL, eastbound.

# Great Concert to Aid Symphony Orchestra

AT the close of the 1925-1926 season of concerts, the San Francisco Symphony Orchestra finds itself with a cash deficiency of about \$43,000.

This deficiency will have to be provided for before any responsibilities for the next season can be undertaken.

To aid in raising the funds to meet this deficiency, a Benefit Concert will be given in the Exposition Auditorium on Sunday evening, April 18.

The program will include Mozart's "Jupiter" Symphony; several solos by Claire Dux, an internationally famed soloist, accompanied by orchestra; and as a climax, the first local performance of Richard Strauss' gigantic tone poem "A Hero's Life" will be given.

Mr. Hertz now is conducting rehearsals (twice daily) of this work. "A Hero's Life" is regarded universally as one of the greatest contributions to musical literature during the last century and calls for a greatly augmented orchestra, more than one hundred musicians being required for its presentation.

At the last meeting of the directors of the Chamber, Mr. John D. McKee, president of the Musical Association of San Francisco, made an appeal for the help of the Chamber in making this benefit concert the greatest possible success. Mr. McKee stated that if the house could be sold out for this concert, making possible a substantial profit, he then expected to secure sufficient cash contributions from individual supporters of the orchestra to balance the budget and enable the association to face the coming season on an even basis.

Mr. McKee pointed out emphatically that a full attendance would be an indication that the Symphony Orchestra had the support of the community, and would be a distinct encouragement to those who were working hard to maintain the orchestra as a valued asset of San Francisco.

The Chamber of Commerce heartily endorses the statements made and urges upon its members the purchase of tickets for the Benefit Concert.

Every ticket purchased not only will help the Supporting Fund of the Orchestra, but will be an investment intrinsically worth more than its cost. The prices of tickets are \$3, \$2 and \$1.

Symphony Box Office, Sherman, Clay & Co.,  
San Francisco, California:

Please reserve for me \_\_\_\_\_ seats at \$ \_\_\_\_\_ for the concert of  
April 18th. Check preference of location [ ] Main Floor; [ ] Balcony.

## Purchasing Agent Convention Will Draw Hundreds

By D. B. GRAY

Manufacturers on the Pacific Coast have a rare opportunity to exhibit their products during the four days of the Convention of Purchasing Agents to be held in Los Angeles, June 9 to 12.

This is the Eleventh Annual International Convention of Purchasing Agents.

It is the first convention of the National Association to be held west of the Rockies.

Every purchasing agent on the Pacific Coast who can possibly get away will endeavor to attend this convention.

A great Informashow will be staged in which Pacific Coast manufacturers have been especially asked to place exhibits.

This Informashow, which is a great exhibit of manufactured articles and raw products, provides a wonderful opportunity for producers to demonstrate their products firsthand to purchasing agents of big firms all over the United States and Canada. This is an opportunity that seldom comes to any manufacturer—a selective audience and not a merely curious crowd.

It is estimated that the attendance at the convention and the Informashow will include about twelve hundred purchasers. The Purchasing Agents' Association of Northern California expect to send at least one hundred delegates.

Information regarding the Informashow, space, rates, etc., can be obtained from L. A. Colton of the Zellerbach Paper Company or from the association headquarters, 433 California Street, phone Garfield 124.

## Marysville Finds Cooperation in San Francisco

THE following letter to the Chamber of Commerce is in acknowledgment of a service recently rendered by this organization to the Yuba County Chamber of Commerce with the cooperation of the *San Francisco Call* and Radio Station KFRC:

"Yuba County Chamber of Commerce and the faculty of Marysville Union High School are very grateful to you and to the *San Francisco Call* for the recent use of Station KFRC in broadcasting our concert.

"Frankly speaking I had little hope of obtaining any consideration of our request that your organization get permission for our boys' band to broadcast over any station on such short notice as twenty-four hours, and it speaks well for your activity that such a popular station extended the courtesy, especially on Saturday night when all programs are filled.

"Will you please extend our thanks to all the parties concerned for the very hearty cooperation and good will shown the Marysville Union High School Band on the occasion of our recent visit to San Francisco?"

"Very sincerely,

"Yuba County Chamber of Commerce,  
By W. S. O'BRIEN, Secretary."

### SPECIAL NOTICE

Through the courtesy of the Japanese Consulate the Foreign and Domestic Trade Department is receiving the magazine "Japanese Silk," a monthly devoted to the development of the silk industry and trade of Japan. This publication will be available to interested San Francisco firms at all times.



# SAN FRANCISCO BUSINESS

YEAR BOOK  
1926

APRIL —

*Published by*

— 1926

The San Francisco Chamber of Commerce





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SAN FRANCISCO



# San Francisco Business

PUBLISHED WEEKLY by SAN FRANCISCO CHAMBER of COMMERCE

GEORGE L. NORTH, *Editor*

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L. P. BOYCE, *Advertising Manager*

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VOLUME XII

San Francisco, Calif., April 14, 1926

NUMBER 14

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OF THE

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# FOREWORD

By

CLAY MILLER

*President, San Francisco Chamber of Commerce*

**S**AN FRANCISCO is today in a better position than at any time during the past twenty years to understand its true place among American cities. Twenty years ago the city was devastated by a great calamity. Scarcely recovered from that blow and normal conditions and economic trends were destroyed by the World War. During that period the Port of San Francisco was utilized to meet prevailing world conditions and an abnormal trade was based upon a world demand centered upon America for food and raw materials.

Today, however, trade and transportation are responding to normal laws and conditions and San Francisco is truly reflecting the resources and importance of the territory which it serves and is receiving recognition as a world city with matchless geographic location with reference to markets, transportation, distribution and communication.

The San Francisco Chamber of Commerce is presenting in this Year Book facts and figures which truthfully show the conditions which give San Francisco impressive importance among American cities. The articles and tables are from authentic sources and show not only the progress which has been made but present reasons for the pride and faith which we have in San Francisco's greatness.

In the San Francisco Chamber of Commerce are focalized the strong, constructive elements of the community. The physical organization with its various departments is based upon a sound and economic basis and the several hundred of our leading business men who form the Board of Directors and the various standing committees are sincerely devoted to the solution of the major problems of San Francisco and the early realization of her magnificent opportunities.

The Chamber of Commerce is endeavoring to coordinate all community effort, to eliminate the waste and to stabilize and give leadership to such work as will form a sound basis for our present and future welfare. Upon every side is evidence of faith in the city and desire of our people to serve. The Chamber of Commerce, by reason of its representative character, is charged with a definite leadership in matters concerning our commercial life, and offers the facts and figures contained on the following pages, compiled without fear or favor, as a basis for faith, encouragement and inspiration to all of those who are interested in the welfare of San Francisco.

## EXECUTIVE OFFICES OF THE CHAMBER OF COMMERCE



New quarters of the San Francisco Chamber of Commerce in the Merchants' Exchange Building: No. 1—Office of the president; No. 2—One of the committee rooms adjoining the executive offices.

## THE MARINE EXCHANGE AND GENERAL OFFICES



No. 1—General view of the Marine Department and Grain Exchange; No. 2—Section of the staff quarters on the second floor in which are located Membership, Publicity, Cashier's and other departments; No. 3—Staff quarters of the Information Bureau, Industrial Department and Foreign and Domestic Trade Department, Retail Merchants Association and Hospitality Bureau.

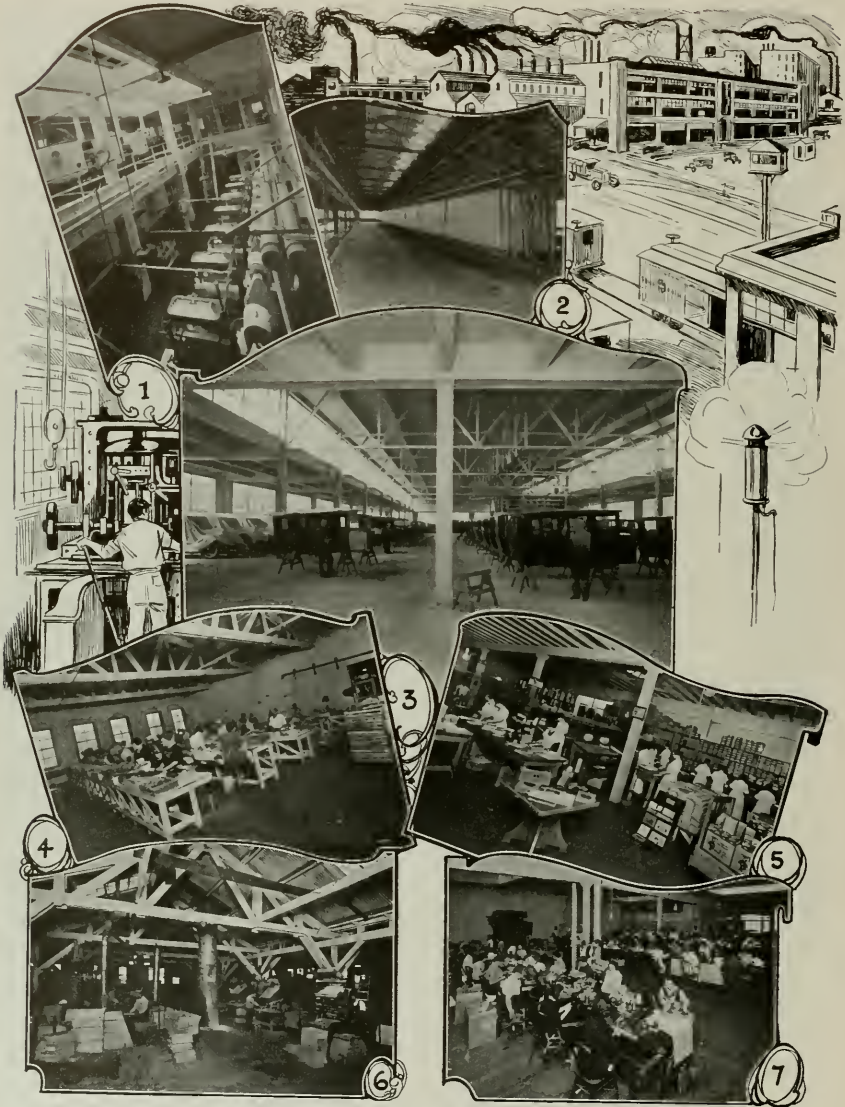


SAN FRANCISCO'S PARKS AND PLAYGROUNDS



Typical views of San Francisco's Parks. No. 1—A glimpse of the M. H. de Young Memorial Museum in Golden Gate Park; No. 2—A family of sea lions on San Francisco's world-famous Seal Rocks; No. 3—Entrance California Palace of the Legion of Honor, Lincoln Park; No. 4—A party of Rough-riders at Fishhook Playground; No. 5—A night scene at Ghutes at the Beach; No. 6—One of the many lakes in Golden Gate Park; No. 7—A glimpse of the Municipal Bandstand; No. 8—The famous Japanese Tea Gardens; No. 9—Buffalo Park.

## A FEW YEAR-ROUND INDUSTRIAL PLANTS



San Francisco Industries operate every working day in the year under ideal climatic and sanitary conditions. Here are a few taken at random: No. 1—An Ice Cream Churning Room; No. 2—Interior of a San Francisco Shade Cloth Factory; No. 3—Finishing Room of one of the largest automobile factories in the West; No. 4—Berry Pickers in a modern Fruit Products Factory; No. 5—An interesting corner in a candy factory; No. 6—A Box Factory; No. 7—View of the Sewing Room of a large millinery factory.

A CAMERALOGUE OF THE WATERFRONT



San Francisco's Waterfront is numbered among the world's finest. The accompanying pictures show: No. 1—One of the forty-two modern piers over which pass the great foreign and coastwise trade of the port; No. 2—A night view of the "front"; No. 3—Interior of pier; No. 4—The bay from Telegraph Hill; No. 5—"Sailing Day"; No. 6—Fishermen's Wharf; No. 7—Unloading lumber, China Basin; No. 8—Cargoes for the world; No. 9—A typical cargo of California fruits for Europe.



## TYPICAL SAN FRANCISCO HOMES AND GARDENS



Particularly in recent years has San Francisco come to be known as a city of beautiful homes. Here are a few taken at random in a number of the city's most attractive residential districts: No. 1—An entrance at Sea Cliff overlooking the Golden Gate. No. 2—A residence in St. Francis Boulevard; No. 3—An outlook from Lake Street; No. 4—A mansion on Washington Street; No. 5—Forest Hill Club House; No. 6—A glimpse of Ingleside Terraces; No. 7—A typical Broadway home.



# The Wealth of San Francisco

*The Nature and True Source of the City's Well-Being*

By C. E. KUNZE

**T**HE well-being of San Francisco—that is to say, the city's rapidly increasing wealth and the true sources thereof—may best be seen if drawn to a statistical focus, and if it be viewed in relationship with the wealth and well-being of the whole of California.

Not that the state borders mark the limit of the city's economic perspective. This is far wider. It embraces, in fact, the whole of the Pacific littoral, the Asiatic as well as the west coast of the two Americas. At times, however, and for the purposes of clearer vision, it is advantageous, even for so wide-angled a contrivance as the statistical eye, to limit the field somewhat, and hence, for the purposes of this article, that limitation has been fixed at the borders of California.

## The Wheel of Prosperity

It will serve a convenience also if our lookout post shall be from Meiggs wharf, where we may watch the vessels come and go. The reasons for this had best be given. A good marine glass, such as Meiggs affords us, is not the only optical instrument wherewith one may see the huge wheel of San Francisco's prosperity and the forces that make it go. But sea-borne commerce has a traditional claim upon this recognition, and it still contributes a very portly slice of the city's annual income. And quite aside from these considerations, there is a story to be found in the goods which come and go in the bellies of the passing ships which must not be overlooked, a story that really reveals, with a clarity not elsewhere found, the true significance of the oft used phrase: The Wealth of California!

For our own convenience, therefore, we have taken our post at Meiggs wharf, fixed our statistical eye into the marine glass, and from there, after we have surveyed the commerce of this port in some detail, we shall not hesitate to turn it landward and scrutinize for a bit the nature and the sources of all this wealth that these ships are so ceaselessly carrying in and out of port.

## II

Commerce, of course, signifies the prevalence of goods—the things of

use which the whole world needs and desires. California has always been a mother of goods. Even when the first Nordic traders came here, with quantities of merchandise for the Indians and the Spanish settlers, they found vast stores of goods to take away with them, the hides and tallow of the great cattle ranches, furs and quantities of salt meat and other food products. Up to the arrival of the Americans the tide of trade was altogether outward, but with the discovery of gold, and the sudden inrush of people with their great need for supplies that tide was abruptly reversed, and for more than a decade the goods came in and only one article of trade, namely virgin gold, went out. The old trade in hides and tallow continued to some extent, but it no longer amounted to enough for serious consideration.

This flow of merchandise into San Francisco, and the export of gold, began to change in the early sixties, when the great wheat farms and later barley ranches began to yield so heavily their somewhat darker grains of gold. The nature of mining also began to change, with hydraulic and quartz mining developing a need for new kinds of equipment and machinery. Lumbering also got under way, with its need for special equipment, and the huge ranches of the Sacramento and San Joaquin opened a market for farming machinery of peculiar design.

## San Francisco's Inventions

It is significant that these changes in California's economic affairs were accompanied by the establishment in San Francisco of shops and foundries, where the engines, mining pumps, hoists, sawmill machinery and other needed equipment were manufactured. There exists, in fact, a whole history of San Francisco inventions, many of them of an importance that revolutionized the industries in which they were employed, the beginning of which is found here in second decade of the American occupation, and it is this history, together with the story of California manufacture, that has played so vital a rôle in the commerce of this port.

The active export of fabricated goods dates from the middle and late sixties.

Its importance was not so much from the tonnage it provided for the waiting ships as in the value of the goods, for the process of manufacture for San Francisco and for the state as a whole adds very close to 40 per cent to the value of the materials used in the process.

The sea-borne commerce of San Francisco for the year 1924 reached the total of \$319,000,000.

The manufactures in San Francisco for 1923, the last year for which census figures are available, were valued at \$416,000,000.

## Exports and Imports

The commerce between exports, which are more heavily affected by local manufactures than are the imports, and imports was as follows:

Exports (exclusive of gold and silver) \$173,000,000.

Imports (exclusive of gold and silver) \$146,000,000.

An analysis of the goods shipped in and out reveals the close relationship between commerce and manufacture, and also between commerce and the production of raw materials for which California is so widely noted. The following table presents the story of the export goods:

## SAN FRANCISCO EXPORTS—1924

COMMODITIES	VALUE
Food products.....	\$ 57,667,827
Mineral oils.....	40,372,778
Cotton, raw.....	14,944,969
Tobacco and cigarettes.....	6,356,896
Fabricated goods.....	5,108,829
Leather and hides.....	3,375,877
Lumber.....	2,333,478
Lead in pigs.....	1,305,235
Foreign merchandise.....	2,319,731
All other goods.....	39,618,235

TOTAL..... \$173,433,235

Food products, the largest item in the list, are the combined output of three groups of producers, the farmers, fisherfolk and industrial workers. The larger share falls to the farmer, for many of the food products require but little treatment by industry to make them ready for market. In addition, the farmer supplies the raw cotton, and contributes heavily to such articles as hides and leather, the tobacco and some of the fabricated goods.

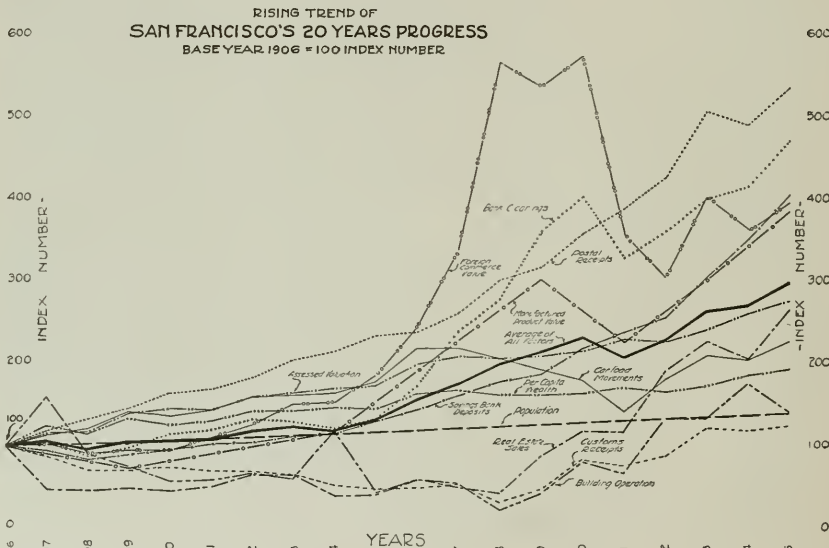
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# WEALTH FACTORS IN SAN FRANCISCO'S

Compiled by Industrial Department,

WEALTH FACTORS	SOURCE INDEX	1906	1907	1908	1909	1910	1911	1912	1913	1914
Population	(A)	387,260	394,673	462,086	409,499	(1,416,912	425,888	434,864	443,841	452,818
Bank Clearings	(B)	\$1,998,400,779	\$2,133,883,625	\$1,757,141,850	\$1,979,572,570	\$2,323,772,870	\$2,127,075,543	\$2,677,561,952	\$2,624,428,824	\$2,516,004,816
Assessed Valuation (2), (3)	(C)	375,932,447	429,611,618	454,334,160	539,093,065	515,028,100	545,064,347	604,813,249	623,847,729	647,207,514
Value of Manufactured Products	(D)	136,601,412	135,414,651	134,227,890	(1)133,041,069	138,892,800	144,744,600	150,596,400	156,448,200	(1)162,300,000
Value of Foreign Commerce (3)	(E)	84,348,540	87,121,234	76,251,545	81,667,481	80,531,403	94,509,924	108,485,205	128,523,066	130,485,990
Savings Bank Deposits—S. F. Banks (4)	(F)	162,320,980	154,071,803	137,098,974	.....	155,701,351	168,744,339	172,347,277	183,964,994	190,226,398
Real Estate Sales	(G)	68,064,300	31,816,150	31,083,372	33,879,073	31,291,293	35,268,661	45,175,233	44,728,900	27,574,992
Building Operations (5)	(H)	34,947,386	56,378,844	31,668,341	26,184,068	20,598,358	20,915,474	23,338,563	21,037,264	42,198,303
Parcel Movements (6)	(I)	100,000	116,709	117,061	141,736	147,390	145,119	161,182	163,169	165,967
Festival Receipts	(J)	1,509,595	1,787,694	2,010,833	2,212,163	2,488,234	2,570,215	2,783,049	3,116,973	3,252,303
Customs Receipts	(K)	9,462,639	8,324,981	6,829,895	6,698,092	7,125,711	6,778,529	6,632,146	6,399,976	5,183,228
Per Capita Wealth	(L)	1,941	2,430	2,259	2,632	2,470	2,559	2,781	2,811	2,858

SOURCES: (A) U. S. Census. (B) S. F. Clearing House. (C) S. F. Assessor's Office  
 (D) U. S. Census of Manufactures.  
 (E) U. S. Department of Commerce.  
 (F) State Banking Department, Controller of Currency.  
 (G) Thomas McGee & Sons.  
 (H) S. F. Department of Public Works (through Building & Engineering News).  
 (I) Pacific Car Demurrage Bureau (J) U. S. Post Office. (K) U. S. Collector of Customs  
 (L) San Francisco Chamber of Commerce.



# PROGRESS—20 YEAR PERIOD—1906 to 1925 Incl.

Francisco Chamber of Commerce

1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	Source INDEX
461,794	470,770	470,746	488,723	497,700	(1)506,676	615,652	524,629	532,605	542,582	(8)551,558	(A)
693,688,828	\$3,479,862,482	\$4,837,854,596	\$5,629,321,142	\$7,286,339,237	\$8,122,064,916	\$6,629,501,357	\$7,274,069,242	\$8,049,383,490	\$8,366,230,636	\$9,479,464,438	(B)
656,344,229	755,888,974	791,786,293	780,450,765	793,707,190	817,691,922	867,133,227	855,662,574	916,079,189	988,668,165	1,049,862,516	(C)
213,304,200	264,308,400	315,312,600	306,316,800	(14)321,000	372,410,208	(1)327,499,417	371,938,471	(14)16,317,335	472,520,367	528,723,269	(D)
157,569,007	208,204,906	286,917,617	480,778,266	455,863,420	486,083,695	308,715,513	258,168,630	343,325,940	308,562,301	336,439,199	(E)
214,626,682	237,565,641	265,607,748	293,097,177	307,292,438	358,867,992	390,136,816	418,375,902	499,504,013	575,180,901	678,750,170	(F)
28,741,399	41,355,953	35,453,511	30,517,075	61,681,593	82,641,161	80,863,796	132,227,478	156,188,438	141,355,269	182,907,216	(G)
16,920,527	21,518,159	19,554,220	8,697,477	15,658,875	29,298,782	23,942,814	47,529,283	47,701,340	62,541,836	50,392,793	(H)
180,054	221,680	221,099	208,539	195,758	182,317	143,674	183,479	212,548	207,648	230,880	(I)
3,561,800	3,630,638	3,064,045	4,582,503	4,825,547	5,452,681	5,928,350	6,485,405	7,704,036	7,455,948	8,132,899	(J)
4,647,886	4,737,250	5,211,651	3,246,199	4,548,798	8,187,425	7,431,825	8,514,379	11,815,498	11,514,760	12,073,552	(K)
2,842	3,211	3,300	3,194	3,180	3,227	3,363	3,262	3,433	3,644	3,807	(L)

EXPLANATION: (1) U. S. Census, other years estimated.

(2) Basis of Assessment fifty per cent of true value

(3) Figures for Fiscal years.

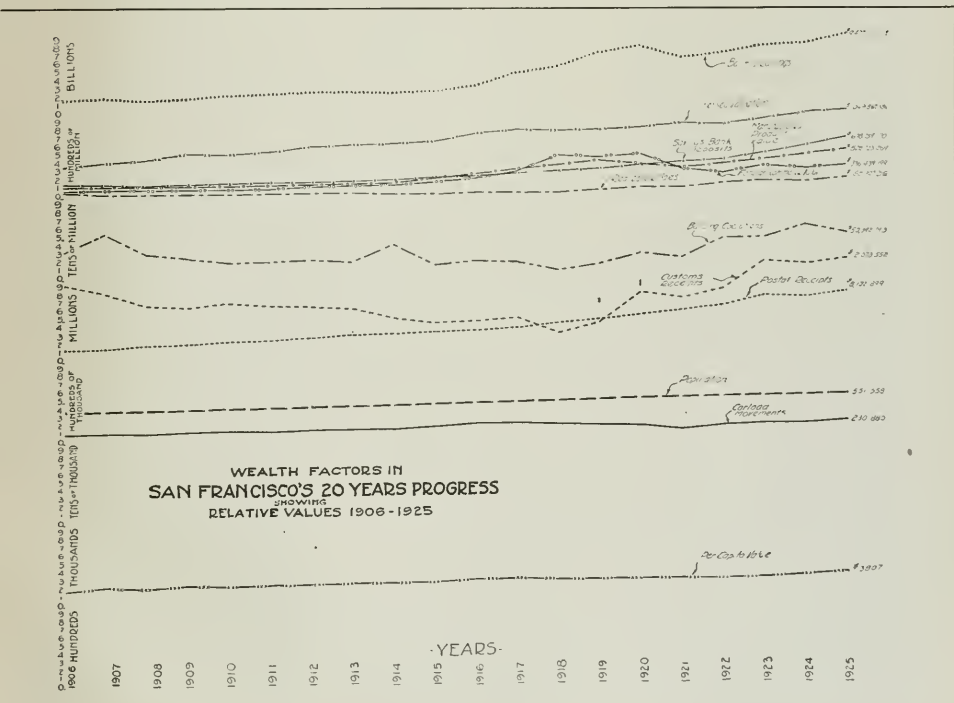
(4) 1906 to 1914 inclusive, State Banks only; 1915 to 1925 inclusive, State and National Banks; figures taken as near January 1st each year as were available.

(5) Previous to the year 1914 Expenditures made by City, County and State were not recorded by Department of Public Works.

(6) Carloads of Freight reported by all Rail Lines at San Francisco held for Loading, Reconsignment and Unloading.

(7) Estimated—no records available April 18th to June 30th inclusive, 1906—Due to Fire.

(8) San Francisco Chamber of Commerce Population estimate for 1926 is 708,391—based on eight business indexes.



# The Wealth of San Francisco—Continued from page 13

The item of mineral oils represents the product of the California oil fields and the refineries, consisting as it does chiefly of gasoline, kerosene, fuel oil and lubricating products. In this category of merchandise the raw material carries about two-thirds of the value, and the manufacturing process carries one-third.

## Food Exported

In the top item, food products, the exports of which in 1924 amounted to \$57,000,000—nearly one-third of the whole export total—the component factors were as follows:

COMMODITY	VALUE EXPORTED
Canned fruit .....	\$17,074,315
Dried fruit .....	15,222,172
Barley .....	10,829,360
Canned fish .....	4,956,453
Milk and butter .....	4,118,246
Flour and rice .....	3,661,948
Asparagus and beans .....	1,805,333
<b>TOTAL .....</b>	<b>\$57,667,827</b>

Prunes supplied about half of the dried fruit shipments; raisins about one-fifth, and apricots, apples and peaches the rest, in the order named.

It is interesting, too, to observe, that the shipment of \$7,500,000 in prunes from this port constituted just half of the year's prune crop in California, while the raisin shipments of \$3,175,000 was only about one-fifth of the annual production. So, too, the California peach crop in 1924 was valued at \$11,200,000, while only a dab of this succulent fruit, namely \$363,000 worth, passed out through this port, and as for beans, the port shipment was \$341,000, while the crop that year brought the California bean growers \$11,721,000. On the other hand, the whole barley crop for 1924 was valued at \$11,693,000, while the exports from this port alone were over \$10,000,000!

These figures show the need of some interpretation. It does not follow, of course, that a crop is shipped away the same year it is raised. With grain this is more true than with fruit. The production varies rather widely from year to year in some of these crops, and these facts must be taken into consideration when we attempt to fit port shipments to total crop production. For the year 1923, for instance, the barley crop was valued at \$23,000,000, and it is more than probable that a lot of the 1923 crop figured in the 1924 customs' reports.

In order to show more fully what

is back of the food product shipments, which make up so large a part of the sea-borne exports of San Francisco, we give the following table showing the fifteen highest farm crops for two years:

## FIFTEEN MOST VALUABLE FARM CROPS GROWN IN 1923 AND 1924 IN CALIFORNIA

1923		
RANK	CROP	VALUE
1	Hay .....	\$ 73,710,000
2	Oranges .....	49,000,000
3	Barley .....	23,148,000
4	Raisins .....	20,300,000
5	Beans .....	18,776,000
6	Wheat .....	17,450,000
7	Wine grapes .....	17,120,000
8	Table grapes .....	15,470,000
9	Prunes .....	13,600,000
10	Lemons .....	10,771,000
11	Walnuts .....	10,000,000
12	Cotton .....	9,247,000
13	Peaches .....	9,120,000
14	Potatoes .....	8,736,000
15	Sugar beets .....	7,938,000

1924		
RANK	CROP	VALUE
1	Hay .....	\$104,659,000
2	Oranges .....	40,320,000
3	Wine grapes .....	22,050,000
4	Table grapes .....	18,240,000
5	Prunes .....	15,230,000
6	Lemons .....	15,540,000
7	Raisins .....	14,400,000
8	Beans .....	11,721,000
9	Barley .....	11,693,000
10	Peaches .....	11,200,000
11	Cotton .....	10,084,000
12	Walnuts .....	9,030,000
13	Apples .....	8,991,000
14	Pears .....	8,778,000
15	Sugar beets .....	7,826,000

These figures represent the farm value of these crops and are taken from the report of the California Cooperative Crop Reporting Service. Some of the fruit, such as the raisins, prunes and peaches, goes from the farm not directly to market, but to the canning or processing plants where the article goes through some sort of a manufacturing process, and adds considerably to its value.

In short, we have here certain items of raw materials that California produces in such vast quantities, and the possession of which is so large and vital a factor in its economic scheme.

## The Goods of Commerce

The farms, the forests, the mines and oil wells, the rivers and ocean, where fish are caught, all contribute their share of the raw materials, which in their native state, or in some manufactured form, make up the goods of commerce. The greater part, by far, reach the markets by means of railroad transportation.

The extent to which these farm products contribute to San Francisco's sea-borne commerce has already been shown.

From the production of raw materials, the trail leads us directly to the industrial plants.

Before we follow it, however, it would be helpful to make a brief survey of the sources of raw materials, wherewith California is so richly supplied. The following table gives the production in value of the four chief groups of raw material producers for the year 1924:

CLASSIFICATION	VALUE
Farm crops .....	\$420,000,000
Mineral products .....	358,000,000
Forest products .....	50,000,000
Fisheries .....	10,000,000
<b>TOTAL .....</b>	<b>\$838,000,000</b>

These figures are based partly on accurate reports taken by Government agencies, and partly on estimates, but are accurate enough to present a working basis for the more refined statistics that are to follow.

## A Titanic Creative Effort.

It is interesting to note that in the production of these raw materials, which form the true basis of California's wealth, there were engaged approximately one-half of the population of the state, and about one-half of the invested capital. By an effort of the imagination one can at least vaguely visualize the scope of this titanic creative effort, engaging the daily labor of perhaps a million people, and spread over the entire area of the state of more than 100,000,000 acres of land, and the waters adjacent thereto. In its technical skill, in the intelligence of its direction, and in its equipment and mechanical aids, it is without question the most advanced and the best trained industrial army ever mobilized in the history of the world.

Of this huge mountain of materials, the industrial establishments in California absorbed in 1923, a quantity valued by the census bureau at \$1,285,000,000.

There were 9,228 establishments employing 246,000 workers, to whom was paid in wages \$353,000,000. Their total output had a value of \$2,216,000,000.

This value is almost three times that of the value of the raw materials produced in 1924, and if we assume, as it would certainly be safe to do,



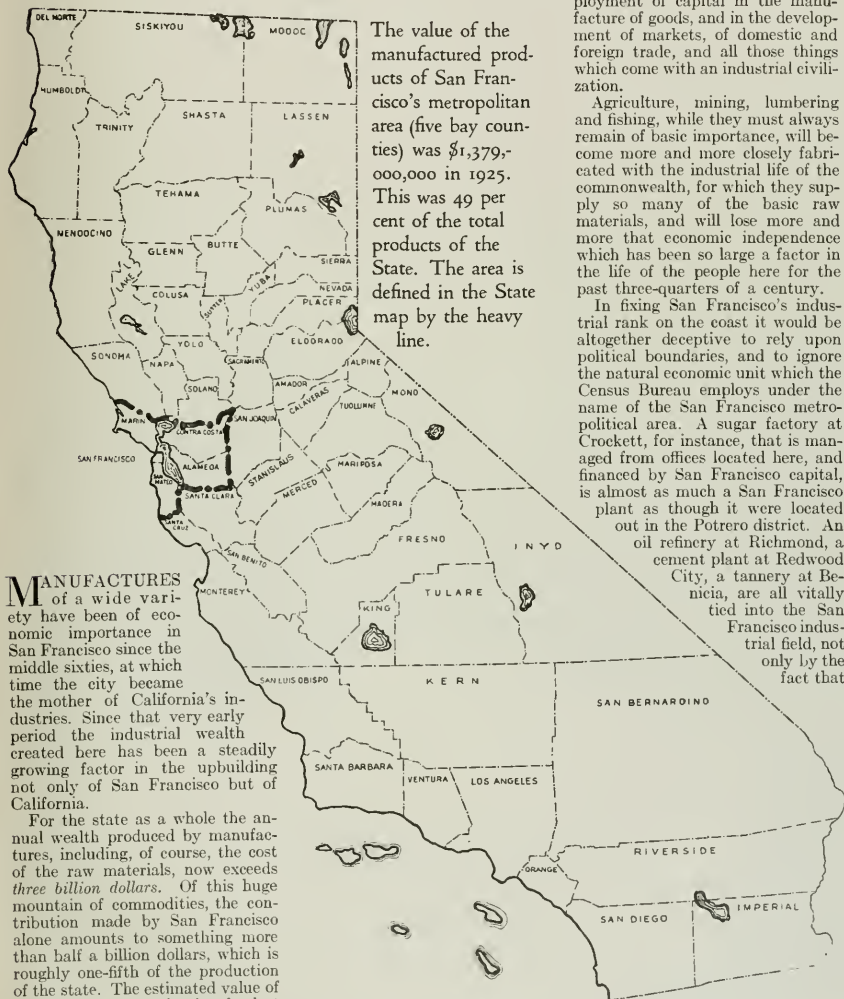
# Industry and Manufactures

The value of the manufactured products of San Francisco's metropolitan area (five bay counties) was \$1,379,000,000 in 1925. This was 49 per cent of the total products of the State. The area is defined in the State map by the heavy line.

ployment of capital in the manufacture of goods, and in the development of markets, of domestic and foreign trade, and all those things which come with an industrial civilization.

Agriculture, mining, lumbering and fishing, while they must always remain of basic importance, will become more and more closely fabricated with the industrial life of the commonwealth, for which they supply so many of the basic raw materials, and will lose more and more that economic independence which has been so large a factor in the life of the people here for the past three-quarters of a century.

In fixing San Francisco's industrial rank on the coast it would be altogether deceptive to rely upon political boundaries, and to ignore the natural economic unit which the Census Bureau employs under the name of the San Francisco metropolitan area. A sugar factory at Crockett, for instance, that is managed from offices located here, and financed by San Francisco capital, is almost as much a San Francisco plant as though it were located out in the Potrero district. An oil refinery at Richmond, a cement plant at Redwood City, a tannery at Benicia, are all vitally tied into the San Francisco industrial field, not only by the fact that



**MANUFACTURES** of a wide variety have been of economic importance in San Francisco since the middle sixties, at which time the city became the mother of California's industries. Since that early period the industrial wealth created here has been a steadily growing factor in the upbuilding not only of San Francisco but of California.

For the state as a whole the annual wealth produced by manufactures, including, of course, the cost of the raw materials, now exceeds three billion dollars. Of this huge mountain of commodities, the contribution made by San Francisco alone amounts to something more than half a billion dollars, which is roughly one-fifth of the production of the state. The estimated value of San Francisco's production for last year is \$529,000,000, which is within about \$60,000,000 of the total output of the state of Oregon.

There is in fact a very significant story to be read in the latest tabulations made public by the United

States Census Bureau on California's industrial activities. They reveal that the state has quite definitely entered an industrial epoch, and that its future will probably be cast more and more toward the em-

the management often is directly from some San Francisco office building, and by the fact that the banking is done through some San Francisco bank, but because of the

[continued on page 21]

## The Wealth of San Francisco—Continued from page 16

that for the previous year the value of raw materials was no larger, we have an interesting gauge for measuring the rapid rise in the great stream of wealth as it flows from its source in the fields, the mines and the forests down through the industrial districts of the cities and out to the sea of hungry consumers.

### The Mother of Industries

San Francisco was, of course, the mother of California industries. It was here that the first plants were built of the ten thousand that now operate in the state.

The peculiar problems of the California farms, mines, lumber camps and even fisheries demanded appliances unknown elsewhere and not to be had in any market, with the result that many new inventions were worked out in San Francisco shops. Thus came the gang plows, the combined reaper and harvester, the tractor, the deep mine pumps, the machinery for sawing the huge redwood logs, that are still the marvels of the mechanical world. But other countries, notably South America, have had extensive use for some of these machines and devices, as have many western states, and thus necessity mothered not only industrial production, but commerce for this port.

### Began in the Sixties

The industrial activities began on what may be termed the commercial scale here in the middle sixties, with iron works (foundries they were called), textile mills, chemical plants, glass works, and ship yards as the leaders. Today the number of plants is given in the Government's census—always at least a couple of years behind—as 2,090, the number of workers employed as 43,638, the annual payroll \$61,376,000 and the value of the annual output in goods as \$416,000,000.

This sum is very near one-fifth of the industrial production of the state, using that term specifically as referring to goods produced in industrial plants or factories, in short, manufactured.

The foremost industrial activity, if we accept the classification of the census bureau, is the roasting and grinding of spices. In 1923 there were 20 plants engaged therein, with 478 employees, and the annual output had a value of \$23,000,000.

On the basis of annual product value, the following are San Francisco's leading industries:

INDUSTRY	WORKERS EMPLOYED	VALUE OF PRODUCT
Coffee and spices	478	\$23,000,000
Slaughtering	529	20,000,000
Publishing	1396	19,000,000
Foundries	2433	14,700,000
Bakeries	2036	14,350,000
Furniture	1925	13,000,000
Job printing	1964	12,800,000
Tinware	1177	10,900,000
Men's clothing	2254	10,600,000
Bags	445	7,800,000
Lumber products	1018	7,300,000
Fruit canning	807	6,700,000
Flour milling	108	4,400,000
Leather tanning	433	3,900,000

The list could be greatly extended, but enough has been shown to indicate the vital relationship between, let us say, the Mission and the waterfront, or the industrial district of the city and the docks. To return

imports for the year 1924, we find the following major items listed:

COMMODITY	VALUE
Raw silk	\$39,000,000
Coffee	26,000,000
Sugar	9,000,000
Copra	7,000,000
Tea	3,000,000
Cocconut oil	4,000,000
Newsprint paper	3,200,000

The raw silk passes through en route to Paterson, New Jersey, but most of the other items here listed remain in San Francisco as raw materials for some processing or manufacturing plants. Tin in pig form, crude rubber, and other products made up the import volume for that year, namely \$146,000,000, and it is easy to see from an imaginary tour through the city's manufactur-

TABLE I.

The following table shows comparisons for a number of years covering only the period since 1909:

#### GROWTH OF CALIFORNIA MANUFACTURES

YEAR	WORKERS EMPLOYED	VALUE OF PRODUCTS	VALUE ADDED BY MANUFACTURE
1909	115,296	\$ 529,000,000	\$204,000,000
1914	139,481	712,000,000	265,000,000
1919	243,000	1,981,000,000	762,000,000
1921	198,000	1,758,000,000	643,000,000
1923	264,975	2,216,000,000	931,000,000

TABLE II.

In the following table are shown the primary industries of the state in the order of their importance from the viewpoint of the gross value of their manufactured products, for four census years as follows:

NAME OF INDUSTRY	1914	1919	1921	1923
Petroleum Products	\$38,000,000	\$141,000,000	\$258,000,000	\$267,000,000
Canning, Fruit and Vegetables	61,000,000	219,000,000	118,000,000	149,000,000
Ship Building	8,000,000	185,000,000	73,000,000	23,000,000
Meat Slaughtering	50,000,000	94,000,000	75,000,000	102,000,000
Iron Foundries	31,000,000	109,000,000	51,000,000	74,000,000
Dairy Products	20,000,000	55,000,000	34,000,000	44,000,000
Flour Mill Products	24,000,000	65,000,000	29,000,000	39,000,000
Lumber	52,000,000	99,000,000	51,000,000	86,000,000
Beet Sugar	15,000,000	26,000,000	22,000,000	14,000,000
Bread Bakeries			54,000,000	60,000,000
Tanneries	10,000,000	21,000,000	8,000,000	11,000,000
Rice Milling		20,000,000	5,000,000	8,000,000

to the first item in the table, the coffee and spice mills and roasteries. The raw materials required for the 1923 operations were valued at \$17,800,000, all brought here in ships, and gathered up in many different countries. South and Central America, the Orient, Malay Peninsula and Islands, South Sea Islands—all contributed valuable and necessary materials to these twenty plants in San Francisco. The raw materials made cargo for incoming vessels; the finished product was distributed widely over this state and others.

Now if we turn again to the tabulations of the Customs House under

ing districts what becomes of most of these imports. Like the raw materials from our own farms, mines and forests, they but feed the great stream of wealth as it moves toward the industries, and thus add their notable contribution to the wealth created here and the well-being of the city's population.

That well-being is contributed to in many ways. Thus, if we study only the forty-five special industries which make up the Census Bureau's selected list for San Francisco, we find these illuminating facts:

For the year 1923, their total output in value was \$263,000,000.



## BOOKCASES

BOOKS—advance agents of character—will dominate home or office with an atmosphere of your choosing.

Let the bookcase be in as strikingly good taste and as strongly reflect the dignity and prestige of the establishment. The difference is appreciable.

H. S. CROCKER CO., INC.

565 MARKET STREET

242 MONTGOMERY STREET

SAN FRANCISCO

## "The Meeting of the Waters"



*"A thing of beauty is a joy forever;  
Its loveliness increases; it will never  
Pass into nothingness."*

**F**OURISTS in ever-increasing numbers visit the Water Temple in beautiful Sunol Valley of Alameda County, California. Here, amid surroundings of natural loveliness and architectural dignity, may be witnessed "the meeting of the waters." ¶ In the crypt of this Corinthian temple the crystal-pure supplies from the Calaveras Reservoir, the Livermore Valley wells and the Sunol infiltration galleries of Spring Valley Water Company mingle their life-giving streams and start on the long flow down Niles Canyon, across San Francisco Bay and up the San Mateo peninsula to San Francisco. On the peninsula these Alameda waters are united to the supply drawn from the San Mateo County watershed. ¶ The Water Temple is the symbol of a metropolitan supply developed to its present proportions on broad lines laid down sixty-five years ago by men who foresaw the greatness of San Francisco

SPRING VALLEY WATER COMPANY



## Industry and Manufactures—Continued from page 17

fact that the products pass in and out of this port, make cargoes for ships or railroads having their terminus here, and that the trade currents fed by these plants, regardless of where they are located on the bay shore, run directly in and out of this city.

On the basis of the San Francisco metropolitan area, which embraces the five bay counties of San Francisco, Alameda, San Mateo, Marin and Contra Costa, the value of the manufactured products for 1925 (estimated) was \$1,379,000,000, or 49 per cent of the total products of the state. This output is very close to the total value of the products of both Washington and Oregon. In the bay area are now listed 2,954 industrial plants giving employment to 133,000 workers, and distributing last year in wages \$199,000,000. The cost of materials used by these plants was \$765,000,000, and the value which they added by the process of manufacture was \$514,000,000.

The Census Bureau now takes the census on manufactures every two years, and the tabulations for the year 1925 (now in progress) will become available early next year. The estimates for 1925 herein used were arrived at by the method employed for such purpose by the Census Bureau, and may be considered as conservative, for they merely assume that the rate of increase existing prior to 1925 has continued through that year. Undoubtedly, the most startling fact revealed by this 1925 estimated output, is the stride at which industrial California is forging ahead. Note these two sums:

### VALUE OF MANUFACTURED PRODUCT

1919—Total California Product .....	\$1,981,305,000
1925—Total for San Francisco area alone....	1,379,414,000

Were we to post ourselves on the summit of Telegraph Hill it would be possible on a clear day to actually see if not the plants themselves, at least the sites they occupy along the littoral of the bay. From North Beach to the Potrero, from Alameda to Richmond, from Sausalito to San Rafael, would be visible the tall chimneys of the gleaming roofs of hundreds of these establishments, from which year in and year out, flows this vast stream of wealth, and if the trip were deferred until after nightfall, one could pick up the gleam of their lights. Here are the foundries, the mills, the shops where

the workers have employment, and the economic bones and sinews of a great industrial community are being built.

It is interesting to note that in San Francisco the leading industrial pursuit as measured by value of products is that of printing and publishing. For the year 1923, this single industry produced \$31,000,000, with coffee and spice roasting and grinding coming second with a product valued at \$23,000,000.

For that year the ten leading industries for this city were as follows:

PRODUCTS	VALUE OF PRODUCTS
Printing (all kinds).....	\$31,000,000
Coffee and spice roasting .....	23,000,000
Slaughtering and meat packing .....	20,000,000
Iron foundries.....	14,700,000
Bread and other bakery goods.....	14,300,000
Furniture.....	13,000,000
Turnery.....	10,900,000
Men's Clothing.....	10,600,000
Bags (other than paper).....	7,800,000
Lumber Products.....	7,350,000
TOTAL.....	\$152,650,000

In the following tables, the detailed story of industry and manufactures for San Francisco and for the San Francisco metropolitan area is more fully revealed:

### SAN FRANCISCO MANUFACTURES

CENSUS YEAR	NUMBER OF PLANTS	NO. WAGE EARNERS	TOTAL WAGES	VALUE OF PRODUCTS
*1925.....	2,198	50,095	\$69,418,000	\$529,000,000
1923.....	2,090	43,000	61,000,000	416,000,000
1921.....	1,986	36,900	53,580,000	327,000,000
1919.....	2,360	48,000	59,000,000	417,000,000
1914.....	2,334	31,000	25,000,000	162,000,000
1909.....	1,796	28,000	22,000,000	133,000,000

\*1925 Estimated. Establishments with less than \$5,000 product omitted.

### SAN FRANCISCO BAY REGION

#### SAN FRANCISCO BAY DISTRICT COMPRISING FIVE BAY COUNTIES\*

CENSUS YEAR	NUMBER OF PLANTS	NO. WAGE EARNERS	TOTAL WAGES	VALUE OF PRODUCTS
1925.....	2,954	133,433	\$199,161,167	\$1,379,414,504

\*San Francisco, San Mateo, Marin, Alameda, Contra Costa.

### CALIFORNIA MANUFACTURES

CENSUS YEAR	NUMBER OF PLANTS	NO. WAGE EARNERS	WAGES PAID	VALUE OF PRODUCTS
*1925.....	9,782	306,743	\$438,680,000	\$2,815,131,000
1923.....	9,228	249,000	353,250,000	2,216,000,000
1921.....	8,696	198,000	284,000,000	1,758,000,000
1919.....	11,942	256,000	380,000,000	1,981,000,000
1914.....	10,657	176,000	140,000,000	712,000,000
1909.....	7,659	141,000	107,000,000	529,000,000
1904.....	6,839	130,000	79,000,000	367,000,000
1899.....	4,997	83,000	47,000,000	257,000,000

\*1925 Estimated.

### PACIFIC COAST MANUFACTURES

#### VALUE OF MANUFACTURED PRODUCTS (IN DOLLARS)

U. S. CENSUS

	1914	1919	1921	1923	(1)1925
Three Pacific Coast States.....	\$1,067,899,000	\$3,157,511,000	\$2,430,510,635	\$3,257,540,010	\$4,433,847,000
California.....	712,801,000	1,981,205,000	1,758,682,485	2,215,281,350	2,815,132,000
Washington.....	245,326,000	809,523,000	448,164,548	678,543,200	1,027,314,000
Oregon.....	109,762,000	366,783,000	223,663,602	363,715,460	591,401,000
*Five S. F. Bay Counties.....		970,729,951	327,499,417	416,517,585	1,379,415,000
San Francisco.....	162,300,000	417,321,000	327,499,417	416,517,585	529,140,000
Oakland.....	28,322,000	134,755,000	106,425,170	122,491,778	140,988,000
Los Angeles.....	103,438,000	278,184,000	313,589,985	417,654,081	555,898,000
Seattle.....	64,475,000	274,431,000	115,046,908	155,780,000	210,926,000
Portland.....	55,665,000	196,380,000	105,015,276	154,414,000	227,606,000

(1) Estimated.

\*San Francisco, San Mateo, Marin, Alameda, Contra Costa.

# PRINCIPAL INDUSTRIES OF SAN FRANCISCO

(Showing Industries with Value Over One Million Dollars Yearly.)

U. S. CENSUS OF  
MANUFACTURES FOR 1921 AND 1923.

	NUMBER OF ESTABLISH- MENTS	AVER. NO. OF WAGE EARNERS	WAGES	1923 VALUE OF PRODUCTION	1921 VALUE OF PRODUCTION
All Industries	2060	43 638	\$61,376,028	\$416,317,535	\$327,499,417
Printing	293	3,270	5,863,399	31,833,132	29,750,097
Coffee and Spices	20	478	682,194	23,870,186	21,465,506
Meat Packing	19	529	889,061	20,451,709	17,417,652
Clothing	83	3,102	3,519,129	16,027,138	15,035,943
Foundry	143	2,453	3,891,891	14,704,193	9,336,990
Bread and Bakery	164	2,036	3,198,572	14,357,937	15,119,597
Furniture	60	1,925	3,068,581	13,009,786	7,241,710
Tinware	6	1,177	1,451,372	10,923,870	8,330,808
Bags, other than paper	6	445	411,335	7,895,209	6,551,093
Lumber	38	1,018	1,870,908	7,357,907	2,761,946
Confectionery	54	1,211	1,162,541	6,882,225	6,305,519
Canning and Preserving	7	807	640,321	6,774,352	5,799,821
Butter	10	236	283,301	(a)	(a)
Electric Machinery	40	862	1,069,012	5,287,936	2,936,280
Structural and Ornamental Iron	31	680	1,081,431	5,136,232	2,829,576
Millinery and Laces	31	1,223	1,200,065	5,065,467	3,120,878
Rice Cleaning and Polishing	9	142	199,866	4,911,009	3,455,882
Flour	6	108	161,999	4,474,376	(a)
Chocolate and Cocoa	4	223	269,796	4,463,104	4,080,127
Food Preparations	39	399	495,427	4,279,134	3,444,118
Boxes, paper and other	19	749	836,299	4,094,405	2,439,717
Paints	10	187	239,788	4,080,566	1,999,586
Leather	7	433	594,735	3,973,561	2,498,424
Lithographing	12	607	991,297	3,812,448	(a)
Mattresses and Bed Springs	22	429	591,096	3,629,285	2,431,867
Pickles and Jellies	12	363	333,255	3,310,334	2,811,977
Copper, Tin and Sheet Iron	62	393	1,064,847	3,229,476	2,133,269
Motor Vehicle Bodies and Parts	53	486	803,210	2,993,619	2,097,349
Copperage	8	246	397,102	2,350,590	1,602,700
Boots and Shoes	5	445	488,826	2,255,880	2,030,852
Beverages	16	215	399,648	2,032,212	2,142,197
Knit Goods	8	439	429,711	1,972,868	1,574,430
Brass and Bronze	16	309	526,725	1,796,348	1,148,712
Ice Cream and Water Ices	6	134	152,899	1,770,113	1,144,806
Boxes (wood)	6	343	363,372	1,742,444	1,579,310
Patent Medicines	20	187	205,021	1,682,899	1,594,552
Sauces	29	163	249,422	1,689,075	1,438,483
Fur Goods	22	203	341,158	1,575,519	2,098,806
Jewelry	42	186	301,303	1,370,285	1,097,105
Chemicals	8	138	217,078	1,350,955	926,435
Flavoring Syrups	7	72	76,234	1,312,143	204,229
Marble, Slate and Stone	10	275	416,761	1,164,021	1,326,312
Gas and Electric Fixtures	9	188	253,755	1,115,177	(a)
Bookbinding	17	216	341,415	1,044,346	850,901
Stoves	6	152	138,665	1,009,108	441,559

(a)—Not reported separately in 1921.

## INDUSTRIES IN SAN FRANCISCO WITH LESS THAN \$1,000,000 ANNUAL PRODUCTION

	NUMBER ESTABLISH- MENTS	NUMBER WAGE EARNERS	WAGES	1923 VALUE OF PRODUCTION	1921 VALUE OF PRODUCTION
Shirts	11	184	\$194,339	\$945,818	\$1,012,002
Awnings, Tents and Sails	6	56	74,447	937,844	711,833
Wall Plaster, Wallboard & Floor Composition	8	95	112,300	926,330	260,217
Window Shades	13	74	116,587	905,045	589,107
Wooden Ship and Boat Building	12	159	285,015	769,487	738,769
Trunks, Suitcases and Bags	13	148	179,525	745,498	699,215
Grease and Tallow	6	55	91,000	732,780	472,839
Photo Engraving	16	112	297,379	715,596	663,269
Hats and Caps	14	123	163,878	716,519	706,579
Coffins	4	73	109,973	703,845	631,344
Soap	6	50	59,260	657,970	783,121
Perfumery and Cosmetics	12	50	55,882	633,887	647,278
Men's Furnishings	3	90	85,311	584,478	766,903
Belted, leather	5	37	64,181	568,630	455,105
Leather Goods	11	111	140,943	559,656	441,691
Ice Manufacture	6	90	171,734	542,582	439,182
Optical Goods	7	55	86,582	448,288	128,425
Mirror and Picture Frames	7	94	128,743	442,006	345,171
Stamps and Stencils	8	64	106,895	403,623	321,074

[ continued next page ]

## INDUSTRIES IN SAN FRANCISCO WITH LESS THAN \$1,000,000 ANNUAL PRODUCTION

[continued from preceding page]

	NUMBER ESTABLISH- MENTS	NUMBER WAGE EARNERS	WAGES	1923 VALUE OF PRODUCTION	1921 VALUE OF PRODUCTION
Pumps, power . . . . .	4	57	\$104,807	\$493,582	(a)
House Furnishing Goods . . . . .	5	43	56,695	387,392	\$328,671
Models and Patterns . . . . .	16	76	128,346	367,960	191,514
Fancy and Miscellaneous Articles . . . . .	7	91	86,529	348,743	146,817
Saddlery and Harness . . . . .	3	56	74,636	349,470	149,314
Steel and Copper Plate Engraving . . . . .	10	62	116,970	338,672	280,749
Signs and Advertising Novelties . . . . .	5	64	100,957	333,443	699,383
Springs, steel . . . . .	5	47	83,372	329,536	399,302
Refrigerators . . . . .	4	38	92,561	327,580	(a)
Flavoring Extracts . . . . .	7	15	15,675	324,974	1,138,259
Hats, fur, felt . . . . .	3	38	55,826	311,243	305,668
Electroplating . . . . .	9	72	131,831	297,528	272,021
Mirrors . . . . .	5	42	75,427	281,107	83,154
Gloves, Mittens, leather . . . . .	5	74	76,094	279,211	235,751
Brooms . . . . .	7	64	62,995	263,179	225,140
Dental Goods . . . . .	15	45	55,159	231,597	213,513
Statuary and Art Goods . . . . .	8	47	107,347	199,621	71,100
Iron and Steel, processed or welded . . . . .	10	33	61,148	197,107	137,030
Steam or other packing . . . . .	4	26	39,568	193,609	183,622
Cleaning and Polishing Preparations . . . . .	7	16	20,537	187,655	(a)
Glass Cutting . . . . .	7	26	45,535	157,075	508,918
Mucilage, Paste, Etc. . . . .	3	8	10,805	119,235	(a)
Lapidary Work . . . . .	5	23	49,124	113,895	36,823
Tools . . . . .	5	23	32,994	112,524	214,929
Toys and Games . . . . .	4	20	23,131	93,234	(a)
Engraving, other than steel . . . . .	4	31	37,191	87,191	105,173
Artificial Limbs . . . . .	3	18	28,880	81,900	(a)
Wooden Goods . . . . .	4	27	23,039	77,708	(a)
Blacking, Stains and Dressings . . . . .	3	9	11,375	76,013	(a)
Photographic Apparatus . . . . .	3	15	20,497	75,433	157,175
Surgical Appliances . . . . .	5	24	23,506	74,507	89,452
Carpets, Rugs and Rags . . . . .	3	13	11,614	76,507	27,500

(a)—Not reported separately in 1921.

## HOTEL SENATOR—facing Capitol Park

SACRAMENTO, CALIFORNIA

MAKE your next business trip to Sacramento one of pleasure by stopping at the Hotel Senator—the hotel of metropolitan delights. It is of this hotel that Arthur Brisbane recently wrote: "The Hotel Senator was finished only a few months ago. It has everything that any hotel in New York, London or Paris has, and more."

Every room has its private bath. Single rooms \$3 to \$4; double (except suites) \$4.50 to \$6.

The dining service is excellent. There is a dinner dance every evening in the Florentine Room \$1.50. Supper Dance Saturday night, \$1.00 cover charge. Regular luncheon 75c. The Coffee Shop is open from 6 a. m. to 1 a. m.; Saturday 2 a. m. serving delicious food at little cost. Bring your golf clubs. Guest cards will be gladly issued to one of the finest courses in California.



Upper—Hotel Senator from State Capitol Park.

Lower—Dining on the Loggia is delightful.

CHARLES R. FRASER  
Manager

# CENSUS OF SAN FRANCISCO MANUFACTURES

SUMMARY STATISTICS—All Industries Combined—1923 U. S. Census—Latest Available Figures—  
Groups Arranged in Order of Values, Exclude Establishments with Products Under \$5,000 for 1923.

	NO. OF ESTAB- LISH- MENTS	AVER- AGE NO. OF WAGE EARN- ERS	WAGES	VALUE OF PRODUCTS
<b>TOTAL</b>	<b>2090</b>	<b>43,638</b>	<b>\$61,376,028</b>	<b>\$416,317,535</b>
<b>FOOD PRODUCTS:</b>				
Beverage	16	215	339,648	2,032,212
Bread and other bakery products	164	2036	3,198,572	14,357,937
Butter	10	236	283,301	6,509,580
Canning, preserving, fruits and vegetables	7	807	640,321	6,774,352
Chocolate and Cocoa Products, not including confectionery	4	223	269,796	4,463,104
Coffee, Spice, roasting and grinding	20	478	682,194	23,870,186
Confectionery	54	1211	1,162,511	6,882,225
Flavoring Extracts	7	15	15,675	324,964
Flavoring Syrups and Bitters	7	72	76,234	1,312,143
Flour-mill and Grain-mill products	6	108	161,999	4,474,376
Food Preparations, not elsewhere classified	39	399	495,427	4,279,134
Grease and Tallow not including lubricating greases	6	55	91,777	732,780
Ice Cream and Water Ices	6	154	215,899	1,770,113
Ice, manufactured	5	90	171,734	542,382
Pickles, Jellies, Preserves and Sauces	12	363	333,255	3,310,334
Rice, cleaning and polishing	9	142	199,866	4,911,009
Sausage and Sausage Casings, not made in slaughtering and meat-packing establishments	27	162	249,422	1,689,075
Slaughtering and meat packing, wholesale	19	529	889,061	20,451,709
<b>PAPER PRODUCTS:</b>				
Bookbinding and blank-book making	17	216	341,415	1,044,346
Boxes, paper and other not elsewhere classified	19	749	836,299	4,094,405
Printing and Publishing, book and job	181	1964	3,494,648	12,816,383
Printing and Publishing, newspapers and periodicals	109	1306	2,398,751	19,016,749
<b>TEXTILES:</b>				
Awnings, tents and sails	6	56	74,447	937,844
Bags, others than paper, not including bags made in textile mills	6	445	411,335	7,805,209
Carpets and Rugs, rag	3	13	11,614	26,599
Clothing, men's	34	2255	2,581,649	10,638,325
Clothing, women's	49	847	937,480	5,388,813
Fur Goods	22	203	341,158	1,575,519
Furnishing Goods, men's, not elsewhere classified	3	90	85,311	584,471
Hats and Caps, other than fur-felt, wool-felt and straw	14	123	163,878	716,519
Hats, fur-felt	3	38	55,826	311,246
House-furnishing Goods, not elsewhere classified	5	43	56,695	387,392
Knit Goods	8	439	429,711	1,972,868
Millinery and Lace Goods, not elsewhere classified	31	1223	1,290,065	5,095,467
Shirts	11	184	194,339	945,818
<b>METAL PRODUCTS:</b>				
Brass, Bronze and other non-ferrous alloys, and manufactures of these alloys and of copper	16	369	526,725	1,796,348
Copper, Tin and Sheet-iron Work, including galvanized-iron work not elsewhere classified	62	593	1,004,847	3,220,476
Electrical Machinery, apparatus and supplies	49	862	1,069,012	5,287,936
Electroplating	9	72	131,831	295,328
Engraving (other than steel, copper-plate or wood, chasing, etching and die sinking)	4	31	37,194	87,191
Engraving, steel and copperplate and plate printing	10	62	116,970	338,602
Foundry and machine-shop products, not elsewhere classified	143	2433	3,891,891	14,749,193
Gas and Electric Fixtures, not including lamps and reflectors	93	188	253,755	1,115,177
Iron and Steel, processed or welded	10	33	61,148	197,107
Jewelry	42	186	301,303	1,370,285
Photo-engraving, not done in printing establishments	16	112	267,379	713,592
Pumps, power	4	57	104,807	408,686
Springs, steel, railway, vehicle, heavy machines, etc., not made in rolling mills	5	47	83,372	329,536
Stoves and appliances, gas and oil	6	152	138,665	1,009,108
Structural and Ornamental Iron Work, not made in rolling mills	31	680	1,081,431	5,136,232
Tinware, not elsewhere classified	66	1177	1,451,372	10,923,870
Tools, not including edge tools, machine tools, files or saws	5	23	32,994	112,521

## SCHMIDT LITHOGRAPH CO.

SECOND and BRYANT STREETS



SAN FRANCISCO, CALIFORNIA

• Pacific Coast Industry With Branches in Seattle, Portland, Sacramento, Fresno,  
Los Angeles, Honolulu • Main Office, San Francisco



## CENSUS OF SAN FRANCISCO MANUFACTURES

SUMMARY STATISTICS—All Industries Combined—1923 U. S. Census—Latest Available Figures—  
Groups Arranged in Order of Values, Exclude Establishments with Products Under \$5,000 for 1923.

	NO. OF ESTAB- LISH- MENTS	AVER- AGE NO. OF WAGE- EARN- ERS	WAGES	VALUE OF PRODUCTS
<b>WOOD PRODUCTS:</b>				
Boxes, wooden packing, except cigar boxes.....	6	343	\$363,372	\$1,742,441
Coffins, burial cases and undertakers' goods.....	4	73	109,973	703,845
Cooperage.....	8	246	397,102	2,350,590
Furniture (including show cases).....	69	1925	3,068,581	13,009,786
Lumber, planing-mill products, not made in planing mills connected with sawmills.....	38	1018	1,870,908	7,357,907
Mirror and Picture Frames.....	7	94	128,743	442,006
Models and Patterns, not including paper patterns.....	16	76	128,346	367,960
Refrigerators.....	4	38	92,561	327,580
<b>LEATHER:</b>				
Belting, leather.....	5	37	64,181	568,630
Boots and Shoes, other than rubber.....	5	445	488,826	2,255,880
Gloves and Mittens, leather.....	5	74	76,094	279,211
Leather Goods, not elsewhere classified.....	11	111	140,943	449,656
Leather, tanned, curried and finished.....	7	433	594,735	3,973,561
Saddlery and Harness.....	3	56	74,636	340,470
Trunks, Suitcases and Bags.....	13	148	179,525	745,498
<b>MINERAL PRODUCTS:</b>				
Glass Cutting, Staining and Ornamenting.....	7	26	45,535	1,157,075
Marble, Slate and Stone Work.....	10	275	416,761	1,164,021
Mirrors, framed and unframed.....	5	42	75,427	281,107
Optical Goods.....	7	35	86,582	448,288
Statuary and Art Goods, factory product.....	8	47	107,547	199,621
Wall Plaster, Wall Board and Floor Composition.....	8	95	112,300	926,330
<b>PAINT AND OIL PRODUCTS:</b>				
Paints.....	10	187	239,788	4,080,566
<b>TRANSPORTATION:</b>				
Motor Vehicle Bodies and Parts.....	53	486	803,210	2,993,619
Ship and Boat Building, wooden, including repair work.....	12	159	285,015	769,487
Wooden Goods, not elsewhere classified.....	7	27	23,039	77,708
<b>CHEMICAL PRODUCTS:</b>				
Blackening, Stains and Dressings.....	3	9	11,375	76,013
Chemicals, not elsewhere classified.....	8	138	217,078	1,350,955
Cleaning and Polishing Preparations.....	7	16	20,537	187,655
Mucilage, Paste and other adhesives, not elsewhere classified.....	3	8	10,505	119,295
Patent Medicines and Compounds.....	20	187	205,621	1,682,899
Perfumery, Cosmetics and Toilet Preparations.....	12	50	55,882	633,887
Soap.....	4	50	59,260	657,970
<b>MISCELLANEOUS PRODUCTS:</b>				
Artificial Limbs.....	3	18	28,880	81,900
Brooms.....	7	64	62,995	263,179
Dental Goods.....	15	45	55,159	231,507
Fancy and miscellaneous articles, not elsewhere classified.....	7	91	86,529	348,743
Hand Stamps, Stencils and Brands.....	8	64	106,895	403,623
Lapidary Work.....	5	23	49,124	113,895
Mattress and Bed Springs, not elsewhere classified.....	22	429	591,096	3,629,285
Photographic Apparatus and materials.....	3	15	20,467	75,453
Signs and Advertising Novelties.....	5	64	100,957	333,443
Steam and Other Packing, Pipe, Boiler Covering and Gaskets.....	4	26	39,568	195,609
Surgical Appliances.....	5	24	23,506	74,507
Toys, Games and Playground Equipment.....	4	20	23,131	93,204
Window Shades and Fixtures.....	13	74	116,587	905,045
All Other Industries.....	233	10,613	14,849,680	125,747,181
<b>TOTAL.....</b>	<b>2099</b>	<b>43,638</b>	<b>\$61,376,028</b>	<b>\$416,317,553</b>

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# Shipping and Foreign Trade

**I**N THE volume and value of its commerce, the Harbor of San Francisco rates as the unchallenged premier of the Pacific Coast. In fact it stands second in the United States, outranked only by the Port of New York, and during 1925 led such well-known rivals as Philadelphia, Los Angeles, Baltimore and New Orleans by a wide margin.

For statistical purposes this waterborne commerce is divided into two classes; foreign trade and domestic trade. The latter includes intercoastal as well as the river commerce, in both of which the Bay of San Francisco is very rich.

In the foreign trade the port continued its forward progress, both exports and imports making a steady advance, the total increase over 1924 being roundly \$60,000,000. For the year 1925, the total foreign trade of the San Francisco customs district was \$380,000,000, as against \$319,000,000 for 1924.

## \$2,000,000,000 in 1925

In cargo value the entire shipping business of the bay, which is the unit for San Francisco, in 1925 probably passed the two billion dollar mark, though the exact figures are not yet available. In the 1925 report of the Board of Army Engineers for Rivers and Harbors, the value of the harbor's 1924 commerce is given as \$1,832,000,000.

The nearest competitor, Philadelphia, in the same period had a commerce of \$1,024,000,000, while the total commerce of the Los Angeles district was \$611,000,000, about one-third that of San Francisco.

Los Angeles, on the other hand, has an unusually high tonnage compared to the value of the cargoes, that for 1924 being 22,000,000 as compared to 28,000,000 tons for San Francisco. The explanation is to be found in the type of commodities carried, Los Angeles going largely to lumber and oil, weighty cargoes for the value of the goods, while San Francisco's commerce runs more to food stuffs and general merchandise. The relationship is readily shown in the report of the Government engineers, where the San Francisco value per ton of cargo is recorded as \$63.47 as compared to \$27.51 per ton in Los Angeles.

In Seattle, where the tonnage for the year amounted to only 7,000,000, the value was \$87.30 per ton, thus giving that port a higher total commerce in value than that of Los Angeles, though the volume handled

was less than one-third in Seattle.

The following table shows the true position of San Francisco in the shipping world, being second among the twelve leading harbors of the United States:

## POSITION OF LEADING AMERICAN PORTS

From the 1925 Annual Report of The Board of U. S. Army Engineers for Rivers and Harbors

PORT	CARGO TONS	VALUE	VALUE PER TON
1. New York .....	161,759,968	\$14,282,163,388	\$88.29
2. San Francisco .....	28,875,879	1,832,895,964	63.47
3. Philadelphia .....	25,439,611	1,024,447,844	40.27
4. Los Angeles .....	22,214,137	611,133,664	27.51
5. Baltimore .....	16,526,291	952,705,319	57.65
6. Norfolk .....	15,174,708	663,112,016	43.69
7. New Orleans .....	13,609,603	842,243,445	61.88
8. Boston .....	13,185,884	641,407,499	48.64
9. Port Arthur .....	8,872,920	221,059,691	24.91
10. Seattle .....	7,612,334	664,574,517	87.30
11. Portland .....	7,494,444	305,099,527	40.71
12. Houston .....	7,094,294	365,851,048	51.57

In its foreign trade the leading factors continued to be for 1925, as for some years past, the export of prepared food products, chiefly dried and canned fruit and vegetables, with grain, notably barley, as a big item, and in imports raw silk from Japan and coffee from various coffee-producing countries.

The food product exports for the year exceeded \$60,000,000, out of a total export of \$183,000,000, and of

the imports, silk and coffee made up more than \$102,000,000 of the total imports of \$197,000,000. The following tables show the value of the port's foreign trade, and the steady increase in this traffic since the big slump of 1920 due to the great world break which followed the end of the war:

(From the annual statistical statement of the San Francisco Customs Service.)

## VALUE OF EXPORTS 1925 AND OF PREVIOUS YEARS

CALENDAR YEAR	DOMESTIC	FOREIGN	TOTAL
1925 .....	\$180,403,177	\$2,610,601	\$183,013,778
1924 .....	171,113,504	2,319,731	173,433,235
1923 .....	159,123,087	1,645,027	160,768,714
1922 .....	143,372,837	1,727,982	145,100,819
1921 .....	127,043,667	2,432,645	129,476,312
1920 .....	230,257,771	5,578,173	235,835,944
1919 .....	235,065,879	4,807,225	240,473,104
1918 .....	210,562,365	4,270,414	214,832,779
1917 .....	168,468,148	6,928,144	175,396,292
1916 .....	123,832,543	3,965,988	127,798,541
1915 .....	80,539,218	1,837,573	82,376,791
1905-1914 .....	43,973,327	(Yearly average for ten years)	

## IMPORTS OF MERCHANDISE

CALENDAR YEAR	FREE OF DUTY	DUTABLE	TOTAL
1925 .....	\$158,624,306	\$38,751,104	\$197,375,410
1924 .....	113,279,635	33,538,577	146,818,212
1923 .....	130,881,025	35,948,471	166,829,496
1922 .....	143,067,900	27,747,151	170,815,051
1921 .....	73,267,768	23,851,324	97,149,092
1920 .....	145,147,956	66,780,276	211,928,232
1919 .....	207,668,625	30,405,436	238,074,061
1918 .....	220,292,408	25,231,801	245,524,209
1917 .....	203,769,328	28,211,115	231,980,443
1916 .....	97,458,612	19,668,249	117,126,961
1915 .....	67,392,388	15,985,750	83,338,138
1905 to 1914 .....	(Yearly average for ten years)		54,565,528

(continued next page)

## SHIPPING AND FOREIGN TRADE

[continued from preceding page]

The commodities making up the exports in San Francisco's foreign trade are almost entirely of Californian origin, and reveal very pointedly the relationship between the city's foreign trade and its chief supporting industries, including of course such as are engaged in the production of the raw materials, namely, the farms, the mines, the forests and the fisheries. Another notable feature of this trade is to be found in the fact that for the most part the commodities going into export are of the manufactured classes. The exceptions worth noting are grain, chiefly barley, raw cotton in the bale, lead in refined pigs, leaf tobacco, and some oranges and lemons.

All of the fruit, both dried and canned, goes through some sort of processing or packing before it is shipped, and has considerable value added through the manufacturing process. The same is true of course of the large shipments of salmon and sardines, asparagus and other prepared food products. The adjoining table prepared by the Customs Service shows the principal commodities exported during 1925 from this port.

### Silk, Coffee and Copra

Raw silk, coffee and copra are the three chief articles of imports, and in 1925 aggregated in value \$124,000,000, out of a total import of \$197,000,000. In imports as in exports the precious metal shipments, though listed for reference purposes, are not included in the total value of the goods.

### Markets and Commodities

Markets and commodities remain two of the ruling factors in foreign commerce, and it is difficult even in this age of modern trade technique to say positively which is the more important. In 1913, only 13 years ago, the exports from this port amounted to \$64,000,000, just about one-third of the 1925 business. Obviously, a great many new markets have since then been opened up, but also there has been a tremendous change in the second factor, namely, commodities available for export.

In 1913 there were only eight commodities shipped from this port the value of which exceeded for the year the one million dollar mark. In

[continued next page]

## SAN FRANCISCO EXPORTS, 1925

Gold.....		\$41,315,948
Silver.....		8,882,581
Lumber (Eureka and Noyo)...		2,011,995
Oil (Port San Luis)...		2,211,791
Milk, evaporated and condensed...	30,611,965 lbs.	4,260,458
Butter.....	840,197 lbs.	474,480
Salmon, canned.....	13,473,036 lbs.	2,884,790
Sardines, canned.....	23,479,916 lbs.	2,091,232
Sole Leather.....	5,841,576 lbs.	1,787,493
Upper Leathers.....	3,147,473 sq. ft.	1,025,408
Barley grain.....	11,831,836 bu.	11,452,109
Rice, grain.....	1,218,057 lbs.	63,947
Rice, broken or brewer's.....	21,496,394 lbs.	820,253
Wheat Flour.....	257,518 bbls.	1,926,638
Asparagus, canned.....	8,285,743 lbs.	1,336,049
Fruits, dried—Raisins.....	79,570,664 lbs.	5,869,800
Apples.....	5,426,993 lbs.	684,794
Apricots.....	14,799,119 lbs.	2,633,303
Peaches.....	2,672,940 lbs.	328,365
Prunes.....	100,310,276 lbs.	7,644,895
Other.....	7,904,468 lbs.	1,046,729
Fruits, canned and preserved.....	182,682,608 lbs.	20,518,424
Pneumatic Casings for automobiles.....	85,299 number	1,069,047
Leaf Tobacco.....	21,653,422 lbs.	5,976,403
Cigarettes.....	2,595,914 m.	4,260,246
Cotton, unmanufactured (90,255 bales).....	45,599,863 lbs.	11,593,895
Redwood Boards, planks and scantlings.....	64,326 mft. bm.	3,138,159
Mineral Oils—Crude.....	5,494,848 gals.	185,991
Refined—Gasoline, naphtha.....	82,222,641 gals.	17,796,758
Illuminating.....	77,229,597 gals.	9,942,359
Fuel and gas.....	146,413,753 gals.	4,532,986
Lubricating.....	19,526,792 gals.	3,452,178
Petroleum Asphalt.....	50,604 tons	1,087,866
Scrap Brass.....	7,707,986 lbs.	843,022
Refined Lead in pigs.....	40,947,779 lbs.	3,002,163
Automobiles and chassis—passenger and commercial.....	1,324 number	1,355,885
Motion Picture Films.....	23,199,540 feet	2,463,354
Radio Apparatus.....	848,463 lbs.	1,446,207
Oranges.....	91,166 boxes	499,442
Lemons.....	47,628 boxes	279,412
Apples, fresh.....	145,957 boxes	268,086
Dynamite.....	4,176,274 lbs.	538,914
All other articles.....		41,601,227

## SAN FRANCISCO IMPORTS, 1925

### PRINCIPAL COMMODITIES IMPORTED FREE OF DUTY

Copra.....	226,940,884 lbs.	\$11,231,636
Chinese Nut Oil or wood oil.....	24,933,206 lbs.	2,749,871
Cocoa Beans.....	5,592,385 lbs.	1,290,466
Coffee.....	113,186,787 lbs.	25,544,538
Tea.....	10,631,328 lbs.	3,071,165
Rubber, crude.....	1,567,296 lbs.	716,973
Cotton, unmanufactured.....	3,181,493 lbs.	714,696
Silk, unmanufactured.....	12,467,655 lbs.	77,400,612
Other unmanufactured vegetable fibers.....	7,021 tons	2,207,157
Newsprint paper.....	81,632,205 lbs.	2,812,675
Tin in pigs.....	3,969,490 lbs.	2,099,367
Nitrate of Soda.....	31,281 tons	1,413,043
Perilla Oil.....	3,585,962 lbs.	423,970
Wet Salted Cattle Hides (79,833 pieces).....	4,886,840 lbs.	805,764
Rabbit Skins (8,333,063 pieces).....	1,189,562 lbs.	1,187,551

### DUTIABLE ARTICLES FROM PHILIPPINES MADE FREE BY ACT OF 1922

Cocoanut Oil.....	64,947,760 lbs.	5,427,186
Sugar.....	165,267,142 lbs.	7,903,376
Cigars.....	519,978 lbs.	1,060,845
All other articles free of duty.....		10,263,412

### PRINCIPAL COMMODITIES IMPORTED—DUTIABLE

Crab Meat.....	4,520,214 lbs.	1,626,019
Cheese.....	2,270,655 lbs.	642,776
Rice, cleaned.....	17,965,991 lbs.	787,843
Beans, dried.....	20,735,430 lbs.	946,742
Walnuts, shelled.....	1,460,029 lbs.	314,151
Walnuts, unshelled.....	4,163,305 lbs.	326,216
Peanuts, shelled.....	30,167,232 lbs.	1,546,478
Peanuts, unshelled.....	4,475,765 lbs.	216,419
Olive Oil.....	6,411,591 lbs.	1,111,703
Burlap.....	43,561,883 lbs.	5,715,283
Bags.....	18,603,088 lbs.	2,247,095
Silk Fabrics.....	216,078 lbs.	871,882
Vanilla Beans.....	93,397 lbs.	453,371
Diamonds.....	7,496 carats	862,496
Sugar.....	25,405,749 lbs.	849,439
Lead, in ore.....	14,591,786 lbs.	881,754
Linseed Oil.....	7,188,546 lbs.	730,003
Soy Bean Oil.....	5,057,510 lbs.	413,951
All Other Dutiable Articles.....		18,107,392



# SHIPPING AND FOREIGN TRADE

[continued from page 28]

their rank they were as follows:

COMMODITY	VALUE
Cotton, raw.....	\$18,224,877
Fruit, canned and preserved.....	4,584,360
Kerosene.....	4,407,547
Barley.....	3,756,159
Salmon, canned...	3,277,841
Prunes.....	2,862,452
Fuel and gas.....	2,114,990
Flour, wheat.....	1,644,166

In 1925 the number of commodities which exceeded in value \$1,-000,000 numbered 23, and the eight

leaders of the group were the following:

Fruit, canned and preserved.....	\$20,518,424
Gasoline.....	17,796,758
Cotton, raw.....	11,593,895
Barley.....	11,452,109
Kerosene.....	9,944,399
Prunes.....	7,642,895
Raisins.....	5,860,800
Condensed milk.....	4,260,455

Exports of redwood lumber, which in 1913 were valued at \$385,000 have increased steadily to the pres-

ent level of \$3,158,159. Canned salmon has fallen back from \$3,-277,000 in 1913 to \$2,884,232 in 1925, and canned sardines, unknown as an article of export commerce as lately as four years ago, are now exported to the value of \$2,091,232. The following table, prepared by Mr. J. H. Farrell of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, shows the position of the leading export commodities for the period herewith discussed:

## PRINCIPAL DOMESTIC COMMODITIES EXPORTED THROUGH THE PORT OF SAN FRANCISCO

COMMODITIES	#1913	1918	1919	DURING THE CALENDAR YEARS OF					
				1920	1921	1922	1923	1924	1925
1. Milk, evaporated and condensed...\$	144,216	\$1,045,525	\$1,154,961	\$1,283,186	\$2,327,117	\$2,321,447	\$2,656,264	\$3,534,790	\$4,260,458
2. Butter.....	16,028	100,587	105,459	718,484	426,941	397,201	589,308	583,456	474,840
3. Salmon, canned.....	3,277,841	749,955	4,359,356	3,671,489	2,639,684	1,619,688	2,834,287	3,435,008	2,884,790
4. Sardines, canned.....	*	*	*	*	*	886,717	1,137,260	1,523,445	2,091,232
5. Cattle hides.....	121,020	35,133	235,725	299,973	158,769	190,343	240,718	507,985	1,336,016
6. Sole Leather.....	635,184	2,218,607	2,278,833	1,912,855	1,182,171	1,222,454	1,676,065	1,730,700	1,730,700
7. Upper Leather, Russian, eastern.....	56,144	398,429	427,101	277,336	117,076	940,536	1,103,375	1,191,827	1,025,408
8. Barley, grain.....	3,756,159	987,484	8,472,468	6,265,428	11,373,717	10,745,761	8,812,440	10,829,360	11,452,109
9. Barley, malt.....	*	245,017	576,045	779,588	321,200	571,353	133,038	252,723	252,723
10. Rice, grain.....	*	39,639	3,163,648	8,387,361	3,303,260	4,593,928	2,980,447	929,216	63,947
11. Rice, broken or brewer's.....	*	*	*	*	534,149	742,810	729,249	820,233	820,233
12. Wheat, grain.....	*	*	*	49,413	1,014,380	605,148	205,581	205,581	205,581
13. Wheat, flour.....	1,644,166	2,392,587	5,764,754	6,096,974	2,795,550	2,396,433	3,773,950	2,008,438	1,926,638
14. Beans, dried.....	*	68,729	478,632	2,271,055	1,657,565	788,450	781,049	341,406	341,406
15. Asparagus, canned.....	*	*	*	*	1,564,441	1,264,764	1,463,927	1,536,016	1,536,016
16. " " Apples.....	551,852	1,089,746	2,719,312	1,652,712	1,555,566	6,977,963	3,317,651	3,175,112	3,869,800
17. " " Apricots.....	64,710	64,710	807,142	236,267	545,496	1,009,540	1,109,322	1,004,699	684,794
18. " " Peaches.....	833,404	218,550	2,473,184	734,690	2,028,043	1,820,342	1,872,658	2,188,538	2,633,303
19. " " Prunes.....	249,581	109,446	717,460	232,425	475,556	540,836	311,290	363,425	328,365
20. " " Other.....	2,862,452	483,128	4,980,382	2,735,792	3,772,864	4,329,680	2,432,429	2,753,793	7,644,895
21. Canned and Preserved Fruits.....	4,584,360	184,838	8,711,531	435,068	326,607	590,929	826,262	916,604	1,046,729
22. Leaf Tobacco.....	322,780	1,680,474	10,989,323	8,854,000	11,191,184	15,691,211	10,734,362	17,073,315	20,318,424
23. Cigarettas.....	460,735	3,395,973	335,093	2,639,112	3,714,652	8,982,220	4,922,098	4,792,829	4,200,246
24. Cotton, raw.....	18,224,877	21,695,168	20,996,373	21,161,939	9,765,642	10,477,676	11,668,332	14,944,966	11,630,805
25. Redwood Lumber.....	383,750	1,125,914	1,251,676	2,845,309	933,410	1,768,100	4,265,398	2,333,478	3,158,159
26. Cedar Logs.....	*	*	*	1,251,231	823,827	578,715	569,665	108,631	108,631
27. Softwood Lumber, other.....	632,287	745,765	883,467	1,251,231	823,827	578,715	569,665	108,631	108,631
28. Mineral Oils, crude.....	*	108,872	48,743	90,001	575,248	433,332	111,897	185,901	185,901
29. Refined Gasoline and other light products.....	*	7,342,605	5,882,502	7,079,388	2,403,277	8,988,254	16,181,984	15,366,289	17,796,758
31. Illuminating (kerosene).....	4,407,547	5,801,831	11,424,761	10,598,732	9,184,935	9,862,156	12,432,833	11,466,636	9,942,359
32. Lubricating.....	109,989	4,238,692	3,464,056	4,875,334	6,420,970	2,785,602	3,945,617	3,870,866	4,335,886
33. Fuel and Gas.....	2,114,990	5,976,214	3,849,603	4,853,919	4,530,852	4,140,398	8,913,974	9,588,090	4,432,170
34. Auto and Chassis, pass and com'l.....	648,993	5,480,870	3,911,515	7,372,669	884,696	322,628	1,294,897	2,079,891	1,532,985
35. Auto Castings and Solid Rub. Tires.....	94,016	3,371,767	2,757,510	3,029,130	331,609	774,987	1,088,230	1,222,608	2,000,000
36. Sulphate of Ammonia.....	*	363,552	663,615	601,288	369,287	257,519	334,986	646,859	522,504
37. Refined Lead in Figs.....	*	*	*	425,305	73,436	937,922	1,303,235	3,002,163	3,002,163
38. Motion Picture Films.....	144,243	994,675	1,266,220	1,984,591	1,230,659	1,240,955	1,033,404	742,457	663,854
39. Dynamite.....	208,871	1,573,780	735,211	732,339	611,771	589,930	764,627	941,269	538,914
40. All Other Articles.....	18,065,232	133,900,879	122,223,232	118,517,840	35,335,915	31,186,838	38,393,042	38,633,121	47,094,309
<b>TOTALS.....</b>	<b>\$64,881,667</b>	<b>\$210,453,929</b>	<b>\$235,065,879</b>	<b>\$220,257,711</b>	<b>\$127,043,667</b>	<b>\$143,372,837</b>	<b>\$159,123,687</b>	<b>\$171,113,504</b>	<b>\$190,403,177</b>

\*Not specially classified.  
†Fiscal year ending June 30.

The English people continue to be the one best customer for California commodities shipped out through this port, their purchases last year amounting to \$38,000,000. Japan comes next, its purchases last year amounting to \$26,000,000, China third with \$25,000,000 and Australasia (British) fourth with \$20,000,000. The Philippine Islands took \$11,000,000 worth of goods, New Zealand \$9,000,000, Canada \$6,000,000, Germany \$5,000,000, etc.

The following table prepared by the local customs statisticians under the direction of Mr. W. B. Hamilton, collector of port, gives the value of all exports and imports by countries

## VALUE OF IMPORTS AND EXPORTS BY COUNTRIES, 1925

	IMPORTS	EXPORTS	
		Domestic	Foreign
Austria.....	898,085	\$6,464	.....
Azores and Madera Islands.....	18,776	32,077	\$17,095
Belgium.....	1,762,221	2,029,229	61,443
Czechoslovakia.....	230,976	43,090	.....
Denmark.....	47,211	1,958,552	18,107
Estonia.....	389	500	.....
Finland.....	18,716	186,021	.....
France.....	1,662,399	3,625,320	200,147
Germany.....	2,036,129	5,202,355	251,635
Gibraltar.....	178	927	.....
Greece.....	34,292	11,822	.....
Hungary.....	1,858	3,455	.....
Iceland and Faroe Islands.....	40	.....	.....
Irish Free State.....	12,283	429,273	.....
Italy.....	1,991,384	186,009	.....
Lithuania.....	.....	869	.....
Malta, Gozo and Cyprus Islands.....	.....	1,276	.....

[continued on page 30]

## SHIPPING AND FOREIGN TRADE

[continued from page 29]

Since canned and dried fruit make up the largest items in the port's export trade, and items that are increasing steadily, and because of the further fact that they are above all others specialized products of the soil and civilization of California, there has been a growing interest in this phase of the city's commerce. The markets are capable of unlimited expansion, and the difficulties which retard this expansion are not so much of the competitive nature, which is the case with many other products, but of an educational nature involving such psychic problems as habituation and dietary habits of the people.

China, with a population of more than 400,000,000 people, last year took only \$27,000 worth of California prunes, indicating, plainly, that

[continued next page]

## VALUE OF IMPORTS AND EXPORTS BY COUNTRIES, 1925—Continued

	IMPORTS	EXPORTS	
		Domestic	Foreign
Netherlands.....	\$1,307,859	\$3,049,012	\$118,486
Norway.....	527,211	905,191	5,775
Poland and Danzig.....	49,505	20,489	.....
Portugal.....	15,780	30,855	.....
Rumania.....	16,280	3,781	.....
Spain.....	398,134	46,320	10,500
Sweden.....	1,249,690	1,123,828	23,187
Switzerland.....	307,154	75,400	200
Turkey in Europe.....	23,688	.....	.....
United Kingdom.....	3,860,226	38,241,391	122,429
Jugoslavia and Albania.....	813	440	.....
Canada.....	3,838,303	6,468,830	192,047
Costa Rica.....	882,217	220,000	20,061
Guatemala.....	3,794,056	719,849	34,104
Honduras.....	63,336	265,988	8,746
Nicaragua.....	1,860,158	596,422	23,270
Panama.....	168,946	1,365,881	11,916
Salvador.....	2,024,194	1,152,665	37,149
Mexico.....	1,921,864	3,605,589	415,394
Newfoundland and Labrador.....	902	.....	.....
Barbados.....	.....	482	.....
Jamaica.....	17,830	7,097	39
Trinidad and Tobago.....	94,120	14,144	278
Other British West Indies.....	326	4,333	.....
Cuba.....	290,657	888,031	126,031
Dutch West Indies.....	.....	24,331	65
French West Indies.....	72	.....	.....
Haiti.....	137	27	.....
Virgin Islands of United States.....	.....	30	.....
Argentina.....	1,629,457	803,833	6,364
Bolivia.....	10,404	170,226	34,559
Brazil.....	6,688,869	86,752	.....
Chile.....	2,065,242	1,138,713	81,882
Colombia.....	7,928,546	819,795	86,041
Ecuador.....	735,050	215,366	24,171
British Guiana.....	.....	17,849	410
Dutch Guiana.....	.....	5,252	.....
Paraguay.....	27,815	2,093	.....
Peru.....	237,246	1,260,339	17,513
Uruguay.....	232,351	102,136	.....
Venezuela.....	45,315	260,937	1,674
Aden.....	10,857	514	.....
British India.....	8,965,632	801,246	14,321
Ceylon.....	984,275	139,724	.....
Straits Settlement.....	3,715,201	1,733,562	419
Other British East Indies.....	700	10,604	.....
China.....	19,875,448	25,863,463	81,047
Chosen.....	2,321	207,461	215
Java and Madura.....	3,342,695	1,296,690	974
Other Dutch East Indies.....	248,610	352,872	.....
French Indo-China.....	872	610,499	.....
Hejaz, Arabia, etc.....	19,750	2,284	.....
Hongkong.....	8,315,215	2,989,113	95,273
Japan.....	70,563,884	26,433,854	138,965
Kwangtung, leased territory.....	807,061	429,217	9,689
Palestine and Syria.....	1,183	3,828	.....
Peria.....	47,462	207	.....
Philippine Islands.....	24,766,678	10,065,569	70,374
Russia in Asia.....	.....	90,009	104
Siam.....	19,400	108,175	.....
Turkey in Asia.....	5,185	.....	.....
Other Asia.....	.....	542	.....
Australia.....	2,436,767	20,645,685	42,680
British Oceania.....	621,341	287,358	6,128
French Oceania.....	1,599,771	945,849	56,864
New Zealand.....	226,352	9,278,458	60,156
Other Oceania.....	468,062	181,915	2,006
Belgian Congo.....	8,687	.....	.....
British West Africa.....	21,846	.....	.....
British South Africa.....	23	378,372	.....
British East Africa.....	22,862	37,407	.....
Canary Islands.....	.....	150	168
Egypt.....	4,305	52,552	.....
Algeria and Tunis.....	1,627	4,488	.....
Morocco.....	34,565	382	.....
Portuguese East Africa.....	.....	19,611	.....
Other Portuguese Africa.....	.....	256	.....
Spanish Africa.....	.....	400	.....
TOTALS.....	\$107,375,410	\$180,403,177	\$2,610,001

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Etc.

# SHIPPING AND FOREIGN TRADE

[ continued from page 30 ]

the Chinese have not acquired the habit of eating prunes. Japan, one of our best customers in certain lines, takes very meager quantities of California fruit, either canned or dried. Nearly half the dried apples shipped out from here last year were taken by the Dutch people, while the British were the best customers for raisins, the French the best cus-

tomers for prunes, Germany and The Netherlands the best for dried apricots, and the British people for dried peaches.

The following interesting and valuable tables prepared by Mr. J. H. Farrell, of the Bureau of Foreign Commerce, covering ten fruit commodities, show in detail where these goods are sold:

## EXPORTS—SAN FRANCISCO, 1925

COUNTRIES	RAISINS		DRIED APPLES	
	Pounds	Dollars	Pounds	Dollars
Belgium.....	310,425	24,259	22,500	2,588
Czechoslovakia.....	27,500	2,447	.....	.....
Denmark.....	2,386,000	196,572	277,572	32,658
Estonia.....	5,000	500	.....	.....
Finland.....	32,500	2,422	171,083	21,908
France.....	217,074	14,783	155,230	18,329
Germany.....	13,822,056	945,889	298,195	35,004
Irish Free State.....	124,625	9,122	17,250	2,259
Italy.....	68,750	6,207	2,125	365
Lithuania.....	10,625	869	.....	.....
Netherlands.....	10,033,329	676,588	2,934,375	373,536
Norway.....	551,230	41,156	172,375	20,999
Poland.....	25,000	1,825	.....	.....
Spain.....	.....	.....	1,250	190
Sweden.....	765,681	65,712	323,042	37,036
United Kingdom.....	30,244,985	2,251,107	638,092	75,283
Canada.....	7,826,626	530,266	6,575	888
Costa Rica.....	13,490	1,916	250	33
Guatemala.....	44,117	4,690	1,200	194
Honduras.....	7,954	1,080	125	19
Nicaragua.....	42,664	5,724	96	13
Panama.....	66,293	7,293	1,710	332
Salvador.....	35,477	4,496	.....	.....
Mexico.....	284,862	29,048	19,366	2,719
Jamaica.....	4,585	467	150	18
Trinidad and Tobago.....	14,875	1,158	394	66
Cuba.....	65,006	9,374	1,726	313
Dutch West Indies.....	1,766	229	.....	.....
Argentina.....	377,625	26,147	98,215	14,124
Bolivia.....	2,258	304	6,367	905
Chile.....	10,523	783	8,725	1,158
Colombia.....	124,357	19,632	2,282	483
Ecuador.....	30,116	3,616	1,190	229
British Guiana.....	15,721	1,405	2,265	497
Dutch Guiana.....	1,021	128	.....	.....
Peru.....	27,490	3,430	2,670	415
Uruguay.....	41,725	4,409	3,750	586
Venezuela.....	210,344	32,284	1,829	437
British India.....	3,969	719	16,699	3,881
Ceylon.....	3,111	472	11,647	2,126
Straits Settlements.....	5,518	891	20,378	3,011
Other B. E. Indies.....	48	10	318	55
China.....	3,384,248	278,353	71,983	10,632
Chosen.....	576	57	127	27
Java and Madura.....	13,715	1,439	58,842	9,424
Other D. E. Indies.....	8,313	873	20,326	3,275
French Indo-China.....	17,452	2,077	470	96
Hongkong.....	34,732	3,875	17,428	2,474
Japan.....	2,459,131	201,842	1,660	267
Kwangtung, leased territory.....	134,483	11,297	8,000	1,108
Philippine Islands.....	611,200	54,581	7,959	1,582
Russia in Asia.....	.....	.....	96	24
Siam.....	4,500	736	530	132
Australia.....	34,870	4,129	2,675	332
British Oceania.....	1,713	244	2,675	338
French Oceania.....	2,453	358	836	88
New Zealand.....	4,967,129	379,052	935	120
Other Oceania.....	8,118	591	8,750	1,091
British South Africa.....	954	110	450	80
British East Africa.....	2,072	198	2,040	347
Egypt.....	384	77	1,600	337
<b>TOTALS.....</b>	<b>79,570,664</b>	<b>5,869,800</b>	<b>5,425,993</b>	<b>684,547</b>

[ continued next page ]



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## SHIPPING AND FOREIGN TRADE

[continued from page 31]

### EXPORTS—SAN FRANCISCO, 1925—Continued

COUNTRIES	PRUNES		OTHER DRIED FRUITS	
	Pounds	Dollars	Pounds	Dollars
Austria	5,000	500		
Belgium	1,060,430	121,066	3,250	715
Czechoslovakia	40,149	7,363		
Denmark	4,088,573	318,027	97,272	13,483
Finland	1,518,922	113,284	264,972	35,827
France	29,468,090	2,125,179	124,335	17,872
Germany	17,069,842	1,024,602	1,461,614	230,312
Irish Free State	191,550	15,384	13,750	2,000
Italy	406,575	40,274	11,642	2,612
Netherlands	8,520,033	562,473	802,777	100,299
Norway	1,788,284	122,250	132,414	18,025
Poland and Danzig	158,590	13,136	5,250	1,002
Rumania	2,063	196		
Spain	49,274	5,630	3,435	520
Sweden	4,139,714	397,292	2,284,571	293,476
Switzerland	9,188	508	1,750	432
United Kingdom	22,771,553	2,032,679	1,381,888	183,891
Canada	4,003,061	320,537	702,545	66,693
Costa Rica	3,196	395	860	157
Guatemala	35,237	3,507	4,190	728
Honduras	3,549	345	564	78
Nicaragua	26,881	3,663	1,158	221
Panama	21,456	2,033	3,155	289
Salvador	17,543	2,221	1,310	206
Mexico	273,961	23,243	21,023	2,584
Jamaica	2,100	184	1,394	189
Trinidad and Tobago	35,149	3,111	500	79
Cuba	123,818	11,849	3,748	780
Dutch West Indies	2,105	21	2,546	383
Haiti	225	9		
Virgin Islands of United States	50	6		
Argentina	1,328,834	133,209	95,605	16,802
Bolivia	32,952	3,143	4,216	863
Chile	3,600	315	2,400	374
Colombia	133,207	9,160	5,312	922
Ecuador	7,362	880	1,134	251
British Guiana	11,067	1,157	25	4
Dutch Guiana	883	61	175	15
Peru	183,168	13,590	4,916	735
Uruguay	252,325	31,453	6,655	1,584
Venezuela	21,103	2,640	11,372	1,809
British India	9,993	837	9,323	1,805
Ceylon	1,000	137	3,924	833
Straits Settlements	1,818	652	6,483	1,252
Other British East Indies			72	7
China	322,399	27,221	84,737	12,377
Chosen	890	96	46	14
Java and Madura	19,986	2,061	3,806	743
Other Dutch East Indies	2,149	175	2,312	398
French Indo-China	500	100	50	23
Hongkong	55,181	5,704	28,168	3,225
Japan	24,364	2,457	3,075	562
Kwangtung, leased territory	15,046	1,430	6,278	1,028
Palestine and Syria	10,000	627	2,500	360
Philippine Islands	30,377	3,383	27,399	5,659
Russia in Asia	96	15	242	52
Siam			1,661	261
Australia	327,301	23,290	125,888	13,951
British Oceania	8,370	1,034	4,316	634
French Oceania	7,626	842	906	114
New Zealand	1,667,314	112,856	126,224	16,592
Other Oceania			1,337	235
British South Africa	3,145	289	829	98
British East Africa	210	12	900	106
Egypt	51,850	4,817	775	244
TOTALS	100,310,277	7,644,895	7,904,464	1,046,748

### AVERAGE YEARLY VALUE OF FOREIGN TRADE BY INCLUSIVE PERIODS

FISCAL YEARS	SAN FRANCISCO	SEATTLE	LOS ANGELES	PORTLAND
1850—1859	\$ 9,652,753			
1860—1869	28,528,842	\$ 644,103		
1870—1879	47,464,934	531,667		
1880—1889	77,309,167	2,114,671		
1890—1899	76,225,477	11,379,605	\$ 522,380	\$ 7,504,909
1900—1909	79,731,863	47,897,635	1,136,430	13,337,363
1910—1919	213,186,880	244,868,311	\$ 2,355,003	15,938,125
1920—1925	339,273,336	321,040,223	63,960,466	63,508,263



## SHIPPING AND FOREIGN TRADE

[continued from page 32]

## EXPORTS—SAN FRANCISCO, 1925—Continued

COUNTRIES	DRIED APRICOTS		DRIED PEACHES	
	Pounds	Dollars	Pounds	Dollars
Belgium	475,198	82,057	65,922	8,842
Czechoslovakia	91,727	15,805	.....	.....
Denmark	1,378,061	260,522	97,064	14,190
Finland	19,847	3,770	38,867	4,169
France	615,510	115,516	152,636	19,701
Germany	3,747,657	659,736	441,416	57,838
Gibraltar	.....	.....	1,375	220
Irish Free State	19,950	3,618	2,500	3,338
Italy	26,038	5,819	40,793	6,543
Netherlands	3,908,639	677,992	98,992	14,667
Norway	493,240	90,774	10,326	1,262
Poland	9,626	1,802	.....	.....
Romania	8,527	1,806	.....	.....
Russia in Europe	.....	.....	96	24
Spain	2,062	400	6,875	1,067
Sweden	611,274	107,906	135,102	18,079
Switzerland	.....	.....	1,250	226
United Kingdom	2,231,784	402,020	127,803	15,155
Canada	665,397	105,992	1,161,650	127,697
Costa Rica	770	174	541	104
Guatemala	2,225	457	450	74
Honduras	840	17	.....	.....
Nicaragua	131	41	50	11
Panama	765	215	640	94
Salvador	1,104	159	600	75
Mexico	9,450	2,046	21,912	3,244
Jamaica	50	11	.....	.....
Trinidad and Tobago	591	148	200	28
Cuba	8,303	1,713	35,295	3,185
Dutch West Indies	50	12	.....	.....
Argentina	60,775	13,343	157,595	20,884
Bolivia	5,775	1,145	9,042	1,239
Chile	1,825	364	500	67
Colombia	1,575	452	1,104	225
Ecuador	1,226	291	1,997	346
Peru	13,246	2,700	8,098	1,011
Uruguay	7,642	1,741	3,500	548
Venezuela	610	150	1,814	323
British India	6,525	1,274	1,992	381
Ceylon	2,425	350	300	64
Straits Settlements	4,156	911	1,017	2,215
China	41,439	7,861	23,355	3,680
Chosen	1,192	121	100	16
Java and Madura	19,333	3,406	942	101
Other Dutch East Indies	5,581	815	830	114
French Indo-China	1,195	257	200	26
Hongkong	10,000	1,971	550	88
Japan	227,993	49,219	242	29
Kwangtung, leased territory	6,250	1,118	3,540	442
Philippines	4,315	948	3,688	829
Russia in Asia	96	38	.....	.....
Australia	4,935	1,037	1,760	285
British Oceania	306	54	612	100
French Oceania	708	112	90	12
New Zealand	39,136	5,533	5,836	791
British South Africa	144	35	250	30
British East Africa	336	87	812	125
Egypt	1,275	360	900	152
TOTALS	14,769,239	2,633,333	2,672,940	328,365

COUNTRIES	CANNED CHERRIES		CANNED PRUNES	
	Pounds	Dollars	Pounds	Dollars
Austria	450	70	.....	.....
Belgium	5,295	788	675	111
Czechoslovakia	780	157	.....	.....
Denmark	5,289	572	232	12
Finland	141	24	245	26
France	3,620	453	7,150	774
Germany	30,195	2,542	67,080	5,329
Irish Free State	186	30	.....	.....
Italy	210	25	.....	.....
Netherlands	8,890	1,183	.....	.....
Sweden	2,595	436	1,395	169
Switzerland	1,191	197	.....	.....
United Kingdom	123,364	16,261	522,615	61,312
Canada	100,229	15,793	60,230	6,759

[continued next page]

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## SHIPPING AND FOREIGN TRADE

[continued from page 33]

## EXPORTS—SAN FRANCISCO, 1925—Continued

COUNTRIES	CANNED CHERRIES		CANNED PRUNES	
	Pounds	Dollars	Pounds	Dollars
Costa Rica.....	103	17	1,954	242
Guatemala.....	6,782	1,102	84	12
Honduras.....	2,166	273	276	39
Nicaragua.....	6,831	1,176	32,037	4,815
Panama.....	10,119	1,544	45,566	6,141
Salvador.....	3,307	565	5,299	832
Mexico.....	21,903	3,259	49,984	6,089
Jamaica.....	205	54	.....	.....
Trinidad and Tobago.....	1,479	263	819	91
Cuba.....	5,439	959	10,626	1,219
Dutch West Indies.....	5,121	716	1,691	205
Argentina.....	3,375	540	18,000	2,359
Bolivia.....	3,623	519	6,310	544
Colombia.....	12,459	2,006	21,390	3,079
Ecuador.....	2,655	391	1,548	203
British Guiana.....	1,539	229	2,892	401
Dutch Guiana.....	1,557	223	420	50
Peru.....	13,294	2,005	14,248	1,687
Uruguay.....	890	135	12,500	1,213
Venezuela.....	29,938	4,445	73,886	9,653
Aden.....	.....	.....	990	118
British India.....	72,406	13,509	274,860	36,780
Ceylon.....	10,745	1,709	35,551	4,870
Straits Settlements.....	24,726	4,405	60,594	7,233
Other British East Indies.....	.....	385	102	84
China.....	239,402	37,340	60,461	5,923
Chosen.....	564	72	987	119
Java and Madura.....	95,702	14,806	130,845	14,819
Other Dutch East Indies.....	43,520	7,045	33,376	3,558
French Indo-China.....	15,777	2,510	.....	.....
Hejaz, Arabia, etc.....	.....	.....	294	30
Hongkong.....	32,631	5,815	14,655	1,705
Japan.....	14,989	2,714	59,920	7,213
Kwangtung, leased territory.....	2,905	498	420	54
Palestine and Syria.....	120	82	180	17
Philippine Islands.....	126,266	21,304	66,034	8,312
Siam.....	1,536	281	3,498	550
Australia.....	4,412	1,115	154,098	14,732
British Oceania.....	3,202	590	3,242	278
French Oceania.....	973	147	1,616	200
New Zealand.....	4,155	1,204	12,135	1,209
Other Oceania.....	264	46	720	95
British South Africa.....	2,010	777	4,746	363
British East Africa.....	.....	.....	7,275	712
Egypt.....	1,302	180	84	11
TOTALS.....	1,113,152	175,202	1,886,476	222,371

## SAN FRANCISCO PORT STATISTICS—1925

Prepared by W. B. HAMILTON, Collector of Customs.

## SHIPMENTS TO THE NON-CONTIGUOUS TERRITORIES OF THE UNITED STATES.

Hawaii, \$45,542,904; Alaska, \$2,354,544; American Samoa, \$102,073; Guam, \$300,187 Porto Rico, \$516,298.

## VESSELS ENTERED AND CLEARED IN THE FOREIGN TRADE

ENTERED		1925		CLEARED	
American	Foreign	No. of Vessels	Net Tons	American	Foreign
.....	.....	451	1,918,748	457	1,911,817
.....	.....	689	2,319,561	707	2,344,468
.....	.....	1,170	4,238,309	1,164	4,256,285
TOTAL.....	.....	1,129	4,104,784	1,062	3,358,925

## COLLECTIONS

Duties on Imports.....	\$11,751,894.83
Other Receipts.....	321,638.11
TOTAL COLLECTIONS.....	\$12,073,532.94

## FOR COMPARISON

Total Collection—1915.....	\$ 6,447,886.15
1921.....	7,431,825.39
1922.....	8,614,379.94
1923.....	11,612,201.16
1924.....	11,514,760.11

Special deposits not included in figures for total collections.



# Nitrokote

## for Store and Office Floors

Protect your floors with Nitrokote. Its lustrous, tough surface imparts an attractive appearance to wood, concrete or linoleum floors and protects them from grudging wear.

Proof against water, soap, oil and similar liquids—Nitrokote keeps floors dry, postpones disintegration and makes them easily cleaned.

Two coats can be applied overnight—it dries in half an hour—and is ready for morning's work. Six pleasing shades and clear.

## W. P. FULLER &amp; CO.

301 MISSION STREET  
SAN FRANCISCO

Branches in 26 Pacific Coast Cities.

Factories in San Francisco, Los Angeles and Portland.

Distributors of VALPAR on the Pacific Coast.

# FULLER

PAINTS Since '49 VARNISHES  
PIONEER WHITE LEAD

77 years' experience—your assurance of Fuller quality.

# SHIPPING AND FOREIGN TRADE

[ continued from page 34 ]

## EXPORTS—SAN FRANCISCO, 1925—Continued

COUNTRIES	CANNED APPLES AND APPLE SAUCE		CANNED APRICOTS	
	Pounds	Dollars	Pounds	Dollars
Austria.....			10,005	1,205
Belgium.....			27,216	27,225
Czechoslovakia.....			10,015	6,524
Finland.....			1,077	128
France.....	225	28	866,661	76,518
Germany.....	10,205	1,121	67,347	9,013
Greece.....			210	30
Irish Free State.....			60,660	5,171
Italy.....			1,470	171
Netherlands.....	540	62	274,629	28,366
Norway.....			42,790	4,969
Sweden.....	270	24	158,929	16,042
Switzerland.....			45,837	4,886
United Kingdom.....	4,548	505	23,184,473	147,296
Canada.....	39	4	675,800	61,051
Costa Rica.....	75	7	817	101
Guatemala.....	558	61	3,758	530
Honduras.....	538	60	672	77
Nicaragua.....	685	95	11,985	1,469
Panama.....	6,759	708	24,588	2,720
Salvador.....	480	42	1,657	201
Mexico.....	3,065	310	24,291	2,652
Jamaica.....			162	20
Trinidad and Tobago.....	900	105	4,174	453
Cuba.....	2,250	230	4,371	579
Dutch West Indies.....	551	54	4,431	493
Argentina.....			7,080	834
Bolivia.....	611	69	1,736	161
Chile.....	288	26	788	64
Colombia.....	4,843	629	14,126	1,890
Ecuador.....	1,662	197	4,902	533
British Guiana.....	90	10	2,754	295
Dutch Guiana.....			1,272	141
Peru.....	7,234	792	15,793	1,694
Uruguay.....			622	74
Venezuela.....	22,770	2,378	43,080	4,736
Aden.....			225	25
British India.....	11,662	1,359	100,919	13,843
Ceylon.....	10,011	1,171	16,653	2,116
Straits Settlements.....	32,956	3,913	11,569	5,694
Other British East Indies.....			90	10
China.....	15,421	1,713	81,925	9,509
Chosen.....	960	107	420	37
Java and Madura.....	79,485	11,884	128,577	16,605
Other Dutch East Indies.....	15,488	1,887	44,729	5,609
French Indo-China.....	1,911	195	15,864	2,040
Hongkong.....	2,225	267	41,441	4,662
Japan.....	284	48	129,990	19,303
Kwangtung, leased territory.....			3,705	414
Philippines.....	33,100	3,741	29,289	3,379
Russia (Asia).....			240	28
Siam.....	564	85	2,507	387
Australia.....	980	90	3,060	383
British Oceania.....	246	22	2,792	346
French Oceania.....	702	89	2,226	247
New Zealand.....			176,345	13,870
Other Oceania.....	228	27	922	83
British South Africa.....	5,985	396	2,907	328
British East Africa.....	1,080	109	7,020	662
Egypt.....	336	44	5,235	729
TOTALS.....	282,820	34,864	26,753,896	2,509,968

## "MANY COPY" Carbon

Light 4-lb. weight. In black, blue, or purple, 3/4" x 1 1/2", per 100 sheets - \$2.33

42 Grades Carbons and Ribbons. Moderate prices. Get samples.

C. H. MILLER CO., 717 Market St.

Phone Douglas 1898



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James E. Power  
of

**POWER RUBBER CO.**

670 Turk Street  
Prospect 69

# Prompt service

Modern methods—complete handling equipment—an organization imbued with the will to help—at your command.

*Alfred Lawrence*  
LAWRENCE  
WAREHOUSE  
COMPANY

EXECUTIVE OFFICES  
37 Drumm Street, San Francisco.

## BISHOP & BAHLER

(INCORPORATED SEPTEMBER 16, 1914)  
369 PINE STREET  
Sutter 1040

### Traffic Managers

E. W. HOLLINGSWORTH  
Commerce Counsel

Are you on a fair basis with your competitor in the matter of freight rates? A solution of your traffic problems will doubtless increase your business. Write or phone us and our representative will call.

OUR AIM:

"Transportation Economy"

## DECKELMAN BROS., Inc.

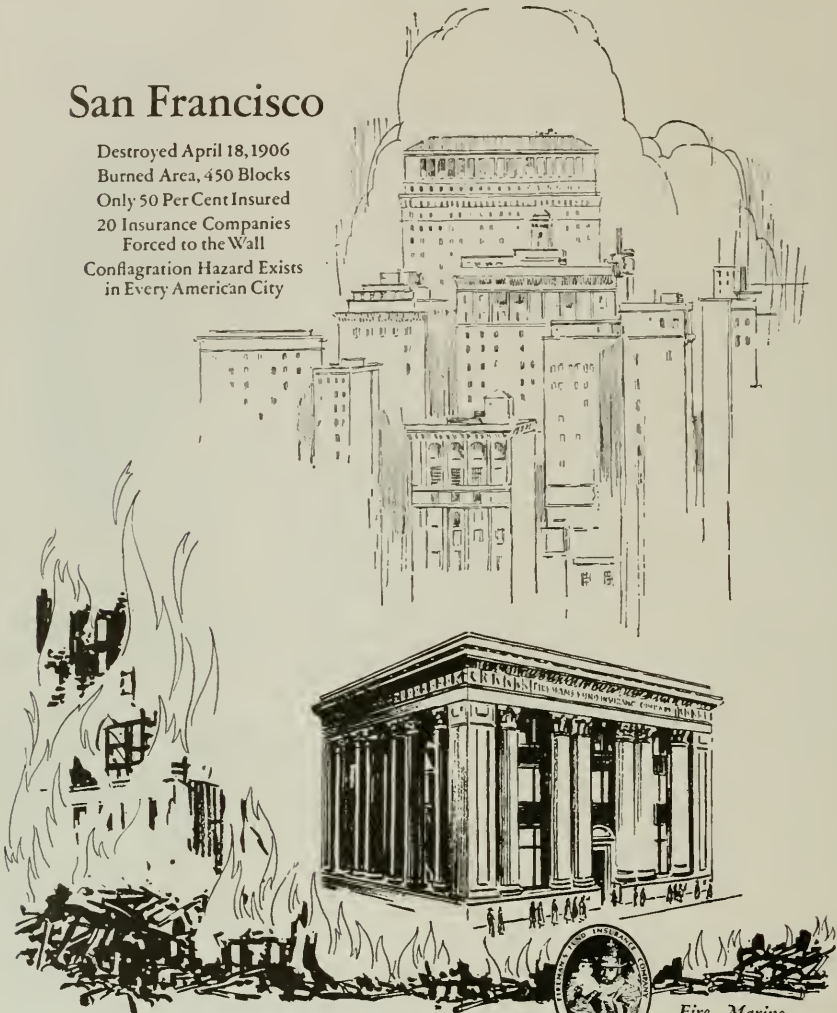
Wholesale and Retail

Barbers' Supplies, Cutlery  
and Beauty Parlor  
Equipment  
Koken Barber Chairs

48 Turk Street Franklin 2870

# San Francisco

Destroyed April 18, 1906  
 Burned Area, 450 Blocks  
 Only 50 Per Cent Insured  
 20 Insurance Companies  
 Forced to the Wall  
 Conflagration Hazard Exists  
 in Every American City



IT HAS STOOD THE TEST

Chicago, 1871 · Boston, 1872  
 San Francisco, 1906




*Fire, Marine  
 and Automobile  
 Insurance*

## FIREMAN'S FUND INSURANCE COMPANY

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Zerolene is produced by a low temperature process of refining under vacuum, developed and perfected by this Company ten years ago.  By this process all of the essential lubricating elements of an oil  are conserved\* to a greater degree than by any other process known. 

ZEROLENE  
*puts Standard Oil efficiency  
in your crankcase*

\* The old method of refining under *high* temperatures destroyed many of the natural lubricating properties of an oil. Our low temperature vacuum process conserves them.

STANDARD OIL COMPANY

# The Key Man Organization and How It Works

(1) factor in the coordination of Chamber of Commerce activities and consequent representation of the entire membership in the Board of Directors, is more important than the "Key Man" organization. This comprises one hundred and eighty active workers, each representing one of an equal number of important business or industrial groups. This is the machinery through which the membership of the Chamber of Commerce are assured the greatest service in the solution of their numerous problems. Individual members requiring a service communicate their problems to the key men of their respective groups, who in turn present them to the Board of Directors. This system of direct representation has definitely increased the usefulness of the Chamber to its thousands of members, and is already productive of results. The key men and the groups they represent, follow:

**Accountants and Auditors**—MYHRE, CERF, CERF & Coeger, 519 California St.  
**Addressographs and Multigraphs**—C. F. CONNELL, Rapid Addressograph Co., 38 Sutter St.  
**Adjusters and Appraisers**—H. R. BRACKEN, American Appraisal Co., 308 American Bk Bldg.  
**Advertising**—EMIL BRICKNER, Emil Brickner and Staff, Flood Building.  
**Agriculture**—JAMES IRVINE, Crocker Building.  
**Amusement Enterprises**—EDW. B. KASON, S. F. Entertainment, Inc., 1066 Market St.  
**Architects**—HENRY H. GATTERSON, 520 Powell St.  
**Art Goods**—HENRY SCHNEIDER, Schuster Bros., 225 Crocker St.  
**Attorneys**—LEO E. CROTHERS, Chronicle Bldg.  
**Automobiles**—R. F. THOMPSON, Howard Automobile Co., Van Ness Ave. and California St.  
**Automobile Accessories**—JAMES M. FORBE, Western Automobile Co., 1000 Sutter St.  
**Automobile Repairs**—H. JARVIS, Transportation Garage, 1201 Seventh St.  
**Bakers**—HUGO CALLENBERG, Hollweg's Cafe and Bakery, 411 S. Union St.  
**Barber Shops**—GEO. B. BARNARD, R. Bernhard & Sons, Palace Hotel.  
**Belting and Felt**—JOHN DEGEN, I. P. Deegen Belting Co., 760 Mission St.  
**Bleaching and Finishing**—R. C. PELL, American Bleach Co., 513 Battery St.  
**Book Sellers**—JOHN J. NEWBORN, Newborn's, 156 Post St.  
**Borders and Displays**—M. ROBERTSON, 222 S. Union St.  
**Bones and Druggists**—E. HYMAN, Pacific Bone Factory, 2600 Taylor St.  
**Brokers—Commodities**—C. M. BREMER, Matton & Co., 516 Battery St.  
**Brushes and Brooms**—W. VAN LAAK, Van Laak Mfg. Co., Harrison St.  
**Builders and Contractors**—A. B. SWINERTON, Lindgren & Swinerton, Inc., 2 Davis St.  
**Building and Loan Ass'n**—FERGUSON WOOD, Victoria Bldg. and Loan Ass'n, 200 Sutter St.  
**C. W. PARRY, Pacific States Savings & Loan Co., 350 California St.
**Canneries**—M. J. SULLIVAN, American Can Co., Mills Bldg.  
**Canned Goods**—L. HUME, G. W. Hume Co., 311 California St.  
**Carpets and Rugs**—JOHN I. WALTER, D. N. & E. Walter, 262 Mission St.  
**Casket Makers**—J. B. NUTTMAN, S. F. Casket Co., 321 Valencia St.  
**Cement, Lime and Lumber**—GEORGE R. ROY, Santa Cruz Portland Cement Co., Crocker Bldg.  
**Chemical Products**—R. R. ROGERS, R. R. Rogers Chemical Co., 527 Commercial St.  
**Chinese Merchants**—Chinese Chamber of Commerce, 400 Grant Ave.  
**Chocolate Manufacturers**—L. LYLE GIBBARD, D. D. Gibbard Co., 940 North Point St.  
**Cigars, Cigarettes and Tobacco**—O. W. PEASLEE, American Cigarette Co., 200 Sutter St.  
**ADOLPH JUDELL, H. L. Judeb Co., 334 Sacramento St.
**Clay Products**—E. C. MOORE, California Brick Co., 604 Mission St.  
**Cloaks and Suits**—B. VANHAGEN, The Paragon, Grant Ave. and Geary St.  
**Clothing Manufacturers**—HEN HAGEN, Normandy Bldg., 380 Mission St.  
**Clothing and Fur Clothing Goods—Wholesale**—C. S. FALK, Greenbaum, Weil & Michels, 740 Mission St.  
**Clubs and Associations**—HARRY TROUSE, Hotel Greeters of America, 545 Post St.  
**Coal Dealers**—E. H. BUEHLER, Klor Coal Co., 309 Pine St.  
**Coffee and Tea**—GEO. W. CASWELL, Geo. W. Caswell & Co., 438 Second St.  
**Commercial Paper**—E. WEAVER, L. F. Weaver Co., 1439 Van Ness Ave.  
**Commission Merchants (Gen'l)**—M. C. LEWIS, Lewis-Sutton-Jones, 1000 Sutter St.  
**Commission Merchants (Dairy Produce)**—GEORGE MANNING, Dairy Products Co., 310 Davis St.  
**Commission Merchants (Fruits & Vegetables)**—ALBERT AMER, Garcia & Maguire Co., 240 Drumm St.  
**Confectioners**—HORACE OREAR, Foster & Orear, 137 Grant Ave.  
**Confectionery Supplies**—LOYD W. SCHELL, M. Geitz & Co., 162 Fifth St.  
**Cooperage**—FREDERICK W. BIERER, California Barrel Co., 433 California St.  
**Creamery Products**—E. E. JONES, Golden State Milk Products, 1000 Sutter St.  
**Dentists**—DR. DICKSON G. BELL, 290 Post St.  
**Dental Laboratories**—C. E. LOWERY, The James W. Edwards Co., 323 Geary St.****

**Department Stores**—J. V. CAVELL, The Emporium, Market St. near Fourth St.  
**Dragee**—FRED J. RENNER, Steiner Renner Dragee Co., 405 Battery St.  
**Drugs**—GEO. M. BROSIMMER, Broome's Prescription Pharmacy, Filizhien Bldg.  
**Educational Institutions**—GEO. S. POTTER, The Potter School, 1909 Pacific Ave.  
**Employment Agencies**—J. ROBERTSON, Foster-Robertson Service, 68 Post St.  
**Engineering**—LAVIN DUEBE, 112 Market St.  
**Envelopes**—ALAN FIELD, Field-Emmet Envelope Co., 4 Fremont St.  
**Employees**—J. B. RICE, Hercules Powder Co., 225 Third St.  
**Exporters and Importers**—A. E. WOLFF, Wolff-Carrington Co., American Bank Bldg.  
**Fancy Goods and Laces**—W. HAYMAN, Western Fancy Goods Co., 540 Mission St.  
**Feeds and Flour**—MILLER S. SPERRY, Sperry Flour Co., 141 California St.  
**Fertilizers**—B. WALRIT, Pacific Bone Coal & Fertilizer Co., 44 Alvarado St.  
**Fire Apparatus**—L. L. DAVIS, Pacific Fire Coal & Apparatus Co., 414 Howard St.  
**Fish Packers**—F. E. BOOTH, F. E. Booth Co., 110 Miller St.  
**Foundries**—WM. G. ALDENHAGEN, Western Pipe Foundry, 424 Market St.  
**Freight Forwarding**—A. FRAME, Judson Freight Forwarding Co., 64 Pine St.  
**Freight Green and Drives**—E. G. GUGGENHEIM & Co., 150 California St.  
**Furneral Directors**—IRVING H. McMULLEN, Ashley & McMullen, 399 South Ave.  
**Furniture**—GEO. WESTER, Sterling Furniture Co., 1040 Market St.  
**Furriers**—LOUIS GASSNER, Gassner, Inc., 112 Broadway St.  
**Garages**—A. G. CURTIS, Post-Taylor Garage, 530 Taylor St.  
**Gas and Electric Companies**—H. BOSTWICK, Pacific Gas & Electric Co., Market St.  
**Glass**—OTTO ROSENSTEIN, Illinois Pacific Glass Co., Fifteenth and Folsom Sts.  
**Glue Manufacturers**—J. P. FRANKS, Russia Cement Co., 939 Howard St.  
**Grocers, Wholesale**—PERRY CUMBERSON, Rice-Cliff Co., Spear and Mission Sts.  
**Grocers, Retail**—S. JOHNSON, Johnson Bros., 2183 Fillmore St.  
**Hardware**—CURTIS HAVEN, Dunham, Carrigan & Hayden Co., Kansas and Division Sts.  
**Hatters**—PAUL J. BECKHOLD, 764 Market St.  
**Hay, Grain and Beans**—L. BERRY, 245 California St.  
**Heating and Ventilating**—ROSS M. CLARK, American Radiator Co., Second and Townsend.  
**Hops**—MAX VOLZ, The Wolf Hop Co., 245 California St.  
**Hosiery**—SAM T. BRYCES, Gerod & Bryces, 50 Geary St.  
**Hospital Appliances**—C. G. VANDEVER, C. G. Van Dever Co., 244 Kearny St.  
**Hotels and Apartments**—FREDERICK C. CLIFT, Hotel Clift, Geary and Taylor Sts.  
**Ice Manufacturers**—C. M. MELROSE, Union Ice Co., 354 Pine St.  
**Insurance (Casualty)**—ROLO E. FAY, Eaton & Insurance Co., 133 Post St.  
**Insurance (Life)**—HOLMES HINCHMAN, Hinchman and Wentz, 22 Leidesdorff St.  
**Insurance (Fire and Marine)**—JOHN MARSHALL & Fireman's Fund Ins. Co., 401 California St.  
**Insurance (Fidelity and Surety)**—JOY LAFITTE, American Surety Co., 418 California St.  
**Insurance (Life, Accident and Health)**—E. H. LESTOCK, Greylock, Acton Life Ins. Co., 333 Pine St.  
**Iron and Steel**—GEO. B. EWING, U. S. Steel Products Co., Riata Bldg.  
**Jewelry**—H. P. CONANT, J. AUGER, 178 Geary St.  
**Jewelry (Wholesale)**—LEON CARRAN, Carran & Green, 112 Kearny St.  
**Keating and Cotton Goods**—ALP COHEN, Alcone Knitting Mills, 1061 Mission St.  
**Letter-Press**—B. KEYSTONE, Keystone Bros., 755 Broadway St.  
**Lithographers**—CARL R. SCHMIDT, Schmidt Lithography Co., Second and Bryant Sts.  
**Lumber (Hardwood)**—C. HARRY WHITE, White Birch and Lumber Co., 1000 Sutter St.  
**Machinery (General)**—J. W. HARRON, Harron, Dickard & McCook, 125 Townsend St.  
**Machinery Supplies**—CHARLES F. BULOTI, C. F. Buloti Machinery Co., 827 Folsom St.  
**Manufacturers' Agents**—F. SCHEMES PETERSON, 53 California St.

**Marble and Granite**—E. C. POETKE, Vermont Marble Co., 244 Brannan St.  
**Mattresses and Bedding**—MERRITT A. CUTTEN, John H. How, 240 Vermont St.  
**Metallic Manufacturers**—WM. J. NULLE, Richard Hellman, Inc., 10th and Harrison Sts.  
**Meats, Wholesale and Retail**—SOS. U. S. F. Lin & Co., 521 Clay St.  
**Meat Packers**—GAS. VANDER, Vanden Park-10 Co., 155 Montgomery St.  
**Millinery**—ALBERT RAAS, Muller & Raas Co., 833 Market St.  
**Minerals**—A. P. ANDERSON, U. S. Smelting & Mining Exploration Co., Hobart Bldg.  
**Mining**—F. W. BRADLEY, Crocker Bldg.  
**Minors, Jewels, Metals & Minerals**—Producers Association, 302 Clunie Bldg.  
**Musical Instruments**—JAMES J. BLACK, The Wiley B. Allen Co., Geary and Sutter Sts.  
**Newspapers and Publishers**—FRANK HONEY, 525 Market St.  
**H. W. NORRIS S. F. Newspaper Pub. Assn., 732 Montgomery Bldg.
**Nutrition**—D. ENGLISH, Planters Nut & Chocolate Co., 530 Davis St.  
**Opticians**—GEO. KAHN, Geo. H. & Henry Pain & Sons—GARRETT M. GOLDBERG, 1019 Mission St.  
**Paper Manufacturers**—HAROLD ZELLENBERG, Zellulosefabrik, 400 Battery St.  
**Physicians**—C. K. PIGGOTT, J. K. PIGOTT & Co., 43 Third St.  
**Physicians—Dr. W. E. MINGRAY, Balboa Bldg.
**Plumbers**—WALTER SPRAY, Crane Co., Second and Brannan Sts.  
**Printers**—ALBERT MEYERFELD, Gabriel Meyerfeld Co., 254 Broadway St.  
**Purchasing Agents**—H. F. KOLA, Hercules Powder Co., 225 Battery St.  
**Railway and Transportation**—NORMAN W. HALL, D. T. & S. F. Coy., 605 Market St.  
**Real Estate**—JOHN J. MCGAW, John J. McGaw & Son, 340 Bush St.  
**Retail Estate Brokers**—LOUIS T. SAMBLES, 55 Montgomery St.  
**Rice**—W. W. KATZBERG, Rosenberg Bros., 134 California St.  
**Rocks, Sand and Gravel**—A. L. STONE, E. B. & A. L. Stone, 804 C. Spreckels Bldg.  
**Salt**—H. HAMMER, Leslie-California Salt Co., 155 Montgomery St.  
**Scales and Weights**—GEO. C. GREEN, Fairbanks, Morse & Co., 651 Mission St.  
**Seeds**—L. L. VAULT, C. C. Morse & Co., 749 Front St.  
**Shipping and Commission**—G. MARSHALL DILL, 116 Pine St.  
**Shipping (S. S. Co.'s)**—J. ROY FITZGERALD, American Hawaiian S. S. Co., 213 Market St.  
**Ship Surveyors**—W. H. WAGNER, 212 Pine St.  
**Ship Service (Marine Surveyors)**—FRANCY JAMES SKEAL, P. J. Skeal & Co., 311 California St.  
**Ship Service (General)**—W. V. YOUNG, Calif. Stevedore & Ballast Co., 311 Montgomery St.  
**Shoes**—MAX SOMMER, Sommer & Kaufman, 119 Grant Ave.  
**Silks**—ARTHUR P. EPSTEIN, Clayburn Bros., 95 Sops & Haas, Jos. Conrad Co., 530 Fremont St.  
**Soda, Fertilizer and Limes**—W. BATES, American Soda Fertilizer Co., 583 Mission St.  
**Sponting Goods**—JOS. A. ADLEMAN, Wright & Adleman Co., 121 Montgomery St.  
**Stationery and Office Supplies**—A. C. MOENCH, H. S. Crocker, 1000 Sutter St.  
**Stocks and Bonds**—J. W. LIEBERTHAL, J. A. Sprushnick & Co., 15 Montgomery St.  
**Stores**—REED J. BEKINS, Bekins Van & Storage Co., Thirteenth and Mission Sts.  
**Tailors**—H. W. JACOBSON, Jos. Grahm Mfg. Co., 695 Bryant St.  
**Tailors**—H. SCHNEIDER, C. W. R. Ford Co., 164 Sutter St.  
**Telephones**—Telegraph—THOS. F. DELUZY, Pacific Tel. & Tel. Co., 140 New Montgomery.  
**Tires and Awgls**—LOWREY JAMES HARRIS, American Harris-Ruble Co., 37 Front St.  
**Tires (Rubber)**—J. B. BEADY, U. S. Rubber Co., 300 Second St.  
**Trunks**—L. P. MEANEY, Hirschfelder & Meaney, 126 Post St.  
**Typewriters**—C. E. F. RUSS, Royal Typewriter Co., 126 Post St.  
**Warehouses**—S. M. HASLET, Haslett Warehouse Co., 50 California St.  
**Wares and Goods**—JOS. W. HAMMOND, John A. Roehrborn Sons Co., 624 Folsom St.  
**Yeast**—W. R. JOHNSON, Fleischmann Co. of Cal., 941 Mission St.****

# San Francisco Chamber of Commerce

## MEMBERSHIP INDEX

THE FOLLOWING IS A CLASSIFIED LIST OF FIRMS THAT, BY CORPORATE OR INDIVIDUAL MEMBERSHIP, ARE REPRESENTED ON THE ROSTER OF THE SAN FRANCISCO CHAMBER OF COMMERCE

### ABRASIVES

American Glue Co. (M), Fairfax Ave. and Rankin; Mission 508.  
Burd, Wm., 22 Battery; Kearny 1308.  
Pacific Abrasive Supply Co. (D), 318 Mission; Davenport 540.

### ACCOUNTANTS

Aaron, Victor (C.P.A.), 485 California; Garfield 1347.  
Barrow, Wade, Guthrie & Co., 114 Sansome; Kearny 4071.  
Bearwald, J. R., 582 Market; Douglas 9251.  
**BRACE & BRACE**, 670 Market; Douglas 755.  
Cooper, H. J., 2 Pine; Sutter 1232.  
De Haas, C. A. & Co., 582 Market; Douglas 1340.  
Denham, J., Foster; Hearst Bldg.; Sutter 3056.  
Diehl, G. L., 821 Market; Sutter 4917.  
Doty, Allen, 433 California; Sutter 1239.  
Ernst & Ernst, 220 Montgomery; Sutter 367.  
Frozzatt, Joseph & Co. (Insurance), 433 California; Sutter 1239.  
Harris, L. Q., N. 2 Pine; Sutter 1232.  
Harris, J. O., Hearst Building; Douglas 7310.  
Heminsway's Accountancy Institute, 220 Montgomery, Hertz, Louis, 149 California.  
Kilroe, W. R., 351 California.  
Laudis, H. L., 360 Pine; Douglas 6948.  
Logan, Sage & Logan, 351 California; Sutter 308.  
MacHugh, Hill & Co., 277 Pine; Douglas 510.  
Norton, Geo. P., Andri Co., 582 Market; Sutter 7317.  
Penny-Stephenson & Bossana Co., 315 Montgomery; Kearny 8592.  
San Francisco Institute of Accountancy, 38 Sansome; Douglas 4656.  
Stephenson-Smith-Penny Co., 315 Montgomery; Douglas 4765.

### ACCOUNTANTS—CERTIFIED

**AARON, VICTOR**, 485 California; Garfield 1347.  
Austin & Co., 625 Market; Douglas 607.  
Ball, Alex., Hearst Bldg.; Sutter 1464.  
Barnard, Stuart S., 486 California; Sutter 468.  
Bours & Smyth, 620 Market; Garfield 5653.  
Bullock & Kellogg, 485 California; Garfield 3424.  
Curt & Cooper, 519 California; Kearny 1131.  
Chamberlain, C. P., 311 California; Sutter 5019.  
Diebels, L. T., 485 California; Garfield 4272.  
Doigs, Wm. & Co., 369 Pine; Sutter 697.  
Garrett, Harrison, Skinner & Hammond, 332 Pine; Douglas 6898.  
Greenhood & Jansen, 519 California; Kearny 1131.  
Haskins & Sells, 620 Market; Douglas 5480.  
Herrick, Lester & Herrick, 465 California; Kearny 844.  
Hood & Strong, 225 Bush; Sutter 793.  
Institute of Chartered Accountants, 625 Market; Kearny 2648.  
Jorgensen, Jackham & Bunn, 564 Market; Garfield 4499.  
Kinch, Geo. J., 325 Bush; Garfield 6136.  
Kish, Bean & Co., 2 Pine; Sutter 1232.  
Kroehl, Howard & Co., 593 Market; Sutter 3296.  
Lee, Frederic M., 485 California; Douglas 5141.  
Loomis, Dow & Co., 625 Market; Douglas 607.  
McLaren, Goedicke & Co., 484 California; Sutter 5947.  
Marwick, Mitchell & Co., 485 California; Sutter 2696.  
Old & Vaughan, 233 Sansome; Davenport 870.  
Peat, Marwick, Mitchell & Co., 485 California.  
Price, Waterhouse & Co., 351 California; Kearny 946.  
Robinson, Nowell & Co., 620 Market; Sutter 1848.  
Rupp & Bailey, 255 California; Douglas 8256.  
Rowe, C. V., 703 Market; Kearny 852.  
Ruckstell & Laud, 703 Market; Kearny 6010.  
Sully, James O. & Co., 264 California; Sutter 1886.  
Wenzelburger & Shipley, 315 Montgomery; Kearny 3071.

### ADDRESSING AND MAILING

Addressograph Sales Co. (FB), 45 Second; Garfield 6942.  
Coddington, Anna L., 681 Market; Douglas 8486.  
**HANKINS-WILLIS AGENCY**, 25 Taylor; Franklin 1471.  
Rapid Addressing Machine Co., 408 Sutter; Douglas 6143.  
Redgers Addressing Bureau; 365 Market; Douglas 5644.

### ADJUSTERS

Barry, W. P., 454 California; Garfield 4521.  
Beckwith, A., Middleton, 310 Sansome; Garfield 3931.  
**JOHNSON & HIGGINS OF CAL.** (Willcox, Peck & Hughes), 311 California; Douglas 6767.  
Maris, Wm., 201 Sansome; Sutter 1938.  
Pacific Coast Adjustment Bureau, 433 California; Sutter 2935.

### ADVERTISING AGENCIES

Ayer, N. W. & Son, 215 Market; Davenport 3760.  
Bain, Fred B., Inc. (Novelties), 216 Pine; Douglas 4687.  
Bankers Utilities Co., Inc. (M) (Home Savings Banks), 268 First; Garfield 123.  
Blum's Advertising Agency, 20 Jones; Market 616.  
Brisacher, Emil, & Staff, 870 Market; Garfield 276.  
Bulder Bureau (Direct Mail), 40 Sansome; Kearny 7620.  
Cabill Advertising Co., 821 Market; Douglas 8674.  
California Redemption Bureau (Premium), 2060 Market; Market 7725.  
Cinema Advertising Co. (M) (Motion Picture Exploitation), 331 Turk; Prospect 9270.  
Dake-Johannet Advertising Co., 251 Kearny; Kearny 1472.  
D'Evelyn, Norman F., 351 California; Douglas 8937.  
Drury Co., 681 Market; Douglas 2353.  
Foster & Kleiser Co. (Billboard), 1675 Eddy; Walnut 10.  
Green's Advertising Agency, 1 Montgomery; Douglas 3674.  
**HANKINS-WILLIS AGENCY**, 25 Taylor; Franklin 1471.  
Hanvey, Howard G., 760 Market; Douglas 4100.  
Hornig-Cooper Co., 567 Montgomery; Douglas 5296.  
Horne & Livingston, 510 Montgomery; Garfield 6300.  
Kelsey-Mooney-Stedem, Inc., 600 Market; Sutter 3328.  
Latimer, J. L. (Window Designs), 830 Market; Garfield 5613.  
Le Vene Advertising Co., 350 Battery; Douglas 5656.  
Lippmann Co., Hearst Bldg.; Sutter 3074.  
Liesberger, D. S., 235 Montgomery; Kearny 7978.  
**LOCKWOOD-SHACKLEFORD CO.**, 55 Sutter; Sutter 7340.  
Lord & Thomas, 225 Bush; Garfield 4380.  
Lyon Advertising Agency, 525 Market; Douglas 3540.  
McCann, H. K. Co., 451 Montgomery; Sutter 6209.  
Modesto Paper Holder Co. (Novelties), 351 California; Walnut 2653.  
National Program Co., 785 Market; Douglas 1038.  
Pacific Railways Advertising Co., 681 Market; Douglas 2392.  
Roth, Lewis (Designs), 703 Market; Garfield 4177.  
Russell's Mail Service, 340 Sansome; Sutter 6153.  
San Francisco Advt. & Distributing Agency, 515 Howard; Kearny 5343.  
**SCHMIDT LITHOGRAPH CO.** (M), (Lithograph Displays), 461-499 Second; Douglas 290.  
**SPENCER LENS CO.** (M), (Projecting Machines), 45 Second; Sutter 2029.  
Sperry & Hutchinson Co. (Premium), 1260 Market; Hemlock 2742.  
Standard Electric Sign Co. (M) (Illumination Engineers), 1047 Mission; Market 2213.  
Thompson, J. Walter, Co., 406 Montgomery; Douglas 9394.  
Waldron, Lewis H. Advertising Agency, 681 Market; Douglas 5886.  
Walsh, V. S. (Novelties), 395 Mission; Douglas 4024.

### ALCOHOL

Butcher, L. H. Co. (W), 274 Brannan; Douglas 1730.  
Mason By-Products Co. (M), 2 Pine; Douglas 6720.  
Western Industries Co. (M) (Deaunted), 110 Sutter; Kearny 1611.

### ALIMENTARY PASTE PRODUCTS

Fontana Food Products Co. (M), 2 Pine; Douglas 6753.  
Golden Gate Macaroni Paste Factory (M), 2930 Otavia; West 2813.  
Roma Macaroni Factory (M), 190 Francisco; Douglas 3071.  
Superia Manufacturing Co. (M), 2501 Howard; Mission 4462.  
Vulcan Macaroni Co. (M), 425 Broadway.

### ALUMINUM GOODS

Aluminum Goods Mfg. Co., 760 Market; Sutter 5291.  
Kirsten, Oscar (M) (Specialties), 51 Tehama; Douglas 2426.

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American Bank Building  
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**SKINNER & HAMMOND**  
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Douglas 6898

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Sutter 1886

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**WALTER H. GRAMER**  
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260 California Street  
Sutter 1886

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Hearst Building  
Sutter 5175



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**CYCLOPS IRON WORKS**, 837-847 Folsom; Sutter 3030.  
Maillard & Schmiiedell (B-MA), 203 California; Sutter 6920.

**AMMONIA FITTINGS**

**CYCLOPS IRON WORKS** (M), 837-847 Folsom; Sutter 3030.

**AMUSEMENTS—OUT DOOR**

Chutes-At-The-Beach, 790 Great Highway; Pacific 1466.

**APARTMENTS**

Abbey Apartments, 450 Jones; Prospect 8074.  
Hampton Court Apartments; 378 Golden Gate Ave., Franklin 7084.  
Huntington Apartments, California and Taylor; Franklin 5410.  
Stanford Court Apartments, 901 California; Garfield 464.

**APPRAISERS**

**AMERICAN APPRAISAL CO.**, 485 California; Sutter 2045.  
California Appraisal Co., 465 California; Douglas 7341.  
Ewart, D. F., 310 California; West 1407.  
General Appraisal Co., 821 Market; Sutter 2056.

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Bauer Bros. & Co. (M), 83 First; Douglas 731.  
Cowan Frank Mfg. Co. (M) (Children's), 612 Howard; Garfield 4039.  
Benedict, C. Mfg. Co. (M), 1058 Mission; Market 2482.  
Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
Fleischman, M. R. (M), 15 Battery; Kearny 4741.  
Marion Mfg. Co. (M), 154 Sutter; Sutter 2647.  
Moore, Walton N., Dry Goods Co. (W), Mission and Fremont; Davenport, 841.  
Normandin Bros. Co. (M), 330 Mission; Kearny 2891.  
Reynolds, G. W. & Co. (M), 120 Battery; Douglas 4130.  
Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
Sunshine Mfg. Co. (M), 330 Mission; Davenport 3547.

**ARCHITECTS**

Applegraph, G. A., 703 Market; Douglas 3425.  
Ashley & Evers, 58 Sutter; Douglas 7962.  
Bakeswell & Brown, 251 Kearny; Sutter 358.  
Baumann, H. C., 251 Kearny; Kearny 230.  
Bliss & Fairweather, 593 Market; Kearny 929.  
Bolles, Edward G., 233 Post; Kearny 744.  
Branner, John K., 210 Post; Sutter 1060.  
Bruce, Morris M., 870 Market; Kearny 1143.  
Bugbee, Arthur S., 58 Sutter; Sutter 5012.  
Caudwell, Albert M., 251 Kearny; Sutter 2545.  
Coffey, Alfred I., 760 Market; Douglas 2028.  
Cordart, Ernest, Hearst Bldg.; Sutter 5909.  
Crim, W. H., Jr., 425 Kearny; Kearny 1176.  
Devlin, Leo J., 821 Market; Sutter 838.  
Fahie & Hildebrand, 110 Sutter; Douglas 6135.  
Farr, Albert, 68 Post; Douglas 1493.  
Faville, Wm. B., 1 Montgomery; Sutter 1715.  
Foulkes, Edw. T., 630 Market; Kearny 3304.  
Guterson, Henry H., 326 Powell; Douglas 1436.  
Hedstrom & Ryao (Naval), 215 Market; Davenport 2714.  
Hind, W. G., 110 Sutter; Sutter 2188.  
Hobart, Lewis P., 620 Market; Sutter 968.  
Howard, John Galen, & Associates, 1 Montgomery; Douglas 3787.  
Hyman, Samuel Lightner, 68 Post; Sutter 4462.  
Kellham, Geo. W., 55 New Montgomery; Douglas 8438.  
Knowles, Wm., Hearst Bldg.; Sutter 406.  
Lansburgh, G. Albert, 140 Montgomery; Douglas 335.  
Meyer, Frederick H., 742 Market; Sutter 780.  
Miller & Pfueger, 35 Montgomery; Kearny 3236.  
Mooser, Wm. Co., 14 Montgomery; Kearny 1482.  
Morgan, Julia, 465 California; Kearny 4340.  
O'Brien Bros., Inc., 315 Montgomery; Kearny 2176.  
Polk, Willis & Co., 277 Pine; Garfield 1840.  
Reid Bros., 105 Montgomery; Kearny 4041.  
Reid, John, Jr., 60 Sansome; Sutter 3274.  
Rightett, Perrico, 12 Geary; Douglas 884.  
Ross, T. Patterson, 310 California; Kearny 4216.  
Schmidt, Herbert A., 251 Kearny; Kearny 4139.  
Schwartz, Mel I., 14 Montgomery; Douglas 5014.  
Slea & Slea, 454 Montgomery; Sutter 2084.  
Stevens, H. J., & Co. (Hotel Construction), 433 California; Doug. 4833.  
Thayer, O. R., 110 Sutter; Sutter 2125.  
Ward & Blome, 454 California; Sutter 119.  
Weeks & Day, 315 Montgomery; Kearny 2885.  
Winner, H. H. Co., 55 New Montgomery; Garfield 1821.  
Young, Edward E., 2002 California; West 3643.

**ARMY AND NAVY GOODS**

Levin, M. & Sons (W), 2231 Third; Park 418.  
United Army Surplus Goods (J), 501 Castro; Mission 6312.  
United States Army Store (J), 2338 Mission; Mission 6312.  
Waxman, J. (J), 1170 Market; Park 9143.

**ART GOODS**

**AMERICAN IMPORT CO., INC.** (M-I-E), 16-28 First; Kearny 2067.  
**BANFIELD-HULLINGER CO.** (R), 501-503 Geary; Prospect 3216.  
Chew Jan Co., 700 Grant Ave., China 269.  
Daibutsu, The, 501 Grant Ave., Sutter 2200.  
Elder, Paul, 239 Post; Douglas 606.  
Fong Tai & Co., 957 Grant Ave., China 129.  
Gump, S. & G. Co., 246 Post; Douglas 6200.  
Hart, Henry H., 328 Post; Kearny 6642.  
**INDIA-AMERICAN TRADING CO.** (I-E), 25 California; Doug 1229.  
India Company (I), 149 California; Douglas 2855.  
Ireath, T. & Co. (I-R), 247 Grant Ave.; Kearny 7049.  
Meyer, Victorien M. (I-E), 883 Mission; Douglas 4255.  
Nanking Fook Woh Co., 701 Grant Ave.; China 106.  
Paris Art Co. (M), 1037-1039 Valencia; Mission 3843.  
Schuster Bros. (M), 326 Grove; Market 962.

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Shalvin, L. Co. (I), 208 Market, Garfield 4570  
Shund Art Shop (R), 1322 Polk, Graystone 264  
Shun Yuen Hing & Co. (I-E), 849 Grant Ave., China 45  
Sing Chong Importing Co., 601 Grant Ave., Douglas 1245  
Tung Sing Co., 444 Grant Ave., China 1334  
Vickery, Adams & Torrey (R), 550 Sutter, Kearny 5371  
Wing Chin & Co., 857 Grant Ave., China 36

**ARTIFICIAL FLOWERS**

**AMERICAN FLOWER WORKS (M)**, 348-350 Hayes, Market 7295.

**ARTISTS**

Heers, Emerson, 821 Market, Kearny 4125.  
**HINEB, CHAS. L.** (Catalog Illustrations), 85 Second, Douglas 4844.  
Joseph, Sydney, 728 Montgomery, Kearny 850.  
Munn, Walter J. Co., (M), 563 J., Douglas 9125.  
Neison School of Lettering and Commercial Art, 153 Kearny; Doug. 6168.  
Lorich, Lewis, 703 Market, Garfield 4177.  
Sierra Art & Engraving Co. (M), 343 Front, Douglas 4780.

**ASBESTOS PRODUCTS**

Asbestos Co. of Cal., 475 Stevenson, Kearny 2850.  
Johns, Mandville, Co. of (M), 509, Douglas Prospect 6810.  
**JONES BROS ASBESTOS SUPPLY CO. INC.**, 500 2nd, Doug. 7650  
**PLANT RUBBER & ASBESTOS WORKS**, 537 Brannan, Sut. 2100.  
**WESTERN ASBESTOS MAGNESIA CO.**, 21-29 South Park.

**ASPHALT**

Associated Oil Co. (M), 79 New Montgomery, Kearny 4809.  
Crown Bitumens Corporation, 315 Montgomery, Garfield 6431.  
Paraffine Companies, Inc. (M), 475 Brannan, Douglas 9420.  
Shell Co. of California (M), 200 Bush, Garfield 6100.  
Standard Oil Co. (M), 225 Bush, Sutter 7700.  
Union Oil Company of California, 220 Montgomery, Sutter 1400.

**ASSAYERS' SUPPLIES**

Braun-Knecht-Hermann Co. (W-M), 570-584 Mission, Kearny 3493.  
Butcher, L. H. Co. (W-D), 274 Brannan, Douglas 1730.  
Hanks, Abbot A., Inc., 624 Sacramento, Kearny 3473.  
Justinian Calre Co. (D), 573 Market, Douglas 4432.

**ASSAYING**

Curtis & Thompson, 331 California, Garfield 2813.  
Greiner, S. B. Co., Inc. (M), 608 Commercial, Kearny 786.  
Hanks, Abbot A., Inc. (M), 624 Sacramento, Kearny 3473.  
Smith, Emory & Co., 615 Howard, Kearny 1747.  
Wildberg Iron, Smelting & Refining Co. (M), 742 Market, Sutter 1672.

**ASSOCIATIONS**

American Shipmasters Association, 112 Market, Douglas 955.  
Board of Fire Underwriters of the Pacific, 465 California, Douglas 9500.  
Builders Exchange, 190 Jessie, Sutter 6700.  
Butchers' Board of Trade, 821 Market, Douglas 8497.  
California Canning Peach Growers Assn., 244 California; Douglas 7914.  
California (7th, 1750 Clay.  
California Dairy Council, 216 Pine, Sutter 1453.  
California Development Association, Ferry Bldg.; Davenport 1900.  
California Fruit Distributors, 85 Second, Douglas 8020.  
California Growers and Shippers Protective League, 85-2d, Doug. 6361.  
California Metal and Mineral Producers Assn., 625 Market, Gar. 1818.  
California Retail Lumbermen's Assn., 112 Market, Douglas 4908.  
California Vegetable Union, 510 Battery, Sutter 2038.  
California White & Sugar Pine Mfrs. Association, 74 New Montgomery.  
Californians Incorporated, 140 Montgomery; Douglas 561.  
Canners' League of California, 112 Market, Sutter 7145.  
Central California Berry Growers Assn., 510 Battery; Sutter 1679.  
Clement Street Merchants Association, 401 Clement.  
**CHAMBER OF COMMERCE**, Merchants Exchange Building, 451 California; Kearny 112.  
Chamber of Commerce of the U. S. A., 465 California; Douglas 6894.  
Chinese Chamber of Commerce, 750 Sacramento.  
Chinese Six Companies, 843 Stockton, China 310.  
Colma Vegetable Association, 541 Davis; Sutter 2134.  
Community Chest of San Francisco, 55 New Montgomery; Doug. 9160.  
Crab Fishermen's Protective Assn., Meigs's Wharf, Franklin 4989.

Furniture Exchange, 180 New Montgomery; Douglas 6565.  
Gas Consumers Association (Meter Service), 467 O'Farrell, Frank. 717.  
General Contractors of San Francisco, 55 New Montgomery; Kny. 480.  
Grain Trade Association, 465 California; Kearny 112.  
Green Coffee Association, 255 California.  
Home Builders Association, 159 Sutter, Kearny 2050.  
Hotel Greeters of America, 545 Post.  
Industrial Assn. of San Francisco, 605 Market; Douglas 7626.  
Institute of Chartered Accountants, 625 Market; Kearny 2648.  
Insurance Brokers Exchange, 465 California; Douglas 2350.  
Japanese Association of America, 381 Bush, Sutter 5124.  
Japanese Chamber of Commerce, 444 Bush; Sutter 1987.  
Korean National Assn. of North America, 995 Market; Garfield 457.  
Milk Dealers Association, 1065 Market; Park 1287.  
Musical Association of San Francisco, 750 Market; Garfield 2810.  
North Beach Merchants Association, 535 Columbus Ave.  
Pacific American Steamship Association, 336 Battery; Sutter 2214.  
Pacific Coast Electrical Association, 447 Sutter; Garfield 2701.  
Pacific Fruit Exchange, 85 Second, Douglas 6040.  
Pacific Union Club, 1000 California; Prospect 33.  
Poultry Producers of Central California, 760 Front; Douglas 6510.  
Purchasing Agents' Assn. of No. California, 433 California, Gar. 124.  
Retail Druggists Assn. of San Francisco, 593 Market; Douglas 900.  
Retail Merchants Association, 451 California; Kearny 112.  
Retailers Credit Assn. of San Francisco, 25 Taylor; Prospect 9622.  
San Francisco Assn. of Credit Men, 85 Second, Douglas 7876.  
**SAN FRANCISCO CHAMBER OF COMMERCE**, Merchants Exchange Bldg., 451 California; Kearny 112.  
San Francisco Community Service Recreation League, 870 Market.  
San Francisco Convention and Tourist League, 57d, and, Market 1208.  
San Francisco County Medical Society, 909 Hyde, Graystone 1330.  
San Francisco District Dental Society, 235 Stockton.  
San Francisco Hospital Loan Assn., Mint and Mission; Kearny 5349.  
San Francisco Restaurant Men's Assn., 1028 Market; Hemlock 1667.  
San Francisco Stock Exchange, 350 Bush; Douglas 8960.  
San Francisco Stock and Bond Exchange, 341 Montgomery; Gar. 2556.  
Shippers Association of the Pacific, 350 Battery; Sutter 2214.  
Southern Promotion Association, 1095 Market, Kearny 2424.  
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Waterfront Employers Union, 311 California.

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Ach, Henry, 822 Sharcn Bldg.; Sutter 2271.  
 Adams, Chas. Albert, 785 Market; Douglas 225.  
 Andrus, Houghter & Dalton, Montgomery; Sutter 468.  
 Armstrong, R. M. J., 250 Montgomery; Garfield 2170.  
 Atwood, C. C., 220 Montgomery; Douglas 806.  
 Baughman & Edgar, 220 Montgomery; Sutter 1321.  
 Barrett, Richard W., 785 Market; Sutter 752.  
 Beedy, Louis S., 315 Montgomery; Kearny 3945.  
 Bell & Simmons, 220 Montgomery; Douglas 2945.  
 Bergerot, P. A., 110 Sutter; Kearny 190.  
 Blum, Max, 255 California; Douglas 556.  
 Bolton, Arthur W., 620 Market; Sutter 606.  
 Boynton, Albert E., 605 Market; Douglas 7620.  
 Brandenstein, H. L., 220 Montgomery; Kearny 5758.  
 Brewster, Thos. H., 290 3/4 Douglas; Sutter 2773.  
 Brennan, James F., 220 Montgomery; Douglas 332.  
 Brifedoff, Eugene A., 519 California; Garfield 556.  
 Brotschek, W. J., 620 Market; Sutter 666.  
 Brown, I. J., 220 Montgomery; Douglas 346.  
 Butler, Lewis, 40 Sansone; Kearny 7620.  
 Byington, Lewis F., 593 Market; Douglas 380.  
 Byrne & Lamson, 485 California; Kearny 2008.  
 Cashman, W. E., 201 Sansone; Kearny 4557.  
 Chamberlain, W. H., 311 California; Sutter 5019.  
 Chacklering & Gregory, 465 California; Kearny 2773.  
 Cluff, Alfred T., 220 Montgomery; Douglas 1330.  
 Cooley, A. E., 433 California; Garfield 4588.  
 Corporate Service Association, 185 Montgomery; Douglas 8263.  
 Crothers, Geo. E., 690 Market; Kearny 3775.  
 Cullinan & Hickey, 760 Market; Sutter 920.  
 Cushing & Cushing, 465 California; Kearny 6836.  
 Davis, John F., 785 Market; Douglas 3845.  
 Deering, Frank P., 225 Bush; Kearny 1675.  
 Deunman, Wm., 415 California; Kearny 2196.  
 Derby, S. Hackett, 465 California; Kearny 2300.  
 Dewey, Strong, Townsend & Loftus (Patents) 620 Market; Kny. 4455.  
 Dibble, Oliver, 220 Montgomery; Douglas 2945.  
 Dibble, Albert J., 220 Montgomery; Douglas 7171.  
 Dimond, Henry P., 255 California; Douglas 1654.  
 Dinkelspiel, Henry G. W., 465 California; Kearny 367.  
 Dinkelspiel, Lloyd W., 14 Montgomery; Kearny 941.  
 Doble, Wm. A. (Patents), 620 Market; Garfield 4965.  
 Dorn, Winfield, 465 California; Sutter 1150.  
 Drown, Leicester & Drown, 220 Montgomery; Sutter 1430.  
 Dunn, H. A., 235 California; Douglas 1654.  
 Dunne, J. J., 220 Montgomery; Douglas 3664.  
 Dwyer, J. J., 369 Pine; Sutter 3472.  
 Ehrlich, Philip S., 369 Pine; Garfield 3460.  
 Ehrman, Sidney M., 14 Montgomery; Kearny 941.  
 Eichoff, Henry, 220 Montgomery; Sutter 1185.  
 Eisner, Norman A. & Co., (Patents), Garfield 301.  
 Evans, Victor J., 220, (Patents), 582 Market; Sutter 229.  
 Fulton, Joseph P., Hearst Bldg.; Sutter 1056.  
**FEEDAN JAMES B.**, 785 Market; Sutter 1056.  
 Ford & Johnson, 220 Montgomery; Sutter 2430.  
 Frank, Irvine H., 485 Market; Sutter 1185.  
 Gaylord, R. B., 703 Market; Kearny 722.  
 Gherini, A., 460 Montgomery; Douglas 1606.  
 Gillett, James N., 465 California; Sutter 1435.  
 Glensior, Cleve & Yoo Dine, 220 Montgomery; Douglas 2691.  
 Goldman & Altman, 582 Market; Sutter 4686.  
 Goodfellow, Eek, Moore & Berry, 433 California; Kearny 5713.  
 Goodfellow, Hugh, 433 California; Kearny 5713.  
 Gregory, T. T. Co., 351 California; Douglas 6340.  
 Griffith, Gregory (Patent), 821 Market.  
 Hall, Frederic W., 620 Market; Sutter 4815.  
 Hall, Herbert E., 620 Market; Sutter 4815.  
 Harding, R. T., 275 Bush; Sutter 3144.  
 Heller, E. S., 14 Montgomery; Kearny 941.  
 Hinckley, Frank E., 465 California; Sutter 316.  
 Houghton & Houghton, 465 California; Kearny 1480.  
 Humphrey, C. F., 821 Market; Sutter 4815.  
 Jacobs, Henry A., 1 Montgomery; Kearny 5164.  
 Jones, Madison R., 351 California; Kearny 738.  
 Jones & Dall, 351 California; Kearny 738.  
 Kesling, Francis V., 690 Market; Kearny 3876.  
 Keyes, Alexander, 785 Market; Douglas 4860.  
 Kirk, Joseph, 444 Market; Sutter 1185.  
 Kittle, Allen L., 225 Bush; Kearny 1675.  
 Knight, Boland, Hutchinson & Christian, 351 California; Douglas 684.  
 Kunsburgh, S. Laz., 220 Montgomery; Douglas 941.  
 Lawrence, Frank L., 430 Sansone; Kearny 2600.  
 Leicester & Leicester, 105 Montgomery.  
 Levy, Eugene W., 1 Montgomery; Garfield 6460.  
 Liechti, Arnold W., 110 Market; Kearny 1993.  
 Lidhek, Ira S., 351 California; Sutter 23.  
 McCutchen, Olney, Mannon & Greene, 351 California; Garfield 2321.  
 McEaerney, Garret W., 620 Market; Sutter 6787.  
 McGee, Wm. J., 220 Montgomery; Sutter 1286.  
 McKinstry, Haber & Freiraugh, 703 Market; Sutter 590.  
 McNab, Gavin, 625 Market; Kearny 620.  
 Madison, Frank D., 225 Bush; Kearny 102.  
 Mann, Seth, 465 California; Kearny 112.  
 Marks & Clerk (Patents), 620 Market; Sutter 6787.  
 Mee, John Hubert, 465 California; Sutter 166.  
 Meyerstein, Joseph C., 57 Post; Sutter 6220.  
 Mida's Pacific Coast Trade Mark Bureau (Trade Marks and Copyrights), 112 Market.  
 Miller, John H., 620 Market; Kearny 5540.  
 Monroe, Henry E., 275 Bush; 444.  
 Moore, A. A., 433 California; Kearny 5713.  
 Moore, Stanley, 433 California; Kearny 5713.  
 Moran, Edw. F., 681 Market; Douglas 2928.  
 Morris, Leon E., 1 Montgomery; Sutter 1909.  
 Morrison, Hofheld, Forster, Shuman & Clark, 620 Market; Gar. 5676.  
 Muthaly, Thormheld, 220 Montgomery; Douglas 941.  
 Munn & Co. Patents, 582 Market; Sutter 6532.  
 Newlands, James J., 220 Montgomery; Kearny 569.  
 Oddie, Clarence M., 220 Montgomery; Garfield 77.  
 Orrick, W. H., 433 California; Kearny 5713.  
 Owens, Geo. F., 12 Geary.  
 Parker, Claude L., 620 Market; Kearny 888.  
 Pearl, Hartley J., 785 Market; Sutter 802.  
 Pedder, Stanley, 1 Montgomery; Douglas 1195.  
 Peixotto, Edgar D., 14 Montgomery; Bayview 2945.  
 Pratt, Orville C., Jr., 220 Montgomery; Sutter 5258.  
 Preston, John W., 582 Market; Douglas 8760.  
 Pringle, J. R., 465 California; Sutter 1160.

Redding, Jos. D., 620 Market; Sutter 96.  
 Redington, Arthur H., 220 Montgomery; Douglas 7171.  
 Reymann, Harold C., 460 Montgomery.  
 Rimpole, Gus C., 703 Market; Kearny 4762.  
 Samuels, Jacob, 315 Montgomery; Douglas 789.  
 Sanborn H. H., 351 California; Douglas 744.  
 Sawyer, Harold M., 220 Montgomery; Douglas 1370.  
 Schlesinger, Ben J. Montgomery; Kearny 5173.  
 Schwarz, Adolph M., 58 Sutter.  
 Shortridge, Hon. Samuel M., 690 Market; Kearny 888.  
 Sinton, Edgar, 220 Montgomery; Sutter 1056.  
 Slack, Chas. W., 310 Sansone; Douglas 2742.  
 Sloss & Ackerman, 220 Montgomery; Sutter 3920.  
 Solnick, F. J., 582 Market; Sutter 1056.  
 Steinhart, Jesse H., 406 Montgomery; Sutter 2471.  
 Stetson, Harry N., 220 Montgomery; Garfield 1285.  
 Sullivan, Wm., 225 Battery; Sutter 2214.  
 Sutro, Alfred, 225 Bush; Kearny 162.  
 Sutto, Oscar, 225 Bush; Kearny 162.  
 Thacher & Wright, 244 California; Kearny 1711.  
 Thomas, Hedy & Presley, 215 Montgomery; Kearny 3945.  
 Thomas, H. Anderson, 785 Market; Sutter 752.  
 Towne, Percy E., 690 Market; Kearny 3282.  
 Treadwell, Edw. F., 225 Bush; Kearny 584.  
 Van Duyen, O. M., 233 Sansone; Davenport 870.  
 Van Fleet, Carey, 620 Market; Douglas 895.  
 Wallace, J. S., 681 Market; Douglas 360.  
 Webb, Joseph J., 519 California; Douglas 4777.  
 Webber, Herman, 465 California; Douglas 1127.  
 Weise, J. Harold, 565 California.  
 White, J. E., 681 Market; Douglas 360.  
 White & Frost, 620 Market; Sutter 1989.  
 Wiell, Samuel, 465 California.  
 Williamson, Raymond D., Hearst Bldg.; Kearny 7551.  
 Williamson, W. F., 625 Market; Sutter 890.  
 Wilson, Edw. G., 220 Montgomery; Kearny 2257.  
 Wright & Wright & Stetson, 220 Montgomery; Garfield 2650.

## AUCTIONEERS

Basch, Jas. Co., 1244 Sutter; Franklin 1143.  
 Davis, Chas. E. & Co., 126 Frank; Garfield 2625.

## AUTOMOBILE ACCESSORIES

Automotive Service Agency, 950 Van Ness Ave.; Prospect 2437.  
 BETTS SPRING CO., 888 Folsom; Sutter 6472.  
 Brumto, Julius & Sons Co., 1840 Bush; Graystone 356.  
 Bryte, M. A. (MA), 645 Golden Gate Ave.; Market 3351.  
 Budd Wheel Co., 1581 Bush; Prospect 140.  
 Chancor & Lyon Co., (W), 734 Polk; Prospect 929.  
 Chase, L. C. & Co. (FBI) (Trimming supply), 74 New Montgomery.  
 Cirac Automotive Reverse Control Co., 600 Market.  
 Cobbleick, Frank M. Co. (MA-W), 1023 Polk; Prospect 6896.  
 Colyar Motor Sales Co., 1238 Van Ness Ave.; Prospect 4241.  
 De Luxe Windshield Co., 331-333 Larkin; Prospect 10129.  
 Electric Novelty Works (M), 965 Howard; Kearny 2094.  
 Colyar Motor Sales Co., 1536 Bush; Graystone 676.  
 Gross Air Spring Co. (M), 220 1/2 N. 14th.  
 Hubbrook, Merrill & Stetson (W), 655 Sixth; Sutter 60.  
 Hoover Spring Co., 201 Franklin; Park 5670.  
 Kelly Ball Bearing Co., 651 Turk; Prospect 4300.  
 Kelly-Linehan Belting Co. (M), 313 Minna.  
 Lathan Co., Inc. (M), 1466 Pine; Graystone 360.  
 McCoy Motor Supply Co., 1524 Bush; Graystone 320.  
 McKeivitt, H. W. Co. (R), 739 Polk; Franklin 33.  
 Maydwell & Hartzell, Inc. (D-MA), 158 Eleventh; Hemlock 1630.  
 Morgan Spring Co. (M), 670 Golden Gate Ave.; Prospect 5570.  
 Motor Parts Sales Co., 536 Golden Gate Ave.; Prospect 5554.  
 Nicolson, Harry M. (M), 155 Grove; Park 3201.  
 North East Electric Co., 941 Geary; Prospect 5141.  
 Pacific Automotive Service, Inc., 805 O'Farrell; Prospect 511.  
 Pioneer Motor Bearing Co. (M), 800 Van Ness Ave.  
 Riddle Sheet Metal Works (M) (Auto Kitchen Cabinet), 1061 Folsom.  
 Row Manufacturing Co. (M), 598 Hampshire.  
 S. K. F. Industries of California, Inc., 115 New Montgomery; Sutter 4196.  
 Smith, Rollert A., Inc., 301 Golden Gate Ave.  
 Sneider, W. H. (Wheels), Riata Bldg.; Douglas 6851.  
 Standard Brass & Bronze Mfg. Co. (M), 150 Fourteenth; Market 2631.  
 Super Auto Products Co., 161 Olney; Prospect 8214.  
 Tansey-Crowe Co. (D), 1233 Van Ness Ave.; Prospect 2000.  
 Tinken Roller Bearing Co., 1800 Van Ness Ave.; Graystone 887.  
 Union Carbide Sales Co., 351 California; Douglas 1640.  
 United Auto Supply Co., 713 Mission; Douglas 3488.  
 Venwestek Nichols Co. (W), 538 Golden Gate Ave.  
 Western Auto Supply Co. (R), 283-295 Golden Gate Ave.; Market 8174.  
 Willard Storage Co., 450 Sutter; Douglas 7889.  
 Wirtzler, John J. (MA), 85 Secord; Douglas 669.

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**AUTOMOBILE MAINTENANCE**

Transportation Guarantee Co., 1901 Seventeenth, Hemlock 470.

**AUTOMOBILE REPAIRING**

Fischer, E. P. Co. (M), 140 Eleventh, Market 7087.  
Gheffell, B. & Co., 57 Jackson, Douglas 1949.  
Jenkins & Co. (M), 3730 Geary, Pacific 7053.  
**LEE, DON**, 1000 Van Ness Ave., Prospect 100.  
McAndrew Co., 1540 Pine, Graystone 6600.  
Nelson, Harry M., 156 Geary, Pacific 4201.  
Peters & Co. (M) Tops, Trimming, etc., 1645 Pacific Ave., Graystone 2840.  
Transportation Guarantee Co., 1901 Seventeenth, Hemlock 470.

**AUTOMOBILES**

Anderson-Smith Motor Co. (D), 1600 Van Ness Ave., Graystone 770.  
Anthony, Earle C., Inc., 1335 Van Ness Ave., Prospect 444.  
Autocar Sales & Service Co., 135 Fremont, Sutter 1730.  
Benson, W. J. Co., 1595 Van Ness Ave., Graystone 780.  
Boyer-Burillet Motor Co., 1414 Van Ness Ave.  
**CADILLAC MOTOR CARS** (Don Lee - 1000 Van Ness Ave., Pros. 1000  
Campbell & Dalton, 2800 Geary, Pacific 321.  
Chandler-Cleveland Motor Car Co., 1700 Van Ness Ave., Gray, 6700.  
Chase-Murill Co. (D) 1301 Van Ness Ave., Prospect 1765.  
**COOPER, HOWARD, CORP. OF CAL.** (Stutz Fire Engines), 1246  
Howard, Hemlock 4587.

Duesenberg Auto Co., 1946 Van Ness Ave., Graystone 147.  
Empire Auto Co. of Toledo, 24 California, Garfield 2519.  
Federal Motor Truck Co. of California, 1802 Howard, Park 3105.  
Ford Motor Co. (M), Twenty-first and Harrison; Mission 6297.  
French, J. E. Co., 1214 Van Ness Ave., Prospect 9000.  
Garford Motor Truck Co., Inc. (F.B.), Eighth and Howard, Market 520.  
General Motors Truck Co., 515 Van Ness Ave., Market 1047.  
Greer-Hobbins Co., 2050 Van Ness Ave., Graystone 1860.  
Hall-Scott Motor Car Co., Inc., 620 Market, Douglas 293.  
Harrison, H. O. Co., Post and Van Ness Ave., Franklin 250.  
Hewitt-Ladlow Auto Co., Inc., 147 Eleventh, Market 1810.  
Howard Automobile Co. (D), Van Ness and Market, Park 2000.  
Hughson, William L. Co., Eleventh and Market, Park 4380.  
Johnson, Lloyd C. (D), 1946 Van Ness Ave., Graystone 147.  
Kilber & Co., Inc. (M), 1428 Geary, Pacific 3891.  
Kretzler Motor Co., 2001 Market, Market 666.  
Leavitt, J. W. & Co., 1701 Van Ness Ave., Graystone 480.  
**LEE, DON**, Van Ness Ave. and O'Farrell, Prospect 100.  
Locomobile Co., 230 Fulton, Market 630.  
**LOWE, EDWARD MOTORS CO.**, 2001 Van Ness Ave., Walnut 2000.  
Lumber Sales Corp., 45 Van Ness Ave., Market 3891.  
Pacific Nash Motor Co., 1849 Van Ness Ave., Graystone 700.  
Paige Co. of Northern California, 1665 Van Ness Ave., Graystone 2900.  
Pierce Arrow Sales Co., 1000 Geary, Prospect 1250.  
Reo Motor Car Co. of California, 1100 Van Ness Ave., Prospect 652.  
Star Motor Co., 1625 Van Ness Ave., Graystone 6000.  
Weaver, Chester N. Co., 1625 Van Ness Ave., Prospect 240.  
Western Motors Co., 2000 Van Ness Ave., Graystone 2500.  
White Co. (F.B.) Trucks and Buses, 1500 Mission, Hemlock 3100.  
White Orchard of California, 1210 Bush, Graystone 317.  
You Drive Auto Rental Co., Rental Service, 655 Geary, Prospect 2275.

**BACTERIOLOGISTS**

Kierulff, Dr. Edgar N., 240 Stockton, Garfield 1729.

**BADGES**

Erbe Uniform Mfg. Co. (M), 111 New Montgomery, Douglas 2269.  
Irvine & Fachens, (M), 406 Mission, Market 175.  
**MOISE-ELINKNER CO.** (M), 369 Market, Sutter 7040.  
Pasquale, B. Co. (M), 112 Kearny, Kearny 1213.  
Patrick & Co. (M), 560 Market, Kearny 1107.  
Tully Rubber Stamp Works (M), 45 California, Douglas 1935.

**BAGS AND BAGGING**

Ames, Harris, Neville Co. (M), 37 Front, Kearny 5500.  
Bemis Bro. Bag Co. (M), 1000 Sansome, Kearny 3570.  
Dial Grain Co. (W), 485 California, Douglas 6545.  
Eyre, F. L. & Co. (I-E), 465 California, Kearny 289.  
Hyland Bag Co. (M), 243 Sacramento, Douglas 412.  
Kestelard, S. & Co., 110 Market, Douglas 4554.  
Levy, Louis L. (M.A.), 465 California, Douglas 3992.  
Lichtenberg, Edw. B., 311 California, Sutter 6571.  
Loche, Alexander (E-J), 260 California, Sutter 6970.  
Meyer, Emil (B), 465 California, Kearny 4457.  
Mills, E. T. B. Co. (B), 465 California, Sutter 362.  
Ossen, Max, 64 Clay, Douglas 4290.  
Pacific Bag Co. (W) (Used), 869 Folsom, Douglas 1533.  
Palmer, P. B. & Co. (B), 465 California, Garfield 5859.  
Postlewhite, F. B., 465 California, Garfield 5661.  
Raggi, P., 320 Battery, Douglas 9134.  
Ritterband & Welisch (B), 255 California, Sutter 3346.  
Steel Bag Co. (W), 48 Jackson, Douglas 4545.  
Steel & Valente, Inc., 706 Sansome, Kearny 4040.  
Western Bag Co., Inc. (W), 124 Main, Douglas 5310.

**BAGS—PAPER**

Atlas Paper Co. (B), Mission and 12th, Hemlock 3606.  
Blake, Moffitt & Towne (W), 41 First, Sutter 2230.  
Bonstell & Co. (W), 118-124 First, Sutter 646.  
Eastman, Howard, Co. (M), 444 Brannan, Kearny 5102.  
Heyman Weil Co. (W), 720 Mission, Douglas 1720.  
Pacific Coast Paper Co. (W), 545 Mission, Kearny 3730.  
Zellerbach Paper Co. (W), 534 Battery, Garfield 2800.

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**BAKELITE MOLDING**

Gray & Danielson Mfg. Co. (M), 250 First, Garfield 5035.  
K-B Manufacturing Co. (M), 54 Washburn, Market 5596.

**BAKERIES**

Heumann, Jos., 2770 Mission.  
Bozzo, Michael (R), 361 Broadway, Douglas 887.  
Brice, Fred S. (R-W), 1315 Howard, Market 8889.  
California Baking Co. (M), 12th and Kissling, Hemlock 4710.  
Chatterton, Raymond of Bakeries (B), 878 McAllister, West 5933.  
Dragon & Co. (M), 1475 Pacific, Graystone 592.  
Eberly, J. P. (R), 324 Fell, Hemlock 684.  
Ebert, George (R), 1101 Oak.  
Eppler's Bakery (R), 886 Geary, Prospect 2656.  
Emond's (B), 253 Grant Ave., Sutter 5731.  
Golden Pleasant (M-B), 34 Geary, Factory, 171 Minna, Park 166.  
Hellig, Chas. A. (R), 41 Stockton, Douglas 5719.  
Hoyt's Inc. (M), 1014 Market, Market 4339.  
Johnson & Bourd Cake Bakery (M), 3628-3630 19th, Mission 1145.  
**LANOENDORF BAKING CO.** (M), 1160 McAllister, Walnut 800.  
Liberty Baking Co. (R), 342 Sixth, Park 5531.  
Meade Co. (M), Office, 517 Stevenson, Park 1446.  
New San Francisco Bakery, 423 Union, Douglas 1531.  
Old Homestead Bakery, Inc. (M), 19th and Showwell, Mission 931.  
Parisian Baking Co. (E), 731 Brawley.  
Peoples Baking Co. (M), 1800 Bryant, Market 744.  
Phillips Baking Co. (R), 3111 Geary, Pacific 2567.  
Pig'n Whistle (M-R), 33 Powell, Sutter 5570.  
Price, Arthur B. (R), 626 Clement, Pacific 343.  
Standard Biscuit Co. (M), 832 Sansome, Kearny 4032.  
Victoria Pastry Co. (B), 1362 Stockton, Sutter 2015.  
Waxman's Bakery (B), 1080 McAllister, Walnut 1722.

**BAKERS' SPECIALTIES**

Demartini, L., Supply Co. (M-W), 125-135 Clay, Kearny 354.  
Fisher, Herman C. (M), Shell'd Nuts, 450 Bryant, Douglas 5640.  
**GETZ, M. & CO., INC.** (W), 162 First, Kearny 300.  
Harter, L. Co. (W), 339 Davis, Kearny 1891.  
Jell-O Co., Inc. (F-B), 465 California.  
King Extract Co. (M), 1779 Folsom, Hemlock 2129.  
**LEE-GREEFKENS CO., INC.** (M), 572-576 Folsom, Garfield 5574.  
Mailbird & Schmidt (E), 203 California, Sutter 6920.  
Martin-Gamm Co. (W), 122 Sacramento, Kearny 4796.  
**PLANTERS NUT & CHOCOLATE CO.** (M) (Shell'd Nuts), 530  
Davis, Douglas 6970.  
Ruzziero Bros. Nut Shelling Co. (M) (Shell'd Nuts), 63 California, Str. 4621.  
Sunset Nut Shelling Co. (M) (Shell'd Nuts), 520 Folsom, Kearny 3420.

**BAMBOO**

American Import Co. (I-E) (Poles), 16 First, Kearny 2067.  
North American Mercantile Co. (I), 315 Front, Sutter 655.

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**BANKERS' SUPPLIES**

American Bank Note Co. (FBI), 1 Montgomery; Garfield 351.  
Bankers' Printing Co. (M), 830 Montgomery; Kearny 2340.  
Bankers' Utilities Co. (M), 268 First; Garfield 123.  
Barry, Edward, Co., Inc. (M), 132 Spring; Sutter 2755.  
Berger Mfg. Co. (FBI), (Desk Box), 1520 Mission; Market 794.

**BANKS**

**AMERICAN BANK CO.**, California and Montgomery; Doug 8080.  
Anglo-California Trust Co., Market and Sansone; Sutter 6900.  
Anglo & London Paris National Bank, Sansone and Sutter; Doug. 8100.  
Banca Popolare Fucuzi, 2 Columbus Ave.; Kearny 2754.  
Banco Occidental, 486 California.  
Bank of California, California and Sansone.  
Bank of Italy, Market, Powell and Eddy; Douglas 6000.  
British American Bank, 264 California; Sutter 5267.  
Canadian Bank of Commerce, 450 California; Douglas 2753.  
Commercial Bank of Spanish America, 351 California; Sutter 6970.  
Commercial Credit Co. (Commercial Bankers), 433 California; Douglas 6992.  
Crocker-First Federal Trust Co., Post and Montgomery; Douglas 6900.  
**CROCKER-FIRST NATIONAL BANK OF SAN FRANCISCO**,  
Market and Post; Kearny 7700.

Donohue-Kelly Banking Co., 68 Sutter; Sutter 336.  
Federal Reserve Bank, Sansone and Sacramento; Sutter 3820.  
French American Bank, 408 Sutter; Kearny 1421.  
Hibernia Savings & Loan Society, Market, McAllister and Jones; Mkt. 871.  
Hongkong & Shanghai Banking Corp., 361 California; Douglas 6120.  
Humboldt Bank, 343 Market; Sutter 7540.  
International Banking Corp., 332 Montgomery; Garfield 2870.  
Italian American Bank, Montgomery and Sacramento; Kearny 215.  
Liberty Bank, Market and Mason; Douglas 5400.  
Mercantile Trust Co. of California, 464 California; Douglas 9000.  
Mission Bank, Sixteenth and Julian; Henlock 3740.  
Mission Savings Bank, Sixteenth and Valencia; Henlock 4200.  
Pacific National Bank, 301 California; Garfield 6900.  
Pacific States Savings & Loan Co., 550 California; Sutter 5943.  
San Francisco Bank, 526 California; Davenport 1400.  
**SUMITOMO BANK, LTD.**, 315 California; Sutter 196.  
United Bank & Trust Co. of Cal., Market and New Montgomery, Kay 8000.  
Wells Fargo Bank & Union Trust Co., Market and Montgomery; Str. 1500.  
Yokohama Specie Bank, Ltd., 415 Sansone; Kearny 1396.

**BANKS—HOME SAVINGS**

Bankers' Utilities Co. (M), 268 First; Garfield 123.

**BANNERS AND PENNANTS**

Emerson Mfg. Co. (M), 161 Natoma; Douglas 2721.  
Weeks-Howe-Emerson Co. (M), 90 Market; Douglas 869.

**BARBERS' SUPPLIES**

Beckel, Cordy & Hutchinson (M-W), 115 Mason; Franklin 1940.  
Deckelman Bros., Inc. (W), 48 Turk; Franklin 2900.  
Gillette Safety Razor Co. (FBI) Safety Razors, 816 Market; Doug. 2000.  
Graff, Gus E. (MA), 833 Market; Sutter 1441.  
Marcus-Lesone, Inc. (W-D), 130 Turk; Prespect 6818.  
Monarch Manufacturing Co. (M), (Razor Strogs), 68 Second; Str. 6598.  
Rogers, R. R., Chemical Co. (M), 527 Commercial; Kearny 150.

**BARBERS**

**BEENHARD, B. & SON**, Palace Hotel, Market and New Montgomery;  
Sutter 700.  
Fina Barber Shop, 65 Taylor; Prespect 7548.  
Merchants Exchange Barber Shop, 465 California; Kearny 1709.  
**PALACE HOTEL BARBER SHOP**, Palace Hotel; Sutter 700.  
Ruge & Gast, 18 Ellis; Douglas 449.

**BARRELS**

Ames, W. R. Co. (M), (Metal), 450 Irwin; Market 3815.  
Bauer, S. (M), 533 Florida; Mission 2268.  
**CALIFORNIA BARREL CO.** (M), 433 California; Sutter 5430.  
Ege-Skell Co., Inc. (M), (Root Beer), 209-210 Mission; Dav. 2812.  
Gogerty, Edwin B. (MA), Steel, 564 Market; Douglas 3991.  
Hozak & Co. (M), 326 Twelfth; Market 568.  
Huddart & Baker (MA), 681 Market; Kearny 1871.  
Magnus Fruit Products Co. (M), (Root Beer), 301 Howard; Doug. 2471.  
United States Faucet Co. (M), (Foot Rest), 337 Golden Gate Ave.  
Western Cooperae Co. (M), 1 Fourteenth; Henlock 3600.  
Weston Basket & Barrel Co. (M), (Veneer Drum), 813 Folsom; Kny. 1080.

**BARs—STEEL**

**COLUMBIA STEEL CORPORATION**, 215 Market; Douglas 8760

**BASKETS**

**AMERICAN IMPORT CO.**, 16 First; Kearny 2067.  
Angelo & Son (M), 398 Bay; Douglas 3006.  
Shun Yuen Hing & Co. (I-E), 849 Grant Ave., China 45.  
Weston Basket & Barrel Co. (M) (Tin Top-Grape-Beer), 813 Folsom.

**BATHING SUITS**

Alcove Knitting Mills (M), 1663 Mission; Market 263.  
Fisher, Chas. (MA), 40 Geary; Kearny 1669.  
Gantner & Mattern Co. (M), 461 Mission. Factory: 1433 Mission.  
Moore, Walton N., Dry Goods Co. (W), (Mission and Fremont; Dav. 841).  
Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086.

**BATTERIES**

Brunton, Julius & Sons Co., 1380 Bush; Graystone 356.  
Electric Storage Battery Co. (M), 1536 Bush; Graystone 676.  
Lerry Co. (W), 228 Fremont; Douglas 1693.  
National Carbon Co. (M), (Dry Cell and Flashlight), 599 8th; Pk. 8900.  
Willard Storage Battery Co., 480 Second; Douglas 7999.

**BEADS**

Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
Dreyfus, Henry & Daughter (I-W); 830 Market; Douglas 988.  
Fishes, Chas. (MA), 49 Geary; Kearny 1669.  
Kessler, Kenneth M. (W), 125 Stockton; Sutter 2558.  
Levy, Jules & Co. (W), 340 Mission; Douglas 2873.  
Moore, Walton N., Dry Goods Co. (W), (Mission and Fremont, Dav. 841).  
Nippon Dry Goods Co. (W), 70 Pine; Sutter 6900.

**BEANS**

Albers Bros. Milling Co. (M), 332 Fine; Sutter 6161.  
Baker & Co., Inc., Modesto, Cal.  
Bernard & Bunker, 149 California; Douglas 3121.  
Broy Bros., 290 Sacramento; Douglas 3127.  
California Bean Co., 214 Front; Sutter 3840.  
Curtis, Wm. A. Co. (W), 303 Washington; Kearny 1259.  
Eyre, Edw. L. & Co. (I-E), 465 California; Kearny 289.  
Frankenheimer Bros., Stockton, Cal.  
Grange Co., Modesto, Cal.  
Harris, F. E. & Co. (I-E), 900 Battery; Sutter 2553.  
Klein Bros., Stockton, Cal.  
Lempco Produce & Real Estate Co., 149 California; Garfield 1931.  
Miller, Clay & Co., 210 California; Kearny 1011.  
Murphy, Richard J., 149 California; Kearny 4890.  
Otto, E. H. & Co. (I-E), 245 California; Sutter 3680.  
Sinsheimer & Co., 149 California; Kearny 2401.  
Stero, J. Co., Inc., 465 California.  
Sweetland, J. T. Co., 209 California; Douglas 8787.  
Waller, Lawrence (F), Lawrence; Sutter 2536.  
Wood-Curtis Co. (W), Sacramento, Cal.

**BEARINGS AND BUSHINGS**

Cobbledick, Frank M., Co. (MA-W) (Ball and Roller), 1031 Polk.  
Kelly Ball Bearing Co., 651 Turk; Prespect 4300.  
Marwedel, C. W. (I-D-MA), 76 First; Douglas 4150.  
Pioneer Motor Bearing Co. (M), 800 Van Ness Ave.; Prespect 7138.  
S. K. F. Industries of Cal., Inc. (Ball), 115 New Montgomery; Sutter 4196.  
Timken Roller Bearing Co., 1800 Van Ness Ave.; Graystone 857.

**BEAUTY PARLOR EQUIPMENT**

Deckelman Bros., Inc. (W), 48 Turk; Franklin 2870.  
Marcus-Lesone, Inc. (W-D), 130 Turk; Prespect 6818.

**BEDDING**

Bebe, Scott (MA), 180 New Montgomery; Douglas 6565.  
Bernhard Mattress Co., The (Pillows), 739 Mission; Factory, 2700 18th.  
California Cotton Mills (M) (Comforters), 310 California; Douglas 2643.  
Clegg, John P., Co. (Comfortors), 18th and York; Market 380.  
Davis, Simon E. & Co. (W), (Blankets), 51 Fremont; Douglas 5922.  
Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
Greenbaum, Weil & Michaels (W), (Blankets, Flannels, Quilts), 740 Montgomery; Kearny 4548.  
Hulse-Bradford Co. (I-W), 844 Mission; Garfield 526.  
Karsky & Abraham (W) (Blankets), 37 Battery; Douglas 2165.  
Kessler, R. H. (MA) (Flannels), 832 Market; Sutter 5963.  
Kraft, Karl F. (MA), 444 Market; Sutter 6460.  
Harris, S. & Co. (W), 550 Mission; Kearny 1956.  
Kallscher, N. & S. E. (W), (Blankets, Flannels, Quilts, Pillows); 57 First.  
Moore, Walton N., Dry Goods Co. (W), (Mission and Fremont, Dav. 841).  
Munter, Carl & Co. (W), 517 Mission; Kearny 3126.  
Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
Shun Yuen Hing & Co. (I-E), 849 Grant Ave.; China 45.  
Simon Mattress Mfg. Co. (M), (Comfortors), 1900 Sixteenth; Park 843.  
Straus, Levi & Co. (M-W), 95 Battery; Douglas 9440.  
Sunset Feather Co. (M), (Pillows), Sixteenth and Harrison; Hen. 3030.

**BEDS—WALL**

California Wall Bed Co. (M), 359 Sutter; Garfield 1350.  
Marshall & Stearns Co. (M), 760 Market; Douglas 348.  
**PREMIER BED & SPRING CO.** (M), 5700 Third; Atwater 1412.

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**BEE KEEPERS SUPPLIES**

Boydén, A. L. Co. (FB-W), 52 Main, Davenport 119.

**BELTING**

Chicago Belting Co., 126 Pine, Kearny 1181.  
 Cook, H. N. Belting Co. (M), 401-453 Howard, Kearny 452.  
 Deen, L. P. Belting Co., 260 Mission, Davenport 3820.  
 Goodyear Rubber Co. (M), 530 Mission, Douglas 3456.  
 Graton & Knight Mfg. Co. of Cal. (M), 247 Third, Kearny 3576.  
 Kelly-Lanahan Belting Co. (M), 33 Minna, Sutter 2070.  
 Pacific Mill & Mine Supply Co., 616 Mission, Kearny 4120.  
 Rowntree, Bernard M.A., 684 Market, Kearny 667.  
**RUBBER-BOOTS-ESHER CO. (J-D-M)**, 50 Fremont, Sutter 052.  
**U. S. RUBBER CO. OF CAL. (FB)**, 300 Second, Sutter 2323.  
 Wadden, W. H. Co., 126 Pine, Kearny 1181.

**BELTS - SANITARY**

Benedict, C. Mfg. Co. (M), 1058 Mission, Market 2482.  
 Sidley Co. (M), 130 Bush, Factory, 45 Ecker, Sutter 1518.

**BENZINE**

Associated Oil Co. (M), 70 New Montgomery, Kearny 4800.  
 Shell Co. of California (M), 200 Bush, Garfield 6100.  
 Standard Oil Co. (M), 222 Bush, Sutter 7700.  
 Union Oil Co. of Cal., 220 Montgomery, Sutter 1400.

**BEVERAGES**

Cereal Products Refining Corp. (M), 762 Fulton, Walnut 474.  
 Majestic Bottling Co. (M), 308 Beideman, West 373.  
 Martinelli, E. (M) (Cordials), 714 Montgomery, Kearny 582.  
**NICHOLS, W. R. W. CO., INC. (D)** (Ginger Ale), 24-30 Main, Davenport 1538.  
 Rainier Brewing Co. (M), 1500 Bryant, Market 530.  
 Rathion Bros., Inc., 17-19-21 Bluxome, Kearny 2033.  
 San Francisco Seltzer Water Co. and New Century Soda Works Co., Inc. (M), 465 Green, Douglas 2406.  
 Tacoma Brewing Co. (M), 675 Treat Ave., Mission 291.  
 Wieland, Inc. (M), 240 Second, Douglas 671.

**BICYCLES AND MOTORCYCLES**

Merry Co. (W), 228 Fremont, Douglas 1603.  
 Perkins, Dudley B., 116 Van Ness Ave., Park 6162.

**BILLIARD AND BOWLING SUPPLIES**

Brunswick-Balke-Coller Co. (FB), 980 Mission, Sutter 333.

**BILLIARDS AND POOL**

Graney's Billiard Palace, Inc., 924 Market, Kearny 406.

**BLINDS - VENETIAN**

Jorgensen, Carl &amp; Co. (MA), 604 Mission, Kearny 2346.

**BLOWERS AND FANS**

Buffalo Forge Co. (FB), 544 Market, Garfield 5964.  
 Hiron, Rickard & McCone Co. (J-D-M-A), 139 Townsend, Kearny 2240.  
 Main Iron Works (M-MA), 1000 Sixteenth, Market 732.  
 Rees Blow Pipe Mfg. Co. (M), 340 Seventh, Market 3345.  
 Smith-Booth-Lisher Co. (J-D-M-A), 50 Fremont, Sutter 952.  
 Spaulding, Horace B. (D) (Flour Mill), 808, Kolson, Sutter 4499.  
 Stallman, F. O. Supply Co. (J-D-M-A), 167 First, Sutter 1068.  
 Standard Metal Products Co. (M), 558 Bryant, Sutter 5090.  
 Sturtevant, T. F. Co. (M) (Electric, Fan, Gas, Rotary, Etc.), 681 Market.

**BOATBUILDING**

Bethlehem Shipbuilding Corp. (M), 215 Market, Davenport 1740.  
 DeYnung, A. W. Boat & Shipbldg. Co. (M), 703 Mkt., Plant, Alameda.  
 Kness, Geo. W. (M), Eighteenth and Illinois, Market 8252.  
 Moore Drydock Co. (M), 351 California, Works, Oakland, Kearny 5248.  
 Schultz, August H. (M), 1151 Evans Ave., Mission 937.  
 Thomsen, H. C. (M), 930 Evans Ave., Mission 6924.

**BODIES - AUTOMOBILE**

Larkins & Co. (M), 3700 Geary, Pacific 7951.  
 Martin-Parry Corp., Twenty-first and Harrison, Mission 8523.  
 Modern Vehicle Co. (M) (Truck), 1437 Fourth, Garfield 1402.  
 Motor Body Corporation, 118 Post, Franklin 4966.  
 Nugent-Covery Wagon Co., 55 DuBois Ave., Henlock 973.  
 Pacific Body Works, Inc., 134 Tenth, Market 4823.  
 Peters & Co. (M), 1615 Pacific Ave., Graystone 2800.

**BOILER COVERING - MAGNESIA**

National Magnesite Mfg. Co. (M), 544 Market, Garfield 2261.  
**PLANT RUBBER & ASBESTOS WKS. (M)**, 537 Brannan, Sut. 2100.  
**WESTERN ASBESTOS MAGNESIA CO.**, 25 South Park, Doug. 3860.

**BOILER SETTINGS**

Thorpe, J. T. &amp; Son, Inc. (Brick Construction), 525 Market, Ky. 2442.

**BOILERS**

American Radiator Co. (FB), Second and Townsend, Kearny 5680.  
 Bethlehem Shipbuilding Corp., Ltd. (M), 215 Market, Davenport 1740.  
 California Hydraulic Engineering & Supply Co., 543 Howard, Str. 1180.  
 Day, Geo. F. & Son (M), Illinois and Harrison, Market 4496.  
 Eureka Boiler Works Co. (M), 166 Fremont, Kearny 750.  
 General Boiler Co., 681 Market, Sutter 4665.  
**HENDY, JOSEPH, IRON WORKS (M)**, 75 Fremont Works, Sunnyside, Cal., Kearny 3430.  
 Herbert Bros. (M), (Wash.), 1525 Mission, Park 1080.  
 Hs. John G. & Co. (M) (Kilthen), 839-841 Mission, Sutter 936.  
 Iron & Steel Contracting Co. (M), (Franklin Ave.), Market 2466.  
 Krieger, James J. (MA) (Large Steam), 417 Market.  
 Moynihan, T. J. Co. (M), 401 Folsom, Kearny 1696.

Ocean Shore Iron Works, 550 Eighth, Market 462.  
 Pacific Coast Boiler Works (M), 235 Main, Davenport 1843.  
 Walsh & Whedon Boiler Co., 681 Market, Douglas 9396.

**BOLTS AND NUTS**

Pacific Rolling Mill Co. (M), 1100 Seventeenth, Market 215.  
 Payne's Bolt Works (M), 201 Main, Davenport 3700.

**BOOKBINDING**

Abbott-Brady Printing Corporation (M), 460 Fourth, Douglas 3140.  
 Abbott, F. H. Co. (M), 500 Howard, Kearny 222.  
 Alhof & Bahls (M), 605 Battery, Kearny 1888.  
 Barry, Edward Co., Inc. (M), 124 Spring, Sutter 2755.  
 Borden Printing Co. (M), 251-253 Minna, Douglas 7515.  
 Bosqui, E. L., Printing Co. (M), 215 Leidesdorff, Kearny 4790.  
 Bowles-Broad Printing Works (M), 75 Third, Sutter 135.  
 Cardeza, T. J. Co. (M), 455 Mission, Douglas 2996.  
 Carlisle, A. & Co. (M), 251 Bush, Garfield 2750.  
 Commercial News Publishing Co. (M), 330 Sansome, Douglas 1566.  
 Crocker, H. S. & Co., 565 Market, Douglas 5400.  
 Duddy-Kilbee Printing Co. (M), 447 Sansome, Douglas 5627.  
 Ester & Futermick Co. (M) (Library), 444 Bryant, Sutter 2048.  
 Gilmartin Co. Inc. (M), 83 Stevenson, Kearny 384.  
 Independent Pressroom (M), 300 Broadway, Douglas 6715.  
 Ingram-Rutledge Co. (M), 419-423 Montgomery, Sutter 6874.  
 Kennedy-ten Bosch Co. (M), 300 Broadway, Sutter 1196.  
 Kitcher, John Jr. Co. (M), 67 First, Douglas 351.  
 Lanson & Gorlinkel, Inc. (M), 634 Jackson, Davenport 1828.  
 Malloye, F. Co. (M), 261 Bush, Kearny 40.  
 Marcell & Co. (M), 761 Market, Kearny 5604.  
 Mercury Press (M), 818 Mission, Garfield 3140.  
 Millerick, Wm. S. Co. (M), 442 Sansome, Kearny 2456.  
 Neal, Stratford & Kerr (M), 521 Market, Plant, 414 Mission, Str. 5588.  
 Nicoll, Alex. Printing Co. (M), 45 Ecker, Douglas 4185.  
 O'Connell & Davis (M), 237 California, Sutter 475.  
 Pernau-Walsh Printing Co. (M), 753 Market, Sutter 302.  
 Schwabacher Press Stationery Co. (M), 735 Market, Garfield 5700.  
 Trade Bindery (M), 523 Clay, Sutter 4674.  
 Upham, Isaac Co. (M), 510 Market, Garfield 1332.  
 Wolbers, Inc. (M), 274 Market, Kearny 4996.  
 Wolfe, L. G. Co. (M), 134 Fremont, Kearny 858.

**BOOKS**

Book of Knowledge, 278 Post, Kearny 5220.  
 Elder, Paul, 239 Post, Douglas 696.  
 Gregg Publishing Co. (Stenographic Text), 760 Market, Sutter 3186.  
 Grolier Society (Educational), 278 Post, Kearny 5220.  
**LETZ, A. CO. (M)**, (Technical), 61 Post, Kearny 1852.  
 Methodist Book Concern (R), 9 City Hall Ave., Market 72.  
 Newbegin, John J. (R), 358 Post, Douglas 2810.  
 Presbyterian Book Store (R), 278 Post, Garfield 1472.  
 Rand, McNally & Co., 559 Mission, Douglas 4834.  
 Robertson, Alexander M. (R), 222 Stockton, Kearny 5278.  
 San Francisco News Co. (W), 657 Howard, Sutter 1276.  
 Technical Book Co. (R), 525 Market, Garfield 19.  
 Walker's Manual of California Securities Inc., 576 Sacramento.

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**BOOKS—SALES AND ORDER****PACIFIC MANIFOLDING BOOK CO.** (M), 210 Post, Sutter 118.**BOTTLERS' SUPPLIES**

American Soda Fountain Co. (FB), 583 Mission; Sutter 1759.  
 Bach, Chas. Co. (M), 2108 Stockton; Kearny 754.  
 Bakers-Schweitzer Hardware Co. (M), 604 Montgomery; Kearny 948.  
 Heinisch, A. G. Co. (MA), 202 Davis; Sutter 2207.  
 Hotaling, A. F. & Co. (MA), 451 Jackson; Kearny 4695.  
 Illinois Pacific Glass Co. (M), Fifteenth and Folsom; Market 415.  
 Mulhern, John Co. (M), 182 Second; Douglas 3830.  
 Pacific Coast Glass Co. (M), Seventh and Irwin; Market 328.  
 Rapp, John, 121 Second; Garfield 2109.  
 Toolean Distributing Co., 841 Howard; Sutter 7055.  
 Western Stopper Co. (M), 2701 Eighteenth; Market 4134.

**BOTTLES—GLASS**

Heinisch, A. G. Co. (MA), 202 Davis; Sutter 2207.  
 Illinois Pacific Glass Co. (M), Fifteenth and Folsom; Market 415.  
**PACIFIC COAST GLASS CO.** (M), Seventh and Irwin; Market 328.

**BOX STRAPPING**

Fox, A. (Contract Service), 32-34 Commercial; Garfield 135.  
 Horner, Jack, Co. (Contract Service), 141 Drumm; Douglas 2951.

**BOXBOARD****PARAFFINE COMPANIES, INC.** (M), 475 Brannan; Douglas 9420.**BOXES AND CRATES**

American Box & Drum Co. (M), 610 Front; Douglas 3442.  
 California Pine Box Distributors, 1 Montgomery; Garfield 2885.  
 Kruger, M. & Co. (M), 650 Brannan; Douglas 4203.  
**MERCANTILE BOX CO.** (M), Third and Alameda; Hemlock 7325.  
**PACIFIC BOX FACTORY, INC.** (M), 2600 Taylor; Franklin 3915.  
 Tarter, Webster & Johnson, 1 Montgomery; Kearny 493.

**BOXES—BERRY**

Angelo &amp; Son (M), 398 Bay; Douglas 3096.

**BOXES—FIBRE**

Paraffine Companies, Inc. (M), (Solid and Corrugated), 475 Brannan.

**BOXES—JEWELRY**

Muhls Manufacturing Co. (M), 272 Tehama.

**BOXES—PAPER**

Acme Paper Box Co. (M), 44 Spear; Davenport 2534.  
 Board Products Co. (M), 200 Paul Ave.; Mission 711.  
 Carton Corporation, 645 Brannan; Sutter 1912.  
 Enterprise Paper Box Co. (M), 73 Beale; Davenport 1772.  
 Fishbacker, A. & Co. (M), 401 Second; Kearny 930.  
 Mission Paper Box Co. (M), 2005 Bryant; Mission 5895.  
 Mutual Paper Box Co. (M), 775 Brannan; Market 196.  
 Pacific Label Co. (M), (Full and Powder), 1150 Folsom; Hemlock 1086.  
 Paraffine Companies, Inc. (M) (Corrugated and Folding), 475 Brannan.  
 Raisin & Zaruba (M), (Candy), 956 Howard; Kearny 2985.  
**SCHMIDT LITHOGRAPH CO.** (M) (Corrugated), 461-499 Second.  
 Schmitt, Chas. J. (M), 523 Folsom; Douglas 8521.  
 Stern, A. W., Folding Paper Box Co. (M), 315 Howard; Sutter 1086.  
 Thibault Bros. (M), 534-538 Fourth; Kearny 496.  
 Union Paper Box Factory (M), 1529 Mission; Park 7246.  
 Western Paper Box Co., 21 Sutter; Douglas 8590.  
 York-Bradford Co. (M), 775 Brannan; Market 196.

**BRAIDS AND BINDINGS**

Baude, Frank W. (MA), 435 Mission; Douglas 3271.  
 Bauer Bros. & Co. (W), 83 First; Douglas 731.  
 California Binding Co. (M), 272 Sutter; Kearny 1785.  
 Colombat, Henry (M), 229 Geary; Douglas 4534.  
 Crowley, J. B. (W), 86 Third; Kearny 482.  
 Dinkelspiel, L. Co. Inc. (W), 125 Battery; Douglas 1900.  
 Fisher, Chas. (MA), 49 Geary; Douglas 4534.  
 Kessler, Kenneth M. (W), 125 Stockton; Sutter 2558.  
 McLeod Mercantile Co. Inc. (W), 26 Battery; Sutter 3935.  
 Moore, Walton N., Dry Goods & W. L. (M), 612 Bryant; Kearny 472.  
 Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086.

**BRASS AND BRONZE WORK**

American Import Co. (I-E), 16 First; Kearny 2067.  
 Boesch Lamp Co. (M), 962 Mission; Garfield 2807.  
 California Artistic Metal & Wire Co. (M), 349-365 Seventh; Mkt. 2162.  
 Day, Thomas Co. (M), (Ornamental), 725 Mission; Douglas 1573.  
 Koven Mfg. Co. (M), 444 Hayes; Factory, 341-343 Ivy; Walnut 1705.  
 Krenz, Oscar, Copper & Brass Wks. Inc. (M), 612 Bryant; Kearny 472.  
 Monarch Iron Works (M), 262 Seventh; Market 8404.  
 Old Mission Copper Kraft, Inc. (M), 564 Market; Douglas 4106.  
 Roberts Mfg. Co. (M), 663 Mission; Mission 6575.  
 Seipel & Johnson (M), 1079 Folsom; Market 8919.  
 Standard Brass & Bronze Mfg. Co. (M), 159 Fourteenth; Market 2631.  
 West Coast Wire & Iron Works (M), 861 Howard; Douglas 4397.

**BRASS AND COPPER**

Hungerford, U. T., Brass &amp; Copper Co. (FB), 22 Battery; Kearny 4921.

**BRASS GOODS—PLUMBERS'**

Boesch Lamp Co. (M), 962 Mission; Garfield 2807.  
 California Steam & Plumbing Supply Co. (D), 671 Fifth; Sutter 737.  
 Crane Co., 301 Brannan; Sutter 7840.  
 Golden Gate Brass Mfg. Co. (M), 1243 Sutter; Factory, 251 Second.  
 Kelly & Jones Co. (FB), 671 Fifth; Sutter 737.  
 Krenz, Oscar, Copper & Brass Wks. Inc. (M), 612 Bryant; Kearny 472.  
 Mueller Co. (FB), 1072-1076 Howard; Hemlock 840.  
 Stulsaft, M. Co. (W-D), 1338 Mission; Hemlock 1940.  
 Tay, George H. Co. (W-D), 165 Eighth; Hemlock 3000.  
 Western Brass Mfg. Co. (M), 217 Tehama; Sutter 2417.

**BRICK**

Butcher, L. H. Co. (W-D), 274 Brannan; Doug. 1730.  
**CALIFORNIA BRICK CO.**, 604 Mission; Sutter 4345.  
 Clark, N. & Sons, 116 Natoma; Kearny 2830.  
 Gladding, McBean & Co., 660 Market; Douglas 540.  
**LIVERMORE FIRE BRICK WORKS, INC.**, 604 Mission; Sur. 4345.  
 McNear Brick Agency, 681 Market; Douglas 580.  
 Peterson-Kortschke Brick Co., San Jose, Cal.  
 Port Costa Brick Works, 55 New Montgomery; Sutter 4884.  
 Stockton Fire & Enamel Brick Co., Rialto Bldg., Garfield 4770.  
 Suddam, A. G. Co. (MA) (Refractory), 682 Market; Sutter 5639.  
 Western Lime & Cement Co. (W), 2 Pine; Market 1678.

**BROKERS**

Adams, W. W. & Co., 465 California; Garfield 6161.  
 Allhouse-McAfee Co., Inc. (Insurance), 315 California; Sutter 2295.  
 Anderson & Fox, 316 Montgomery; Kearny 400.  
 Areddi, J. N., Pleasanton, Cal.  
 Australian Fruit & Produce, 214 Front; Sutter 2960.  
 Ball, F. M. & Co. (Merchandise), 112 Market; Sutter 6938.  
 Barth, A. & Co., 450 California; Davenport 1360.  
 Beebe, A. M. Co. (Food Products), 112 Market; Douglas 1515.

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Billingall, P. W. (Custom House), 409 Washington; Sutter 5311.  
 Bender, A. M. (Insurance), 311 California; Kearny 4519.  
 Berg, William, 454 California.  
 Berl, H. & Son, 251 Montgomery; Douglas 341.  
 Billingall, Peter W. (Custom House), 409 Washington; Sutter 5311.  
 Beyfuss, C. Co. (Ship), 244 California; Sutter 90.  
 Bedford, C. E. & Co. (Coffee), 104 California; Sutter 170.  
 Bird, W. & Co. (Insurance), 215 Market; Davenport 2040.  
 Birken, F. W. & Co. (Insurance), 485 California; Garfield 1039.  
 Bisinger & Co., 555 Front; Sutter 5343.  
 Biss, J. (Insurance), 222 Montgomery; Kearny 76.  
 Blundell, Robert C. (Stocks), 480 California; Garfield 4680.  
 Boole, Fred W. & Co. (Insurance), 465 California; Garfield 1846.  
 Boon, Wm. E. (Insurance), 255 Montgomery; Garfield 4517.  
 Boyle, Langdon E. (Insurance), 234 Bush; Sutter 4925.  
 Brisco, B. F. (Insurance), 311 California; Kearny 4761.  
 Brown, A. G. (Hire), 215 Market; Davenport 2040.  
 Bryson & Co., Inc., 114 Sansone; Kearny 8275.  
 Burns, T. A. Co., 243 Drumm; Sutter 4767.  
 Byrnes, W. J. & Co. (Custom House), 409 Washington; Sutter 7331.  
 Cambion, C. G. (Coffee and Tea), 157 California; Douglas 4148.  
 Carlson, H. A. (Stocks and Bonds), 369 Pine; Douglas 3963.  
 Castigan, D. M., 1265 Market; Market 7762.  
 Culburn, B. I., 341 Bush; Sutter 6430.  
 Cook, C. W. (Shipping), 24 California; Douglas 4610.  
 Cook-McFarland Co. (Merchandise), 2 Pine; Sutter 5769.  
 Corbin, J. H. & Co. (Bonds), 1 Montgomery; Garfield 6080.  
 Costa, Jose (Fire Insurance), 100 Montgomery; Garfield 34.  
 Cox, H. E. & Co. (Insurance), 315 Market; Sutter 5534.  
 Creed, Wm. H. (Insurance), 433 California; Kearny 7466.  
 Davies, Turner & Co. (Custom), 110 California; Douglas 1070.  
 Davis & Potts (Merchandise), 325 Market; Sutter 5534.  
 De Wolfe, Chapman, 351 California; Sutter 2573.  
 Dow, Frank P. Co., Inc., 315 Washington; Sutter 558.  
 Ehrenberg, Wilhelm (Insurance), 215 Market; Douglas 916.  
 Ehrenberg, Theo. E., 16 California; Sutter 2831.  
 Ehrman, Albert L. (Stocks), 228 Montgomery; Sutter 2454.  
 Ellis, M. L. (Insurance), 228 Montgomery; Sutter 289.  
 Falk, Clarence, 582 Market.  
 Flatky, Joseph J. (Merchandise), 214 Front; Sutter 4519.  
 Foster, Geo. H. & Co. (Insurance), 465 California; Kearny 333.  
 Fox, Harry S., 244 California.  
 French & St. Clair (Insurance), 114 Sansone; Kearny 820.  
 Gale, Maurice (Insurance and Surety Bonds), 38 Sansone; Douglas 7050.  
 Griffith & Hitching (Shipping), 221 Sansone; Douglas 1744.  
 Guyett, R. G. & Co. (Insurance), 620 Market; Sutter 3352.  
 Haly, G. S. Co., 110 Market; Kearny 1618.  
 Harper, F. F. G. & Co. (Custom House), 410 Battery; Kearny 1072.  
 Harrison, C. B. (Insurance), 465 California; Sutter 5807.  
 Hellmann, A. C. & Co. (Stocks), 517 California; Sutter 58.  
 Hillman, John B. & Son (Insurance), 201 Sansone; Kearny 7757.  
 Hink, H. J. & Co., 268 Market.  
 Hoffman & Greenlee (Canned Goods), 112 Market; Sutter 586.  
 Holcombe, R. A. & Co. (Food Products), 24 California; Kearny 2441.  
 Holmes, Fred & Son (Ship), 214 Front; Kearny 1227.  
 Hutton, E. F. & Co., 160 Montgomery; Douglas 9200.  
 Hyams & Mayers (Insurance), 162 Sansone; Douglas 6115.  
 Ireland, B. C. (Coffee, Rice, Seeds), 24 California; Kearny 1650.  
 Johnson & Higgins (Average Adjusters; Insurance), 433 California.  
 Jones, Chas. H. (Insurance), 465 California; Kearny 5948.  
 Jones, Edw. M. & Son (Insurance), 465 California; Kearny 4505.  
 Kelly-Clarke Co. (Merchandise), 2 Pine; Kearny 121.  
 Kepner, J. M., 80 Front.  
 Koshland Max I. (Stocks, Bonds, Investments, Securities), 220 Montgomery.  
 Lamborn & Co. (Food Products, Merchandise, Sugar), 311 California.  
 Lang & Stroll Co. (General), 201 Davis; Sutter 7878.  
 Leighton Insurance, Inc. (Insurance), 25 Taylor; Franklin 2400.  
 Liechtenberg, Edw., 311 California; Sutter 6571.  
 Lillenthal, A. G., 335 Montgomery; Garfield 1750.  
 Lillenthal Co., 351 California; Sutter 1100.  
 Lillenthal-Williams Co. (Food Products), 2 Pine; Sutter 3840.  
 Logie, Alexander (Bags and Bagging), 260 California; Sutter 5970.  
 Lowden, J. E., 462 Market; Sutter 3021.  
 Lubock's Investment Co. (General), 821 Market; Kearny 21.  
 Lundborg, Irving C. Co. (Stocks), 486 California; Sutter 818.  
 McCarthy, John W., Jr. (Insurance), 112 Market; Kearny 1580.  
 McConigan, R. (Mortgage Loans), 703 Market; Douglas 2535.  
 McDonnell & Co., 633 Market; Sutter 7676.  
 Mailard & Schmidt (Merchandise), 703 California; Sutter 6920.  
 Manheim, Dibbern & Co., 315 Montgomery; Sutter 2945.  
 Marcoux, J. E. (Insurance), 220 Montgomery; Douglas 337.  
 Martson & Co. (Custom House), 409 Washington; Sutter 5311.  
 Mayhew, F. E. & Co. (Custom), 510 Battery; Kearny 905.  
 Meyer Emil, 465 California; Kearny 4457.  
 Meyer, T. B. Co., 465 California; Sutter 362.  
 Mosley, E. L. (Merchandise), 25 California; Kearny 1146.  
 Nelson, Harry N. (Candy, Etc.), 112 Market; Kearny 1740.

Newell-Murdoch & Co., 341 Montgomery.  
 Nichols & Fay (Insurance), 465 California; Sutter 5774.  
 O'Brien, M. F. & Co. (Insurance), 341 Montgomery; Garfield 210.  
 O'Neill, Eugene M., 112 Market; Sutter 247.  
 Pacific Italian Trading Co., 220 Montgomery; Sutter 6918.  
 Page Bros. (Ship), 410 California; Sutter 4531.  
 Palmer, P. R. & Co. (Merchandise; Bags), 465 California; Garfield 950.  
 Park, M. W. & Co., 417 Market; Douglas 6111.  
 Parrott & Co. (Commission Insurance), 220 California; Douglas 2410.  
 Pidwell, W. T. Co. (Merchandise), 112 Market; Douglas 1052.  
 Postelwaite J. R. (Insurance), 465 California; Kearny 5661.  
 Powers, Roy C. Co., 445 Drumm; Kearny 2040.  
 Provident Security Corp. (General), 58 Secord; Douglas 566.  
 Pugh, Joseph J. (Yacht), 58 Sutter; Sutter 4682.  
 Rankin, Laurence W. (Insurance), 433 California; Sutter 4425.  
 Reed, Geo. W. & Co. (I-E) (Custom), 510 Battery; Garfield 564.  
 Ritterband & Welsh (Rice, Sugar, Bags, Etc.), 255 California; Sutter 3346.  
 Rolph, William L. I. Drumm; Kearny 262.  
 Rousse, Wm. H., 152 Clay; Sutter 4290.  
 Ruffner-McDowell & Burch, Inc. (Coffee and Sugar), 153 California.  
 Schwelbe, Sol. E. (General), 310 Sansone; Kearny 758.  
 Schwartz, Harry (Stocks), 241 Montgomery; Sutter 4794.  
 Scott, Joseph J., 485 California; Garfield 1446.  
 Seeborn, Edwin P. (Postage Stamps), 690 Market; Douglas 3991.  
 Spedras & Myers, Inc. (Insurance, Finance), 333 Pine; Garfield 2676.  
 Slicchan, E. M. (Merchandise), 582 Market; Garfield 1035.  
 Smith, H. Stevenson (Insurance), 311 California; Kearny 628.  
 Spedras & Myers, Inc. (Insurance, Finance), 333 Pine; Garfield 2676.  
 Stanton & Berry (Freight Handlers), 461 Market; Douglas 3464.  
 Strassburger & Co., 135 Montgomery; Douglas 2220.  
 Sussan-Irvine Co. (Merchandise), 220 Montgomery; Sutter 2956.  
 Sutro & Co. (Stocks, Bonds, Securities), 410 Montgomery; Douglas 2130.  
 Talbot, John H., 480 California.  
 Thomas, H. B. & Co. (Custom House), 510 Battery; Sutter 4566.  
 Thompson, M. & Co., 311 California; Douglas 220.  
 Thorne, Wm. H. (Custom), 520 Battery; Kearny 2406.  
 Walsh, J. W. & Co. (Stocks and Bonds), 345 Montgomery.  
 Waterman, Lawrence J., 255 California.  
 Webster-Mackenzie Co. (Insurance), 681 Market; Sutter 7300.  
 White Bros. (Crain Co.), 85 Secord; Sutter 2576.  
 Williams, W. W., 486 California; Douglas 3159.  
 Wilson and Filmer, 519 California; Kearny 6646.  
 Winkler, O. W. & Co. (Merchandise), 16 California; Douglas 6220.  
 Wiseman-Egan Co. (Merchandise), 830 Market; Douglas 2610.  
 Zadig & Co. (Mining, Oil and Industrial Stocks), 370 Bush; Kearny 1723.

## BRUSHES AND BROOMS

American Inport Co. (I-E), 16 First; Kearny 2067.  
 Bass-Hueter Paint Co. (W-R), 2240 Twenty-Fourth; Mission 444.  
 Heyman Weil Co. (M), 720 Mission; Douglas 1720.  
 King Cole Brush Co., 30 Hima; Douglas 6664.  
 Lacko Specialty Co., Inc. (J), 824 Montgomery; Garfield 6631.  
 London Broom Factory (M), 345 Pacific; China 921.  
**MORRIS BRUSH MFG. CO.**, 235 Eighth; Market 7284.  
 Van Laak Mfg. Co. (M), 3281 Harrison; Mission 683.  
 United Shoe Machinery Co. (F-B) (Power), 859 Mission.  
 Washington Broom Co. (M), 527 Sansone; Garfield 949.

## BRUSHES—MOTOR

Herzog Electric & Engineering Co. (M), 172 Stewart; Davenport 4257.  
 National Carbon Co. (M), 599 Eighth; Park 8800.

## BUILDERS

(SEE ALSO CONTRACTORS)

American Plan & Building Service Co., 220 Montgomery; Kearny 3463.  
 Gempertz, Chas. W., 593 Market; Sutter 2796.  
 Perozo, Grace, Mrs., 159 Sutter; Kearny 2050.  
 Savage, W. A., 624 Urban Drive; Randolph 8988.  
 Shaffer, Miss C. A. & Co., 560 Sutter; Douglas 836.  
**SULLIVAN, WALTER H.**, 155 Montgomery.  
 United Income Properties Co., 605 Market; Kearny 6631.

## BUILDING AND LOAN ASSOCIATIONS

California Home Building Loan Co., Hearst Bldg.; Sutter 2314.  
 Citizens Building & Loan Assn. of San Francisco, 165 Sutter; Doug. 2533.  
 Home Mutual Deposit Loan Co., 282 Bush; Douglas 2245.  
 Metropolitan Guarantee Building Loan Assn., 525 Market; Garfield 4021.  
 Provident Mutual Loan Assn., 319 California; Douglas 915.  
 Union Building & Loan Assn., 224 Kearny; Sutter 150.

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Anderson Bros. Planing Mill (M), Quint and Custer; Mission 8624.  
 Atlas Mortar Co. (M), 58 Sutter; Douglas 938.  
**ED. PALE & CO.**, 74 New Montgomery; Douglas 3466.  
 Bass-Hutter Paint Co., 2240 Twenty-fourth; Mission 444.  
 Bay Development Co., Foot of Fourth; Park 221.  
 Biele Gravel Co., 295 Alabama; Market 7074.  
 Calaveras Cement Co. (M), 315 Montgomery; Douglas 1652.  
**CALIFORNIA BRICK CO.**, 604 Mission; Sutter 4345.  
 California Building Materials Co., 74 New Montgomery; Sutter 3190.  
 California Shade Cloth Co. (M), 1710 San Bruno Ave.; Mission 8976.  
 California Stucco Products Co. (M), 340 Dore; Market 424.  
 California Wire Cloth Co. (M), 587 Montgomery; Kearny 7574.  
 Certain-teed Products Corp. (M), 315 Montgomery; Sutter 2110.  
 Chamberlain Metal Weather Strip Co., 247 Minna; Sutter 899.  
 Clark N. & Sons, 116 Natoma; Kearny 2920.  
 Coast Rock & Gravel Co., 74 New Montgomery; Sutter 3999.  
 Cobbleck-Kihbe Glass Co., 666 Howard; Douglas 3121.  
 Cowell, Henry, Lime and Cement Co. (M), 212 Market; Kearny 2015.  
 Crowe Glass Co. (W), 574 Eddy; Prospect 612.  
 Dwan & Co., 332-334 Sixth; Kearny 7078.  
 Eureka Sash, Door and Moulding Mills (M), 1715 Mission; Mkt. 600.  
 Fernald Co., 275 Natoma; Kearny 265.  
 Fess System Co., Inc. (M), 218 Natoma; Sutter 6927.  
 Ferrer Corncorn Works (M), 269 Potrero Ave 3; Hemlock 4100.  
 General Fireproofing Co., 20 Beale; Douglas 6616.  
 Gervais, Henry, 1727 Mission; Market 3973.  
 Gladding McLean & Co., 660 Market; Douglas 540.  
 Gladding-McLean Materials Co. (M-W), 34 1/2 Eleigh; Hemlock 37.  
 Gullifoy Corncorn Works (M), 1234 Howard; Market 561.  
 Horton Lime Co. (W-D), 681 Market; Kearny 4408.  
 Inland Co., First and Market, Oakland, Calif.; Lakeside 27.  
 Jorgensen, Carl & Co. (M-A), 604 Mission; Kearny 2386.  
 Kawner Mfg. Co. of Cal. (M), Eighth and Dwight Way, Berkeley, Calif.  
 Klase, J. H. (W), Twenty-fourth and Shreve; Mission 2376.  
 Leonard Lumber Co. (R), 1843 Fifth; Market 773.  
**LIVERMORE FIRE BRICK WORKS, Inc.**, 604 Mission; Snt. 4345.  
 Lonax, Walter, 681 Market; Sutter 2927.  
 McNear Brick Agency, 681 Market; Douglas 580.  
 McWilliams-Marosky Co., 55 New Montgomery; Garfield 4980.  
 Malott & Peterson (M-J), 211 Twelfth; Alway 1600.  
 Marshall & Stearns Co., 760 Market; Douglas 348.  
 Meda Art Tile, 55 New Montgomery; Garfield 4980.  
 Michel & Pfeiffer, 1415 Harrison; Hemlock 3080.  
 National Stone, 1004 Market; Douglas 1798.  
 Ocean Shore Iron Works, 550 Eleigh; Market 462.  
 Old Mission Portland Cement Co. (M), 225 Bush; Sutter 3075.  
 Pacific Lime & Bluestone Co. (M), 58 Sutter; Douglas 938.  
**PACIFIC PORTLAND CEMENT CO.** (M), 821 Market; Garfield 4100.  
 Perrano, L. S. (M), (stairs), 60 Thirteenth; Park 4598.  
 Petersen-Kortchick Brick Co. (M), San Jose, Cal.  
 Phoenix Sidwalk Light Co. (M), 317 Harriet; Market 4565.  
 Port Costa Brick Works, 55 New Montgomery; Sutter 4884.  
 Putnam's Planing Mill (M), 1618 Mission; Park 624.  
 Progressive Tile & Mantel Co., 559 Washington; Douglas 3747.  
 Richardson, E. H., 77 O'Farrell; Sutter 5333.  
 Rock Products Co., 582 Market; Kearny 7041.  
 Rock, Saeed and Gravel Sales Co., Foot of Fourth; Park 221.  
 Roebelings, John A. Sons Co. of Cal. (FB) (Wire Mesh), 624 Folsom;  
 Kearny 8840.  
**SANTA CRUZ PORTLAND CEMENT CO.** (M), 620 Market; Plant  
 Davenport, Cal.; Sutter 7500.  
 Schlage Mfg. Co. (M), 455 California; Garfield 4272.  
 Slade, S. E. Lumber Co. (W), 112 Market; Kearny 1110.  
 Soule, Edw. L. Co., Rialto Bldg.; Sutter 2821.  
 Standard Gypsum Co., 709 Mission; Sutter 2633.  
**STANDARD PORTLAND CEMENT CO.** (M), 620 Market; Plant  
 Napa Junction, Cal.; Sutter 7500.  
 Standard Sanitary Mfg. Co. (FB), 1000 Brannan.  
 Steelform Contracting Co., 681 Market; Douglas 5583.  
 Stockton Fire & Enamel Brick Co., Rialto Bldg.; Garfield 4770.  
 Stone, E. B. & A. L. Co., 703 Market; Douglas 3976.  
 Szymon Bros. & Dolan, 1432 Market; Park 6800.  
 Trucon Steel Co., 709 Mission; Douglas 7135.  
 Tyre Bros. Glass Co. (W), 968 Townsend; Hemlock 3113.  
 United Materials Co., 55 New Montgomery; Sutter 4884.  
 Van Fleet-Ceiling Co., 537 Howard; Sutter 4073.  
 Veyhle & Collins (M), 547 Brannan; Sutter 1600.  
 Washburne, C. J. & Sons Co., 83 New Montgomery; Garfield 6480.  
 West Coast Wire & Iron Works, 861 Howard; Douglas 4397.  
**WESTERN ASBESTOS MAGNESIA CO.** (M), 21-29 South Park;  
 Douglas 8840.  
 Western Lime & Cement Co., 2 Pine; Douglas 6720.  
 Wickery Spencer Steel Corp. (FB), 144 Townsend; Douglas 2040.

**BUILDINGS OFFICE**

Adam Grant Building, 114 Sansome.  
 Actna Building, 333 Pine.  
 Alaska Commercial Building, 310 Sansome.  
 Alexander Building, Bush and Montgomery.  
 Allen, Wiley H. Co., 153 Kearny.  
 American Bank Building, 485 California.  
 Aronson Building, 86 Third.  
 Associated Oil Building, 79 New Montgomery.  
 Atlas Building, 604 Market.  
 Babcock Building, 310 California.  
 Balboa Building, 593 Market.  
 Balfour Building, Inc., 351 California.  
 Bancroft Building, 731 Market.  
 Bank of Italy Building, 530 Montgomery.  
 Bankers Investment Building, 732 Market.  
 Boyd Block, 356 Market.

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 California-Pacific Building, 105 Montgomery.  
 Call Building, 74 New Montgomery.  
 Chancery Building, 364 Market.  
 Charleston Building, 251 Kearny.  
 Chronicle Building, Fifth and Mission.  
 Claus-Spreckels Building, 763 Market.  
 Clunie, Thos., Building, 519 California.  
 Commercial Building, 583 Market.  
 Cordes Building, 125 Post.  
 Crocker Building, 620 Market.  
 Cunard Building, 503 Market.  
 Deiger Building, 1005 Market.  
 DeYoung Building, 690 Market.  
 Dunne Building, 15 Stockton.  
 Eikan Gunst Building, 323 Geary.  
 Exchange Block, 369 Pine.  
 Exposition Building, 216 Pine.  
 Eye Building, 11 Drumm.  
 Fireman's Fund Insurance Co. Building, California and Sansome.  
 First National Bank Building, 1 Montgomery.  
 Flahugh Building, 384 Post.  
 Flatiron Building, 444 Market.  
 Flood Building, 870 Market.  
 Foxcroft Building, 69 1/2 Post.  
 French Bank Building, 110 Sutter.  
 Furniture Exchange Building, 180 New Montgomery.  
 Garfield Building, 992 Market.  
 Gillette Building, 1000 Market.  
 Golden Gate Building, 25 Taylor.  
 Gunst, M. A. Building, 709 Mission.  
 Haasford Building, 265 Market.  
 Harmer Building, Market and Third.  
 Helshub Building, 75 Sutter.  
 Hind Building, 220 California.  
 Hohart Building, 582 Market.  
 Holbrook Building, 58 Sutter.  
 Humboldt Bank Building, 788 Market.  
 Insurance Exchange Building, 433 California.  
 Keel Building, 770 Mission.  
 Kohl Building, 484 California.  
 Liberty Bank Building, 948 Market.  
 Lincoln Building, 177 Post.  
 Lincoln Building, 883 Market.  
 Loew-Warfield Building, 988 Market.  
 Macdonough Building, 333 Kearny.  
 Marvin Building, 24 California.  
 Merchants Exchange Building, 465 California.  
 Merchants National Bank Building, 625 Market.  
 Mills Building, 220 Montgomery.  
 Monsi Building, 681 Market.  
 Nevada Building, 14 Montgomery.  
 Newhall Building, 260 California.  
 Oceanic Building, 2 Pine.  
 Pacific Building, 821 Market.  
 Pantages Building, 533 Market.  
 Phelan Building, 750 Market.  
 Postal Telegraph Building, 22 Battery.  
 Rialto Building, 116 New Montgomery.  
 Robert Dollar Building, 911 California.  
 Royal Insurance Building, 201 Sansome.  
 Sachs Building, 140 Geary.  
 Santa Fe Building, 665 Market.  
 Santa Maria Building, 112 Market.  
 Schmidt Building, 12 Geary.  
 Schroth Building, 240 Stockton.  
 Sentinel Building, 916 Kearny.  
 Sharrow Building, 55 New Montgomery.  
 Sheldon Building, 210 Post.  
 Shreve Building, 210 Post.  
 Southern Pacific Building, 65 Market.  
 Standard Building, 100 Bush.  
 Traders Building, 317 Market.  
 Underwood Building, 525 Market.  
 Union Square Building, 550 Post.  
 Wells Fargo & Co. Building, 85 Second.  
 Western States Life's Building, 995 Market.  
 Whitney Building, 133 Geary.  
 Whitwell Building, 166 Geary.  
 Williams Building, 693 Mission.

**BURGLAR ALARM SYSTEMS****AMERICAN DISTRICT TELEGRAPH CO.**, 150 Post; Douglas 3355**BURNERS—FUEL OIL**

Bohlbelem Shipbuilding Corp., Ltd. (M), 215 Market; Davenport 1740.  
 Bunting Iron Works, 1 Montgomery; Douglas 1195.  
 Coen Co., Inc. (M), 112 Market; Sutter 2838.  
 Fess System Co. (M), 210 Natoma; Sutter 6927.  
 Main Iron Works (M-A) (Mechanical Systems), 1000 Sixteenth.  
 Oxo Gas Heating Co. (Gas), 320 Market.  
 Peninsula Burner & Oil Co. (M), 882 Harrison; Douglas 1166.  
**RAY W. S. MFG. CO.** (M), 118 New Montgomery; Douglas 8078.

**BUTCHERS' SUPPLIES**

**CYCLOPS IRON WORKS** (M-J) (Refrigerators), 837-847 Folsom.  
 Western Butchers' Supply Co. (W), 211 Fourth; Sutter 6670.  
 Pacific Butchers' Supply Co. (W), 136 Fourth; Sutter 6724.

**BUTTER—COCOANUT**

Best Foods, Inc. (M), 1900 Bryant; Hemlock 3500.  
 Demarini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.  
 Eng-Snell Co., Inc. (W), 208-210 Mission; Davenport 2812.  
 Gutz & Co., Inc. (W), 162 First; Kearny 206.  
**LEE-CREEPKENS** (J-W), 572 Folsom; Garfield 5574.

**BUTTER—DAIRY**

Hilmer, Fred L. Co. (W), 129 Davis; Kearny 804.  
 Isleton Prarie Co. (W), 109 Clay; Kearny 1723.  
 King, Fred E. W., 310 Clay; Sutter 3582.  
 Monotti-Lardner (W), 250 Sacramento; Douglas 4460.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.

**BUTTER—PEANUT**

Lombard J. A. & Co. (M), 222-232 Front; Sutter 778.  
**PLANTERS NUT & CHOCOLATE CO.** (M), 530 Davis, Doug. 6970.  
 Puritan Preserve Co. (M), 928 Bryant; Market 2229.

**CABINET WORK**

Bateman, Wm. (M), 1915 Bryant; Market 2437.  
 Berger Mfg. Co. (FB) (Filing), 1120 Mission; Market.  
 Emanuel, L. & F., Inc. (M), 2665 Jones; Graystone 6400.  
 Empire Planing Mill (M), 750 Bryant; Kearny 770.  
 Fensky, Geo. & Co. (M), 761 Tehama; Park 1671.  
 Fink & Schindler Co., 226 Thirtieth; Market 474.  
 Haas Wood & Ivory Works, 64 Clementina; Kearny 1477.  
 Herring's Mill, Inc. (M), 557 Brannan; Kearny 1969.  
 Home Manufacturing Co. (M), 543-545 Brannan, Kearny 1514.  
 Houser Store (Kitchen), 821 Market; Sutter 294.  
 Karp, H. & Son (M), 711-713 Valencia; Market 2484.  
 Kragon, Louis, Woodworking Co. (M), 661 Golden Gate Ave.; Market 2450.  
 Kruse, J. H. (M), Twenty-third and Shotwell; Mission 2576.  
 Levi, S. (M), 239 Seventh; Market 2216.  
 Mullen Manufacturing Co. (M), 64 Rausch; Hemlock 2858.  
 Muller & Peterson (M), 248 Seventh; Market 9110.  
 Oakley Lumber & Mill Co. (M), 1430 Powell; Kearny 3385.  
 Ostlund & Johnson (M), 1901 Bryant; Market 3212.  
 Progress Woodworking Co. (M), 2751 Sixteenth; Market 5707.  
 Schemp, J. F. & Co. (M), 411 Shotwell; Mission 3294.  
 Schussler Bros. (M), 326 Grove; Market 1622.

**CABLES AND WIRE**

**(SEE ALSO WIRE)**  
 Edwards, E. H. Co. (M), 225 Bush; Garfield 6210.  
 Hoebling, John A. Sons Co. of Cal., 840 Folsom; Kearny 2421.  
 Safety Insulated Wire and Cable Co. (FB), 589 Howard; Sutter 4685.  
 Simplex Wire & Cable Co. (FB) (Electric), 306 Fourth; Douglas 4220.  
 Standard Underground Cable Co. (M), 1 Montgomery; Kearny 4331.

**CALENDARS**

Eureka Press (M), 447 Minna; Kearny 360.  
 Walsh, V. S., 595 Mission; Douglas 4024.

**CAMPANION ORGANIZATIONS**

Pierce, Lyman L. Financial Organization, 630 Market; Douglas 4100.

**CANNED GOODS**

Alaska Packers Association (M) (Salmon), 111 California; Kearny 91.  
 Alexander & Baldwin, Ltd. (Pineapple), 215 Market; Davenport 2120.  
 Australian Fruit & Produce (B), 214 Front; Sutter 2940.  
 Booth, F. E. Co. (M) (Fish, Fruit, Vegetables), 110 Market; Doug. 7300.  
 California Canneries Co. (M), 600 Minnesota; Mission 206.  
 California Packing Corporation (M), 101 California; Sutter 7760.  
 Carmel Canning Co. (M) (Sardines), 110 Market; Sutter 1876.  
 Cotter, R. E. Co. (B), 112 Market; Sutter 1817.

**CANNED GOODS—Continued**

Demartini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.  
 Eyre, E. L. & Co. (I-E), 405 California; Kearny 289.  
 Field, Walter M. & Co., 200 California; Kearny 1440.  
 Fauson Co. (I-E), 200 California; Sutter 162.  
 Gez, M. & Co., Inc. (W) (Fruits, for Confectioners, Etc.), 162 First.  
 Golden State Asparagus Co., 16 California; Kearny 1588.  
 Griffith-Dunroy Co., 1 Drumm; Kearny 262.  
 Hall, Harry & Co. (E), 16 California; Douglas 1047.  
 Hawaiian Pineapple Co. (FB) (Pineapples), 215 Market; Davenport 260.  
 Heinz, H. G. Corporation (M), 217 Second; Garfield 57.  
 Hickmott, R. Canning Co. (M), 320 California; Douglas 2400.  
 Hoffman & Greenlee (B), 112 Market; Sutter 596.  
 Hors, E. Clemens (Fruit), 235 Pine; Kearny 2655.  
 Hovden, K. Co. Inc. (M) (Sardines), 268 Market.  
 Hume, G. W. Co. (M), 311 California; Sutter 693.  
 Hunt Bros. Packing Co. (M), 2 Pine; Douglas 917.  
 Isleton Canning Co., 2 Pine; Douglas 6410.  
 Johnson-Locke Mercantile Co. (I-E-M-A), 1 Drumm; Kearny 2823.  
 Labby, McNeill & Labby (M), 405 California; Sutter 7320.  
 Madison, James & Son, 215 Market; Davenport 1072.  
 Maillard & Schmidell (I), 203 California; Sutter 6920.  
 Monteverde-Rollandelli & Far di, Inc. (W), 517-51 Washington; Gar. 701.  
 North American Mercantile Co. (I) (Crab Meat), 318 Front; Sutter 655.  
 O'Neill, Eugene M. (B-M-A), 112 Market; Sutter 247.  
 Pacific Coast Canning Co. (M), 1846 Twelfth, Oakland, Cal.  
 Ono Trading Co., Ltd. (I) (Crabs), 351 California; Sutter 3967.  
 Rulph, William N. (B), 1 Drumm; Kearny 262.  
 Shun Yuen Hing & Co. (I-E) (Fish), 849 Grant Ave.; China 45.  
**VIRDEN CANNING CO.** (M) (Peaches, Pears, Apricots, Cherries, Asparagus), 155 Montgomery; Douglas 8155.  
 Willis & Patterson (B-E), 1 Drumm; Douglas 2510.  
 Winters Canner Co. (M), 210 California; Garfield 6536.  
 Workman Packing Co. (M) (Tamales), 432 Seventh; Market 367.

**CANS**

American Can Co. (M), 220 Montgomery; Douglas 4730.  
 Bennett Paper Can & Tube Co. (M) (Paper), 291 Tenth; Market 7199.  
 Grimley, Frank J. (M), 255 Shipley; Douglas 964.  
 Herbet Bros. (M) (Garbage), 1225 Mission; Park 1080.  
 Holbrook, Merrill & Stetson (M-J) (Garbage), 665 Sixth; Sutter 60.  
 Jorgensen, Carl & Co. (M) (Garbage), 604 Mission; Kearny 2386.  
 National Paper Products Co. (M) (Paper), 1780 Montgomery; Str. 7031.  
 Pacific Label Co. (D) (Druggists), 1150 Folsom; Hemlock 1086.  
 Waller, T. L. (M) (Gasoline), 465 California; Garfield 3019.

**CANVAS GOODS**

Anes, Harris, Neville Co. (M), 37 Front; Kearny 5560.  
 Haviside Company (M), 56 Stewart; Davenport 3643.  
 Horix Luebert Mfg. Co. (M), 325 Howard; Douglas 6267.  
 Prior, John L. Co. (M), 62 Sacramento; Kearny 3049.  
 Simpson & Fisher, Inc. (M), 240 Stewart; Davenport 3041.  
 Stuart, J. L. Mfg. Co. (M), 160-64 Russ, and 16th and Texas; Hem. 4073.  
 Sun Tent & Awning Co. (M), 37 Washington; Douglas 3462.

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## CAPITALISTS

Babcock, Harry, 310 California; Sutter 1335.  
 Braedenstein, A. J., 665 Third; Kearny 2762.  
 Cox, Elmer H., 11 Montgomery; Sutter 5336.  
 Crocker, Charles Templeton, 210 Post; Douglas 3180.  
 Dutton, Capt. Henry Foster, 201 Sansome; Douglas 4115.  
 Esherg, Alfred I., 217 Pine; Kearny 3351.  
 Gerstle, Mark L., 310 Sansome; Kearny 3690.  
 Grant Co., 114 Sansome; Douglas 3341.  
 Hill, Horace L., Jr., 220 Montgomery; Sutter 4836.  
 Hill, Dr. Thos. L., Los Alcos. Cal.  
 Hopkins, E. W., 354 Pine; Douglas 77.  
 Hylan Bros. Co., 486 California; Sutter 5716.  
 Irvine, James, 620 Market; Kearny 5903.  
 Judson, Chester W., 2727 Vallejo; Fillmore 5905.  
 Kohn, Geo. A., 486 California; Sutter 4507.  
 Lachman, Albert, 417 Market.  
 Law, Dr. Hartland, Rialto Bldg.; Sutter 29.  
 Liehmann, Maurice, 216 Pine; Sutter 4269.  
 Levinson, Stella M., 2101 Van Ness Ave.; Walnut 656.  
 McCandless, John A., 90 Seaview Ave., Oakland, Cal.; Piedmont 3525.  
 Mack, J. J., 220 Montgomery; Garfield 2280.  
 Meyer, Julian J., 310 Sansome; Kearny 758.  
 Morshead, S. W., 220 Montgomery.  
 Parrott Investment Co., 155 Montgomery; Kearny 1842.  
 Phelan, Hon. James D., 760 Market; Kearny 247.  
 Robbins, R. D., Jr., 620 Market.  
 Sachs, Sanford, 140 Geary; Garfield 3969.  
 Shannon, Samuel, 235 Montgomery; Kearny 5764.  
 Sherritt, M. A., 897 California; Kearny 6345.  
 Tevis, Harry L., 486 California.  
 Walker, Talbot C., Santa Barbara, Cal.  
 Williams, Thos. S., 693 Mission; Douglas 1162.  
 Winship, Emory, 350 Post; Garfield 150.

## CAPS—BOTTLE

Levinston, Lafayette (M), 383 Fourth; Kearny 2172.  
 National Paper Products Co. (M), 1789 Montgomery; Sutter 7631.  
 Western Stopper Co. (M) (Metal Crown), 274 15th; Mission 4134.

## CARBONS

National Carbon Co. (M), 599 Eighth; Park 8000.

## CARDBOARDS

California Card Mfg. Co. (M), 500 Potrero Ave.; Market 2151.  
 Zellerbach Paper Co. (M), 534 Battery; Garfield 2300.

## CARDS—PLAYING

United States Playing Card Co., 681 Market.

## CARPETS AND RUGS

(SEE ALSO RUGS)

Bare Bros & Brown (R), 314 Sutter; Sutter 1177.  
 Beach-Robinson Co. (R), 239 Geary; Sutter 580.  
 Breuner, John Co. (W-R), 281 Geary; Sutter 1306.  
 Cohen, A. Furniture Co. (R), 2945 Mission; Park 8056.  
 Eastern Outfitting Co. (R), 1017 Market; Market 382.  
 Friedman, M. & Co. (R), 259 Post; Sutter 460.  
 Gough Furniture Co., Inc. (R), 2141 Mission; Hemlock 1442.  
 Hulse-Bradford Co. (L-W), 844 Mission; Garfield 526.  
 Kreiss, L. & Sons (R), 401 Sutter; Garfield 1216.  
 McREGGIE, LINDGREN & CO. (L), 242 California; Kearny 4204.  
 Herzog's, Inc. (W-R), 989 Market; Sutter 2253.  
 Milwaukee Furniture Co. (M-J-W-R), 832 Mission; Garfield 2335.  
 Sloane, W. & J. (L-W-R), 216-228 Sutter; Garfield 2838.  
 Towler, A. F. (M-A), 770 Mission; Douglas 3336.  
 Volker, Wm. & Co. (W), 631 Howard; Kearny 5727.  
 Walter, D. N. & E. Co. (W), 562-572 Mission; Sutter 100.

## CARPET CLEANING

Spaulding, J. & Co., 353-357 Tehama; Douglas 3084.  
 Wizard Carpet Cleaning Co. (M), 275 Clara; Garfield 1550.

## CARTONS

(SEE ALSO BOXES—Paper)

Boxboard Products Co. (M), 200 Paul Ave.; Mission 711.  
 Carton Label Corporation (M), 645 Brannan; Sutter 1912.  
 Fleishacker, A. & Co. (M), 401 Second; Kearny 930.  
 Mission Paper Box Co. (M), 2005 Bryant; Mission 5895.  
 Mutual Paper Box Co. (M), 775 Brannan; Market 196.  
 Pacific Label Co. (M) (Druggists'), 1150 Folsom; Hemlock 1086.

## CARTONS—Continued

Paraffine Companies, Inc. (M), 475 Brannan; Douglas 9420.  
 Schmidt, Chas. J. (M), 525 Folsom; Douglas 8521.  
 SCHMIDT LITHOGRAPH CO. (M), 461-499 Second; Douglas 200.  
 Stern, A. W. Folding Paper Box Co. (M), 515 Howard; Sutter 1086.  
 Thiebaut Bros. (M), 538-548 Fourth; Kearny 4086.  
 Traung Label & Lithograph Co., Inc. (M), 962 Battery; Doug. 650.  
 Union Paper Box Factory (M), 1529 Mission; Park 7246.  
 York-Bradford Co. (M), 775 Brannan; Market 166.

## CASES—SHOW

Diamond Patent Show Case Co. (M), 298 Eighth; Hemlock 4091.  
 Ehlers, Charles W. & Son., 557 Mission; Douglas 7446.  
 Scherp, J. F. & Co. (M), 411 Shotwell; Mission 3294.  
 Western Fixture and Show Case Co. (M), 716 McAllister.

## CASES—WATCH

Star Watch Case Co. (W), 704 Market; Sutter 2775.

## CASINGS—SAUSAGE

California By-Products Co. (M), 2667 San Bruno Ave.  
 California Casing Co., 853-855 Mission; Douglas 770.  
 Miller & Lux (M), 465 California; Garfield 4540.  
 Pacific Butchers Supply Co. (W), 211 Fourth; Sutter 6870.  
 Western Butcher's Supply Co. (M), 156-160 Fourth.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.

## CASKETS AND COFFINS

California Casket Co. (M), 959 Mission; Kearny 631.  
 Pacific Manufacturing Co. (M), 177 Stevenson; Sutter 395.  
 San Francisco Casket Co. (M), 321 Valencia; Market 1146.

## CASTINGS—STEEL

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COLUMBIA STEEL CORPORATION, 215 Market; Douglas 8760.

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## CATALOG ILLUSTRATIONS

HINER, CHAS. L., 85 Second; Douglas 4844.

## CATERERS

Hayward Catering Co., 3210 Geary; Bayview 72.

## CEMENT—MAGNESIA

WESTERN ASBESTOS MAGNESIA CO. (M), 21-29 So. Park; Doug 3860.

## CEMENT—PORTLAND

Calaveras Cement Co. (M), 315 Montgomery, Douglas 1652.  
 Cowell, Henry, Lime and Cement Co. (M), 2 Market, Kearny 2095.  
 OLD MISSION PORTLAND CEMENT CO. (M), 225 Bush, Sut. 3075.  
 PACIFIC PORTLAND CEMENT CO. (M), 821 Market, Garfield 4100.  
 SANTA CRUZ PORTLAND CEMENT CO. (M), 620 Mkt., Sut. 7500.  
 Standard Cypsum Co., 750 Market, Sutter 2675.  
 STANDARD PORTLAND CEMENT CO. (M), 620 Market, Sut. 7500.

## CEMETERIES

Cypress Lawn Cemetery Association, 1905 Market; Douglas 4772.  
 Mount Olivet Cemetery Association, 988 Market; Franklin 520

## CEREALS

Albers Bros. Milling Co. (M), 332 Pine; Sutter 6101  
 Quaker Oats Co. (F-B), 525 Market, Kearny 4252  
 Sperry Flour Co. (M), 141 California; Sutter 5300.

## CHAINS

American Chain Co. (FB), 821 Market; Sutter 6470.  
 Bodinson Manufacturing Co. (M), 4101 San Bruno Ave; Sutter 6614.  
 Dunham, Carrigan & Hayden Co. (W), 2 Kansas, Park 3500.  
 Enterprise Foundry Co. (FB), (Sash), 2922 Nineteenth; Mission 863.  
 Fairbanks-Morse Co. (FB), Spear and Harrison; Davenport 3560.  
 Harron, Rickard, McCone Co. (J-D-M-A), 139 Townsend, Kearny 2240.  
 Link-Belt-Messe & Gottfried Co. (M-FB), 19th & Harrison, Mission 3475.  
 Marwedel, C. W. (J-D-M-A), 76 First; Douglas 4180.  
 Pacific Gear & Tool Works (M), 1045 Folsom, Market 862.  
 Rulifson, A. C. Co. (M-A), 681 Market, Douglas 2278.  
 Smith-Booth-Usher Co. (J-D-M-A), 50 Fremont, Sutter 952.

## CHAMOIS AND SPONGES

National Sponge &amp; Chamois Co. (FB), 809 Montgomery; Davenport 3299.

## CHARCOAL

CALIFORNIA CHARCOAL CO. (M), 311 California, Garfield 459.  
Plants: Seventh and Hooper and Basil and Maryville, Cal.

## CHECK PROTECTORS

Todd Protectors Co., 625 Market, Garfield 1247.  
Typewriterium Co. Inc. (W-E), 457 Market, Kearny 5788

## CHEESE

Golden State Milk Products Co. (M), 425 Battery; Sutter 1820.  
 Hilmer, Fred L., Co. (W), 129 Davis; Kearny 864.  
 Kraft Cheese Co. (F) California, 737 Sansome; Sutter 3584.  
 O'Neill, Eugene M. (B-M-A), 112 Market, Sutter 247.  
 Red Rose Creamery of Cal. (W), 249 California.  
 Selunmacher Bros. (W), 323 Front; Kearny 2454.  
 Shoemaker J. E. Co. Inc. (M), 322 Davis, Kearny 1640.  
 United Milk Co. (F), 3201 Sixteenth; Park 9301.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.

## CHEESE FACTORY EQUIPMENT

PRISING, GEO. W. CO., INC., 88-96 Clay; Sutter 1723.

## CHEMICALS

Baker, H. J. & Bro. (I-E), 503 Market; Sutter 1941.  
 Bower, Henry Chemical Mfg. Co. (FB), 203 California; Sutter 6920.  
 Bradley & Easton (M-A-J), 320 Market; Douglas 4840.  
 Braun-Knecht-Heimann Co. (W-M), 576-584 Mission; Kearny 3193.  
 Butcher, L. H. Co. (W-D), 274 Brannan; Douglas 1730  
 Dugan, Herbert F. (W), 170 Sutter; Franklin 445.  
 Du Pont De Nemours, E. I. & Co. (I-E), 599 Mission; Sutter 6640.  
 Edelstein, D., 80 Clay; Douglas 3432.  
 Ehrenberg, Theo. E. (F), 10 California; Sutter 2831.  
 General Chemical Co. (M), 201 Sausome; Douglas 904.  
 General Dye stuff Corporation, 26 Natoma; Sutter 2637.  
 Great Western Electro-Chemical Co. (M), 9 Main; Davenport 3260.  
 Hacke, Henry C. (J), 80 Clay; Douglas 2506.  
 Herrmann, Geo. Co. (M), 306 Front; Garfield 1980.  
 Hildebrandt, Struyven & Co. (M-A-I-E), 320 Market, Kearny 4459.  
 Hockwald Chemical Co. (M), 436 Bryant, Sutter 1753.  
 INVO CHEMICAL CO. (M), 58 Sutter; Plant, Cartago, Cal.; Doug 6816.  
 Justinian Catre Co. (D), 573 Market, Douglas 4432.  
 Maillard & Schmidt (M-A-D), 203 California; Sutter 6920.  
 National Aniline & Chemical Co. Inc. (FB), 145 Second; Sutter 5375.  
 Otto, E. H. & Co. (I-E), 245 California, Sutter 3680.  
 PACIFIC SILICATE CO. (M), 351 California; Kearny 1330.  
 Page & Morrison, Tannery, 436 Jackson, Kearny 2469.  
 R & T CHEMICAL CORP. (M), Rust Dissolver, 183 Steuart.  
 Reed Geo. Russell Co., Inc. (M), 416 Jackson; Douglas 172.  
 ROGERS, E. R. CHEMICAL CO. (M), 527 Commercial; Kearny 150.  
 Stauffer Chemical Co. (M), 624 California; Douglas 6840.  
 Stearns, Frederick & Co. (FB), 112 Market, Sutter 958.  
 Stoll, Wm. Paul (M-A), 625 Market; Sutter 4963

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 Butyl Acetate  
 Butyl Alcohol (Synthetic)  
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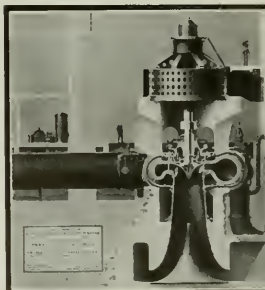
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**CHEMISTS—Analytical**

Curtis & Tompkins, 331 California, Garfield 2813.  
Hanks, Abbot A., Inc. (M), 624 Sacramento; Kearny 3473.

**CHEMISTS—Manufacturing**

Bristol-Myers Co. (FB), 543 Howard; Sutter 4672.  
Scott & Gilbert Co. (M), 268 Mission; Sutter 2543.

**CHEWING GUM**

American Chicle Co. (M), 735 Battery; Douglas 1038.  
National Pepsin Co. (M), 1132 Mission; Market 4227.

**CHILDREN'S AND INFANTS' WEAR**

Ahronheim & Co. (M-A-W), 821 Market; Douglas 5484.  
**AMERICAN IMPORT CO., INC.** (M-I-J), 16 First; Kearny 2067.  
Infants' Wear.  
Baby Shop, Inc. (M), 55 First; Douglas 3253.  
Bauer Bros. & Co. (W), 83 First; Douglas 731.  
Bender, C. Mfg. Co. (M) (Sanitary), 1658 Mission; Market 2482.  
Bien, I. & Co. (M) (Coats), 739 Market; Douglas 5473.  
City of Paris Dry Goods Co. (E), Geary, Stockton, O'Farrell; Doug. 4500.  
Davis-Schmawasser Co. (E), Sutter and Grant Ave.; Douglas 3840.  
Dinkelspiel, L. Co. Inc. (W), 125 Battery; Douglas 1900.  
Eloesser-Heynenmann Co. (M) (Dresses and Suits), 77 O'Farrell; Douglas 1265.  
Felsel, E. J. (W), 354 Mission; Garfield 4264.  
Emporium, The (R), 835-865 Market; Kearny 6800.  
Everwear Mfg. Co. (M) (Rompers), 57 Battery; Douglas 2437.  
Fleischman, M. R. (M) (Undergarments), 15 Battery; Kearny 4741.  
Gantner & Matterer Co. (M) (Knitwear), 461 Mission; Kearny 6903.  
Hale Bros. Inc. (E), 900-924 Market; Sutter 5640.  
Israel & Nussbaum Co. (W), 154 Sutter; Douglas 550.  
Levy, Max (W) (Coats), 130 Sutter; Kearny 1677.  
Lieves, H. & Co. (M-R) (Best and Grant Ave.; Garfield 6240).  
Maamin, I. & Co. (E), Grant Ave. and Geary; Douglas 2100.  
Maamin, Joseph Co., Inc. (R), Stockton and O'Farrell; Sutter 123.  
Marin Mfg. Co. (M), 154 Sutter; Sutter 9647.  
Marks Bros. (R), 831 Market; Douglas 3460.  
Moore, Walton N. Dry Goods Co. (W), Mission & Fremont; Dav. 841.  
Nippon Dry Goods Co. (W), 70 Pine; Sutter 6900.  
Normandin Bros. Co. (M), 330 Mission; Kearny 2891.  
O'Connor, Moffatt & Co. (R), 119-129 Post; Garfield 6000.  
Princeton Knitting Mills (M), 562 Mission; Douglas 5397.  
Reynolds G. W. & Co. (M), 120 Battery; Douglas 4136.  
Rosenthal, Manrice (W), 49 Battery; Kearny 7213.  
Schwartz & Goodman (E), 879 Market; Douglas 4709.  
Sezall, Leon & Co. (W) (Coats), 154 Sutter; Sutter 4364.  
Straus, Louis, Inc. (M) (Coats), 51 First; Kearny 1506.  
Strauss, Levi & Co. (M-W), 98 Battery; Douglas 9440.  
Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2056.  
White House (R), Sutter, Grant Ave. and Post; Kearny 5000.

**CHIMNEY SWEEPING**

Howe, V. C. & Co., 2222 Bush; West 5828.

**CHINA AND CROCKERY**

American Import Co., Inc. (M-I-J), 16 First; Kearny 2667.  
Dauner & Baker, Inc. (W), 1360-1370 Mission; Park 8816.  
Dohmann Commercial Co. (E), Geary and Stockton; Garfield 4343.  
Himmelfarb Bros. (W), 718 Mission; Douglas 1812.  
**MCGREGOR, LINDOREN & CO. (I-E)**, (Persian), 242 California; Kearny 4341.  
Ottenheimer Bros., 833 Mission; Douglas 108.

**CHINESE MERCHANDISE**

(SEE ALSO ART GOODS)

**AMERICAN IMPORT CO.**, 16 First; Kearny 2067.  
Chong Kee & Co., 723 Grant Ave.; Davenport 723.  
Choy, Y. J. & Co. (R), 1415 Fillmore; Fillmore 7514.  
Hague, Wm. E., Inc. (I), 558 Sacramento; Douglas 3473.  
Hai Ping Yung & Co., 714 Grant Ave.; China 320.  
Hin Sing Chong & Co., 1001 Grant Ave.; China 1251.  
India Company (I), 149 California; Douglas 2855.  
Iwata, T. & Co. (I-R), 248 Grant Ave.; Douglas 5463.  
Kwong Hong Fat & Co., 751 Grant Ave.; China 182.  
Kwong Lee Chong & Co., 768 Sacramento; China 330.  
Kwong Yick & Co. (I-E), 941 Grant Ave.  
Lai Wob Lung & Co., 824 Washington; China 1010.  
Meyer, Victorien M. (I-E), 883 Mission; Douglas 4285.  
Quong Ham Wah & Co., 775 Sacramento; China 242.  
Quong Lee & Co., 848 Grant Ave.; China 17.  
Sang Chong Lung & Co., 616 Grant Ave.; China 24.  
Sung Chong & Co., 800 Grant Ave.; China 246.  
Shui Tai & Co. (I-E), 852 Grant Ave.; China 48.  
Shun On & Co., 830 Grant Ave.; China 469.  
**SEUN YUEN HING & CO.**, 849 Grant Ave.; China 45.  
Ti Hang Lung & Co., 846 Grant Ave.; China 46.  
Te Yick, 757 Grant Ave.; China 1576.  
Tong Chong & Co., 822 Washington; China 353.  
Tseu Chong Wing Lung Kee & Co., 737 Washington; China 82.  
Wing Fung & Co., 45 Waverly Place; China 324.  
Wing Hong Shing & Co., 816 Washington; China 381.  
Wing Tai Lung Wo Kee & Co., 873 Washington; China 512.  
Wo Kee & Co., 949 Grant Ave.; China 351.  
Yee Chong Lung & Co., 824 Grant Ave.; China 164.  
Yee Hing Wo Kee & Co., 764 Commercial; China 525.

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The partition that affords all these advantages is that of Dickey Partition Tile.

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Frank Food Co. (M). 974 Howard; Sutter 2597.  
**SHOEMAKER, J. E. CO., INC.** (M), 322 Davis; Kearny 1640.

## CHIROPODISTS

Jackson, Dr. Edith P., 476 Sutter; Sutter 4593.

## CHOCOLATE AND COCOA

Holdeman Chocolate Co. (M), 26 Blumrose; Kearny 4662.  
**GHIRARDELLI, D. CO.** (M), 900 North Point; Graystone 712.  
 Outland Chocolate Co. (M), 135 Main; Davenport 800.  
 Lip-ton, Fods J., Inc. (M), 561 Mission; Sutter 15.  
 Reissner Chocolate Co. (M), 405 Eighth; Park 190.  
 United Coffee Corporation (I-W), 306-308 Sacramento; Garfield 87.

## CHURCH GOODS

O'Connor Co (R), 341 Stockton; Sutter 1788.

## CIGARETTES

American Tobacco Co. of the Pacific Coast (W), 1 So. Park; Sut. 4790.  
 Benaderet, S., Inc. (M), 50 California; Sutter 6570.  
 Berovich, H. Co. (I-W-R), 337 Sacramento; Kearny 866.  
 Blaskower, M., Inc. (I-W-R), 201 Montgomery; Douglas 2941.  
 Bollman, John Co. (M), 615 Fourth; Garfield 605.  
 Ehrman Bros., Horn & Co. (I-J), 546 Third; Kearny 546.  
 General Cigar Co. (I-W), 601 Third; Garfield 1830.  
 Glaser Bros. (W), 465 Fourth; Sutter 4450.  
 Judell, H. L. & Co. (I-W-I), 334-336 Sacramento; Douglas 1375.  
 Liggett & Myers Tobacco Co. (F-B), 615 Fourth; Garfield 400.  
 Marx Bros. Cigar Co., Inc. (I-W-R), 155 Montgomery; Douglas 3312.  
 Pollak, Irving (R), 465 California; Douglas 3840.  
 Sutliff, Henry (M), 578 Market; Douglas 5036.  
 United Cigar Stores Co. (W-R), 555 Howard; Kearny 3060.

## CIGARS

American Tobacco Co. of the Pacific Coast (W), 1 So. Park; Sut. 4790.  
 Balfour Building Cigar Stand (R), 351 California; Douglas 6217.  
 Berovich, H. Co. (I-W-R), 337 Sacramento; Kearny 866.  
 Blaskower, M., Inc. (I-W-R), 201 Montgomery; Douglas 2941.  
 Boskowitz, Frank (M), 329 Clay; Kearny 2111.  
 Ehrman Bros., Horn & Co. (I-J), 546 Third; Kearny 546.  
 Egan, Edw. M. (W), 112 Market; Kearny 458.  
 General Cigar Co. (I-W), 601 Third; Garfield 1830.  
 Glaser Bros. (W), 475 Fourth; Sutter 4450.  
 Glynn, Chas. A. (R), 2003 Mission; Market 720.  
 Gross, E. & Co. (M), 113 Front; Kearny 3957.  
 Jerichau, Jas. L. (R), 30 Front; Douglas 5947.  
 Judell, H. L. & Co. (I-W-I), 334-336 Sacramento; Douglas 1375.  
 Luess, Robt. R. (R), 28 Leidesdorf; Douglas 4025.  
 Marx Bros. Cigar Co., Inc. (I-W-R), 155 Montgomery; Douglas 3312.  
 Michaltschke Bros. & Co., Inc. (W), 129 First; Douglas 7718.  
 Petri Cigar Co., Inc. (M), 600 Battery; Kearny 3968.  
 Pollak, Arnold (R), 465 California; Kearny 518.  
 Shaw-Leahy Co., Inc. (W), 207 Ninth; Hemlock 3610.  
 Standard Cigar Co. (M), 670 Clay; Chaus 911.  
 Sutliff, Henry (M), 578 Market; Douglas 5036.  
 United Cigar Stores Co. (W-R), 555 Howard; Kearny 3060.  
 Willard, Jules (W), 627 Montgomery; Douglas 2828.

## CLAY PRODUCTS

**CALIFORNIA BRICK CO.** (M), 604 Mission; Sutter 4345.  
 California Pottery Co. (M), 220 Montgomery; Kearny 87.  
 Clark, N. & Sons, 116 Natoma; Kearny 2830.  
 Gladding McBean & Co., 690 Market; Douglas 540.  
**LIVERMORE FIRE BRICK WORKS, INC.** (M), 604 Mission; Str. 4345.  
 McNear Brick Agency, 681 Market; Douglas 580.  
 Peterson-Kortschok Brick Co., San Jose, Cal.  
 Port Costa Brick Works, 55 New Montgomery; Sutter 4854.  
 Stockton Fire & Enamel Brick Co., Rialto Bldg.; Garfield 470.

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## CLEANERS—Vacuum

Calliott, Henry, J. B. (MA), 180 New Montgomery; Douglas 7552.  
 Hoover Co. (F-B), 626 Golden Gate Ave.; Graystone 7120  
 Vacuette Distributing Co., 821 Market.

## CLOAKS AND SUITS

Alcone Knitting Mills (M) (Sport), 1663 Mission; Market 263.  
 Abrams Co. (R), 65 Stockton; Sutter 5115.  
 Barry-Newbery & Co. (W), 154 Sutter; Sutter 5310.  
 Blume, Harry (M), 15 Stockton; Douglas 4298.  
 Chicago Cloak & Suit Co. (R), 987 Market; Garfield 6646.  
 Cosgrove Cloak & Suit Co. (R), 308 Post; Douglas 6710.  
 Escheo, Lee & Co. (MA), 130 Sutter; Douglas 3513  
 Federal Outfitting Co. (R), 385 Geary; Garfield 3667.  
 Furst, Mal, Inc. (E), 154 Sutter; Kearny 2550.  
 Golden Gate Cloak & Suit House (R), 807 Market; Garfield 6303.  
 Goldman, Harry (M), 251 Post; Douglas 914.  
 Goldman, I. (R), 758 Market; Kearny 60.  
 Goldman, Morris (M), 212 Sutter; Sutter 2514.  
 Hamburger Apparel Co. (W), 130 Sutter; Douglas 3169.  
 Horvitz, Louis (W), 77 O'Farrell; Kearny 3400.  
 Hoyt, William (W), 212 Stockton; Kearny 1632.  
 Israel & Nussbaum Co. (W), 154 Sutter; Douglas 850.  
 Jada Bros. (W), 130 Sutter; Douglas 2225.  
 Lees Bros. (W), 130 Sutter; Douglas 313.  
 Levy & Albom, Inc. (W), 130 Sutter; Douglas 61.  
 Levy, Louis (M), 154 Sutter; Douglas 3831.  
 Levy, Max (W), 130 Sutter; Kearny 1677.  
 Loewy, Edmund & Co. (W), 130 Sutter; Kearny 1936.  
 Meyer Cloak & Suit Co. (W), 130 Sutter; Douglas 2754.  
 Miller, Max (W), 130 Sutter; Sutter 7059.  
 Modern Cloak & Suit Co. (M), 305 Grant Ave.; Kearny 5833.  
 Parason, The (R), Geary at Grant Ave.; Douglas 994.  
 Ranshoffs (R), 214 Post; Kearny 7560.  
 Ratner, H. (M), 233 Post; Garfield 197.  
 Reich & Lievre, Inc. (R), 125 Geary; Sutter 3975.  
 Seegal, Leon & Co. (W), 154 Sutter; Sutter 4264.  
 Steinhilber, H. (M), 130 Kearny; Douglas 2623.  
 Sweet Sixteen Co. (R), 870 Market; Douglas 546.  
 Wallace's (H), 812 Market; Kearny 1077.  
 Walker Cloak & Suit Mfg. Co. (M), 228 Grant Ave.; Garfield 1658.  
 Waud, Jos & Co., 154 Sutter; Douglas 838.  
 Westmaid Coat & Suit Co., Inc. (M), 991 Mission; Douglas 9580.  
 Willard's (R), 159 Geary; Douglas 3940.

## CLOCKS

Alden, Max (I), 525 Market; Douglas 4447.  
 International Business Machines Corp. (F-B), 640 Mission; Kearny 8040.  
 Schless Manufacturing Co. (MA), 528-525 Mission; Kearny 1063.  
 Thomas, F. A. Co. (M) (Watchmen's), 47 Second; Sutter 809.

## CLOTH

California Shade Cloth Co. (M), 1710 San Bruno Ave.; Mission 8176.  
 California Wire Cloth Co. (M) (Wire), 587 Mission; Kearny 7897.  
 Kowald Chemical Co. (M) (Polishing), 436 Bryant; Sutter 1753.  
 Roebings, John A. Sons Co. of Cal (F-B), 624 Folsom; Ky. 2426.  
 Spaulding, Horace R. (D) (Bolting), 898 Folsom; Sutter 4499.

## CLOTHING—Men's and Boys'

Ahrams Co. (R), 61 Stockton; Sutter 5115.  
 Alronheim & Co. (M), 821 Market; Douglas 5484.  
 Alcone Knitting Mills (M) (Sport), 1663 Mission; Market 263.  
 Atkins, Robt. S., Inc. (R), 150 Sutter; Kearny 4520.  
 Berger's (R), 856 Market; Douglas 620.  
 Block, H. & L. (M) (Leather Overcoats), 149-151 Second; Douglas 1524.  
 Breitenstein Bros. (W), 15 Battery; Douglas 4173.  
 Bullock & Jones Co. (R), 340 Post; Kearny 4246.  
 California Clothing Co. (R), 39 Stockton; Sutter 2590.  
 Columbia Outfitting Co. (R), 2600 Mission; Mission 9142.  
 Cowan Frank Mfg. Co. (M), 612 Howard; Garfield 4039.  
 Crocker, A. H. & Co. (W), 39 Battery; Douglas 4675.  
 Davis, Simon E. & Co. (W), 51 Fremont; Douglas 5922.  
 Edelman, M. Co. (J), 153 Kearny; Douglas 9229.  
 Eisner, Sigmund Co. (F-B), 453 Mission; Garfield 3331.  
 Elosser-Heyemann Co. (M), 77 Battery; Sutter 3630.  
 Erbe Uniform Mfg. Co. (M) (Uniforms), 111 New Montgomery; Douglas 699.  
 Everwear Mfg. Co. (M) (Overalls), 57 Battery; Douglas 3796.  
 Federal Outfitting Co. (R), 385 Geary; Garfield 3967.  
 Fisher & Co. (R), 650 Market; Market 2465.  
 Fook Co. (M), 1865 Post; Sutter 844.  
 Foreman & Clark (R), 105 Stockton; Garfield 2039.  
 Goldstone Bros. (Pants and Trousers, Overalls), 25 Fremont; Sut. 5961.  
 Goodysier Rubber Co. (M) (Oil), 539 Mission; Douglas 3456.  
 Greenbaum, Well & Michaels (W) (Overalls), 740 Mission; Ky. 4548.  
 Harris, Joe (R) (Uniforms, Etc.), 255 Broadway; Kearny 2504.  
 Hastings Clothing Co. (R) (Pants and Grant Ave.; Sutter 5400.  
 Hirsch Bros. (R), 949 Kearny; Douglas 1792.  
 Hirsch, L. & Co. (R), 245 Columbus Ave.; Douglas 4022.

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 MA—Manufacturer's Agent; R—Retailer; W—Wholesaler.

## CLOTHING—MENS' AND BOYS'

Continued

Irving Gollubler-Joseph Co., 15 First; Garfield 206.  
 Jacobs, J. (M.-A.): 742 Market; Sutter 874.  
 Lee, H. D. Mercantile Co. (W.) Overalls, 718 Mission; Garfield 340.  
 Lippitt, R.: 726 Market; Kearny 3259.  
 Milton's R.: 902 Market; Garfield 3595.  
**NEUSTADT BROS.**, (M.-W.) Overalls, Work Pants, Shirts, MacKinnans, Etc. 512 First; Douglas 2706.  
 Norton & Son (M.), 58 Second; Sutter 2378.  
 Ottenheimer Bros. (W.) White Duck, 833 Mission; Douglas 108.  
 Pasquale B. Co. (M.) Uniforms, 14 Kearny; Kearny 1213.  
 Panson & Co. (R.), 200 Kearny; Douglas 4640.  
 Phimmer, W. A. White Duck, 216 Pine; Kearny 7675.  
 Praeger, L., 587 Market; Douglas 3053.  
 Roos Bros., R., Market and Stockton; Sutter 200.  
 Rugh Elder Mfg. Co. (M.) (Khaki), 32 Battery; Sutter 2482.  
 Swift, J. L. & Sons, Inc. (M.) (Wool), 122 Battery; Kearny 5926.  
 Sellig, Alvin C. (B.), 42 Powell; Garfield 1473.  
 Selig Brothers (M.), 518 Market; Kearny 1371.  
 Shirek, A. & Sons, W., 484 California; Douglas 2561.  
 Straus, Louis, Inc. (M.), 51 First; Kearny 1566.  
 Strauss, Levi & Co. (M.-W.) (Overalls), 98 Battery; Douglas 9440.  
 Sumnerfield & Haines (R.), 907 Market; Douglas 4101.  
 Sunset Hat & Cap Works (M.) (Golf), 777 Mission; Kearny 1438.  
 Swift-Orr-California, W., 504-506 Mission; Douglas 6375.  
 Swift, J. L. & Sons, Inc. (M.), Sutter 1629.  
**U. S. RUBBER CO. OF CAL. (P.)** (Rain), 300 Second; Sutter 2323.  
 White Duck Clothing Mfg. Co. (M.), 43 Ecker; Garfield 2880.

## COAL

City Coal Co. (W.-R.), 100 Brannan; Douglas 4620.  
 Colorado Fuel & Iron Co. (F.B.), 593 Market; Douglas 2469.  
 Gross, Felix, Coal Co. (R.), 540 Ninth; Market 792.  
 King Coal Co. (W.), 369 Pine; Garfield 2700.  
 Lewald Coal Co. (R.), Fifteenth and San Bruno Ave.; Park 1000.  
 Roston Fuel Co. (W.), 112 Market; Sutter 2690.  
 Rolph, James Co. (W.), 60 California; Douglas 3040.

## COCOANUT—DESICCATED

Pacific Cocoanut Co. (M.), 847 Sansome; Kearny 1432.

## CODES

Acme Cude Co., 311 California; Garfield 19.

## COFFEE

Adams W. W. & Co. (B.), 465 California; Garfield 5661.  
 Alexander-Balart Co. (B.), 814; Sutter 3705.  
**ARON, J. & CO.** (Green), 233 California; Kearny 1252.  
 Baruch, Albert (I.), 24 California.  
 Beckford, C. E. & Co. (B.), 104 California; Sutter 170.  
 Bloom Bros. (I.), 484 California; Kearny 515.  
 Brandenstein, M. J. & Co. (I.-M.), 663-665 Third; Kearny 2672.  
 Cambren, C. G. (B.), 157 California; Douglas 4148.  
 Cassinelli, S. & Co. (I.-W.), 221 California; Sutter 3445.  
 Caswell, Geo. W. Co. (I.-M.), 438 Second; Sutter 6654.  
**FOLGER, J. A. & CO.** (M.), 101 Howard; Davenport 234.  
 Golden Eagle Coffee Co. (W.), 718 Harrison; Kearny 3264.  
 Hand & Hand, Inc. (F.B.), 220 Front; Garfield 954.  
 Hills Bros. (M.), 175 Fremont; Davenport 1201.  
 Ireland, B. C. (B.-M.A.), 24 California; Kearny 1630.  
 Israel, Leon & Bros., Inc. (I.-W.), 169 California; Douglas 3155.  
**JONES-THIERBACH CO.** (M.), 437-447 Battery; Kearny 2761.  
 Lewis, Leon (I.), 142 Market; Sutter 1093.  
 Linares, J. F. I., 25 Drumm; Douglas 4467.  
 Lipton, Thos. J., Inc. (M.), 561 Mission; Sutter 18.  
 Lombard, J. A. & Co. (M.), 222-232 Front; Sutter 778.  
 Milo Coffee Co., Inc., 759 Harrison.  
 Olevich & Oppenheimer (I.), 351 California; Douglas 6457.  
 Otto McAllister & Co. (I.), 310 California; Kearny 4831.  
 Robertson-McLintock Co., Inc. (M.), 305 Clay; Sutter 6262.  
 Ruffner-McDowell & Burch, Inc. (I.-B.), 153 California; Sutter 1267.  
 Sanderling, A. & Co. (W.), second and Folsom; Kearny 1201.  
**SHUN YUEN HING & CO.** (I.-E.), 849 Grant Ave.; China 45.  
 Teller, H. E. Co. (I.), 550 Folsom; Sutter 28.  
 Tyler, S. H. & Son (M.), 154 Davis; Kearny 974.  
 United Coffee Corporation (I.-W.), 306-308 Sacramento; Garfield 87.  
 Williams, Russell & Co. (W.), 230 California; Sutter 401.

## COFFEE ROASTING

Caswell, Geo. W. Co. (I.-M.), 438 Second; Sutter 6654.  
 Folger, J. A. & Co. (M.), 101 Howard; Davenport 234.  
 Hills Bros. (M.), 175 Fremont; Davenport 1201.  
 Jones-Thierbach Co. (M.), 437-447 Battery; Kearny 2761.  
 Lipton, Thos. J., Inc. (M.), 561 Mission; Sutter 18.  
 Lombard, J. A. & Co. (M.), 222-232 Front; Sutter 778.  
 Milo Coffee Co., Inc., 759 Harrison.  
 Schilling, A. & Co. (M.), Second and Folsom; Kearny 1201.  
 Teller, H. E. Co. (I.), 550 Folsom; Sutter 28.  
 United Coffee Corporation (I.-W.), 306-308 Sacramento; Garfield 87.

## COLLECTION AGENCIES

Acme Collection Agency, Inc., 948 Market; Kearny 681.  
 California Advisory & Forwarding Bureau, 74 New Montgomery.  
 Commercial & Adjustment Co., 275-277 Market.  
 Commercial Clearing House, 1 Montgomery; Kearny 5164.  
 O'Brien and Stimmel, 465 California; Kearny 0761.  
 Retailers' Credit Association of San Francisco, 25 Taylor; Prospect 9622.

## COMMERCIAL PAPER

Becker, A. G. & Co., 1 Montgomery; Sutter 1850.  
 Burt, Geo. H., Conrad & Broom, Inc., 490 California; Douglas 142.  
 General Motors Acceptance Corporation, 40 Sansome; Sutter 6740.  
 Goldman, Sachs & Co., 14 Montgomery; Douglas 6424.  
 Hathaway, Smith, Folds & Co., 1 Montgomery; Sutter 2379.  
 Merchants Security Co., 58 Sutter; Douglas 4162.  
 National Discount & Furline Corp., 465 California; Garfield 5510.  
 Naulmberg, E. & Co., 485 California; Garfield 2531.  
 Pacific Acceptance Corp., 524 Montgomery; Sutter 6560.  
 Republic Co., 441 California; Douglas 1139.  
 Weaver, L. F. Co., 1430 Van Ness; Graysstone 142.  
 West American Finance Co., 225 Bush; Douglas 8295.

## COMMISSION MERCHANTS

Alaska Commercial Co., 310 Sansome; Kearny 3690.  
 American Factors Ltd. (F.B.), 215 Market; Davenport 2330.  
 American Finance & Commerce Co. (I.-E.), 150 California; Sutter 4357.  
 Baruch, Albert, 24 California.  
 Baruch, Frederick, 465 California; Kearny 2479.  
 Bland, D. & Co., 160 Washington; Kearny 1312.  
 Burt, Geo. L., 1 Drumm; Kearny 2805.  
 C. & O. Lumber Co., 2 Pine; Sutter 4771.  
 de Beek, S. J., 408 Battery; Kearny 1346.  
 DeMartini, John Co., Inc., 112 Washington; Sutter 730.  
 De Matei & Co., 142 Washington; Sutter 5714.  
 de Fries, G. E., Trading Co., 310 California; Garfield 666.  
 Egnis-Brown Co., 88 Second; Kearny 5490.  
 Eveleth Nash Co., 442 Front; Kearny 2407.  
 Freitas, J. T. Co., 64 Clay; Sutter 1781.  
 Galli Fruit Co., 538 Front; Douglas 4225.  
 Garcia Bres. & Aiken, 116 Washington; Kearny 5470.  
 Garcia & Maguire, 210 Drumm; Kearny 3988.  
 Getz Bros. Co., 290 Battery; Sutter 3740.  
 Gissell Bros., 230 Washington; Kearny 2708.  
 Hague, Wm. E., Inc. (I.), 538 Sacramento; Douglas 3473.  
 Hopkins, L. J. Co., 430 Front; Sutter 5743.  
 Hunt Hatch & Co., 501 Front; Kearny 1389.  
 Ivanovich Trobeck & Bergen, 201 Washington; Kearny 5120.  
 Jacobs, Malcolm & Burt, 101 Washington; Sutter 6810.  
 Jennings, C. B. Co., 24 California; Sutter 6458.  
 Jones & Pettierer, 130 Washington; Sutter 6441.  
 Kinsman, John R., 345 Davis; Kearny 1225.  
 Landberger & Son, 315 Montgomery; Sutter 895.  
 Lanza, L. R. & Co., (W.), 38 Sacramento; Kearny 807.  
 Leutzinger & Lane, 76-78 Clay; Sutter 747.  
 Levy & Zentner Co., 200 Washington; Kearny 5494.  
 Lewis Simas Jones Co., 429 Davis; Kearny 1542.  
 Maillard & Schmiedell (B.-M.A.), 203 California; Sutter 6920.

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## COMMISSION MERCHANTS—Continued

Miller, W. O., 494 Pacific; Sutter 4754.  
Mitchell & Goodall, 318 Drumm; Kearny 1354.  
Moreggia & Son, 348-350 Folsom; Garfield 3763.  
Sausan, C. & Co., Inc., 511 Sansome; Kearny 412.  
Newman Bros. Co., 110 Market; Kearny 1981.  
Newman, Simon Co., 110 Market; Kearny 1981.  
Olney, Wm. & Co. (I-2), 112 California; Sutter 1351.  
Oppen, Frank B. Co., 2 Pine; Douglas 6640.  
Porter, D. H. & Sons, 422 Front; Douglas 1464.  
Seaton, L. & Gull, Fruit Co., 404 Washington.  
Seuck & Co., Inc. 16 California.  
**SHUN YUNG HING & CO.** (I-2), 849 Grant Ave., Chas. 45-51.  
Simon & Pera, 425 Divisadero; Sutter 1168.  
Solari, Bottaro & Dement, 108 Washington; Sutter 1490.  
Tait & Suydam (M-A), 110 Market; Kearny 703.  
Vetmore Bros., 450 Front; Kearny 2403.  
Wolfer, Max & Co., 443 Front; Kearny 1713.

## COMPOUNDS

**ASSOCIATED OIL CO.** (M) (Cutting), 79 New Montgomery; Ky 4800.  
Bennett, E. W. & Co., (M), Cleansing, 2000 Sixteenth; Market 2557.  
Bird-Archer Co. of Cal. (M), Boiler, 115 Davis; Sutter 5040.  
Dearborn Chemical Co. (FB), (Boiler), 225 Spear; Davenport 658.  
Dolliver & Bro., (W-I), (Cleansing), 610-621 Mission; Sutter 3141.  
Garrath-Callahan Co. (M), (Boiler), 118 Spear; Davenport 3020.  
Great Western Elec. Chem. Co. (M) (Bleaching), 9 Main; Davon, 3260.  
Hickwald Chemical Co. (M), (Sweeping), 1000 Broadway; Sutter 1753.  
Household Necessity Co. (M), (Bleaching), 236 Commercial.  
Laeko Specialty Co. (M), (Sweeping), 824 Montgomery; Garfield 6631.  
McIntyre Packing Co. (M), (Cooking), 119 Sacramento; Sutter 9501.  
Miller & Lutz Co. (M), (Cooking), 465 California; Garfield 4840.  
**PACIFIC SILICATE CO.** (M), (Boiler), 351 California; Kearny 1330.  
**PARAFFINE CO.'S, INC.** (M), (Boiler), 475 Brannan; Douglas 3420.  
Patterson Mfg. Co. (I-2), (Cleansing), 493 California; Sutter 6920.  
Shell Co. of Cal. (M), (Cutting), 200 Bush; Garfield 6100.  
South San Francisco Packing & Provision Co. (M), (Cooking), 407 Front.  
**STANDARD OIL CO.** (M), (Cutting), 493 California; Sutter 6920.  
**VERDEN PACKING CO.** (M), (Cooking), 155 Montgomery; Douel 8185.  
Western Meat Co. (M), (M), (Cooking), Sixth and Townsend; Mission 7883.

## COMPRESSORS—AIR

## SEE ALSO PNEUMATIC EQUIPMENT

Harron, Rickard & McCone Co. (J-D-M-A), 139 Townsend; Kearny 2240.  
Herberts Machinery & Sup. Co. (M-A-D), 140 Second; Kearny 4131.  
Main Iron Works (M-M-A), 1000 Broadway; Market 752.  
Oliver Continuous Filter Co. (M), (M-A), 400 Fourth; Kearny 2873.  
Rix Compressed Air & Drill Co. (M-M-A), 400 Fourth; Kearny 2873.  
**SMITH-BOOTH-USHER CO.** (J-D-M-A), 50 Fremont; Sutter 952.  
Stallman, F. O. (I-2), (I-D-J), 107 Bush; Sutter 4700.  
Waterhouse & Lester Co. (M-A-D), 504 Howard; Garfield 4068.

## COMPRESSORS—AMMONIA

**CYCLOPS IRON WORKS** (M), 837 Folsom; Sutter 3030.  
Western Butchers' Supply Co. (M), 156-160 Fourth; Sutter 6724.

## COMPUTING DEVICES

Howe Scale Co., 118 Fourth; Kearny 31.  
International Business Machines Corp. (FB), 640 Mission; Kearny 9040.  
**LEITZ, A. CO.** (I-2), 101 Post; Sutter 657.  
Marchant Calculating Machine Co. (M), 277 Pine; Sutter 453.  
National Cash Register Co., 519 Market; Sutter 2782.  
Powers Accounting Machine Co., 525 Market; Sutter 1348.  
**TORSION BALANCE CO.**, 49 California; Sutter 1685.

## CONDIMENTS AND SAUCES

California Conservator Co. (M), 110 Market; Sutter 6420.  
California Packing Corp. (M), 103 California; Sutter 7760.  
California Supply Co. (M), 728 Folsom; Sutter 1348.  
Shenmaker J. E. Co., Inc. (M), 322 Davis; Kearny 1640.  
Workman Packing Co. (M), 432 Seventh; Market 367.

## CONFECTIONS

Alberta Cands. Co., Inc. (M-W-D), 2201 Third; Sutter 6668.  
Barr & Blair (M-R), 243 Mason; Prospect 8160.  
Baum, Beni J. Co. (M), 586 Howard; Douglas 5102.  
Bey, Bros. (W-M-A), 648 Market; Douglas 3298.  
Blums, Inc. (M-R), 1465 Polk; Graystone 3100.  
Cerr, E. M., W., 112 Market; Sutter 3459.  
Cohen-Hencke Candy Co. (M), 404 Folsom; Sutter 721.  
Crutcher, D. E. Co. (M), 2524 Polk; Graystone 777.  
Davis, P. Lionel Jr. (D), 525 Market; Douglas 5222.

## CONFECTIONS—Continued

Eagle Candy Store (R), 397 O'Farrell; Prospect 5437.  
Foster & Orenor (M-R), 137-139 Grant Ave., Garfield 2500.  
General Candy Co. (M), 505 Third; Garfield 4789.  
Gimbal Brothers (M), 501 Folsom; Kearny 297.  
Golden Gate Chocolate Shop (M), 347 Market; Kearny 2625.  
Golden Shessant (M-R), 54 Geary; Factory 171 Midda; Garfield 166.  
Graunhaugen's, Inc. (M), 1112 Mission; Market 2201.  
Haas, Geo. & Sons (M), 770 Market; Douglas 5000.  
Hawfers Centennial Chocolate, Inc. (M), 535 Folsom; Douglas 6542.  
Hokanui's Candies (R), 1614 Polk; Graystone 822.  
Lyons California Glace Fruit Co. (M), 535 Folsom; Hemlock 3260.  
Malone's Candyland (M-R), 102 Lower; Kearny 4321.  
Mars, Wm. & Co. (M-R), 52 Kearny; Kearny 1640.  
Nelson, Harry X. (B), 112 Market; Kearny 1740.  
Nichols, David B. (W), 1566 Howard; Hemlock 2876.  
Noth Hill Confectionery and Delicatessen, 1148-1152 Taylor.  
Pacific Coast Candy Co. (M), 823 Battery; Sutter 5636.  
Personeni, Joseph, Inc. (I), 634 Montgomery; Douglas 4720.  
Pig Whistle (M-R), 333 Powell; Sutter 5570.  
Price, Arthur B. (R), 626 Clement; Pacific 343.  
Purity Candy Co. (W), 633 Laguna; West 6800.  
Riesener Chocolate Co. (M), 405-415 Eighth; Park 190.  
Scalmani Bros. (W), 149 Grove; Hemlock 50.  
Shaw-Leahy Co. Inc. (W), 207 Ninth; Hemlock 3610.  
Spinillo, John (R), 307 O'Farrell.  
Spotless, Inc. (M), 351 Sixth; Sutter 4676.  
**THE PEE, THE R.**, 253 California.  
Townsend's Glace Fruit Co. (M), 59 Grant Ave.; Kearny 7000.  
VARELLA, P. N. (R), 878 Market; Sutter 92.  
Wilson, Ernest Co., Inc. (M-R), 333 Geary; Douglas 4700.  
Wright Popcorn Co. (M) (Popcorn), 335 Sixth; Sutter 4676.

## CONSTRUCTION MACHINERY

**BACON, EDWARD R. CO.**, Folsom at Seventeenth; Hemlock 3700.  
Davis, Norris K. (M), 400 Seventh; Market 1675.  
Smith, Stephen & Co., 639 Mission; Douglas 8033.

## CONTRACTORS AND BUILDERS

Ahl, G. E., 2127 Market; Market 5246.  
American Concrete Co., 785 Market; Kearny 1745.  
American Dredging Co. (Dredging), 255 California; Kearny 1449.  
American Elee & Building Services Co., 230 Montgomery; Kearny 3403.  
Austin Co. of California, 244 Kearny; Garfield 6165.  
Barrett & Hilt, 918 Harrison; Douglas 700.  
Bechtel, W. A., 625 Market; Sutter 2905.  
Bender, J. W., Roofing & Paving Co., 18th and Bryant; Hemlock 892.  
Billie John, 460 Montgomery; Sutter 2034.  
Bishop, Thos. B. Co., 146 Geary; Kearny 4205.  
Born, S. A., Building Co., San Mateo, Cal.  
Builder's Exchange, 180 Jessie; Sutter 6700.  
Burler Electric Equipment Co., 500 Folsom; Douglas 2046.  
Cahill Bros., Inc., 55 New Montgomery; Sutter 1740.  
Campbell, Geo. (M), 3443 Seventeenth; Market 2079.  
Clark & Henry Construction Co. (M), 230 Folsom; Douglas 2903.  
Clinton Construction Co. of California, 923 Folsom; Sutter 3440.  
Coast Construction Co., 620 Market; Sutter 5536.  
Coburn, Chas., 180 Jessie; Sutter 6700.  
Cochran-Boehm Co., 74 New Montgomery; Douglas 5221.  
Cohn, Louis J., 1 De Haro; Hemlock 2717.  
Construction Co. of North America, 625 Bush; Garfield 2180.  
Decker Electrical Construction Co., 538 Bryant; Kearny 1950.  
Dinnwiddle Construction Co., 620 Market; Sutter 4645.  
Dutton Dredge Co. (Dredging), 230 Mills Bldg.; Douglas 1282.  
Farquharson, D. B., 1760 Ellis; West 7497.  
Fay Improvement Co., 760 Market; Kearny 4044.  
Federal Paying Co., 225 Bush; Garfield 240.  
Furlong, James (General), 684 Market; Sutter 3849.  
Garfield & Co., Hearst Bldg.; Sutter 1036.  
Hannah, Jesse D., 602 California; Douglas 1577.  
Harris, N. R., 255 California.  
Healy-Thibault Construction Co., 64 Pine; Kearny 5581.  
Henderson, W. D., 681 Market; Kearny 4537.  
Heyer, C. W. Jr., 220 Montgomery; Douglas 8420.  
Hogber, Emil, 180 Jessie; Sutter 6700.  
Home Builders Association, 139 Sutter; Kearny 2050.  
Industrial Construction Co., 815 Bryant; Hemlock 3090.  
Keystone Electric Co. (Electric), 708 Mission; Kearny 3769.  
Kitchen, A. W. & Co., 110 Market; Kearny 2638.  
Larsen, H. N., Hearst Bldg.; Sutter 4437.  
Larsen-Sierstoft Co., Inc., 703 Market; Garfield 5160.  
Lawson Roofing Co. (Roofing), 3318 Seventeenth; Market 5000.  
Levy, E. T. & Son, 74 New Montgomery; Sutter 1980.  
**LINDGREN & SWINERTON, INC.**, 225 Bush; Douglas 2447.  
Livermore, Norman B. & Co., 85 Second; Sutter 6893.  
McKillop Bros., 47 Kearny; Douglas 8022.  
McLeran, Ralph & Co., Hearst Bldg.; Douglas 2370.  
MacDonald & Kahn, 130 Montgomery; Kearny 4610.  
Mahony Bros., 780 Market; Sutter 445.  
Mathies & Gale, 180 Jessie; Sutter 6700.  
Meyer Bros., 1 Montgomery; Douglas 321.  
Monson Bros., 251 Kearny; Kearny 631.  
Moore & Madsen, 77 O'Farrell; Sutter 5333.  
Myers, L. A., 68 Post; Sutter 4162.  
New Era Building Co., 3289 Mission; Mission 8866.  
Pacific States Construction Co., 74 New Montgomery; Douglas 789.  
Palmer & McBryde, 503 Market; Sutter 4180.  
Parke, K. E. Co., 135 South Park; Kearny 6640.  
Peterson, H. L., 153 Sutter; Kearny 426.  
Robinson & Gillespie, 1051 Sutter; Franklin 3937.  
Robt. H. W., 625 Market; Garfield 6217.  
Rolandi, Fred, 550 Montgomery; Douglas 4789.

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**CONTRACTORS AND BUILDERS***Continued*

San Francisco Bridge Co., 14 Montgomery; Douglas 2288.  
 Sanderson & Porter, 14 Montgomery; Douglas 7500.  
 Savage, M. J., 544 Market; Douglas 5120.  
 Schultz Construction Co., 46 Kearny; Kearny 648.  
 Sechler, D. & Co., Inc. (Terrazo), 35 Cook; Pacific 691.  
 Sibley Grading & Tearing Grading, 135 Laidler; Market 766.  
**SOMMER, I. M. & CO.**, 901 Bryant; Hemlock 1100.  
 Spargo, John, 333 Kearny; Garfield 2455.  
 Stockholm, Chas. & Sons, 681 Market; Douglas 4657.  
 Stone, Allen L., 105 Montgomery; Kearny 8240.  
 Thorpe, J. T. & Son, Inc. (Brick), 525 Market; Kearny 2442.  
 Tibbitts-Pacific Co., 16 California; Sutter 2635.  
 Utah Construction Co., 760 Market; Garfield 6650.  
 Wagner, Geo., loc., 181 South Park; Sutter 670.  
 Walker, P. J. Co., 65 New Montgomery; Sutter 0096.  
 West Coast Construction Co., 519 California; Sutter 4613.  
**WESTERN ASBESTOS MAONEXIA CO. (M)** (Roofing.) 21-29 So. Park; Douglas 3860.  
 Williams, J. G. Construction Co., 519 California; Garfield 1445.

**CONTRACTORS' EQUIPMENT**

**COOPER, HOWARD, CORP. OF CAL.**, 1246 Howard; Hem. 4587.  
 Northwest Engineering Co., 23 Main; Davenport 686.  
 Pacific Equipment Co., 234 Stewart.

**CONCRETE—MILK**

**CYCLOPS IRON WORKS (M)**, 837 Folsom; Sutter 3030.  
**FRISING, GEO. W. CO., INC.**, ss-06 Clay; Sutter 1723.

**COOPERAGE**

Bauer, S. (M), 833 Florida; Mission 2268.  
**CALIFORNIA BARREL CO. (M)**, 433 California; Factory; 1101 Illinois; Sutter 8430.  
 Hogan & Co. (M), 326 Twelfth; Market 568.  
 Western Cooperage Co. (M), 1 Fourteenth; Hemlock 3600.  
 Windeler, Geo. Co. (M), Eighth and Hooper; Market 5280.

**COOPERAGE STOCK**

**CALIFORNIA BARREL CO. (M)**, 433 California; Factory; 1101 Illinois; Sutter 8430.  
 Huddart & Baker (MA), 681 Market; Kearny 1871.  
 Richards, J. W. (MA), 681 Market; Kearny 1871.

**COPPERSMITHING**

Kristen, Oscar (M), 51 Tehama; Douglas 2426.  
 Smith, C. W. Copper Works (M), 16 Washington; Kearny 3992.  
 Wagner, L. & Sons Pacific Copper Works (M), 85 Minna; Kearny 1388.

**CORK PRODUCTS**

Van Fleet-Freear Co. (MA), 557 Howard; Sutter 4073.  
 Western Stopper Co. (M), 2701 Eighteenth; Mission 4134.

**CORPORATION EXPERTS**

Corporate Service Association, 155 Montgomery; Douglas 8263.

**COSTUMES—THEATRICAL**

Blake & Amber, 678 Market; Douglas 400.  
 Goldstein & Co., 989 Market; Garfield 5150.

**COTTON**

Adams, W. W. & Co. (B), 465 California; Garfield 5661.

**COTTON GOODS**

American Import Co., Inc. (M-J), 16 First; Kearny 2067.  
 Ames, Harris, Neville Co. (W) (Ducks), 37 Front; Kearny 5560.  
 Anderson-Cameron & Co., 509 Sacramento; Douglas 6160.  
 California Cotton Mills (M), 310 California; Douglas 2648.  
 China Toggery (B), 929 Market; Douglas 1408.  
**DINKELSPIEL, L. CO., INC.** (W), 125 Battery; Douglas 1900.  
 Ford, C. W. R. Co. (W), 164 Sutter; Sutter 4731.  
 Hopkins, H. B. (MA), 400 Lick Bldg.; Douglas 2560.  
 Hunter Mfg. & Commission Co. (W), 22 Battery; Sutter 5156.  
 Leighton-Jellett Co., Inc. (I-W), 526 Mission; Douglas 1763.  
 Leon, S. R. & Co. (W), 40 First; Douglas 1598.  
 Lillenthal, Lee & Co. (J), 268 Market; Garfield 938.  
 Moore, Walton N., Dry Goods Co. (W), Mission & Fremont; Dav. 841.  
 Munter, Carl & Co. (W), 517 Mission; Kearny 3126.  
**NIPPON DRY GOODS CO. (W)**, 70 Pine; Sutter 690.  
 Plummer, W. A. (Bleached and Brown, Ducks), 216 Pine; Kearny 7675.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
 Shapiro, D. R. (MA), 38-40 First; Sutter 4121.  
**SHUN YUEN HING & CO. (I-E)**, 840 Grant Ave.; China 45.  
 Simpson & Fisher, Inc. (MA), 240 Stewart; Davenport 3041.  
 Wellington Sears & Co. (W), 22 Battery; Douglas 7430.

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**CRACKERS AND BISCUITS**

American Biscuit Co. (M), 815 Battery; Douglas 100.  
 Mutual Biscuit Co. (M), 3402 Sixteenth; Market 2069.  
**STANDARD BISCUIT CO.** (M), 832 Sansome; Kearny 4032.  
 Zed Corporation (M), 465 California.

**CRANES AND HOISTS**

Bulotti, C. F. Machinery Co., 829 Folsom.  
**CYCLOPS IRON WORKS** (M), 837-847 Folsom; Sutter 3030.

**CREAMERY EQUIPMENT**

**CYCLOPS IRON WORKS** (M), 837-847 Folsom; Sutter 3030.  
**PRISING, GEO. W. CO., INC.** 88-96 Clay; Sutter 1723.

**CREAMERY PRODUCTS**

Alpine Evaporated Cream Co. (M), 112 Market; Kearny 2070.  
 Dairy Delivery Co. (W-R), 3550 19th; Mission 196.  
 Golden State Milk Products Co. (M), 425 Battery; Sutter 1820.  
 Hilmer, Fred L. Co. (W), 129 Davis; Kearny 304.  
 Isleton Produce Co. (W), 109 Clay; Kearny 1723.  
 Kraft Cheese Co. of California, 757 Sansome; Sutter 3584.  
 Meyenberg Evaporated Milk Co. (M), 1 Drumm; Douglas 158.  
 Nestle's Food Co., Inc. (M), 112 Market; Kearny 3070.  
 San Francisco Dairy Co. (R), 1553 Turk; West 6110.  
 Spreckels Creameries, Inc. (M), 1405 Mission; Hemlock 939.

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**CREDIT RATING BUREAUS**

Bradstreet Co., 486 California; Sutter 7420.  
 Dun, R. G. & Co., 86 Third; Sutter 31.  
 Retailers Credit Assn. of San Francisco, 25 Taylor; Prospect 9622.  
 San Francisco Assn. of Credit Men, 85 Second; Douglas 7576.

**CRUCIBLES**

Dixon, Joseph, Crucible Co. (FB), 444 Market; Kearny 1062.

**CULTURES—MILK**

Vitalait Laboratory, 870 Market; Sutter 5139.

**CURIOS**

American Import Co. (I-E), 16 First; Kearny 2067.  
 Bloch, E. Mercantile Co. (R), 70 Market; Douglas 1746.  
 Gump, K. & G. Co., 246 Post; Douglas 6200.  
 Hague, Wm. E., Inc. (I), 558 Sacramento; Douglas 3473.

**CUTLERY**

Baker, Hamilton & Pacific Co. (W), 700 Seventh; Park 9000.  
 Deckelman Bros., Inc. (W) (Barber, Etc.), 48 Turk; Franklin 2570.  
 Remington Arms Co., Inc. (FB) (Pocket), 12 Geary; Kearny 3176.

**CYLINDERS**

Cox Cylinder Works (M) (Grinding), 100 Van Ness Ave.; Park 3495.  
 Main Iron Works (M-M) (Pump), 1060 Sixteenth; Market 752.  
 Otis Elevator Co. (M) (Elevator), 1 Beach; Kearny 3030.

**DAIRY PRODUCTS**

Caspersee, O. & Sons (W), 359 Twentieth; Mission 4078.  
 Dairy Delivery Co. (W-R), 3550 Nineteenth; Mission 196.  
 Golden State Milk Products Co. (M), 425 Battery; Sutter 1820.  
 King, Fred E. (W), 310 Clay; Sutter 3382.  
 Liberty Dairy Co., 271 Tehama; Douglas 5829.  
 Makins Produce Co. (W), 310 Davis; Kearny 663.  
 Menotti-Larimer (W), 250 Sacramento; Douglas 4460.  
 San Francisco Dairy Co. (R), 1553 Turk; West 6110.  
 Schallinger, Carl, 325 Davis; Garfield 418.  
 Scheer & Co. (W), 314 Front; Kearny 3368.  
 Sherry Bros., Inc. (W), 249 Davis; Sutter 4747.  
 Smith, Lynden & Co. (W), 231 Davis; Sutter 4220.  
 United Milk Co. (R), 3201 Sixteenth; Park 6400.

**DAIRY SUPPLIES**

Creamery Package Mfg. Co., 699 Battery; Sutter 6880.  
 De Laval Pacific Co. (W-D), 61 Reale; Davenport 727.  
**PRISING, GEO. W. CO., INC.**, 88-96 Clay; Sutter 1723.



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**DECORATING—EXTERIOR**

**CAPITAL DECORATING CO.**, 348-350 Hayes, Market 7295.  
 Decorative Construction Co. (Electrical), 348-350 Hayes, Mkt. 7295.  
**QUANDT, A. & SONS**, 374 Guerrero, Market 1709.  
 Vowinkel, Henry (M) (Carnival, etc.), 350 Hayes, Market 7295.

**DECORATING—INTERIOR**

Beach-Robinson Co. (M), 239 Geary, Sutter 580.  
 Coyle, Ray, Loderer, Inc., 522 Powell, Sutter 3634.  
 Craig, John H., 126 Post, Garfield 5978.  
 Hamilton, K. Hope, 646 Taylor, Prospect 9605.  
 Laitimer, J. L. (Window), 830 Market, Garfield 5613  
 McCann, Wm. D. (R.), 404 Union, Pioneer 4444.  
 Marten, A. F. Co., 1501 Sutter, West 4512.  
 Rumpf, Herman, 567 Howard, Douglas 4161.  
 Springs & Duonan, 1369 Sutter, Prospect 53.  
**VOINKEL, HENRY (M)**, 348-350 Hayes, Market 7295.  
 Wacker, August, 1370 Sutter, Franklin 2192.

**DELICATESSEN**

Nob Hill Confectionery and Delicatessen (H), 1148-1152 Taylor.

**DEMURRAGE BUREAUS**

Pacific Car Demurrage Bureau, 85 Second, Kearny 1264.

**DENTAL LABORATORIES**

Ellis, Wm. A. (M), 830 Market, Kearny 5525.  
 Lloyd, Lewis C. (M), 760 Market, Garfield 2269.

**DENTAL SUPPLIES**

**EDWARDS, JAMES W., CO.** (W), 323 Geary, Douglas 4470.  
 Egan, S. B. Co., Inc. (M), 608 Commercial.  
 Shreve Gold Products Co. (M) (Gold, 450 Jessie, Garfield 4667.  
 Strobridge, T. A. (W), 870 Market, Sutter 552.  
 White, S. S., Dental Mfg. Co. (FB), 212 Stockton, Sutter 620.  
 Wildberg Bros. Smelting & Refining Co. (M), 742 Market, Sutter 1672.

**DENTIFRICES**

Bristol-Myers Co. (FB), 543 Howard, Sutter 4672.  
 Drucker, August E. Co. (M), 2679 California, Fillmore 2138.  
 Langley & Michaels Co. (M-W), 42-40 First, Sutter 7272.

**DENTISTS**

Bell, Dr. Dickson G., 209 Post, Douglas 1825.  
 Boyes, Dr. Paul J., 870 Market, Douglas 425.  
 Brown, Dr. James A., 391 Sutter, Douglas 386.  
 Bruhn, Dr. Harold J., 490 Post, Kearny 2468.  
 Curtis, Dr. Geo. B., 948 Market, Douglas 3569.  
 Day, Dr. Roscoe A., 490 Post, Garfield 348.  
 Ford, Dr. Arthur J., 995 Market, Douglas 2799.  
 Gray, Dr. B. Frank, 299 Post, Sutter 2991.  
 Gurley, Dr. John E., 350 Post, Garfield 257.  
 Hardy & Tucker, 209 Post, Sutter 2269.  
 Hart, Dr. Chas. E., 391 Sutter, Douglas 4414.  
 Kettle, Dr. E. D., 135 Stockton, Douglas 1933.  
 Ogawa, Dr. Eich, 1739 Buellman, Fillmore 910.  
 Parker, E. R., System of Dentistry, 15 Stockton.  
 Phillips, Dr. Henry J., 135 Stockton, Garfield 4586.  
 Rietz, Dr. H. C., 833 Market, Sutter 6156.  
 Rufusson, Dr. A. C., Jr., 135 Stockton, Douglas 1570.  
 Seamaning, Dr. John A., 346 Columbus Ave., Sutter 3096.  
 Schord, Dr. M. H., 210 Post, Douglas 2621.  
 Sharp, Dr. Jas. G., 135 Stockton, Douglas 3018.  
 Stedley, Dr. Eugene, 26 Hidalgo Ave., Park 6202.  
 Sommers, Dr. J. C., 177 Post, Kearny 66.  
 Vogel, Dr. T. A., 490 Post, Sutter 2019.  
 Wallace, Dr. Lew E., 223 Taylor, Market 823.  
 Westphal, Dr. O. F., 275 Post, Garfield 10.  
 Younger, Dr. Edw. A., 135 Stockton, Douglas 3196.

**DEODORANTS**

Hockwald Chemical Co. (M), 436 Bryant, Sutter 1753.  
 Lacko Specialty Co., Inc. (M), 824 Montgomery, Garfield 6631.

**DEPARTMENT STORES**

City of Paris-Dry Goods Co. (R), Geary, Stockton &1 Farrell, Doug. 4500.  
 Emporium, The (R), 835-865 Market, Kearny 6800.  
 Hale Bros., Inc. (R), 901-921 Market, Sutter 5600.  
 Livingston Bros., Inc. (R), Grant Ave. and Geary, Douglas 3060.  
 Maguin, J. & Co. (R), Grant Ave. and Geary, Sutter 123.  
 O'Connor, Moffatt & Co. (R), 119-129 Post, Garfield 6000.  
 Well, Raphael & Co., Inc. (W-R), Sutter, Grant Ave. and Post, Doug. 4500.  
 Weinstein Co. (R), 1081 Market, Market 985.  
 White House (R), Sutter, Grant Ave. and Post, Kearny 5000.  
 Whitthorne & Swan (R), 2558 Mission, Mission 4890.

**DETECTIVE AGENCIES**

Burns, Wm. J., International Detective Agency, 1 Montgomery.  
 Costello Bureau of Investigation, 821 Market, Kearny 7999.  
 Field, W. H., Detective Bureau, 681 Market, Sutter 2298.  
 General Service Corp., 985 Market, Garfield 69.  
 Gignac Secret Service Bureau, 681 Market, Douglas 5469.  
 Jerome Detective Service Co., 321 Bush, Douglas 9189.  
 Morse Detective & Patrol Service, 602 California, Sutter 1060.  
 Pinkerton National Detective Agency, 870 Market, Kearny 5330.

**DIES**

Amerleau Toga Co. (M), 25-37 Tehama, Sutter 2998.  
 K-B Mfg. Co. (M), 54 Washburn, Market 5506.  
 Korkle, Mfg. Co. (M), 335 First, Sutter 5216.  
 Moise-Klinkner Co. (M), 369 Market, Sutter 7040.  
 Robinson Machine & Mfg. Co. (M), 20 Clementina, Sutter 2687.  
**SMITH-BOTH-EBER CO.** (L-D-BA), 50 Fremont, Sutter 952.  
 United Shoe Machinery Co. (FB) (Shoe Cutting), 850 Mission, Doug. 925.  
 Waechter, Walter E. (M), 204 First, Kearny 4213.

**DISINFECTANTS**

Linen, John F., Sanitation Co. (M), 1415 Folsom; Hemlock 4144.  
 Hockwald Chemical Co. (M), 436 Bryant, Sutter 1755.  
 Rogers, R. R., Chemical Co. (M), 527 Commercial, Kearny 150.

**DISPENSERS**

Eng-Skell Co. Inc. (W), 208-210 Mission.  
**MAGNUS FRUIT PRODUCTS CO.** (M) (Root Beer; Soda Fountain, etc.), 3011 Howard, Douglas 2471.  
 National Sales Faucet Co. (M), 337 Golden Gate Ave., Market 41.

**DISTILLATE**

Associated Oil Co. (M), 79 New Montgomery, Kearny 4800.  
 Shell Co. of California (M), 200 Bush, Garfield 6180.  
 Standard Oil Co. (M), 225 Bush, Sutter 7900.  
 Refinery, Richmond, Cal. Union Oil Co. of Cal., 220 Montgomery, Sutter 1490.

**DOORS**

Aeme Planing Mill (M), 1869 Bryant, Park 8043.  
 Anderson Bros. Planing Mill (M), Quint and Castro; Mission 8624.  
**CALIFORNIA DOOR CO.** (M), 43-45 Main; Mills, Oakland, Cal. Daveport 3160.  
 Dean Reversible Window Co. (MA), 551-555 Brannan; Kearny 1516.  
 Empire Planing Mill (M), 750 Bryant; Kearny 770.  
 Eureka Sash, Door & Moulding Mills (M), 1715 Mission; Market 600.  
 Fardier Cornish Mill (M) (Fire), 290 Potrero Ave., Hem. 4100.  
 Gunn Carle Co. (MA) (Steel Belling), 444 Market; Sutter 2720.  
 Heldt, W. Currier Works (M) (Fire), 152-169 First; Kearny 3587.  
 Jorgensen, Carl & Co. (MA) (Metal), 604 Mission; Kearny 2386.  
 Karp, H. & son (M), 711-713 Valencia, Market 2484.  
 Kruse, J. H. (M), Twenty-third and Shattwell, Mission 2576.  
 Oakley Lumber & Mill Co. (M), 1430 Powell; Kearny 3385.  
 Pacific Mfg. Co. (M), 177 Stevenson; Sutter 305.  
 Phoenix Sidewalk Light Co. (M) (Sidewalk), 317 Harriet; Mkt. 4565.  
 Portman's Planing Mill (M), 1618 Mission; Park 6204.  
 Redwood Manufacturers (M), 882 Market, Garfield 1910.  
 United States Metal Products Co. (M), 350 Thren; Hemlock 3160.

**DRAPERIES AND CURTAINS**

Bare Rose & Brown (R), 314 Sutter; Sutter 1177.  
 Beach-Robinson Co. (M), 239 Geary; Sutter 580.  
 Brauer, John, Co. (W-K), 281 Geary; Sutter 1300.  
 California Cotton Mills (M), 310 California; Douglas 2643.  
 Caro & Upright (M), 717 Market, Douglas 1507.  
 Dinkelspiel, L. Co., Inc. (W), 125 Battery, Douglas 1900.  
 Fisher, Chas. (MA), 49 Geary; Kearny 1669.

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Friedman, M. & Co. (R), 259 Post, Sutter 460.  
Harris, S. & Co. (W), 550 Mission, Kearny 1106.  
Hulse-Bradford Co. (I-W), 844 Mission, Garfield 526.  
Kalscher, N. & S. E. (W), 57 First, Douglas 2905.  
Kemp, John H., 770 Mission, Sutter 4144.  
Kreiss, L. & Sons (R), 401 Sutter, Garfield 1216.  
Levy Mfg. Co. (I-W) (Curtains), 251 Post, Garfield 2069.  
McCann, Wm. L. (R), 404 Post, Sutter 4144.  
Marton, A. F. Co., 1501 Sutter, West 4512.  
Moore, Walton N., Dry Goods Co. (W), Mission & Fremont; Daven, 481.  
Noel, Thos. E., 821 Market, Garfield 5902.  
Roseenthal, Maurice (W), 49 Battery, Kearny 7213.  
Rumpf, Herman, 567 Howard, Douglas 3161.  
Wine, W. & J. (I-W) (Rugs), 283 First, Garfield 2838.  
Sonnenschein Bros. (M), 718 Natoma, Market 1145.  
Springer & Duncan, 1366 Sutter, Prespect 53.  
Sterling Furniture Co. (R), 1049 Market, Market 1782.  
Walter, D. S. & E. Co. (W), 562-572 Mission, Sutter 100.  
Walter, D. & N. E. (M), 562 Mission, Sutter 100.

## DRAUGHTSMEN

American Plan & Building Service Co., 220 Montgomery; Kearny 3403.  
Wichman & Albers (A) (Electrical, Architectural, Mechanical, Experimental and Model Drawings), 325 Market.

## DRAYING AND HAULING

Bekins Van & Storage Co., Thirteenth and Mission, Market 15.  
**BOCARDE, J. B.**, Drayage Co., 66 Sacramento, Kearny 1105.  
Bristolara Draying Co., 20 Washington, Kearny 3385.  
Carley & Hamilton, Inc., 15 Main, Davenport 1315.  
Clark, J. A., Draying Co., 30 Beale, Kearny 3737.  
Consolidated Motor Freight Lines, Inc., 1 Montgomery.  
Emmons Draying & Safe Moving Co., 440 Market, Kearny 3670.  
Englander Drayage & Warehouse Co., 636 Battery, Sutter 4225.  
Farnsworth & Ruggles, 109 Davis, Kearny 5270.  
Gaffney Drayage & Delivery Co., 48 Clay, Kearny 3648.  
Gross, F., Coal Co., 480 Ninth, Market 792.  
Keatinge Drayage Co., 443 Davis, Douglas 4066.  
King & Co., 625 Second, Kearny 1040.  
McCarthy, John & Son, 116 Battery, Kearny 848.  
Magaldi, Joe, Draying Co., Inc., 240 Pacific, Sutter 112.  
Nolan Drayage & Warehouse Co., 153 Second, Sutter 6160.  
Overland Freight Transfer Co., 217 First, Garfield 3660.  
Pacific Warehouse Co., 690 Fifth, Kearny 7120.  
Robertson Drayage Co., 74 Clementina, Douglas 9593.  
Schussler, J. & Co., 43 Pine, Kearny 1113.  
Signal Transfer & Storage Co., 1250 Bay, Franklin 318.  
**STETSON-RENNER DRAYAGE CO.**, 320 Battery, Sutter 1145.  
Thomas, G. W., Drayage & Rigging Co., 160 First, Kearny 3298.  
Thompson Bros., Inc., 544 Howard, Kearny 5401.  
Walkup Drayage & Warehouse Co., 518 Bryant, Douglas 8660.  
Worth, C. A. & Co., 145 Main, Davenport 741.

## DRESSES

Bethlehem Shipbuilding Corp. (M), 215 Market, Davenport 1740.  
**YUBA MFG. CO.** (M), 443 California, Sutter 2345.

## DREDGING

Franks, Fred Co., Contracting Co., 260 California, Douglas 1839.  
Keystone Dredging Co., 433 California, Sutter 2345.  
Natomas Company of Cal., 310 Sansome, Sutter 1003.  
Powder River Gold Dredging Co., 433 California, Sutter 2345.  
Union Dredging Co. (Reclamation), 465 California, Kearny 1200.

## DRESSES

Alcone Knitting Mills (M) (Sport), 1663 Mission, Market 263.  
Anthony Bros. (M), 516 Mission, Sutter 7246.  
Barry-Newberg & Co. (W), 154 Sutter, Sutter 5310.  
Baner Bros. & Co. (M), 83 First, Douglas 731.  
Krovan, Frank, Mfg. Co. (M), Children's, 612 Howard, Gar. 4039.  
**DINKELSPEL, L. CO., INC.** (W), (House), 125 Battery, Doue 1900.  
Doller & Bro. (W) (Leather), 619 Mission, Sutter 3141.  
Escheu, Lee & Co. (M), 130 Sutter, Douglas 3513.  
Economy Mfg. Co. (M), 7 O'Farrell, Douglas 1265.  
Fleischman, M. R. (M), (House), 15 Battery, Kearny 4741.  
Furs, Mal, Inc. (R), 154 Sutter, Kearny 259.  
Goldman, Morris (M), 212 O'Farrell, Sutter 2344.  
Hamburger Apparel Co. (W), 130 Sutter, Douglas 3169.  
Handelman, L. (M), 154 Sutter, Douglas 4944.

## DRESSES—Continued

Hoff, William (W), 212 Stockton, Kearny 1632.  
Horvitz, Louis (W), 77 O'Farrell, Kearny 3400.  
Israel & Nussbaum Co. (W), 154 Sutter, Douglas 850.  
Juda Bros. (W), 130 Sutter, Douglas 2325.  
Lees Bros. (W), 130 Sutter, Douglas 313.  
Levy, Louis M. (W), 154 Sutter, Douglas 3831.  
Levy, Mac (W), 130 Sutter, Kearny 1677.  
Loewy, Edmund & Co. (W), 130 Sutter, Kearny 1036.  
Marian Mfg. Co. (M) (House), 154 Sutter, Sutter 2647.  
McDowell Section of Dressmaking, 450 Geary, Franklin 5037.  
Meyer Cloak & Suit Co. (M), 130 Sutter, Douglas 2754.  
Milday Mfg. Co. (M), 88 First, Sutter 7533.  
Miller, Max (W), 130 Sutter, Sutter 7059.  
Modern Cloak & Suit Co. (M), 305 Grant Ave.; Kearny 5833.  
Moore, Walton N., Dry Goods Co. (W), Mission & Fremont; Daven, 481.  
Normandin Bros. Co. (M), (House), 520 Mission, Kearny 2901.  
Reynolds, G. W. & Co. (M), (House), 120 Battery, Douglas 4136.  
Roseenthal, Maurice (W), 49 Battery, Kearny 7213.  
Seegal, Leon & Co. (W), 154 Sutter, Sutter 4364.  
Smoot Mfg. Co. (M), (House), 783 Mission, Garfield 2794.  
Sunshine Mfg. Co. (M), (House), 430 Mission, Davenport 3547.  
Vag Vliet, George (M), 154 Sutter, Garfield 2152.  
Walker Cloak & Suit Mfg. Co. (M), 228 Grant Ave.; Garfield 1655.  
Westmaid Coat & Suit Co., Inc. (M), 991 Mission, Douglas 9580.

## DRESSING—SALAD

Best Foods, Inc. (M), 1900 Bryant, Hemlock 3500.  
Hickman, Richard, Inc. (M), Sixteenth and Harrison; Hemlock 3817.  
**HELLMANN PRODUCE CO.** (D), 910 Harrison, Douglas 8355.  
Lennett, Francis (D), 681 Market, Sutter 2901.  
**VIDREN PACKING CO.** (M), 155 Montgomery, Douglas 8185.

## DRUGS

Abraham, Chas. J. (R), 1198 McAllister, Filmore 6501.  
Arcand Drug Co. (R), 509 Columbus Ave., Kearny 6553.  
Arcade Pharmacy (R), 1094 Bush, Franklin 406.  
Bayer Co. (R), 681 Market, Sutter 2901.  
Boerliche & Runyon (M-W-R), 880 Folsom and 106 Powell, Gar. 3133.  
Bererman's Pharmacy, Inc. (R), 356 Post, Garfield 46.  
Bristol-Myers Co. (FBI), 543 Howard, Sutter 4672.  
Brennen's Prescription Pharmacy (R), 2501 California, 384-400 Post.  
Calegairis, Arnold (R), 950 Kearny, Davenport 333.  
Collin-Rodriguez Co. (W), 401 Mission, Douglas 9300.  
Conradi, C. H. (R), 1398 California, Franklin 3771.  
Davis Bros. (R), 2790 Mission, Mission 623.  
Dook Leun Hong & Co. (R), 844 Grant Ave.  
Dugan, Herbert F. (R), 1170 Sutter, Franklin 445.  
Emerson Drug Co. (W), 136 Embarcadero; Davenport 3471.  
Everyday's Drug Co. (R), 2574 Mission, Mission 3077.  
Fauda, C. G. & Bro., Drug Co. (R), 223 Columbus Ave.; Doug. 2515.  
Geary-Mason Pharmacy (R), 400 Geary, Franklin 40.  
Hirsch, W. V. (D), 391 Sutter, Douglas 7196.  
Hotaling, A. P. & Co. (W), 451 Jackson, Kearny 7695.  
Joy, Edwin W. (W), 201 Kearny, Douglas 2460.  
Keck's Prescription Pharmacies (R), 135-240 Stockton, 209-454 Post.  
Laugel & Michaels Co. (M-W), 42-60 First, Sutter 7272.  
Leafel's Pharmacy (R), 216 Stockton, Sutter 80.  
No Percentage Drug Co., Inc. (R), 955 Market, Kearny 3614.  
Owl Drug Co. (M-W-R), 611 Mission, Sutter 4700.  
Personen, Joseph, Inc. (I-W), 634 Montgomery, Douglas 4720.  
Prior, Tony (R), 799 Valencia, Market 6025.  
Rees, D. R. (R), 601 Laguna, Walnut 562.  
Rockstroff, F. E. (R), 1097 Valencia, Mission 692.  
Schmidt's Val, Inc. (R), 1845 Polk, Graystone 3200.  
Shunatic's Prescription Pharmacies (W-R), 1640 Divisadero; West 609.  
Star Pharmacy (R), 492 Castro.  
Tai Sang Tong Co. (R), 838 Washington; China 1259.  
United Drug Co. (FBI-W-R), 978 Howard, Sutter 4332.  
Upljohn Co. (FBI-W), 199 First, Kearny 2346.  
Wakelie's Pharmacies (M-W-R), 1158 Howard, Hemlock 344.  
Wing (W) Drug, 755 Grant Ave.

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Sheehan, Geo. A. Co. (D) (Rubber), 576 Mission, Douglas 1271.

## DRUMS—VENEER

Angelo & Son (M), 398 Bay; Douglas 3096.  
Weston Baket & Barrel Co. (M), 813 Folsom; Kearny, 1060.

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American Imports Co. (I-E), 16 First; Kearny 2667.  
 Anderson-Cameron & Co., 500 Sacramento; Douglas 6160.  
 California Cotton Mills (M), 310 California; Douglas 2643.  
 China Toggery (R), 929 Market; Douglas 1408.  
 City of Paris Dry Goods (R) Geary, Stockton, O'Farrell; Doug. 4500.  
 Daybrough Bros. (W), 95 First; Douglas 496.  
 Copeland Bros. (W), 110 First; Douglas 8270.  
**DINKELSPIEL, L. CO., INC.** (W), 115 Battery; Douglas 1900.  
 Emporium, The (R), 835-845 Market; Kearny 6800.  
 Emiel, Adrian (R), 1303 Stockton; Garfield 2162.  
 Ford, C. W. Co. (W), 164 Sutter; Sutter 4731.  
 Hale Bros., Inc. (R), 901-921 Market; Sutter 5600.  
 Harris, S. & Co. (W), 534 Mission; Kearny 1956.  
 Hart, Geo. H. & Co., Inc. (W), 410 Mission; Kearny 7043.  
 Hart Silk Co. (W), 300 Mission; Douglas 826.  
 Hopkins, H. B. (M), 400 Lick Bldg.; Douglas 2560.  
 Hunter Mfg. & Commission Co. (W), 22 Battery; Sutter 5156.  
 Kalscher, N. & S. E. (W), 57 First; Douglas 2965.  
 Kessler, Richard H. (M), 832 Market; Sutter 5963.  
 Kraft, Karl F. (W), 444 Market; Sutter 0460.  
 Lazar-Klein Co. (W), 87 First.  
 Lightfoot-Jellett Co., Inc. (I-W), 526 Mission; Douglas 1703.  
 Leon, S. B. & Co. (W), 40 First; Douglas 1598.  
 Lillenthal, Lee & Co. (J), 298 Market; Garfield 938.  
 Lipman Bros. (R), 2706 Mission; Mission 4666.  
 Maltzer & Kiefer (M-J), 110 Bush; Douglas 829.  
 Moore, Walton N. Dry Goods Co. (W), Mission & Fremont; Daven 441.  
 Munter, Carl & Co. (W), 517 Mission; Kearny 3120.  
 Nippon Dry Goods Co. (W), 70 Pine; Sutter 690.  
 O'Connor, Moffatt & Co. (R), 119-120 Post; Garfield 6000.  
 O'Keefe & Co. (W), 788 Mission; Sutter 7299.  
 Pacific Dry Goods Co. (I-W), 440 Grant Ave.; Sutter 4088.  
 Rosenthal Maurice (W), 49 Battery; Kearny 7213.  
 Samuels, Louis (R) (Silks and Velvets), 875 Market; Garfield 1774.  
 Schlarin Bros. (W), 342 Clay; Douglas 5469.  
**SEUN YUEN HING** & Co. (I-E), 849 Grant Ave.; China 45.  
 Strauss, Levi & Co. (M-W), 98 Battery; Douglas 9440.  
 Well, Raphael & Co., Inc. (W-R), Sutter, Grant & Post; Kearny 5000.  
 Wellington Sears & Co. (W), 22 Battery; Douglas 7430.  
 White House (R), Sutter, Grant Ave. and Post; Kearny 5000.  
 Withmore & Swan (R), 2558 Mission.

## DYEING AND CLEANING WORKS

Allee New Parisian Dyeing & Cleaning Works, 2140 Folsom; Hem. 3131.  
 City of Paris Dry Cleaning Co., Twentieth and Bryant; Mission 1078.  
 Deluxe Cleaning Service, 1625 Mission; Market 7913.  
 Gaitie French Cleaning & Dyeing, 439 Eleventh; Park 162.  
 Liberty Dyeing & Cleaning Works, 3334 Fillmore; West 276.  
 Messner's, Inc., 240 Eighth; Market N.  
 National Cleaning & Dyeing Co., 335 Bryant; Douglas 1404.  
 Thomas, F. Parisian Cleaning & Dyeing Works, 27 Tent; Park 8680.  
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 California Ink Co., Inc. (M), 426 Battery; Kearny 4688.  
 General Dyestuff Corporation, 20 Natoma; Sutter 2537.  
 National Aniline & Chemical Co., Inc. (FB), 145 Second; Sutter 5375.  
 Pateck & Co. (W-D), 513 Sixth; Douglas 5988.

## EDUCATIONAL INSTITUTIONS

American Commerce Association, 68 Post; Sutter 2375.  
 Artliff Musical College, 2315 Jackson; West 4737.  
 Barrett's, Margaret G. Secretarial & Coaching School, 222 Second Ave.  
 Burke's, Miss. School, Inc., 3065 Jackson; Fillmore 858.  
 Butler Bureau (Coaching), 40 Sansome; Kearny 7629.  
 Charing Cross Kindergarten, Turk and Parker; Pacific 2714.  
 Heald's Business College, Van Ness Ave. and Post; Prospect 1540.  
 Heald's Engineering and Automobile School, 1101 Sutter; Prospect 3960.  
 Henkingsway & Accountancy Institute, 220 Montgomery; Kearny 8122.  
 International Correspondence Schools, 786 Market; Garfield 20.  
 La Salle Extension University, 821 Market; Douglas 930.  
 McDowell School of Dressmaking, 450 Geary; Franklin 5037.  
 Nelson Automobile and Tractor School, 121 Ninth; Market 5558.  
 Nelson School for Private Secretaries, 600 Sutter; Franklin 366.  
 Nelson School of Lettering & Com'l Art, 153 Kearny; Douglas 6168.  
 Potter, George Sabine, 1827 Pacific Ave.; West 711.  
 Sills-Johnstone School for Secretaries, 406 Geary; Prospect 1813.  
**SAN FRANCISCO LAW SCHOOL**, 74 New Montgomery; Key 4251.

## EFFERVESCENTS

Emerson Drug Co. (W), 136 Embarcadero; Davenport 3471.  
 Martinton, E. (M), 714 Montgomery; Kearny 882.

## ELECTRIC APPARATUS

Bowle Switch Co. (M), 14 Montgomery; Sutter 2967.  
 Century Electric Co. (FB) (Fans, Motors, etc.), 171 Second; Str. 2071.  
 Dahl, Chas. W. (R), 806 Geary; Douglas 2460.  
 Drendell Electric Mfg. Co. (M), 1345 Howard; Market 1753.  
 Enterprise Electric Works, 652 Mission; Sutter 4670.  
 Fobes Supply Co. (W), 200 Fifth; Garfield 4120.  
 Garland-Affolter Engineering Co., 329 Rialto Bldg.; Sutter 6866.  
 Green, E. A., 401 Van Ness Ave.  
 Herzog Electric & Engineering Co. (M), 172 Stewart; Davenport 4257.  
 Holzmuller, C. J. (M), 1106 Howard; Park 6169.  
 K. P. F. Electric Co., 855 Howard; Kearny 3042.  
 King Knight Co., 593 Market; Sutter 7192.  
 Pacific Electric Mfg. Co. (M), 827 Folsom, 5815 Third St.; Atwater 810.  
 Safety Electric Co. (M), 59-65 Columbia Sq.; Market 2949.  
 Sanacme Electric Co., 1061 Howard; Hemlock 4738.  
 Smith Electric Co., 977 Howard; Sutter 1378.  
 Travers Surgical Co. (W) (Hospital), 372 Sutter; Douglas 9477.  
 Yandever, C. G. Co. (W) (Hospital), 524 Market; Kearny 1431.  
 Westinghouse Electric & Mfg. Co. 1 Montgomery; Kearny 5353.  
 Wholesale Electric Co., 817 Mission; Garfield 3015.

## ELECTRICAL APPLIANCES

Byington Electric, 1809 Fillmore; West 82.  
 Chernoff, A. S. Co. (M-D), 41 Fell; Hemlock 520.  
 Electric Appliance Co., 807 Mission; Sutter 4900.  
 Electric Mfg. Co., 966 Mission; Kearny 310.  
 Electric Novelty Works (M), 965 Howard; Kearny 2094.  
 Hamilton, F. A. (MA), 315 Sutter; Kearny 2349.  
 Hurley Machine Co. (FB) (Washing Machines), 124 Post; Sutter 3354.  
 Levy Electric Co., 1230 Folk; Prospect 2300.  
 Lisenwater & Gough, Inc. (W-D), 325 Fifth; Kearny 7640.  
 Majestic Electric Appliance Co., 590 Folsom; Douglas 8200.  
 Manning, Bowman & Co. (W) (Table Appointments), 150 Post.  
 O'Donnell, J. R. & Co., 1377 Mission; Sutter 2958.  
 Schlueter Commercial Co., 2762 Mission; Mission 390.  
 Schwinn Electrical Appliance Corporation, 1067 Market; Market 3886.  
 Wells Manufacturing Co. (M), 673 Folsom; Kearny 5766.

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 Baker-Joslyn Co. (M-D), 490 Second; Douglas 6700.  
**BROWN & PENGILLY, INC.** (Safety Devices), 1264 Folsom; Hemlock 3874.  
 Buick Electric Equipment Co., 530 Folsom; Douglas 2046.  
 Fobes Supply Co. (W), 260 Fifth; Garfield 4120.  
 Garland-Affolter Engineering Co., 323 Rialto Bldg.; Sutter 6806.  
 General Electric Co., Rialto Bldg.; Sutter 3335.  
 Green, E. A., 401 Van Ness Ave.  
 Holzmüller, C. J. (M), 1108 Howard; Park 6169.  
 Johnson, C. H. (MA), Rialto Bldg.; Sutter 1070.  
 K. P. F. Electric Co., 855 Howard; Kearny 3642.  
 Maydwell & Hartzell, Inc. (D-MA), 158 Eleventh; Hemlock 1630.  
 Safety Insulated Wire and Cable Co. (FB), 589 Howard; Sutter 4685.  
 Scheer Electrical Engineering Co., 779 Folsom; Douglas 9223.  
 Simplex Wire & Cable Co. (FB) (Wire and Cable), 390 4th; Doug. 4220.  
 Standard Underground Cable Co. (M1) Montgomery; Kearny 4534.

**ELECTRICAL ILLUMINATION**

Brunfield Electric Sign Co. (M), 965 Folsom; Douglas 476.  
 Day, Thomas Co. (M), 725 Mission; Douglas 4573.  
 Decorative Construction Co., 348-350 Hayes; Market 7295.  
 Holzmüller, C. J. (M), 1108 Howard; Park 6169.  
**STANDARD ELECTRIC SIGN CO.** (M), 1047 Mission; Market 223.

**ELECTRICAL SUPPLIES**

Baker, Hamilton & Pacific Co. (W), 700 Seventh; Park 9000.  
 Baker-Joslyn Co. (W), 490 Sec'd; Douglas 6700.  
 Bossinger, Robt. O. (W), 55 New Montgomery; Garfield 5861.  
**BROWN & PENGILLY, INC.**, 1264 Folsom; Hemlock 3874.  
 Electric Appliance Co., 807 Mission; Sutter 4900.  
 Electric Manufacturing Co., 966 Mission; Kearny 310.  
 Fobes Supply Co. (W), 260 Fifth; Garfield 4120.  
 Graybar Electric Co. (W), 680 Folsom; Kearny 6700.  
 Hetty Bros., 372 Ellis; Prospect 333.  
 Holtermann, A. H., 89 Market; Davenport 1636.  
 Keystone Electric Co., 708 Mission; Kearny 3769.  
 Levy Electric Co., 1230 Folk; Prospect 230.  
 Meyberg, Leo J. (W), 973 Mission; Douglas 6935.  
 Moe-Bridges & Co. (W), 933 Mission; Douglas 6480.  
 O'Donnell, J. R. & Co., 1377 Mission; Sutter 2955.  
 Pacific States Electric Co. (W), 575 Mission; Sutter 7301.  
 Pasama Lamp & Commercial Co. (D), 1066 Mission; Market 800.  
 Smith, Frank E., 418 Eugenia.  
 Sterling & Harkness (MA), 311 California; Garfield 5820.  
 Western Electric Co., Inc. (W), 680 Folsom; Kearny 6700.  
 Wholesale Electric Co., 817 Mission; Garfield 3015.  
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 Butte Electric and Mfg. Co., 556 Folsom; Douglas 2046.  
 Buzzell Electric Works, 130 Eighth; Hemlock 165.  
 Byington Electric, 1849 Fillmore; Sutter 3250.  
 Callahan Electric Mfg. Co., 4211 Mission, Mission 7282.  
 Coney & Kuehl Electric Works, 608 Fifth; Douglas 5971.  
 Cory, Chas. & Son, Inc., 11 Mission; Sutter 3260.  
 Curtis Chas. W. & Son, Electric Co., 109 Mission, Davenport 2450.  
 Decker Electrical Construction Co., 538 Bryant, Kearny 1960.  
 Drendell Electric & Mfg. Co., 2740 Howard; Market 1753.  
 Enterprise Electric Works, 652 Mission; Sutter 4600.  
 Ets-Hokin & Galvan, 10 Mission, Davenport 1526.  
 Farnsworth Electrical Works, 549 Mission; Sutter 688.  
 Garland-Moffet Engineering Co., 423 Riata Bldg., Sutter 6506.  
 Hampton Electric & Mfg. Co., 525 Howard, Sutter 3266.  
 Hettly Bros., 372 Ellis; Prospect 333.  
 Keystone Electric Co., 708 Mission; Kearny 3769.  
 Lemoge, Victor, 281 Natoma, Douglas 5100.  
 Levy Electric Co., 1230 Polk; Prospect 230.  
 Marine Electric Co., 195 Fremont; Kearny 1285.  
 Ne Pace-McKenny Co., 580 Howard; Sutter 2369.  
 Quavley's Electric Works, 807 Folsom; Kearny 5394.  
 Reid, H. C. & Co., 115 Mission, Davenport 508.  
 Secher Electrical Engineering Co., 779 Folsom, Douglas 9223.  
 Smith Electric Co., 975 Howard; Sutter 1378.  
 Stewart Electrical Mfg. Co., 50 Columbia Square, Market 2949.

## ELECTROTYPING

American Enamering & Color Plate Co. (M.), 248 First; Kearny 7325.  
 Filmer Bros. Electrotype Co. (M.), 330 Jackson, Sutter 8100.

## ELEVATORS

Atlas Elevator Co., 34 Harriet; Hemlock 5151.  
 Elevator Supplies Co., Inc., 186 Fifth; Douglas 2898.  
 General Elevator Co., 1159 Howard; Market 808.  
 John R. Ryan, 1000 Folsom; Douglas 2362.  
 OTIS ELEVATOR CO., 11 Beach; Kearny 3030.  
 Pacific Elevator & Equipment Co. (M.), 45 Rausch; Hemlock 4476.  
 Spencer, Horner & Co., 408 Folsom; Sutter 1499.  
 SPENCER ELEVATOR CO. (M.), 166-180 Seventh Market 1535.

## EMBROIDERIES AND LACES

Ades Bros. (L-W), 153 Kearny, Douglas 4887.  
 Ahronheim, Ulrich (M.) Band, 211 Market, Douglas 5484.  
 AMERICAN IMPORT CO. (Partners), 16 First; Kearny 2067.  
 Butler Bros. & Co. (L-W), 274 First; Douglas 5124.  
 Butler-Schutz Co. (W.), 731 Market; Douglas 5124.  
 California Pleating Co. (M.), 272 Sutter; Kearny 1785.  
 Crowley, J. B. (W.), 86 Third; Sutter 482.  
 DINKELSPIEL L. CO., INC. (W.), 125 Battery; Douglas 1900.  
 Fisher, Chas. (M.), 39 Geary; Kearny 1669.  
 INDIA-AMERICAN TRADING CO. (L-W), 25 California; Doug. 1229.  
 Kessler, Kenneth M. (W.), 125 Stockton; Sutter 2558.  
 Levy, Jules & Co. (W.), 340 Mission; Douglas 2873.  
 Moore, Walton N. (Dry Goods Co.), W. Mission & Fremont; Daven. 841.  
 Pacific Embroidery Co. (M.), 1090 Mission, Market 100.  
 Pacific European Import Co. (M.), 80 Third; Sutter 3488.  
 Shainin, L. & Co. (L), 288 Market; Garfield 4570.

## EMPLOYMENT BUREAUS

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 325 Market, Sutter 5419.  
 Butler Bureau, 40 Sansone; Kearny 7620.  
 Coast Service Bureau, 181 Market.  
 Commercial Placement Bureau, 67 Sutter; Sutter 2556.  
 Community Placement Bureau, 67 Sutter; Kearny 2800.  
 Foster-Robertson Co., 68 Post, Garfield 5532.  
 Gilbert, Maude; 201 Sansone; Kearny 2494.  
 Murray & Ready Employment Agency, 784 Howard, Sutter 1205.  
 Pacific Adult and System Co., 57 Post, Sutter 2704.

## ENAMEL WORK

Forderey (ornice Works), 31, 269 Potrero Ave., Hemlock 4100.  
 Roberts Mfg. Co. (M.), 663 Mission; Douglas 6575.

## ENGINEERS—CONSULTING

Adams, Henry P. Co., 465 California, Garfield 6976.  
 Anderson, A. P. (Mining), 582 Market; Sutter 2478.  
 Ausin Co. of California (Building), 243 Kearny; Garfield 6165.  
 Bacon, Edw. R. Co. (M.), Seventh and Folsom; Hemlock 3700.  
 Badt-Palk & Co. (J.), 71 New Montgomery, Douglas 3446.  
 Barrett & Hillp (Construction), 918 Harrison; Douglas 7000.  
 Baum, F. G., 582 Market; Sutter 4600.  
 Bechtel, W. A. (Construction), 625 Market; Sutter 2805.  
 Becker, A. L., 351 California; Douglas 2750.  
 Bralin, Jonas (Textiles and Fibres), 465 California.  
 Bronen, A. (Steam Plant Installations), Builders Exchange, 354 Hobart,  
 Oakland, Cal.; Lakeside 6740.  
 Brunner, Henry J. (Structural), 55 New Montgomery; Sutter 6320.  
 Billard, E. D. Co. (Safety), 565 Howard; Douglas 6320.  
 Bullock, Fred W. (Landscape), 703 Market; Garfield 4177.  
 Bureau of Management Research, 279 Market; Douglas 6226.  
 Butte Electric Equipment Co., 530 Folsom; Douglas 2046.  
 Cahill Bros., Inc. (Construction), 55 New Montgomery; Sutter 1740.

## ENGINEERS—CONSULTING—Continued

California Bridge and Tunnel Co., 58 Second, Douglas 806.  
 Chadwick & Stokes, Inc. (Construction), 106 California; Kearny 5708.  
 Chew, R. S. Riata Bldg.; Garfield 149.  
 Clinton Construction Co. of Cal., 924 Folsom; Sutter 3440.  
 Constant & Angell (Arch. Plan Co., Hydrology and Electric Construction),  
 582 Market; Garfield 4550.  
 Construction Co. of North America, 225 Bush; Garfield 2180.  
 Corcoran, M. J., 67 Post; Sutter 1790.  
 Curtis & Tompkins (Chemical), 331 California; Garfield 2813.  
 CYCLOPS IRON WORKS (Refrigeration), 837 Folsom; Sutter 3030.  
 Decker, Charles W. (Construction), 109 Mission; Davenport 2460.  
 Decorative Construction Co., 348-350 Hayes; Market 7215.  
 Dewell, Henry D. (Civil), 55 New Montgomery; Sutter 3295.  
 Dixon, David W., 112 Market; Sutter 3297.  
 Ellison & Russell (Structural Construction), 821 Douglas 1282.  
 Elson, J. C. (Construction), 386 Market; Market Gar. 450.  
 Eucet Engineering Co. (Refrigeration), 410 Beach; Prospect 9900.  
 Ferguson, Jas. H., 181 Market; Garfield 2180.  
 Fishler, Alfred P., 14 Montgomery; Douglas 1066.  
 Ford, Bacon & Davis, 58 Sutter; Sutter 3200.  
 Foundation Co. (Construction), 486 California; Sutter 3684.  
 Gardner, Fred A., Los Altos, Cal.  
 General Appraisal Co., 821 Market; Sutter 2056.  
 General Engineering and Dry Dock Co., M.; 3013 Battery; Kearny 2113.  
 Gould, Ralph A. (Mechanical), 216 First; Sutter 457.  
 Gray, John R., Inc. (W-D), 726 Harrison; Douglas 2362.  
 Grunsky, C. E. & Co., 57 Post; Sutter 1790.  
 Haas, Edward A. (Civil and Reclamation), 455 California; Kearny 1206.  
 Hamilton Beachamp, Woodworth, Inc., 54 Market; Sutter 5266.  
 Healy-Thibault Construction Co., 64 Pine; Kearny 358.  
 Heints, N. Robinson (M.), Radio; 219 Sutter; Sutter 6104.  
 Hopkins, C. B. (Concrete Construction), 815 Market; Douglas 5583.  
 Hunter & Hudson, Riata Bldg.; Sutter 1414.  
 Industrial Construction Co., 815 Bryant; Hemlock 3090.  
 Janin, Chas. 486 California, Sutter 6497.  
 Johnson R. L. (Heating), 681 Market; Douglas 9386.  
 Jones, J. L. (Mining), 229 Montgomery; Douglas 2894.  
 King-Knight (Co.), 593 Market; Sutter 1192.  
 Kitchen, A. W. & Co. (Bridge, Wharf, Pile), 110 Market; Kearny 2638.  
 Law, Chas. H. (Hydraulic), 58 Sutter; Sutter 6931.  
 King-Oscar, Copper & Brass Works (Chemical), 612-634 Bryant.  
 Krueger, James I. (M.A.)—Heating and Steam Power, 417 Market.  
 Lash, Chas. H. (Hydraulic), 58 Sutter; Sutter 6931.  
 Leland & Haley (Mechanical), 58 Sutter; Kearny 3857.  
 Leonard, John B. (Civil), 381 Bush; Sutter 2157.  
 Lewis, Louis F. (Electrical), 58 Sutter; Sutter 6931.  
 Loring, W. J. (Mining), 440 Geary; Prospect 372.  
 MacDonald Engineering Co., 149 California; Garfield 547.  
 MacDonald & Kahn (Construction), 130 Montgomery; Kearny 4610.  
 MacRorie-McLarn Co., Landscape; 760 Market; Douglas 4442.  
 Martin, J. C., Jr. (Mechanical), 583 Market; Kearny 5312.  
 Merrill Co. (Metallurgical), 12 Second; Sutter 1556.  
 Mohr, E. J. (Civil and Mining), 519 California.  
 Moore, Chas. C. & Co. (I-D-M-A.), 10 First; Kearny 1930.  
 Morhead, J. Stuart, 220 Montgomery.  
 Morhead, Merrill Co., 220 Montgomery.  
 Newman, Jerome (Civil), 519 California; Sutter 1061.  
 Pacific Foundry Co. (M.), Eighteenth and Harrison; Mission 1105.  
 Parker, E. C. (Construction), 135 South Park; Kearny 6440.  
 Parsons Sales & Engineering Co. (M.A.), 525 Market; Sutter 4435.  
 Pettigrew, P. L. (Mining), 315 Montgomery; Douglas 6758.  
 Pike, Robert D., 882 Market; Sutter 1196.  
 Pope, John E. (Mfg.), 620 Market; Douglas 327.  
 Prentice, John A. (Gases, Liquids, Waters), 510 Pine; Kearny 4992.  
 Punnett, J. (Civil), 58 Sutter; Sutter 6931.  
 Ransome & McClelland, 681 Market; Sutter 6966.  
 Rosener, Leland S., 233 Sansone; Kearny 426.  
 San Francisco Bridge Co., 14 Montgomery; Douglas 2288.  
 Sanderson & Porter (Construction), 14 Montgomery; Douglas 7500.  
 Secher Electrical Engineering Co., 779 Bryant; Douglas 9223.  
 Schindler, A. D. (Land Development), 351 California; Douglas 888.  
 Schwartz, Mel F., 14 Montgomery; Douglas 5014.  
 Scott, Luther & Associates (Industrial), 582 Market; Kearny 7174.  
 Snyder, C. B. (Civil), 251 Kearny; Sutter 4281.  
 Soule, Edw. L. Co. (Jr.) (Iron and Steel), Riata Bldg.; Sutter 2821.  
 Spaulding, Horace R. (M.) (Mining), 898 Folsom; Sutter 4499.  
 Stabler, Walter (Oil and Mining), 620 Market; Douglas 1428.  
 Standard Electric Sign Co., M., 1047 Mission; Market 223.  
 Steverson Contracting Co., 681 Market; Douglas 5583.  
 Sturtevant, B. F. Co. (M.) (Air Handling), 681 Market.  
 Tiesho, Starr & Anderson, Inc., 55 New Montgomery; Sutter 6230.  
 Transportation Guarantee Co., 1901 Seventeenth; Hemlock 4700.  
 Tremontoux, R. E. (Mining), 58 Sutter; Sutter 3988.  
 Tucker, Edwin W. (Mechanical), 347 Fremont; Kearny 37.  
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 Utah Construction Co., 760 Market; Garfield 6650.

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Wagner, Geo., Inc. (Construction), 181 South Park; Kearny 3955.  
Walker, P. J. Co. (Construction), 55 New Montgomery; Sutter 6006.  
Walsh, James J., 112 Market; Kearny 2462.  
Walsh & Wiedner Boiler Co. (Heating), 681 Market; Douglas 9396.  
West Coast Construction Co., 519 California; Sutter 4613.  
West Coast Nursery Co. (Landscaping), 322 Powell; Sutter 3634.  
Whittlesey, James T., 58 Sutter; Sutter 1554.  
Whitton, Frederick (Construction), 369 Pine; Garfield, 262.  
Wichman & Albers (M.), 525 Market.  
Wieland, C. F. (M.), 730 Market; Kearny 124.  
Williams, Cyril, Jr. (Civil), 369 Pine; Garfield 3459.  
Zucco, Pierre & Co., 146 Geary; Garfield 1292.

### ENGINEERS' SUPPLIES

Bailey, Chas. M. Co. (M.A.), 661 Folsom; Kearny 2500.  
Dieterich-Frost Co., 79 New Montgomery; Douglas 6110.  
Dieterich, Eugene Co., 18 First; Kearny 2680.  
Keuffel & Esser Co., 24 Second; Kearny 5706.  
**LIETZ, A. CO.** (M.), 61 Post; Kearny 1552  
Marwedel, C. W. (J-D-M.A.), 76 First.

### ENGINES

Bacon, Edw. R. Co. (M.), Seventeenth and Folsom; Hemlock 3700.  
Baker, Hamilton & Pacific Co., 1 W. 740 Seventh; Park 9000.  
Bethlehem Shipbuilding Corp., Ltd. (M.), 215 Market; Davenport 1740.  
California Hydraulic Engineering & Supply Co., 543 Howard; Sut. 1180.  
Davis, Norris K. (M.), 400 Seventh; Market 1675.

# THE A. LIETZ CO.

(ESTABLISHED 1882)

MANUFACTURERS OF

Engineering, Surveying,  
Mining and Nautical  
Instruments

DRAWING MATERIALS  
FIELD EQUIPMENT

Main Office and Salesrooms:  
61 POST ST.

Factory: 632-4 COMMERCIAL ST.  
SAN FRANCISCO, U. S. A.

Kearny 1552

OAKLAND  
336 12th St.

LOS ANGELES  
1001 So. Hill St.

Day, Geo. F. & Son (M.), Rialto Bldg.; Kearny 4496.  
Dew Pump & Diesel Engine Co. (M.), Alameda 1125.  
Eby Machinery Co. (M.), 55 Main; Davenport 120.  
Enterprise Engine Co. (M.), 2902 Nineteenth; Mission 963.  
Evans, C. H. & Co., Inc. (M.), 187 Fremont; Kearny 1328.  
Harron, Riekaid & McCone Co. (J-D-M.A.), 139 Townsend; Kny. 2240.  
Hendy, Joshua, Iron Works (M.), 75 Fremont; Kearny 3430.  
Kortek Mfg. Co. (M.), Paris; 335 First; Sutter 5167.  
Krogh Pump & Machine Co. (M.), 159 Beale; Davenport 1113.  
Main Iron Works (M-M-A) (Marine, Etc.), 1000 Sixteenth; Market 752.  
Moore, Chas. C. & Co. (J-D-M.A.), 40 First; Kearny 1930.  
Moyban, T. J. Co. (M.), 401 Folsom; Kearny 9106.  
Oliver Continuous Filter Co. (M.), 563 Market; Sutter 2475.  
Pacific Diesel Engine Co. (M.), 2806 Glascow; Oakland, Cal.  
Pacific Pump & Supply Co. (M.), 681 Market; Sutter 3154.  
Parter, R. C. (J-D-M.A.), 1 Drumm; Kearny 441.  
**SMITH-BOOTH-USHER CO.** (J-D-M.A.), 30 Fremont; Sutter 952.  
Sturtevant, B. E. Co. (M.), 165 Beale; Douglas 2625.  
Sullivan Machinery Co., 552 Market; Douglas 2625.  
United Engineering Co. (M.), 272-28th Street; Davenport 2260.  
Wagner, Jos. Mig. Co. (M.), 165 Beale; Douglas 2625.  
Western Machinery Co. (Gas, Eighteenth and Alabama; Mission 7577.  
Woodin & Little (M-A-D), 33-41 Fremont; Kearny 1087.

### ENGRAVING

American Engraving and Color Plate Co. (M.), 248 First; Kearny 7325.  
Blanchard Press, Inc. (M.) (Wood), 222 Golden Gate Ave.; Franklin 2222.  
Borden Printing Co. (M.), 251-253 Minna; Douglas 7515.  
Bowles-Broad Printing Works (M.), 75 Third; Sutter 135.  
Brunl, Walter N. (M.), 111-121 Seventh; Market 7070.  
California Photo Engraving Co. (M.) (Photo), 121 Second; Sutter 789.  
Duddy-Kilbee Printing Co. (M.), 447 Sansome; Douglas 3627.  
Graphic Arts Engraving Co. (M.) (Photo), 345 Battery; Sutter 347.  
Independent Pressroom (M.), 300 Broadway; Douglas 6715.  
Mann, Walter, J. Co. (M.) (Photo), 353 Clay; Douglas 9125.  
Moise-Linkner Co. (M.) (Metal), 369 Market; Sutter 7040.  
Olsen Lithograph Co. (Stationery), 547 Sansome; Kearny 1282.  
Saiter Bros. (M.) (Photo), 138 Columbus Ave.; Davenport 425.  
Sierra Art & Engraving Co. (M.) (Photo), 343 Front; Douglas 4780.  
Sterling Engraving Co., 460 Fourth; Sutter 6061.

### ENVELOPES

Barry, Chas. R. Co. (M.), 55 New Montgomery; Douglas 1031.  
Blake, Moffitt & Towne (W.), 41 First; Sutter 2240.  
Eaton, Crane & Pike (M.), 770 Mission; Sutter 4860.  
Envelope Corporation (M.), 552 Sixth; Park 630.  
**FIELD-ERNST ENVELOPE CO.** (M.), 25 Fremont; Douglas 3429.  
Pacific Coast Envelope Co. (M.), 416 Second; Sutter 577.  
Pacific Coast Paper Co. (W.), 545 Mission; Kearny 3730.  
Zellerbach Paper Co. (W.), 534 Battery; Garfield 2300.

### ETCHING SUPPLIES

Reed, Geo. Russell, Co., Inc. (M.), 416 Jackson; Douglas 172.

### EXPLOSIVES

California Cap Co. (M.) (Detonators); Oakland, Cal.  
Coast Mfg. & Supply Co. (M.) (Safety Fuse); Livermore 2175.  
Du Pont De Nemours, E. I. & Co. (I-E), 569 Mission; Sutter 6640.  
Giant Powder Co. (M.), 1 Montgomery; Kearny 1778.  
Hercules Powder Co. (M.), 225 Bush; Douglas 2330.  
National Lead Co. of Cal. (M.), 485 California; Douglas 5560.  
Trojan Powder Co. of Cal. (M.), 620 Market; Sutter 3951.

### EXPRESS COMPANIES

American Railway Express Co., 85 Second; Kearny 3100.

### EXPRESS AND TRANSFER

Aeme Transfer Co., 385 Taylor; Prospect 25.  
Becker Storage Co., 1467 Broadway; Graystone 209.  
Bekins Van & Storage Co., Thirteenth and Mission; Market 18.  
Brizzolara Draying Co., 20 Washington; Kearny 3955.  
City Transfer Co., 138 Turk; Franklin 4600.  
Farnsworth & Rungles, 109 Davis; Kearny 5270.  
Gaffney Drayage & Delivery Co., 48 Clay; Kearny 3648.  
Gerdes Fred C. Storage & Moving Co., 456 McAllister; Market 5770.  
Hansco-Long Express Co., 302 Kearny; Kearny 3953.  
King & Co., 625 Second; Kearny 1040.  
Lark Transfer, 478 Eddy; Franklin 4191.  
Miller Fireproof Storage, 3667 Third; Franklin 5531.  
Pierce-Rudolph Co., 1450 Eddy; West 828.  
Rud Line Transfer Co., 347-361 Ellis; Franklin 750.  
Signal Transfer & Storage Co., 1250 Polk; Franklin 318.  
Union Transfer Co., Ferry Bldg.; Douglas 83.  
Wilson Bros. Co., 1636 Market; Park 271.

# FIELD-ERNST ENVELOPE CO.

Envelope Manufacturers

45 Fremont Street

SAN FRANCISCO

Telephone Davenport 1720



## EXTRACTS AND FLAVORS

Caswell, Geo. W. Co. (I-M), 428 Second, Sutter 6654.  
 Demarini, L. Supply Co. (M-W), 125-135 Clay, Kearny 354.  
**FOLGER, J. A. & CO.** (M), 101 Howard, Davenport 234.  
**OTZ, M. & CO.** (I-M), 390 1/2 First, Kearny 200.  
 Turman, Geo. Co. W., 300 Front, Garfield 1980.  
**JONES-TIEBACH CO.** (M), 437-447 Battery, Kearny 2761.  
 King Extract Co. (M), 179 1/2 Front, Sutter 2129.  
**LEO-GREFFENS CO., INC.** (M), 572-576 Folsom; Garfield 5574.  
 Lombard, J. A. & Co. (M), 222-232 Front, Sutter 778.  
 Maillard & Schmiedel (M), 309 Battery, Sutter 6930.  
**NICHOLS, W. B. W. CO., INC.** (D), 24-30 Main, Davenport 1538.  
 Rieser, Paul & Co. (M), 118-124 First, Kearny 3474.  
 Schilling, A. & Co. (M), Second and First; Kearny 1201.  
 Tibbels, H. & Son (M), 154 1/2 First, Sutter 1264.  
 United Coffee Corporation (I-W), 300-308 Sacramento; Garfield 87.  
**VIRGINIA DARE EXTRACT CO., INC.**, 24-30 Main, Douglas 6830.

## FACE AND SCALP SPECIALISTS

Heimeman, Maud H., 106 Geary, Douglas 124.

## FEATHERS

Sunset Feather Co. (M), Sixteenth and Harrison; Hemlock 3030.

## FEED

## [SEE ALSO HAY, ALSO GRAIN]

Albers Bros. Milling Co. (M), 332 Pine, Sutter 6161.  
 California Charcoal Co. (M), Poultry, 311 California, Garfield 459.  
 California Hawaiian Milling, 330 Richey, Kearny 5529.  
 California Sea Products Co. (M) (Poultry), 369 Pine; Sutter 5877.  
 Cook, H. H. (J-M-A), 465 California, Douglas 5725.  
 Cuthbert Poultry & Stock Feeds Co. (M), 14th Street, Cal.  
 Croyley, Geo. H. Co., Inc. (M), 655 Eighth, Market 3100.  
 Custom Feed Mills, 925 Bryant; Market 2927.  
 Dial Grain Co. W., 465 California, Douglas 6545.  
 Evans-Brockenridge, 465 California; Sutter 362.  
 Eyre, Edw. L. & Co. (I-E), 465 California; Kearny 289.  
 Hunt & Behrens, Petaluma, Cal.  
 Kettenbach Grain Co., 465 California, Garfield 5884.  
 Maillard & Schmiedel (B-M-A) (Specialties), 203 California.  
 McDaniel, D. L., 465 California, Sutter 955.  
 Near, Geo. Co., Petaluma, Cal.  
 Mason By-Products Co. (M), 2 Pine, Douglas 8720.  
 Means Milling Co., 183 Harrison, Market 6270.  
 Ouseau, Jas. B., 465 Bryant; Market 2927.  
 Petaluma Co-operative Mercantile Co., Petaluma, Cal.  
 Producers Hay Co. (W), 176 Townsend, Sutter 350.  
 Frytz, Geo. G., Richmond, Cal.  
 San Francisco Milling Co., Seventh and Berry; Market 356.  
 Sawyer Grain Co., 465 California; Garfield 6916.  
 Scott, A. W. Co. (W), 212 1/2 Front, Sutter 2160.  
 Sperry Flour Co. (M), 141 California; Sutter 3300.  
 Vonsen, M. Co., Petaluma, Cal.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.  
 Western Tallow Co. (M) (Poultry), 1599 Evans Ave.

## FELTS

**PARAFFINE CO., INC.** (M), 475 Brannan; Douglas 9420.

## FENCE CONTRACTORS

**STANDARD FENCE CO.** (M), 432 Bryant; Douglas 2676.

## FENCES AND FENCING

American Chain Co. (FB), 821 Market; Sutter 6470.  
 California Wire Cloth Co. (M), 587 Mission; Kearny 7897.  
 Michel & Pfeiffer Iron Works (M), 1416 Harrison; Hemlock 3080.  
 Tomarsh Iron Works (M), 262-264 Seventh; Market 8404.  
 Koeblings, John A. Soos Co. of Cal. (FB), 624 Folsom; Kearny 2426.  
**STANDARD FENCE CO.** (M), 432 Bryant; Douglas 2676.

## FERRY OPERATORS

Golden Gate Ferry Co., 58 Sutter; Sutter 3419.  
 Key System Ferry, Ferry Bldg.; Kearny 5700.  
 Monticello Steamship Co., Clay St. Wharf; Sutter 371.  
 Northwestern Pacific Railroad, 309 Front; Sutter 5500.  
 Richmond-San Rafael Ferry Co., 564 Market, Garfield 5545.  
 Southern Pacific Co., Ferry Bldg.; Davenport 4000.

## FERTILIZERS

Baker, H. J. & Bro. (I-E), 593 Market; Sutter 1941.  
 Blaine, A. M. (I), 433 California; Sutter 1296.  
 California Charcoal Co., 311 California, Garfield 459.  
 California Fertilizer Works (M), 444 Pine; Douglas 3745.  
 California Sea Products Co. (M), 369 Pine; Sutter 5877.  
 Layton, John Co., Inc. (I), 510 Battery; Garfield 184.  
 Pacific Bone Coal & Fertilizer Co. (M), 485 California; Sutter 7117.  
 Pacific Guano and Fertilizer Works (M), 215 Market; Davenport 313.  
 Pacific Manure & Fertilizer Co., 429 Davis; Kearny 1542.  
 Pacific Portland Cement Co. (M), 821 Market; Garfield 4100.  
**PACIFIC SILICATE CO.** (M), 351 California, Plant, Redwood City, Cal.; Kearny 1359.  
 Union Superphosphate Co. (M), 215 Market; Davenport 313.  
 Western Meat Co. (M), 819 Townsend; Mission 7883.  
 Western Sulphur Co. (M), 11 Drumm; Kearny 7827.  
 Western Tallow Co. (M), 1599 Evans, Works; 1501 Evans Ave.

## FILING EQUIPMENT

Baker-Yawter Co. (M-FB), 134 Fremont; Sutter 5133.  
 Crocker, J. S. & Co. (R), 505 Market; Douglas 5060.  
 Enterprise Paper Box Co. (M), 73 Beale; Davenport 1772.  
 General Fireproofing Co. (FB), 20 Beale; Douglas 6616.  
 Janus-Stamp Metal Products Co. (FB), 14 Market; Garfield 5954.  
 Kardex Co. (FB), 38 Second; Sutter 1630.  
 Kaslides, Inc., 369 Pine; Kearny 340.  
 Pacific Manufacturing Book Co. (M), 210 Post; Sutter 118.  
 Patrick & Co. (M), 500 Market; Kearny 1107.  
 Ruckler-Fuller Desk Co., 677 Mission; Douglas 3700.  
 Schwabacher Fire Stationery Co. (M), 735 Market; Garfield 5700.  
 Visible Records Bureau, 134 Fremont; Garfield 4738.  
 Weber, C. F. & Co., 601 Mission; Douglas 3601.  
 Wentworth, F. W. & Co., 30 Second; Sutter 4124.  
 Yawman & Erbe Mfg. Co., 132 Sutter; Douglas 2357.

## FILTERS

**CALIFORNIA FILTER CO., INC.** (M), 465 California; Kearny 1399.  
 Dupont Purveyor Co. of San Francisco (Water), 3154 Market; Ek, 7285.  
**HENDY, JOSHUA, IRON WORKS** (M), 75 Fremont; Kearny 3430.  
 Oliver Continuous Filter Co. (M), 503 Market; Sutter 2475.

## FINANCIAL AGENTS

Abrams, Henry M. Co., 41 Sutter; Kearny 979.  
 Cole-French Co., 220 Montgomery; Garfield 660.  
 Commercial Debenture Finance Co., 942 Market; Kearny 7206.  
 Cox, F. G., 681 Market.  
 Miller, H. M. A., 341 Montgomery; Kearny 1000.  
 Snodgrass & Myers Inc. (B), 333 Pine; Garfield 5800.

## FIRE APPARATUS

American La France Fire Engine Co. of Cal., 1434 Howard, Hem. 1766.  
 Automatic Sprinkler Co. of America (FB), 519 California; Kearny 486.  
**BROWN & PENNOLLY, INC.**, (Central Station Alarm Systems), 1264 Folsom; Hemlock 3874.  
**COOPER, HOWARD, CORP. OF CAL.**, (Stute Fire Engines), 1246 Howard; Hemlock 4587.  
 Fire Protection Engineering Co., 142 Sansome; Douglas 2850.  
 Garratt, W. T. & Co. (M), 299 Fremont; Kearny 168.  
 Greenberg's, M. Sons (M), 765 Folsom; Sutter 2040.  
 Grinnel Co. of the Pacific, 601 Brannan; Garfield 6700.  
 Newbegin Fire Appliance Co. Inc., Oakland, Cal., Oakland 3218.  
**PACIFIC AUXILIARY FIRE ALARM CO.**, 703 Market;  
 Pacific Fire Alarm Co., 440 Lombard; Sutter 776.  
 Pyrene Mfg. Co., 977 Mission; Sutter 115.

## FIRE AND BURGLARY PREVENTION

**AMERICAN DISTRICT TELEGRAPH CO.**, 150 Post; Douglas 3355.  
**PACIFIC AUXILIARY FIRE ALARM CO.**, 703 Market.

## FISH PACKERS

Alaska Codfish Co. (M), 15 Stewart; Kearny 426.  
 Alaska Packers Association (M), 111 California; Kearny 91.  
 Booth, F. E. Co. (M), 110 Market; Douglas 7300.  
 Bristol Bay Packing Co. (M), 141 Clay; Sutter 2493.  
 Carmel Canning Co. (M) (Canned), 110 Market; Sutter 1876.  
 Heyden, K. Co., Inc. (M) (Sardines and Tuna), 268 Market.  
 Hume, G. W. Co. (M) (Canned), 311 California; Sutter 693.  
 Maillard & Schmiedel (B-M-A) (Canned), 203 California; Sutter 6920.  
 Nalook Packing Co., 2 Pine; Douglas 6640.  
 North American Mercantile Co. (I) (Crab), 318 Front; Sutter 655.  
 O'Neill, Eugene M. (B-M-A), 112 Market; Sutter 247.  
 Paldini, A., Inc. (W-R), 546-554 Clay; Sutter 6253.  
 Peterson, Frank B. Co., 2 Pine; Douglas 6640.  
 Sakai Co. (I-B), 1684 Post; West 2779.  
 San Francisco International Fish Co., 535 Washington; Kearny 1700.  
 Shin Yuen Hing & Co. (I-E) (Sardines), 849 Grant Ave.; China 45.  
 Union Fish Co., 141 Clay; Kearny 2165.  
 Western California Fish Co., 556 Clay; Kearny 4360.  
 Yamate Bros. (I) (Crab), 510 Battery; Garfield 3457.

## FITTINGS—PIPE

Byron Jackson Pump Mfg. Co. (M), 55 New Montgomery; Doug. 1506.  
 Crane Co., 301 Broadway; Sutter 7840.  
 Jewell Steel & Malleable Co., 1375 Potrero Ave.; Mission 26.  
 Pacific Foundry Co. (M), Eighteenth and Harrison; Mission 1105.  
 Stockham Pipe & Fitting Co. (FB), 324 Townsend; Garfield 5171.  
 United States Cast Iron Pipe & Foundry Co. (FB), 681 Mkt., Gar. 5140.  
 Weissbaum, G. & Co. Pipe Works (M), 133 Eleventh; Market 272.

## FIXTURES—DISPLAY

Cohn, Mervyn D. (Wax), 109 New Montgomery; Kearny 4967.  
 Ehlers, Charles W. & Son, 557 Mission; Douglas 7446.  
 Kehoe Display Fixtures Co. (M), 541 Market; Douglas 1270.  
 Palmolares, J. B. Sons, Inc. (I) First; Douglas 5062.  
 Silver, S. M., 785 Mission; Garfield 126.  
 Worley & Co., 525 Market.

## PACIFIC SILICATE COMPANY

Industrial Chemicals

BALFOUR BUILDING, SAN FRANCISCO  
 Phone Kearny 1330

## CALIFORNIA FILTER COMPANY

THE MERCHANTS EXCHANGE - SAN FRANCISCO  
 WATER FILTERS AND SOFTENERS



**FIXTURES—LIGHTING**

Boyd Lighting Fixture Co. (M), 278 Sutter; 177.  
 Brass and Bronze Lighting Fixture Co. (W-R), 1061 Mission; Mkt. 6860.  
 Burchaell, J. W. (M), 434 Larkin; Franklin 1002.  
 Colligan Electric & Mfg. Co., 3211 Mission; Mission 7282.  
 Day, Thomas Co. (M), 723 Hayes; Market 1575.  
 Holzmueller, C. J. (M), 1108 Howard; Park 6169.  
 Incandescent Supply Co., 926 Mission; Douglas 6130.  
 Koven Mfg. Co. (M), 44 Hayes; Market 1705.  
 Mc-Bridges & Co. (W), 738 Mission; Douglas 6480.  
 Roberts Mfg. Co. (M), 663 Mission; Douglas 6575.  
 United Lighting Fixture Co. (M), 1149 Mission; Park 676.

**FIXTURES—PORCELAIN**

Crane Co., 301 Brannan; Sutter 7540.  
 Pacific Sanitary Mfg. Co. (M), 67 New Montgomery; Garfield 105.  
 Richmond Sanitary Mfg. Co. (W) (Plumbing), 44 Second; Park 650.

**FIXTURES—STORE AND OFFICE**

Batemann, Wm. (M), 1915 Bryant; Market 2457.  
 Berger Mfg. Co. (FB) (General), 1210 Mission; Market 794.  
 Diamond Patent Show Case Co. (M), 208 Elgin; Hemlock 4091.  
 Ehlers, Charles W. & Son, 557 Mission; Douglas 7446.  
 Emanuel, L. & E., Inc. (M), 2085 Jones; Graystone 6100.  
 Empire Planing Mill (M), 750 Bryant; Kearny 770.  
 Fensky, Geo. & Co. (M), 761 Tehama; Park 1671.  
 Funk & Schindler Co., 226 Thirteenth; Market 474.  
 Herrings Mill, Inc. (M), 557 Brannan; Kearny 1909.  
 Home Manufacturing Co. (M), 543-545 Brannan; Kearny 1514.  
 Kraegen, Louis, Woodworking Co. (M), 601 Golden Gate Ave.; Mkt. 2450.  
 Latham, A. J. Mfg. Co. (M), 475 Bryant; Douglas 9171.  
 Levi, S. (M), 239 Seventh; Market 2216.  
 Mullen Mfg. Co. (M), 64 Rausch; Hemlock 2858.  
 Muller & Peterson (M), 243 Seventh; Market 9110.  
 Oakley Lumber & Mill Co. (M), 1430 Powell; Kearny 3385.  
 Ostlund & Johnson (M), 1901 Bryant; Market 3212.  
 Ostrowski, Frank S. & Son (M), 1141 Howard; Market 6436.  
 Progress Woodworking Co. (M), 2751 Sixteenth; Market 5707.  
 Schemp, J. F. & Co. (M), 411 Shotwell; Mission 3294.  
 Western Fixture and Show Case Co. (M), 716 McAllister.

**FLAGS AND BANNERS**

Emerson Manufacturing Co. (M), 241 Natoma; Douglas 2721.  
 Simpson & Fisher, Inc. (MA), 340 Steuart; Davenport 3041.  
**WOWINKEL, HENRY** (M), 348-350 Hayes; Market 7295.  
 Weeks-Howe-Emerson Co. (M), 90 Market; Douglas 409.

**FLANNELETTE WEAR**

Abronheim & Co. (MA-W), 821 Market; Douglas 5484.  
 American Import Co., Inc. (M-I-J) (Children's), 16 First; Kearny 2067.  
 Bauer Bros. & Co. (W), 83 First; Douglas 731.  
 Dinkelspiel, L. Co., Inc. (W), 1111 Market; Douglas 1900.  
 Fleischman, M. R. (M), 15 Battery; Kearny 4741.  
 Greenetaum, Weil & Michaels (W) (Men's), 740 Mission; Kearny 4548.  
 Moore, Walton, N. Dry Goods Co. (M), Mission and Fremont; Daven. 541.  
 Normandin Bros. Co. (M), 330 Mission; Kearny 2891.  
 Reynolds, G. W. & Co. (M), 120 Battery; Douglas 4136.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.

**FLOORING**

Armstrong Cork Co., 180 New Montgomery; Douglas 6565.  
 California Corrugated Culvert Co. (M) (Bridge), Tenth and Bryant.  
 Certain-teed Products Corp., 155 New Montgomery; Sutter 2110.  
**INLAID FLOOR CO.**, 600 Alabama; Mission 1575.  
 McWilliams-Marosky Co., 55 New Montgomery; Garfield 4980.  
 Malott & Peterson (M-J), 3221 Twentieth; Alvarado 1600.  
 Paraffine Compounds, Inc. (M), 475 Brannan; Douglas 9420.  
 Phoenix Sidewalk Light Co. (M), 317 Harriet; Market 4565.  
 Rock Products Co. (Composition), 582 Market; Kearny 7461.  
 Van Fleet-Fresar Co. (Cork), 557 Howard; Sutter 4072.

**FLORISTS**

Avansino Bros. & Co. (E), 257 Geary; Douglas 3880.  
 Gooch, A. J. (R), 1030 Hyde; Franklin 208.  
 Jagger, F. C. & Sons (R), 141 Potrero; Douglas 4946.  
 Joseph, Benj. M. (R), 233 Grant Ave.; Douglas 7210.  
 Levin, Herman (R), 1803 Fillmore; West 4615.  
 Pellicano, Rossi & Co. (R), 153 Third; Kearny; Douglas 426.  
**PEDESTA & BALDOCCHI** (R), 224 Grant Ave.; Kearny 4975.  
 Shellerigan & Ritter (R), 148 Kearny; Kearny 3999.  
 Stappenback, Chas. (R), 1217 Folk; Franklin 314.  
 Stein, Albert O. (R), 1150 Sutter; Franklin 7120.

**FLOUR MILL PRODUCTS**

Albers Bros. Milling Co. (M), 332 Pine; Sutter 6161.  
 California Hawaiian Milling, 330 Ritch; Kearny 5529.  
 Centennial Mill Co., 485 California; Sutter 3289.  
 Coast-Dakota Flour Co., 150 California; Douglas 2848.  
 Cook, H. H., 465 California; Douglas 5725.  
 Dalton, H. L., 465 California; Sutter 4715.  
 Eneamal Mills, Oakland, Cal.  
 Evans-Breckenridges, 465 California; Sutter 362.  
 Ferguson, A. S., 315 Montgomery; Douglas 5567.  
 Fisher Flouring Mills Co., 465 California; Sutter 404.  
 Globe Grain & Milling Co., 465 California; Sutter 2745.  
 Golden Eagle Milling Co., 37 Drumm; Douglas 5577.  
 Gould, H. Co., 401 Washington, Oakland, Cal.; Lakeside 4695.  
 Hartler, L. H., 243 Davis; Douglas 4066.  
 Hutton Flour & Warehouse Co., 465 California; Kearny 126.  
 McDaniel, D. L., 465 California; Garfield 955.  
 Means Milling Co., 1831 Harrison; Market 5270.  
 Moore Ferguson, A. Co. (W), 244 California; Kearny 1278.  
 Phillips Milling Co. (M), 310 California; Sutter 5864.  
 Riverside Mill Co., Reno, Nevada.  
 San Francisco Milling Co., Seventh and Berry; Market 356.  
 Seattle Flour Mill Co., 465 California; Sutter 2064.  
 Sharp Flour Co., 315 Montgomery; Douglas 5073.  
 Southern Pacific Milling Co., 201 Sansome; Kearny 516.  
 Sperry Flour Co., 141 California; Sutter 3300.  
**STIEFFVATERS**, 225 Sacramento; Douglas 6363.

**FLOWERS—ARTIFICIAL**

American Flower Works (M), 348-350 Hayes; Market 7295.  
 Wowinkel, Henry (M), 350 Hayes; Market 7295.

**FOILS—TIN AND LEAD**

United States Foil Co. (FB), 500 Howard; Douglas 7834.

**FOLDERS—PHOTO**

California Card Mfg. Co. (M), 500 Potrero Ave.; Market 2151.

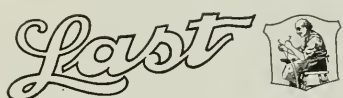
**FRAMES—PICTURE**

**BANFIELD-HULLINGER CO.** (M), 501-503 Geary; Prospect 3210.  
 Banfield Bros. (M) (Wood and Composition), 326 Grove; Market 862.  
 Veceery, Atkins & Torrey (R), 550 Sutter; Kearny 5371.  
 Western Portrait & Frame Co. (W), 2026 Addison; Berkeley, Cal.

**FOOD PRODUCTS**

(SEE ALSO GROCERIES)

Brown, A. A. Co. (R), 215 Market; Davenport 2040.  
 California Conserving Co. (M), 110 Market; Sutter 6420.  
 California-Italian Products, Inc., 314 Clay; Kearny 2783.  
 Connor Sales Co. (MA), Hearst Bldg.; Garfield 6956.  
 Goldiezer, Wm. (MA), 48 Davis; Sutter 7256.  
 Hoffman & Greenlee (B), 112 Market; Sutter 586.



**Food Products**

**THE J. E. SHOEMAKER CO.**

San Francisco

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## FOOD PRODUCTS—Continued

**HOLCOMBE, B. A. & CO.** (B), 24 California. Kearny 2441  
 Ishimizu, C. Co. (F-E), 225 Clay. Sutter 2359.  
 Lamborn & Co. (B), 411 California. Kearny 531.  
 Layton, John Co., Inc. (I), 510 Battery. Garfield 184.  
 Lilienthal-Williams Co. (H-W), 2 Pine. Sutter 3840.  
 Lyons & Schmitt (M), 203 Montgomery. California: Sutter 6920.  
 Olney, Wm & Co. (H-E), 112 California. Sutter 1351.  
**SHOEMAKER, J. E. CO., INC.** (M), 322 Davis. Kearny 1640  
 Smith, John H. Co. (M), 49 Main. Davenport 2240.  
 Warrington-Duff Co. (W-D), 2 Pine. Douglas 6410.

## FORGINGS

American Forge Co. (M), 25-37 Telera. Sutter 2998.  
 Korteck Mfg. Co. (M), 25-37 Telera. Sutter 2998.  
 Liberty Machine Co. (M), (P), 2837 Twenty-sixth. Mission 5528.  
 Pacific Rolling Mill Co. (M), 1100 Seventeenth. Market 215.  
 Pennington, Geo. W. Sons, Inc. (M), 1099 Montgomery. Sutter 1466.

## FORWARDING—FREIGHT

Acme Fast Freight Service, Inc., 245 California; Douglas 6382.  
 Bekins Van & Storage Co., Thirteenth and Mission. Market 15.  
 Byrnes, W. J. & Co., 409 Washington. Sutter 3531.  
 Davies, Turner & Co., 110 California. Douglas 1070.  
 Dow, Frank P. Co., Inc., 415 Washington. Sutter 558.  
 Harjor, F. F. G. & Co., 510 Battery. Kearny 1072.  
 Huff Shipping Co., 117 California. Garfield 4036.  
**JUDSON FRIEOT FORWARDING**, 61 Pine. Sutter 624  
 Mattson & Co., 510 Battery. Sutter 374.  
 Northern Pacific Realty Co., 681 Market. Sutter 1078.  
 Reed, Geo. W. & Co. (H-E), 510 Battery. Garfield 804.  
 Stanton & Berry, 461 Market. Douglas 346.  
 Thomas, H. B. & Co., 510 Battery. Douglas 556.  
 Trans-Continental Freight Co., 681 Market. Sutter 5470.  
 Universal Carloading and Distributing Co., 2 Pine; Kearny 5238.

## FOUNDRY EQUIPMENT

Hulott, C. F. Machinery Co., 829 Folsom.  
 Butcher, L. H. Co. (W-D), 274 Brannan. Douglas 1730.  
 Dixon, Joseph Crucible Co. (F), 414 Market. Kearny 1062.  
 Herberts Machinery & Supply Co. (M&L-D), 140 Second. Kearny 4131.  
 Judson Mfg. Co. (M), (Moulds and Flasks), 604 Market. Sutter 6820.  
 Rix Compressed Air & Drill Co. (M-M), 400-404 Fourth; Kearny 2873.

## FOUNDRY PRODUCTS

American Brake-Shoe & Foundry Co. of Cal. (M), 74 New Montgomery.  
 Best Steel Casting Co. (M), 582 Market. Garfield 44.  
**COLUMBIA STEEL CORP.** (M), 215 Market. Plant Pittsburg, Cal.;  
 Market 8760.  
 David, P. Co. (M), 807 Twenty-second. Mission 8021.  
 Enterprise Foundry Co. (M), 2902 Nineteenth. Mission 653.  
 Garrett, W. T. & Co. (M), (Brass), 299 Fremont. Kearny 168.  
 Greenberg's, M. Sons (M), 175 Folsom; Sutter 2040.  
**HENDY, JOSHA, IRON WORKS** (M), 75 Fremont. Works Sunny-  
 vale, Cal. Kearny 3439.  
 Jewell Steel & Machine Co., 1375 Potrero Ave., Mission 26.  
 Judson Mfg. Co. (M), 604 Market. Sutter 6820.  
 Kingswell Bros. (M), (Brass), 414 Natoma. Garfield 3883.  
 McKay Foundry Co. (M), (Seventeenth and Missouri). Park 2935.  
 Main Iron Works (M), (Seventh and Daguerre). Market 732.  
 National Malleable & Steel Castings Co., 681 Market. Sutter 681.  
 Pacific Brass & Bronze Foundry (M), (Brass), 528 Folsom; Sutter 1762.  
 Pacific Coast Steel Co. (M), (Rialto Bldg.). Sutter 1594.  
 Pacific Foundry Co. (M), (Eighteenth and Harrison). Mission 1105.  
 Pacific Rolling Mill Co. (M), 1100 Seventeenth; Market 215.  
 Standard Brass & Bronze Mfg. Co. (M), 150 Fourteenth; Market 2631.  
 Western Pipe & Steel Co. (M), 444 Market.

## FOUNTAIN EQUIPMENT

American Soda Fountain Co. (F-B), 583 Mission; Sutter 1759.  
 Eng-Skell Co. Inc. (W), 208-210 Mission; Davenport 2812.  
**MAGNUS FRUIT CO.** (M), 301 Howard; Douglas 2471.  
 United States Fruit Co. (M), 337 Golden Gate Ave.; Market 41.

## FRUIT

Anderson-Cameron & Co. (F), 560 Sacramento. Douglas 6169.  
 Frank H. Co. (W), 85 Second. Sutter 7246.  
 Butler, F. W. & Son (B), Ferry Bldg.; Kearny 4320.  
 California Fruit Distributors, 85 Second; Douglas 8920.  
 California Fruit Selling Co., 16 California; Douglas 2574.  
 California Growers and Shippers Protective League, 85 Second. Doug. 8920.  
 Colonial Grape Products Co. (M), 700 Minnesota. Mission 404.  
 Demartini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.

## EARL FRUIT CO.

Growers and Shippers California Fruits

Wells Fargo Building, SAN FRANCISCO

## FRUIT—Continued

**EARL FRUIT CO.** (W), 85 Second; Douglas 8972.  
 Eng-Skell Co. Inc. (M), 208-210 Mission; Davenport 2812.  
 Garcia & Mazzoni (M), (Fresh and Dried), 240 Drumm.  
 Garin, H. P. Co. (W), 405 Sansome; Douglas 2451.  
 Goldberg, Bowen & Co. (W-R), (Dried), 242 Sutter. Sutter 1.  
 Goughnime & Co. (M), (Dried), 150 California; Garfield 1994.  
 Hall, Harry & Co. (E), 16 California; Douglas 1047.  
 Hopkins, J. C. Co. (W), 430 Front; Sutter 5745.  
 Hord, E. Clemons; (Dried), 355 Pine; Kearny 2955.  
 Inderrieden, J. B. Co., (Dried), 112 Market. Kearny 1974.  
 Low-Greenkops Co., Inc. (M), 572-576 Folsom; Garfield 5574.  
 Lund Fruit & Packing Co., (Packings), 21 Columbus Ave.; Douglas 2965.  
 Maestri G. & Co. (W); 626 Front.  
**MAGNUS FRUIT PRODUCTS CO.** (M), 301 Howard; Douglas 2471.  
 Mallory, H. & Schmitt (M), (Dried), 203 California; Sutter 6920.  
 Otzen Packing Co. (Dried), 52 Washington; Kearny 2461.  
 Pacific Fruit Exchange (Shippers), 85 Second; Douglas 6046.  
 Pioneer Fruit Co. (Shippers), 355 Pine; Douglas 8282.  
 Rosenberg Bros. & Co. Inc. (Dried), 334 California; Douglas 2300.  
 Seaton, L. & Co. & A. (Gall) Fruit Co. (W), 404 Washington.  
 Spillacia, John (C), 397 O'Farrell.  
 Stewart Fruit Co. (W), 85 Second; Sutter 761.  
 Tracy Waldron Fruit Co. (W), 85 Second; Garfield 5814.  
**WAGNER CARBON CO.** (M), (Canned), 155 Montgomery; Doug. 8155.  
 White Bros. & Crum Co. (B), 85 Second; Sutter 2576.  
 Willis & Patterson (E), (Dried and Canned), 1 Drumm; Douglas 2510.

## FUMIGATING

Bekins Van & Storage Co., Thirteenth and Mission; Market 15.  
 Guarantee Fumigating Co., 123 Stewart; Davenport 725.  
 Haslett Warehouse Co., 60 California; Kearny 2522.

## FUNERAL DIRECTORS

**ASHLEY & McMULLEN**, 399 Sixth Ave.; Pacific 8404  
 Goddard, Julius S., 41 Van Ness Ave.; Pacific 7111.  
 Gray, N. & Co., 1545 Divisadero; West 4707.  
 Hagan, Joseph & Sons, 1710 Sacramento; Graystone 1905.  
 Haisled & Co., 1123 sutter; Franklin 123.  
 Martin & Brown, 1519 Scott; West 10.  
 Suhr, H. F. & Co., 2905 Mission; Mission 98.  
 White, S. A., 2200 Sutter; West 770.

## FUR GARMENTS

Alaska Siberian Fur Co. (W) (Raw Furs), 111 New Montgomery.  
 Bellow, Inc. (B), 124 Geary. Sutter 5668.  
 Benhoff Bros. (M), 742 Market.  
 Borek, L. J., 175 O'Farrell. Douglas 1255.  
 Danner Bros. (W), 207 Powell. Sutter 4726.  
 Garber & Safarik, W. 250 Geary. Sutter 6226.  
**GASSNER, LOUIS, INC.** (M-R), 112 Geary; Sutter 380.  
 Hudson Bay Fur Co., 272 Post. Douglas 2125.  
 James & Bullwinkel (W), 228 Grant Ave.; Kearny 5277.  
 Kattner, B., 476 Geary. Franklin 3352.  
 Lebes, H. & Co. (M-R), 117 Post. Garfield 6240.  
 Morris, Robert (M), 239 Geary. Douglas 4763.  
 Order, S. (M), 251 Kearny. Kearny 2521.  
 Piskus, Wm., 133 Geary; Sutter 2146.  
 Powell, J. L., 742 Market; Sutter 7158.  
 Sulsman, J., 855 Geary; Garfield 976.  
 Stark & Millinery & Furs, B., 811 Market. Douglas 1879.  
 Wallace, Robert (M), 146 Geary. Garfield 3872.

## FURNACES

Atlas Heating and Ventilating Co. (M), 557-567 Fourth; Douglas 378.  
 Babcock, B. Co. (M), 135 Bluxome; Sutter 4474.  
 Graham, James Mfg. Co. (M), 695 Bryant; Sutter 3235.  
 Kauffman-Norton Co. (M), (Rialto Bldg.). Garfield 3877.  
**MANGRUM & OTTER** (M), 827-831 Mission; Kearny 3155.  
 Montague Bange & Furnace Co. (M), 376 Sixth; Market 4845.  
 Potter Radiator Corp. (Gas), 1345 Howard; Hemlock 1812-3891.  
 Thorpe, J. T. & Son, Inc., 525 Market; Kearny 2442.  
 Wheeler-Wunder Co. (W-D), 787 Brannan; Market 465.

## FURNITURE

**AMERICAN IMPORT CO.** (Chinese Seagrass), 16 First; Kearny 2067.  
 Apex Furniture Mfg. Co. (M), 171 Erie; Park 6298.  
 Baro Bros. & Brown (B), 314 Sutter; Sutter 1177.  
 Barnes, L. E. (M), 180 New Montgomery; Douglas 6365.  
 Beach-Robinson Co. (M), (Special), 250 Geary; Sutter 580.  
 Berger, Mfg. Co. (F-B), (Metal), 1120 Mission; Market 794.  
 Bernhard Mattress Co. (M), (Iron Beds), 739 Mission; Kearny 700.  
 Berry, & Perry (W-M), (M), 180 New Montgomery; Douglas 6365.  
 Bradley, Milton Co. (Sched.), 554 Mission; Garfield 4266.

## LOUIS GASSNER, Inc.

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 Milwaukee 16 West Water St.  
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 Cleveland 408 Sweetland Bldg.

## FURNITURE—Continued

Breuer, John C. (W-R), 281 Geary; Sutter 1300.  
 Butterfield Furniture Co. (R), 2225 Mission; Mission 1022  
 California Wall Bed Co. (M), (Wall Beds), 359 Sutter; Garfield 1350.  
 Calliott, Henry J. B. (MA), 180 New Montgomery; Douglas 7552.  
 Cohen, A. Furniture Co. (R), 2045 Mission; Park 8056.  
 Crocker, H. S. & Co. (R) (Desks), 565 Market; Douglas 5800.  
 Day, Thomas C. (L), (Cane Tables), 725 Mission; Douglas 1573.  
 Dieringer Bros. Furniture Mfg. Co. (M), 1809 Park; Park 4500.  
 Dorman & Co. (R) (Office), 951 Mission; Sutter 995.  
 Eames Company (M) (Hospital), 920 Howard; Sutter 4996.  
 Eastern Outfitting Co. (R), 1017 Market; Market 382.  
 Gallon, Thomas H., 112 Market; Sutter 3519.  
 Gavilla-Bjorca Furniture Co. (R), 532 Columbus Ave.; Garfield 4020.  
 Ferguson, T. H. (R), 415 Sutter; Sutter 6853.  
 Glus & Schindler Co. (Library), 226 Thirteenth; Market 474.  
 Friedman, M. & Co. (R), 259 Post; Sutter 160.  
 Friedrichs, H. (M), 2147-2169 Folsom; Market 125.  
**FURNITURE EXCHANGE**, 180 New Montgomery; Douglas 6565.  
 General Fireproofing Co. (FB) (Office), 20 Beale; Douglas 6616.  
 Gough Furniture Co., Inc. (R), 2141 Mission; Hemlock 1442.  
 Gullison Bros., Inc. (R), 2098 Market; Park 772.  
 Haas Wood & Ivory Works (Ledger), 64 Clementina; Kearny 1477.  
 Hall-Glockier & Prost (R), 146-148 Front; Garfield 3030.  
 Harter, F. H. Mfg. Co. (M), 1590 Mission; Market 538.  
 Heywood-Wakefield Co. (FB-N), 737 Howard; Sutter 5623.  
 Home Manufacturing Co. (M) (Special), 543-545 Brannan; Kearny 1514.  
 Jamestown Metal Products Co. (FB) (Metal), 441 Market; Gar. 3954.  
 Karp, H. & Son (M) (Store), 711-713 Valencia; Market 2484.  
 Klopstock Bros. (M), 3320 Eighteenth; Market 211.  
 Kreis, L. & Sons (R), 401 Sutter; Garfield 1216.  
 Lachman Bros. (R), 2019 Mission; Hemlock 3500.  
 Latham, A. J. Mfg. Co. (M) (Special), 476 Bryant; Douglas 9171.  
 McCann, Wm. D. (R), 404 Post; Sutter 444.  
 Marshall & Stearns Co. (M) (Wall Beds), 746 Market; Douglas 348.  
 Metropolitan Furniture Mfg. Co. (M), 1017 Folsom; Market 3392.  
 Milwaukee Furniture Co. (M) (W-R), 832 Mission; Garfield 2335.  
 Miller Mfg. Co. (M) (Library), 64 Rausch; Hemlock 2858.  
 New York Furniture & Bedding Mfg. Co. (M), 1731 Fifteenth; Mkt. 1576.  
 Newman, Leslie B. (MA), 180 New Montgomery; Douglas 6565.  
 Oakley Lumber & Mill Co. (M), 1420 Powell; Kearny 3385.  
 Ostrowski, Frank S. & Son (M) (Special), 1144 Howard; Market 6436.  
 Phoenix Desk & Chair Co. (Office), 1666 Mission; Kearny 512.  
 Premier Bed & Spring Co. (M), 5700 Third; Awatler 1412.  
 Redjick-Newman Co. (R), 2101 Mission; Market 510.  
 Reid Bros., Inc. (M), 91 Drumm; Douglas 1381.  
 Ruckers-Puller Desk Co. (Office), 677 Mission; Douglas 3700.  
 San Francisco Wicker Works (M), 1420-1424 Turk; West 5736.  
 Saxe, Everett E. (MA), 180 New Montgomery; Douglas 6565.  
 Schwabacher Frey Stationery Co. (R), 735 Market; Gar. 5700.  
 Silver, S. M. (Office), 785 Mission; Garfield 126.  
 Simmons Co. (M), 295 Bay; Kearny 8140.  
 Sloane, W. & J. (W-R), 216, 228 Sutter; Garfield 2838.  
 Sonnenchein Bros. (M), 718 Natoma; Park 2793.  
 Sterling Furniture Co. (R), 1049 Market; Market 1782.  
 Sultan, Ernest J. Mfg. Co. (M), 460 Bryant; Douglas 1817.  
 Swydd, M. (MA), 788 Mission; Kearny 6029.  
 Travers Surgical Co. (W) (Hospital), 372 Sutter; Douglas 9477.  
 Vandever, C. G. Co. (W), 524 Market; Kearny 1431.  
 Walter, D. N. & E. Co. (W), 563 1/2 Mission; Sutter 100.  
 Weber, C. F. & Co. (Office), 601 Mission; Douglas 3601.  
 Wentworth, F. W. & Co. (Office), 39 Second; Sutter 4424.  
 West, M. G. Co. (Office), 117 Front; Kearny 3760.  
 Westland Import & Mfg. Co. (W), 180 New Montgomery; Doug. 6565.  
 Wirtner, John J. (MA), 85 Second; Douglas 6609.  
 Wisconsin Furniture Co. (W), 760 Market; Sutter 3176.

## GALVANIZING WORK

San Francisco Galvanizing Works (M), 1176 Harrison; Market 1163.

## GARAGES

Bohemian Garage, 415 Taylor; Franklin 3377.  
 Brennan Garage, 402 Bush; Prospect 556.  
 Fairmont Garage, 1255 California; Prospect 5545.  
 Hamilton Square Garage, 1881 Geary; West 141.  
 Highway Garage, 1234 Pine; Franklin 2743.  
 Hoffman, Dan E., 125 Valencia; Market 25.  
 Hoyle's Garage, 1945 Hyde; Graystone 976.  
 Kelly, P. J., 724 Van Ness Ave.; Prospect 6161.  
 Merwin, George S. Co., 1946 Polk; Graystone 792.  
 Nathan, S. & Sons, 108 Jackson; Kearny 2938.  
 Palace Garage, 125 Steveson; Douglas 2443.  
 Pearson Garage, 345 Bush; Douglas 2120.  
 Post-Taylor Garage, 530 Taylor; Prospect 331.  
 U. S. Garage, 410 Bush; Garfield 165.  
 U. S. Garage, 750 Bush; Garfield 713.

## GARDENERS—LANDSCAPE

Bullock, Fred W., 703 Market; Garfield 4177.

## GAS APPLIANCES

Babeock, C. B. Co. (M-D), 135 Blumise; Sutter 4474.  
 Hamilton, F. A. (MA), 315 Sutter; Kearny 2239.  
 Parsons Sales & Engineering Co. (MA), 525 Market; Sutter 4453.

## GAS AND ELECTRIC COMPANIES

Coast Counties Gas & Electric Co., 454 California; Sutter 3246.  
 Great Western Power Co., 530 Bush; Sutter 3400.  
 Pacific Gas & Electric Co., 245 Market; Davenport 1234.  
 Pacific Lighting Corp., 485 California; Kearny 2181.  
 Welshack Street Lighting Co. of America, 88 Ninth; Market 4236.

## GASES

Certified Laboratory Products Co., Inc. (M) (Nitrous Oxide), 1379 Folsom; Market 4227.  
 Mason By-Products Co. (M) (Carbonic), 2 Pine; Douglas 6730.  
 Pacific Silicate Co. (M) (Carbonic), 351 California; Kearny 1330.

## GASFITTING

(SEE ALSO PLUMBING)

Ahlback & Mayer (M), 85 Dorland; Market 4426.  
 Snook, Frederick W. (M), 596 Clay; Kearny 1374.

## GASOLINE

Associated Oil Co. (M), 79 New Montgomery; Kearny 4800.  
 Petroleum Products Co. (M), 433 California; Kearny 989.  
**RICHFIELD OIL CO.**, 215 Market; Davenport 1420.  
 Shell Co. of California (M), 200 Bush; Garfield 6100.  
 Standard Oil Co. (M), 225 Bush; Sutter 7700.  
 Union Oil Co. of Cal., 220 Montgomery; Sutter 1400.

## GATES—IRON

(SEE ALSO FENCES)

California Artistic Metal & Wire Co. (M), 349-365 Seventh; Market 2162.  
 California Corrugated Culvert Co. (M) (Irrigation), Tenth and Bryant.  
 Hendy, Joshua, Iron Works (M), 75 Fremont; Kearny 3430.  
 Michel & Pfeiffer Iron Works (M), 1415 Harrison; Hemlock 3080.  
 Monarch Iron Works (M), 262-264 Seventh; Market 8404.  
 West Coast Wire & Iron Works (M), 861-863 Howard; Douglas 4397.

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## GEARS

Herzog Electric & Engineering Co. (M), 172 Stewart; Davenport 4257.  
Johnson Gear Co., Berkeley, Cal.  
Marwedel, C. W. (J-D-M-A), 76 First; Douglas 4180.  
Mirehll, J. F. Machine & Gear Works (M), 840 Folsom; Sutter 419.  
Pacific Gear & Tool Works (M), 1035 Folsom; Market 860.

## GELATINE—EDIBLE

Crystal Gelatine Co., Fairfax Ave. and Rankin; Mission 808.

## GLASS

Batcher, L. H. Co. (W-D), 274 Brannan; Douglas 1730.  
Coblentz Kilboe Glass Co., 606 Howard; Douglas 3124.  
Crows Glass Co., 574 Eddy; Prospect 612.  
FULLER & GOEPP, 32 Page; Market 498.  
Habenicht & Hovelt, 529 Clay; Sutter 70.  
Hayes, J. P. & Co., 1818 Post; West 35.  
Illinois Pacific Glass Co. (M), Fifteenth and Folsom; Market 415.  
MacBeth Evans Glass Co. (FB), 74 New Montgomery; Kearny 7231.  
Pacific Coast Glass Co. (M), (Bottles, Seventh and Irwin; Market 328.  
Pioneer Plate & Window Glass Co., 1026 Mission; Market 728.  
Rogers, R. K. Chemical Co. (M), 527 Commercial; Kearny 150.  
Schuster Bros. (W), 326 Grove; Market 902.  
Smith, P. A. Co. (W-R), 638 Fourth; Sutter 4151.  
Tyre Bros. Glass Co. (W), 608 Townsend; Hemenick 3113.

## GLOVES

Block, H. & L. (M), 149-151 Second; Douglas 1524.  
Carson Glove Co. (M), 544 Market; Garfield 983.  
Consolidated Glove & Hosiery Co. (W), 110 First; Sutter 4572.  
Elius Co. (M-W), 729-733 Mission; Kearny 745.  
Fowner Bros. & Co. (FB), 742 Market; Douglas 277.  
Groschebaum, Wenzl & Michaelis (W) (Wors. Leather), 710 Mission.  
Gruhn Bros. (Work), 120 Battery; Douglas 3631.  
Kayser, Julius & Co. (FB), 605 Post; Douglas 7881.  
Lennon's Glove House (R), 782 Market; Sutter 8744.  
Lewis, Edgar S. (M), 89 Battery; Sutter 5214.  
Meritt Glove Co. (M), 89 Battery; Douglas 5449.  
Moore, Walton N. Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
Roos Bros. (R) Market and Stockton; Sutter 200.  
Rosenthal, Maurice (W) (Work), 49 Battery; Kearny 7213.  
Steinberger Bros. Lobl Co. (M), 742 Market; Sutter 2208.  
Woods Exclusive Glove House (R), 129 Geary; Garfield 5965.

## GLUES AND PASTE

American Glue Co. (M), Fairfax Ave. and Rankin; Mission 808.  
Burd, Wm. (M-A), 22 Battery; Kearny 1308.  
Butcher, L. H. Co. (W-D), 274 Brannan; Douglas 1370.  
Robinson Chemical Works (M), 351 Eighth; Market 1347.  
Rustia Cement Co. (FB), 139 Howard; Sutter 785.  
Western Meat Co. (M), Sixth and Townsend; Mission 7883.  
Westera Tallow Co. (M), 1599 Evans Ave.; Mission 0900.

## GRAIN

Adams, Schwab & Adams (W), 465 California; Garfield 6161.  
Adams, W. W. & Co. (B), 465 California; Garfield 5661.  
Albers Bros. Milling Co. (W), 332 Pine; Sutter 6161.  
Allen, W. H. (R), 245 California; Douglas 218.  
Arendt, J. N. (B), Pleasanton, Cal.  
Baker & Co., Inc., Modesto, Cal.  
Beatonson, Geo. A. (W-R), 240 Battery; Kearny 4100.  
Berg, William (B), 454 California.  
Berringer & Russell (E), 1000 Sixth; Hemlock 881.  
Blum, M. & Co., 465 California; Kearny 555.  
Blumenthal, Alfred J., 465 California; Kearny 558.  
Bray Bros. (R), 200 Sacramento; Douglas 3127.  
Brous, J. C. Co. (R), 150 Clay; Kearny 5060.  
Cutler, E. B. (R), 405 California; Kearny 518.  
Dial Grain Co. (W), 465 California; Douglas 6545.  
Evans-Breckonley, 465 California; Sutter 4627.  
Eyre, E. L. & Co. (I-E), 465 California; Kearny 289.  
Frankenheimer Bros., Stockton, Cal.  
Gees, Chas. E. & Son, (W-R), 465 California; Douglas 960.  
Gould, William H. & Son, 465 California; Kearny 112.  
Grange Co., Modesto, Cal.  
Grunauer, Moritz, Byron, Cal.  
Guernsey-Ames Grain Co. (R-W), 465 California; Garfield 5520.  
Hankerson Grain Co., 465 California; Garfield 377.  
Hartman Grain Co. (E), 465 California; Kearny 671.  
Hart, E. Clemens (Barley), 235 Pine; Kearny 2655.  
Hunt & Bebbens, Petaluma, Cal.  
Jones, Herbert & Bro. (R), 210 California; Sutter 6492.  
Kelley & Henry Co. (R), 465 California; Douglas 921.  
Kerr, Gifford & Co., Inc. (R), 260 California; Douglas 4802.  
Kettenbach Grain Co., 465 California; Garfield 5884.  
Klein Bros., Stockton, Cal.  
Levy, Louis L. (M-A), 68 Post; Kearny 3319.  
Lompe Produce & Real Estate Co. (R), 145 California; Garfield 1931.  
McDaniel, D. R., 465 California; Garfield 955.  
McNeal, E. P., Colusa, Cal.  
McNear, Geo. P. Co., Petaluma, Cal.  
McNear, W. W. (E), 464 Sutter; Kearny 980.  
Miller, A. C. (R), 219 Battery; Douglas 4172.  
Moore, Ferguson & Co. (W), 244 California; Kearny 1278.  
Newman, Simon Co., 465 California; Douglas 60.  
Newman Bros. Co. (B), 110 Market; Kearny 1981.  
Newman, Louis J., 110 Market; Kearny 1981.  
Newman, Simon Co., 110 Market; Kearny 1981.  
Petaluma Co-operative Mercantile Co., Petaluma, Cal.  
Producers Hay Co. (R), 176 Townsend; Sutter 350.  
Fryz, Geo. G., Richmond, Cal.  
Ratto, John M. & Bro., 137 Drumm; Kearny 339.  
Russell & Macaulay, Sacramento, Cal.  
Salz, Edward, Inc., Decoto, Cal.  
Salz, E. & Son (R), 465 California; Douglas 921.  
Salz, Ferdinand, 465 California; Graystone 1087.  
San Francisco Milling Co. (W), Seventh and Berry; Market 356.  
Sawyer Grain Co., 465 California; Garfield 0910.  
Scott, A. W. Co. (W), 215 Market; Davenport 2160.  
Sinsheimer & Co. (R), 149 California; Kearny 2401.  
Smith-Riddell Co. (W), 552 Market; Sutter 3153.  
Spery Flour Co. (W), 141 California; Sutter 3300.  
Stephens, Thos. & Mattie, Woodland, Cal.  
Stern, J. & Co., Inc., 465 California.  
Strauss & Co. (R), 465 California; Garfield 394.  
Sullivan, F. J. & Co. (R), 310 California; Sutter 808.  
Volmer, Rudolph (R), 465 California; Kearny 1740.  
Volmer, W. W. (R), 465 California; Kearny 1750.  
Vossen, M. Co., Petaluma, Cal.  
Waterman, Lawrence J. (B), 255 California; Sutter 2536.  
Westrope, C. B., 465 California; Garfield 1782.

## GRAPE PRODUCTS

Asst Grape Products Co. (M), 216 Pine; Winery, Asti, Cal.; Sutter 6154.  
California-Italian Prudts Inc., 314 Clay; Kearny 2783.  
California Wine Association (M), 216 Pine; Sutter 6680.  
Italian-Swiss Colony (M), 216 Pine; Sutter 6154.

## GRASES AND TALLOW

American Glue Co. (M), Fairfax Ave. and Rankin; Mission 808.  
Associated Oil Co. (M), 79 New Montgomery; Kearny 4800.  
Bissinger & Co. (J-I-E), 555 Front; Sutter 3245.  
California Tallow Works, Inc., 214 Front; Garfield 545.  
Dixon, Joseph Crucible Co. (FB), 444 Market; Kearny 1062.  
McGuffiek, J. B. & Co. (M), 168 Stewart; Davenport 1625.  
New York Lubricating Oil Co., 947 Brannan; Park 228.  
Petroleum Products Co. (M), 433 California; Kearny 989.

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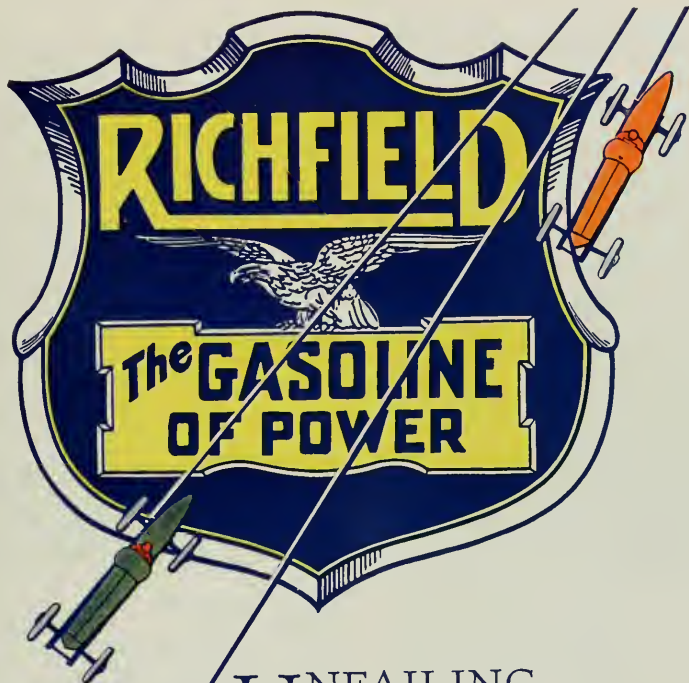
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## GREASES AND TALLOW—Continued

Shell Co. of California (M), 200 Bush; Garfield 6100.  
Standard Oil Co. (M), 225 Bush; Sutter 7700.  
Sumner, W. B. & Co. Inc., 220 Townsend; Kearny 3337.  
Union Oil Co. of Cal., 230 Montgomery; Sutter 1400.  
Western Meat Co. (M), Sixth and Townsend; Mission 7883.  
Western Tallow Co. (M), 1599 Evans Ave.

## GRILLE WORK

Central Iron Works (M), 2050 Bryant; Plant, 631-651 Florida; Mis. 58.  
Michel & Pfeiffer Iron Works (M), 1415 Harrison; Hemlock 3080.  
Monarch Iron Works (M), 262-264 Seventh; Market 8404.  
Peerless Oranocental Iron & Bronze Co. (M), 1528 Folsom; Market 3585.  
Roberts Mfg. Co. (M), 663 Mission; Douglas 6575.  
Schraeder Iron Works, Inc. (M), 1247 Harrison; Mission 337.  
Sims & Gray Iron Works (M), 550 Bryant; Garfield 1695.  
West Coast Wire & Iron Works (M), 861-863 Howard; Douglas 4397.  
Western Iron Works (M), 141 Beale; Davenport 2676.

## GRINDING—COMMERCIAL

Crown Ore Mills (M), 1919 San Bruno Ave.; Atwater 3300.

## GROCERIES AND PROVISIONS

Bulotti, J. & Co. (R), 2201 Steiner; West 1582.  
Castello, Geo. (R), 2609 Howard; Atwater 3906.  
Daovers Market (R), 4697 Eighteenth; Hemlock 2896.  
De Bernardi, D. F. & Co. Inc. (W), 259 Front; Kearny 730.  
Dilancy Bros. Inc. (W), 134 Sacramento; Sutter 6800.  
Dodge Sweeney & Co. (W), Third and Berry; Douglas 6800.  
Foster, S. & Co. (W), 59 Main; Davenport 246.  
Gatt, Paul R., 808 Corbett Ave.; Mission 7042.  
Goldberg Bowen & Co. (W-R), 242 Sutter; Sutter 1.  
Haas Bros. (W), Third and Channel; Garfield 1234.  
Harter, L. Co. (W), 539 Davis; Kearny 1891.  
Holcombe, R. A. & Co. (B), 24 California.  
Hooper & Jennings (W), 100 Howard; Davenport 900.  
Ishimitsu, S. Co. (W), 225 Clay; Sutter 2359.  
Jacobson-Reimers Co. (W), 148 Davis; Garfield 2801.  
Jenny Wren Stores, Inc. (R); 149-151 Bluxome; Kearny 1473.  
Johnson Bros. Inc. (R), 2183 Fillmore; West 240.  
Kockos Bros. (W), 779 Davis; Sutter 4774.  
Lun Chong & Co. (R), 815 Grant Ave.  
Mailhard & Schmiedell (B-MA), 203 California; Sutter 6920.  
**MCLEAN, L. D. CO.** (W-R), 1158 Sutter; Prospect 1.  
Martha Washington Grocery Stores Inc. (R), 112 Market; Douglas 4127.  
Martin-Carmn Co. (W), 122 Sacramento; Kearny 4796.  
Matteucci Bros. Co. (W), 242 Jackson; Sutter 5178.  
Matteucci & Vannucci (R), 617 Front; Kearny 2116.  
Meyer, Albert Co. (W), 137 Steuart; Davenport 100.  
Monteverde-Rolandelli & Parodi, Inc. (W), 317-31 Washington, Gar. 791.

## GROCERIES AND PROVISIONS—Continued

Newbauer, J. H. & Co. (W), Berry and Channel; Douglas 6868.  
O'Looney, Madiran, Buckley & Co. (W), 517 Davis; Sutter 2386.  
Peters Bros. (R), 901 Cole; Park 360.  
Rochschild, John & Co. Inc. (W), 105 Market; Davenport 3340.  
Siskal Co. (R-E), 1684 Post; West 2779.  
Scheer & Co. (W), 314 Front; Kearny 3368.  
Schwambacher Bros. (W), 323 Front; Kearny 2454.  
Schwambacher Bros. & Co. (W), 214 Front; Sutter 810.  
**SHEMAKER, J. E. CO. INC.** (W), 322 Davis; Kearny 1640.  
Shun Yuen Hing & Co. (F-E), 849 Grant Ave.; China 45.  
Skoggs, O. P. (R), 1171 Market; Park 5024.  
Smith Bros. (R), 2970 Washington; Fillmore 2979.  
Smith, Lyndea & Co. (W), 231 Davis; Sutter 4220.  
Snow, Louis P. & Co. (W), 235 Front; Douglas 6100.  
Sunshine Stores Co. (R), 419 Tenth; Hemlock 1483.  
Supreme Food Shop (R), 751 Market; 967 Market; Douglas 7200.  
**SUSEMAN WORMSE & CO.** (W), Berry and Channel; Douglas 9400.  
Threlkeld & Co. (W), 45 Hubbell; Market 2038.  
Tiedeman & McMorran (W), 119 Davis; Kearny 1672.  
Tillman & Bredel, Inc. (W), 1 Harrison; Davenport 2522.  
Traverso, V. Co. (J), 441-443 Washington; Douglas 4406.  
Wagner, Wm. Co. Inc. (R), 229 Ninth; Market 5436.  
Welman, Peck & Co. (W), 311 Embarcadero; Garfield 3500.  
West, Elliott & Gordon (W), 42 Clay; Kearny 827.  
Wieland Bros. (W), 309 Davis; Kearny 8456.

## GYPSUM—AGRICULTURAL

PACIFIC PORTLAND CEMENT CO. (M), 821 Market; Garfield 4100.

## GYPSUM—PARTITION TILE

PACIFIC PORTLAND CEMENT CO. (M), 821 Market; Garfield 4100.

## HAIR—ANIMAL

Bissinger & Co. (J-B-E), 555 Front; Sutter 5343.  
Braun, Clarence T. (M) (Curled), 1207 Thomas; Valencia 5712.

## HAIR GOODS

Bloch's Hair Store (M), 170 Geary; Kearny 2607.  
Graf & Co. (M-W), 153 Kearny; Douglas 2326.

## HAIRDRESSING

Bloch's Hair Store, 170 Geary; Kearny 2607.  
Vann & Weaver, 417 Powell; Garfield 5940.

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## HANDKERCHIEFS

Ades Bros. (J-W), 153 Kearny; Douglas 4887.  
 Alronheim & Co. (M-A-W) 521 Market; Douglas 5484.  
 American Import Co. (J-E), 16 First; Kearny 2067.  
 Bauer Bros. & Co. (J), 83 First; Douglas 731.  
 Butler-Schultz Co. (W), 731 Market; Douglas 5124.  
 Cluett Peabody & Co. (W); 400 Battery; Douglas 417.  
 Cohen, J. M. & Co. (M), 15 Battery; Douglas 3605.  
 Crowley, J. B. (W), 86 Third; Kearny 482.  
 Dinkspiel, L. Co. Inc. (W); 125 Battery; Douglas 1900.  
 Fleischman, M. B. (M), 15 Battery; Kearny 4741.  
 Levy, Jules & Co. (W), 340 Mission; Douglas 2573.  
 McLeod Mercantile Co. Inc. (W); 26 Battery; Sutter 3935.  
 Moore, Walton N. Dry Goods Co. (W), 500 Montgomery & Fremont; Dav. 641.  
 Nippon Dry Goods Co. (W), 70 Pine; Sutter 690.  
 Shaimin, I. & Co. (I), 208 Market; Garfield 4570.  
 Sing Fat Co. (I-R), Grant Ave. and California; Douglas 1212.  
 Western Fancy Goods Co. (W), 544-546 Douglas; Douglas 2086.

## HARDWARE AND TOOLS

Atkins, E. C. & Co. (T), 257 Mission; Kearny 3484.  
 Babin, George (R), 2948 Twenty-fourth; Mission 1115.  
 Baker Hamilton & Pacific Co. (W), 700 Seventh; Park 9000.  
 Bossinger, Robt. O. (W), 55 New Montgomery; Garfield 5861.  
 Bowman, C. A. (R), 1661 Divisadero; West 1643.  
 Brown, Chas. & Sons (W-R), 871-873 Market; Sutter 6030.  
 California Saw Works (M) (Saws), 721 Brannan; Market 145.  
 Cribbuck, E. J. Co. (M) (Specialties), 713 Market; Douglas 1336.  
 Dummer Hardware Co. (R), 1716 Park; Graystone 807.  
 Disston, Henry & Sons (Saws, etc.), 144 Second; Douglas 6228.  
 Donnelly, W. J. (R), 75 Fourth; Kearny 2833.  
 Druse Lock-Nut Co. (P), Furniture Builders, 639 Howard; Ky. 7265.  
 Dunham, Carrigan & Hayden Co. (W), 100 Kansas; Park 9500.  
 French & Linforth (M-A), 55 New Montgomery; Douglas 2366.  
 Gillon, E. E. (R), 3936 Geary; Pacific 951.  
 Graueci Hardware Co. (R), 643 Front; Douglas 5290.  
 Herberich Machinery & Supply Co. (M-A-J-D), 140 First; Kearny 4131.  
 Hurdie, E. M. (R) (Builders), 182 Stevenson; Douglas 1169.  
 Jones, Ed. Hardware & Tool Co. (R), 1172 Market; Market 995.  
 Joost Bros. (R), 1053 Market; Market 891.  
 Kurrick Mfg. Co. (M) (Builders', Pole Line, Etc.), 335 First; Sutter 516.  
 Kroeber, John & Henry Reutel Co. (Rajay), 938 Mission; Doug. 3697.  
 Kruse, J. H. (W-R) (Builders', Twenty-third and Shotwell; Mis. 2576.  
 Liberty Machine Co. (M) (Pole Line), 28-27 Twenty-sixth; Mis. 5528.  
 Mackillop, Angus W. (R), 658 Clement; Pacific 2047.  
 Mariani, S. & Sons (R), 2570 Twenty-third; Mission 1505.  
 Maris, H. B. Panel Co. (R), 735 Third; Douglas 6406.  
 Mayfield & Hartzell Inc. (D-M-A), 158 Eleventh; Henlock 1630.  
 Nicholls, George V. (R), 2647 Twenty-fourth; Mission 2351.  
 Palace Hardware Co. (R), 581 Market; Sutter 9060.  
 Pike, A. W. & Co. (W), 715 Mission; Sutter 898.  
 Pray, Milton Company (M-A), 681 Market; Garfield 453.  
 Presidio Plumbing and Hardware Co. (R), 3328 Sacramento; West 3198.  
 Riem Hardware Co. (R), 84 Fourth; Garfield 1848.  
 Rowntree, Bernard (M-A) (Specialties), 681 Market; Kearny 667.  
 San Francisco Saw and Tool Works (M), 236 Fremont; Kearny 1629.  
 Saul, Eugene Co. (M-A), 681 Market; Sutter 6573.

## HARDWARE AND TOOLS—Continued

Schlage Mfg. Co. (M) (Locks), 455 California; Garfield 4272.  
 Selder Bros. & Co. (W), 14 Spear; Davenport 2830.  
 Simonds Saw & Steel Co. (P) (Saws), 14 Natoma; Kearny 4467.  
 Sloss & Brittain (W), 1400 Howard; Henlock 2840.  
 Smith, F. P. (Saw Filing), 411 Tenth; Park 6010.  
 Smith, H. A. Co. (W-R), 638 Fourth; Sutter 4151.  
 Standard Brass & Bronze Mfg. Co. (M), 159 Fourteenth; Market 2631.  
 Sterling Hardware Co. (R), 535 Montgomery; Davenport 2179.  
 Voorhees, W. B. & Co. (M-A), 417 Market; Sutter 6574.  
 Waterhouse & Lester Co., 540 Howard; Garfield 4640.  
 Winchester Simmons Co. of the Pacific (W), 164 Townsend; Sutter 5550.  
 Wirtner, John J. (M-A), 85 Second; Douglas 669.

## HARDWOODS

(SEE ALSO LUMBER)

Cornelius, Geo. C., 485 California; Garfield 129.  
 Davis Hardware Co., Bay and Mission; Sutter 1185.  
 Dieckmann Hardware Co., Beach and Taylor; Franklin 2302.  
 Dieckmann, J. H., Jr., 110 Sutter; Kearny 3650.  
 Forstch & Co., 1907 Bryant; Park 9043.  
 Higgins, J. E. Lumber Co., 423 Sixth; Kearny 1014.  
 Howard, E. A. & Co., 80 Howard; Sutter 139.  
**INLAID FLOOR CO.**, 600 Alabama; Mission 1575.  
 Richards Hardware & Lumber Co., 480 Brannan; Sutter 572.  
**WHITE BROTHERS**, Fifth and Brannan; Sutter 1367.  
 Wilbeck, R. C., 1 Montgomery; Sutter 2684.

## HARNESS AND SADDLERY

Keystone Bros. (M), 755 Mission; Douglas 470.

## HATS AND CAPS

Atkins, Robt. S., Inc. (R), 150 Sutter; Kearny 4520.  
 Bloom Bros. Inc. (M), 206 Stevenson; Douglas 2600.  
 California Cap Co. (M), 16 Beale; Garfield 6745.  
 Carroll, Paul T. (R), 764 Market; Kearny 3965.  
 Cohl Bros. (R), 38 Powell; Douglas 2730.  
 Fisher & Co. (R), 650 Market; Kearny 2465.  
 Hardeman Hat Store (R), 22 Powell; Sutter 4093.  
 Holbing Hat Co. (W), 89 Battery; Kearny 5759.  
 Herrmann Co. (R), 249 Kearny; Douglas 2558.  
 Knox Shop (R), 51 Grant Ave.; Garfield 12.  
 Lee, H. D. Mercantile Co. (W), 718 Mission; Garfield 340.  
 Landstrom Hat Works (M), 1114 Mission; Park 2619.  
 Neussdorffer, J. C. Sons (R), 822 Market; Kearny 5169.  
 O'Rourke Eubanks Hat Co. (M), 40 Fremont; Kearny 2421.  
 Rosebotham & Maurice (W), 49 Battery; Davenport 7213.  
 Standard Hat Co. (M), 731 Market; Douglas 5759.  
 Sunset Hat & Cap Works (M), 777 Mission; Kearny 1438.  
 Swift, J. J. (R), 642 Market; Sutter 1629.  
 Triest & Co. (M), 784 Mission; Kearny 4405.

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**HAY**

(SEE ALSO GRAIN; ALSO FEED)

Arendt, J. N. (D), Pleasanton, Cal.  
 Beanson, Geo. A. 240 Battery; Kearny 4100.  
 Berringer & Russell (W), 1000 Sixth, Hemlock 881.  
 Boss, Chas. E. & Son (W), 465 California; Douglas 960  
 Grange Co., (McDerm), Cal.  
 Gramauer, Moritz, Byron, Cal.  
 Kettentach Grain Co., 465 California; Garfield 5884.  
 Produceys Hay Co. (W), 176 Townsend; Sutter 350.  
 Russell & Macaulay, Sacramento, Cal.  
 Salz, Ferdinand, 465 California; Graystone 1087.  
 Sawyer Grain Co., 465 California; Garfield 6916.  
 Scott & A. W. Co. (W), 215 Market; Davenport 2160.  
 Somers & Co., 485 California; Kearny 1234.

**HEARING APPARATUS**

Dictograph Products Corp (FB) (Sound Intensifiers), 681 Market.

**HEATERS**

(SEE ALSO BURNERS—FUEL OIL)

Basford, H. E. Co. (MA), 663 Howard; Douglas 4654.  
 Coen Co. Inc. (M) (Fuel Oil), 112 Market; Sutter 2838.  
 Day, Geo. F. & Son (M) (Feed Water), Rialto Bldg.; Kearny 4496.  
 Graham, James Mfg. Co. (M), 698 Bryant; Sutter 3235.  
 Hoyt Heater Co., 285 O'Farrell; Garfield 6148.  
 Kauffman-Norton Co. (M) (Floor Furnace), Rialto Bldg.; Garfield 3877.  
 Krueger, James I. (MA), (Water, Steam Exhaust), 417 Market.  
 Ocean Shore Iron Works (Feed Water), 350 Eighth; Market 462.  
 Oxo Gas Heating Co., 320 Market.  
 Pittsburg Water Heater Co. (W), Sutter; Sutter 5025.  
 Potter Radiator Corp., (Gas), 1345 Howard; Hemlock 1812.  
 Wagner, L. & Sons Pacific Copper Works (M), 85 Minna; Kearny 1388.  
 Wheeler-Wunder Co. (W-D), 787 Brannan; Market 465.

**HEATING SYSTEMS**

(SEE ALSO HEATERS)

American Radiator Co. (FB), Second and Townsend; Kearny 5680.  
 Atlas Heating and Ventilating Co. (M), 557-567 Fourth; Douglas 378.  
 Babcock, C. B. Co. (M-D), 135 Bluxome; Sutter 4174.  
 Bailey, Chas. M. Co. (MA), 661 Folsom; Kearny 2500.  
 Fess System Co. (M), 220 Natoma; Sutter 6927.  
 Gilley-Schmid Co. Inc. (M), 192-198 O'Is; Market 965.  
 Johnson Service Co., Rialto Bldg.; Sutter 2794.  
 Kauffman-Norton Co. (M), Rialto Bldg.; Garfield 3877.  
 Krueger, James I. (MA), 417 Market; Sutter 7057.  
 Manurem & Otter, Inc. (M), 827 Mission.  
 NELSON, JAS. A., INC. (M), 1373 Howard; Hemlock 140.  
 O'Mara, J. E. Co. (M), 218 Clara; Douglas 3137.  
 Pacific Gasheat Co., 571 Mission; Douglas 8230.  
 Ray, W. S. Mfg. Co. (M), 118 New Montgomery; Douglas 8078.  
 Reeves, M. J. Heating Co., 959 Natoma; Market 7755.  
 Scott Co. (M), 243 Minna; Douglas 3048

**HEATING SYSTEMS—Continued**

Standard Metal Products Co. (M), 558 Bryant; Sutter 5690.  
 Sulstaf, M. Co. (W-D), 1338 Mission; Hemlock 1940.  
 Startevart, E. F. Co. (M), 681 Market; Sutter 5417.  
 Walsh & Wiedner Boiler Co., 681 Market; Douglas 9396.  
 Walworth-Lally Co. (D), 235 Second.

**HERBS**

Eng-Skell Co. Inc. (W) (Hoorhound), 208-210 Mission; Davenport 2812.  
 Ireland, B. C. (B-MA), 24 California; Kearny 1650.  
 Robertson, McClimcock Co. Inc. (M), 305-307 Clay; Sutter 6262.  
 Wing On Tong, 755 Grant Ave.

**HIDES**

Bissinger & Co. (J-B-E), 555 Front; Sutter 5343.  
 Sumner, W. B. & Co. Inc., 220 Townsend; Kearny 3337.  
 Zacharonsky, Samuel, 458-460 Jackson; Sutter 5079.

**HOISTS AND CRANES**

Bulotti, C. F. Machinery Co., 829 Folsom.  
 CYCLOPS IRON WORKS (M), 837-847 Folsom; Sutter 3030.  
 DAVIS, Norris K. (M), 409 Seventh; Market 1675.  
 Garfield & Co., Hearst Bldg.; Sutter 1036.  
 HENDY JOSEPH, IRON WORKS (M), 75 Fremont; Kearny 3430.  
 OTIS ELEVATOR CO. (M), 1 Beeson; Kearny 3030.  
 SMITH-BOOTH-USHER CO. (J-D-MA), 50 Fremont; Sutter 952.

**HONEY**

BOYDEN, A. L. CO., 52 Main; Davenport 519.  
 Demartini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.  
 Garcia & Maggini (W), 240 Drumm.  
 GETZ, M. & CO., INC. (W), 162 First; Kearny 200.  
 Maillard & Schmiegel (B-MA), 303 California; Sutter 6920.  
 Puritan Preserve Co. (M), 928 Bryant.

**HOPS AND MALT**

Bach, Chas. Co. (M), 2108 Stockton; Kearny 754.  
 Bauer-Schwitzer Hop & Malt Co. (M-W), 660 Sacramento; Ky. 948.  
 Herрман, Geo. Co. (W), 300 Front; Garfield 1980.  
 HORST, E. CLEMENS, 235 Pine; Kearny 2655.  
 Wolf Hop Co., 245 California; Douglas 3021.

**HOSE**

Pioneer Rubber Mills (M), 353 Sacramento; Douglas 9100.  
 U. S. RUBBER CO. OF CAL. (FB), 300 Second; Sutter 2323.

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 -QUARTERED OAK-  
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BOXWOOD-EBONY-IRONPARK  
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## HOSIERY

Abrams, N. (W.) 520 Mission Douglas 2590  
Anderson-Cameron & Co., 500 Sacramento; Douglas 6100.  
Bauer Bros. & Co. (W.) 83 First, Douglas 731.  
Beaton, J. H. Co. (W.) 135 Montgomery; Douglas 3081.  
Blue Ribbon Co. (R.) 821 Market; Douglas 7009.  
Clark Gaudin Truss Co. (M) Elastic; 1109 Market, Mkt. 7004.  
Cohen, J. M. & Co. (M.) 1075 Montgomery; Douglas 3605.  
Consolidated Glove & Hosiery Co. (W.) 116 First Sutter 4572.  
Crocker, A. & Co. (M.) Mens.; 32 Battery, Douglas 2860.  
Dieckheid, L. Co. (W.) 1212 Montgomery; Douglas 1900.  
Elkins Co. (M-W) Mens.; 229-733 Mission Kearny 745.  
Fogel, E. W. (Children's); 334 Mission; Garfield 4204.  
**GERSON & BREYER**, 540 Mission; Douglas 3264.  
Graham, W. & Michael, W. (Mens.); 740 Mission; Kearny 4548.  
Grubb Bros., 120 Battery Douglas 6731.  
Hendinway Silk Co., Inc. (W.) 1212 Montgomery; Douglas 4205.  
Holmsted Hosiery Co. (W.) 525 Mission.  
Kaysor, Julius & Co. (F.B.) 605 Market; Douglas 7881.  
Luscovick & Isaacs (Mens.) 110 Bush Douglas 2829.  
Malizer & Kiefer (M-J) Mens.; 40 Battery Douglas 3613.  
Moore, Walton N. Dry Goods Co. (W.) Mission and Fremont, Dav. 841.  
Onyx Hosiery Co. (W.) 77 1/2 Farrell; Douglas 4205.  
Phonix Hosiery Co. (W.) 540 Mission; Garfield 5440.  
Real Silk Hosiery Mills (F.B.) 821 Market, Sutter 1280.  
Roses Bros., R. Market and Stockton, Sutter 203.  
Resenthal Maurice W., 49 Battery Kearny 743.  
Rudee, Sidney (M.A.) 69 First; Kearny 44.  
Strauss, Levi & Co. (M-W) 89 Battery; Douglas 9440.

## HOSPITAL SUPPLIES

Bausch & Lomb Optical Co. (W.) 180 California, 28 Geary; Kearny 2308.  
Certified Laboratory Products Co. (Inc.) Medical Oxygen and Nitrogen (Oxid), 1379 Folsom; Market 4227.  
Eames Company (M.) 920 Howard; Sutter 4966.  
Gale & Johnson (F.B.) Surgical Dressing, 576 Mission, Doug. 190.  
Look, Arthur E. (Inc.) (M.A.) 760 Mission; Sutter 6895.  
Reed Bros. (Inc.) 91 Drumm; Douglas 1381.  
Schmidt, Theo. (M.) 659 Battery; Kearny 851.  
Travers Surgical Co. (W.) 372 Sutter; Douglas 9477.  
Vandever, C. G. Co. (W.) 524 Market; Kearny 1431.

## HOSPITALS

Franklin Hospital, Fourteenth and Noe; Park 349.  
St. Luke's Hospital, Twenty-seventh and Valencia; Mission 8600.

## HOTEL EQUIPMENT

H. & H. Mife Co. (M.) 165 Eddy; Prospect 3079.  
**WORM & OTTER**, 151 Montgomery; Kearny 3155.  
**NELSON, JAS. A., INC.** (M.) 1375 Howard; Hemlock 140.

## HOTELS

Alpine House, 480 Pine; Sutter 2050.  
Altamont Hotel, 3048 Sixteenth; Prospect 7625.  
Arlington Hotel, 488 Gilla; Franklin 3800.  
Bellevue Hotel, 505 Geary; Franklin 3636.  
Bernard Hotel, 344 Jones; Prospect 3130.  
Canton Hotel, 740 Sutter; Prospect 10400.  
Carmichael Hotel, 524 Sutter; Sutter 7070.  
Chancellor Hotel, 433 Powell; Douglas 2004.  
Clive Center Hotel, 20 Twelfth; Market 589.  
Cliff Hotel, Geary and Taylor; Prospect 4070.  
Colonial Hotel, 650 Bush; Sutter 3540.  
Commodore Hotel, 825 Sutter; Franklin 2100.  
Fairmont Hotel, Mason and California; Douglas 8800.  
Fielding Hotel, 356 Geary; Sutter 600.  
Grant Hotel, 122 Powell; Douglas 8440.  
Granada Hotel, 1000 Sutter; Franklin 422.  
Grant Hotel, 605 Pine; China 1002.  
Grant Hotel, 753 Bush; Sutter 224.  
Herbert's Bachelor Hotel, 157 Powell; Sutter 367.  
Hotel Alexander, 352 Geary; Douglas 2200.  
Hotel Baker, 1485 Pine; Graystone 590.  
Hotel Cecil, 545 Post; Prospect 180.  
Hotel Clark, 217 Eddy; Prospect 124.  
Hotel Court, 555 Bush; Sutter 3700.  
Hotel Larson, 56 Eddy; Douglas 3711.  
Hotel Maxx, 225 Powell; Douglas 4000.  
Hotel Regent, 362 Sutter; Douglas 6700.  
Hotel Riblett, 1040 Van Ness Ave.; Franklin 2381.  
Hotel Robins, 711 Post; Franklin 2670.  
Hotel St. Andrew, 140 Post; Sutter 6700.  
Hotel St. Francis, Powell and Montgomery; Douglas 1000.  
Hotel St. James, 405 Van Ness Ave.; Market 3001.  
**HOTEL SENATOR**, Sacramento, Cal.  
Hotel Sissis, 314 Kearny; Sutter 8200.  
**HOTEL STEWART**, 353 Geary near Powell; Sutter 3640.  
Hotel Sutter, Kearny and Sutter; Sutter 3030.  
Hotel Thomas, 971 Mission; Sutter 3700.  
Hotel Van Dorn, 242 Turk; Franklin 3660.  
Hotel Washington, 342 Grant Ave.; Sutter 3570.  
Hotel Whitcomb, 1231 Market; Hemlock 3200.  
King George Hotel, 334 Mason; Sutter 3050.  
Lankenshim Hotel, 55 Fifth; Sutter 5700.  
New Fourth Dog Restaurant and Hotel, 1104 Post; Franklin 2960.  
Palace Hotel, Market and New Montgomery; Sutter 700.  
Plaza Hotel, 310 Post; Sutter 7200.  
Roosevelt Hotel, 240 Jones; Prospect 6700.  
Terminal Hotel, 60 Market; Sutter 3100.  
Turpan Hotel, 17 Powell; Sutter 960.  
Yosemite Park & Curry Co., Yosemite National Park; Kearny 4704.

## HOUSEHOLD APPLIANCES

American Import Co. (I-E), 16 First; Kearny 2007.  
Danner & Baker, Inc. (W.) 1306-1370 Mission; Park 8816.  
Diermann Commercial Co., R. Geary and Stockton; Garfield 4343.  
Himmelfarb Bros., W. 710 Mission; Douglas 1913.  
Hurley Machine Co. (F.B.) 124 Post; Sutter 3354.  
Lazar Electric Co. (F.) Washing Machines; 943 Post; Prospect 8694.  
Maugram & Co. (M.) 827-831 Mission; Kearny 3155.  
Manning, Bowman & Co. (W.) Table Appointments, 150 Post; Surpass Table Mat Co. (M.) 783 Mission.

## ICE

Consumers Ice Co. (M.) 436 Elkhart; Market 150.  
Morchins Ice & Cold Storage Co. (M.) Lombard & Sansome; Kearny 374.  
National Ice & Cold Storage Co. (M.) 32 Battery; Market 1164.  
Union Ice Co. (M.) 354 Pine; Douglas 77.

## ICE CREAM

Arnie Ice Cream Co. (M.) 1312 Sansome; Sutter 4800.  
National Ice Cream Co. (M-W-R), 260-270 Guerrero; Hemlock 6000.

## ICE CREAM PLANT EQUIPMENT

**CYCLOPS IRON WORKS (M-J)** (Refrigeration), 837-847 Folsom; Sutter 3030.  
**PRISING, GEORGE W. CO., INC.**, 88-96 Clay; Sutter 1723.

## ICE FACTORY SUPPLIES

**CYCLOPS IRON WORKS (M-J)**, 837-847 Folsom; Sutter 3030.

## IMPLEMENTES—AGRICULTURAL

Case, J. I. Threshing Machine Co., 235 Fifteenth; Park 4433.  
Deere, John, Plow Co. (F.B.) 651 Brannan; Sutter 2929.  
Frazier, F. H., 202 Davis (Sprays); Sutter 3524.  
International Harvester Co. (F.B.) 201 Potrero Ave.; Market 346.  
Niagara Sprayer Co. (M.) 2578 Taylor; Prospect 7943.

## IMPORTERS—EXPORTERS

Ades Bros. (I) Japanese Goods, 153 Kearny; Douglas 4887.  
Aiders, H. C. Co. (I-R), 245 Post; Kearny 4524.  
Alden, Max (Leather Goods, Clocks, Etc.) 525 Market; Douglas 4447.  
Alexander-Balart Co. (Coffee, Spices, Etc.) 77 Beale; Sutter 5705.  
American Factors, Ltd. (F.B.) 215 Market; Davenport 2330.  
American Finance & Commerce Co., 164 California; Sutter 4357.  
American Foreign Trading Corp., Los Angeles, Cal.  
American Import Co., Inc. (M-I-E), 16-28 First; Kearny 2007.  
American Sales Agencies Co., 112 Market; Douglas 177.  
American Trading Company, 332 Pine; Sutter 7460.  
Armistead, G. & Co., Inc. 64 Pine; Douglas 5210.  
Anderson-Cameron & Co., 560 Sansome; Douglas 6160.  
Anson, Simon & Co., 86 Third; Kearny 4672.  
**ARON, J. & CO.** (I) (Green Coffee), 233 California; Kearny 1252.  
Asia Commercial Co., 722 Sacramento; Garfield 1788.  
Associated Manufacturers Importing Co. (I), 871 Market; Sutter 2653.  
Atkins, Kroll & Co., 260 California; Kearny 2543.  
Austin-Western Road Machinery Co., 25 Brannan.  
Australasian Imp. & Expt. Co., 430 Golden Gate Ave.; Frank. 7515.  
Australian-New Zealand-American Trading Co., 214 Front; Sut. 2960.  
Baker, H. J. & Bro. (Chemicals), 503 Market; Sutter 1041.  
Balfour, Guthrie & Co., 351 California; Sutter 6427.  
Barg Lumber & Shipping Co., 311 California; Garfield 1102.  
Baruch, Albert, 24 California.  
Baslaw & Arey Co., 65 Clay; Sutter 4621.  
Berovich, H. Co. (I-W-R), 337 Sacramento; Kearny 866.  
Berringer & Russell, 1000 Sixth; Hemlock 881.  
Bissinger & Co., 555 Front; Sutter 3543.  
**BLEY, SIMON**, 58 Sutter; Garfield 892.  
Bloom, Alfred L., 369 Pine; Garfield 4494.  
Bloom Bros. Coffee, 486 California; Kearny 515.  
Blum, Harold F., 149 California; Douglas 7449.  
Bond Bros. & Co., 310 California; Douglas 3570.  
Borffeldt, Geo. & Co., 717 Market; Kearny 2858.  
Brandenstein M. J. & Co. (I), 665-685 Third; Kearny 2672.  
Brockmann, G. Robt., 320 Market; Douglas 9065.  
Butler, C. C. & Co., 690 Market; Sutter 2515.  
C. T. Importing Co., 445 Grant Ave., China 1416.  
Cable, Chas. Co., Inc., 200 Davis; Kearny 1753.  
Cady, C. H., 52 California.  
California Jewelry Co. (I-W) (Diamonds), 704 Market; Kearny 2300.  
Caro & Upright (J-J), 717 Market; Douglas 1507.  
Carrier, A. & Empire Trading Co., 486 California; Sutter 5694.  
Casse, Joseph, 369 Pine; Douglas 6749.  
Cassinelli, S. & Co. (I) (Coffee), 221 California; Sutter 3445.  
Caswell, Geo. W. Co. (I-M), 438 Second; Sutter 6654.

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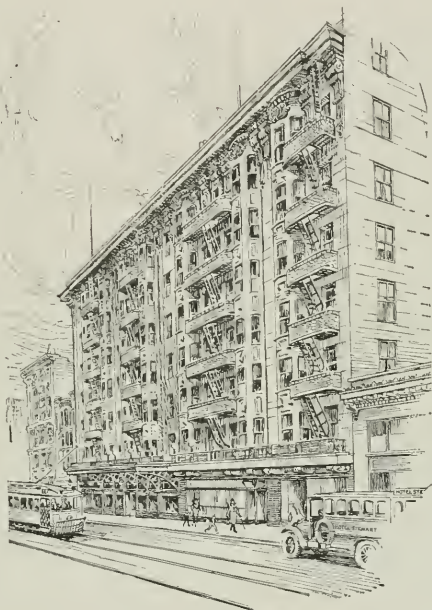
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Catz American Co., Inc., 112 Market; Douglas 4686.  
 Ceylon Importing & Exporting Co., 948 Market; Douglas 6674.  
 Central Commercial Co., Inc., 559 Clay; Kearny 436.  
 Chapman & Craig (I-W), 742 Market; Sutter 2549.  
 City of Hankow Traded Co., 406 Grant Ave.  
 Claussen, Carl G., Kialto Bldg., Sutter 4116.  
 Colombia California Corp., 110 Sutter.  
 Comyn, W. L. & Co., 310 California; Sutter 6122.  
 Connell Bros. Co., 351 California; Garfield 2274.  
 Continental Trading Co., 883 Market; Douglas 8054.  
 Corse, G. H., Jr. & Co., 465 California; Garfield 1322.  
 Davidson, Wm. (Diamonds and Precious Stones), 704 Mkt.; Dougl 833.  
 Davis Co. (E.), 105 Montgomery; Kearny 8240.  
 Davis, P. Lionel, Jr. (Candles and Novelties), 525 Market; Dougl 7222.  
 deVries, G. E. Trading Co., 310 California; Garfield 666.  
 Dreyfus, Henry, & Daughter (I), 830 Market; Douglas 988.  
 Du Pont De Nemours, E. I. & Co., 569 Mission; Sutter 6640.  
 Duval-Kirk (Merchandise), 112 Market; Kearny 416.  
 Echeverre & Co., 2 Pine; Garfield 1290.  
 Edelstein, D. (Chemicals), 80 Clay; Douglas 3332.  
 Eghman Bros., Horn & Co. (I-W), 546 Third; Kearny 540.  
**ESCOBOSA, I., JR.**, 214 Front; Kearny 3130.  
 Eyre, E. L. & Co., 485 California; Kearny 284.  
**FALCON, THOMAS H.**, 112 Market; Sutter 3199.  
 Fisher, Wm. & Co., 112 Market; Garfield 905.

Fleischman, M. R. (I), 15 Battery; Kearny 4741.  
 Fook Co. (M), 1865 Post, West 344.  
 Friend, Samuel H. (Diamonds, Jewelry), 704 Market; Douglas 5700.  
 Fruit Dispatch Co., 550 Montgomery; Douglas 2869.  
 Fullmoto Co. (Rice), 238 Jackson; Douglas 1216.  
 Funsten Co. (Canned Goods), 260 California; Sutter 162.  
 Furst, Mal. Inc. (E.) Coats, Suits, Dresses; 154 Sutter; Kearny 259.  
 Galvez, Francisco, 1801 Mitchell; Tampa, Florida.  
 General Clear Co. (I-W), 601 Third; Garfield 1830.  
 General Commercial Co. Ltd., 311 California; Douglas 3548.  
 General Motors Export Co. (E), 400 Sansome; Sutter 6740.  
 Getz Bros. & Co., 280 Battery; Sutter 3740.  
 Golden Gate Import Co. (I), 510 Battery; Kearny 7021.  
 Goodman & International Importing & Exporting Co., 1570 Ellis, West 7322.  
 Grace, W. R. & Co. (Shipping and Commission), 332 Pine; Sutter 3700.  
 Gray, Henry & Co., 847 Sansome; Kearny 1432.  
 Great Pacific Co. Inc., 333 Sacramento; Garfield 3147.  
 Green, Monroe D. (Rice), 214 Front; Garfield 4139.  
 Gross, Manley & Co., 417 Montgomery; Douglas 8739.  
 Grosse, Wm. & Co., 612 Howard; Kearny 4072.  
 Haber, Albert L., 444 Market; Sutter 5916.  
 Hague, Wm. E. Inc., 558 Sacramento; Douglas 3473.  
 Hale Company, 16 California; Douglas 1047.  
 Hall, Harry & Co. (E.), 140 California; Douglas 1047.  
 Hamberger-Pohemus Co., 149 California; Kearny 2640.  
 Hammer & Co., 510 Clay; Sutter 254.  
 Hard & Rand, Inc. (FB) (Coffee), 220 Front; Garfield 954.

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 Nicaragua  
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Harris, F. E. & Co. (Rice, Beans, Etc.), 900 Battery; Sutter 2553.  
Havre, J. H. & Co., 200 Bush; Kearny 4766.  
Heeb, D. & Co., 510 Battery; Douglas 4986.  
Hedman Bros. & Co., 22 Battery; Kearny 2103.  
Hildebrandt, Straven & Co. (MA-J-E), 320 Market; Kearny 4459.  
Holland, Montier & Sons, Berkeley, Cal.  
Horton Lime Co. (E) (Lime), 681 Market; Kearny 4408.  
Hules-Bradford Co. (L-W), 344 Mission; Garfield 526.  
**INDIA-AMERICAN TRADING CO.** (China and India Merchandise)  
25 California; Douglas 1229.  
Iodia Company (I), 149 California; Douglas 2855.  
International Agencies, Inc., 525 Market; Kearny 1378.  
Ireland, B. C. (B-MA), 24 California; Kearny 1650.  
Irwin-Harrisons-Whitney, Inc. (Tea), 25 California; Sutter 7398.  
**ISEIHARA, K. CO.**, 510 Battery; Kearny 2447.  
Ishimitsu, S. Co. (Food Products, Groceries), 225 Clay; Sutter 2359.  
Islands Commercial Co., 255 California; Douglas 2597.  
Israel-Leon & Bros., Inc. (Coffee), 180 California; Douglas 3155.  
Iwata, T. & Co. (Oriental Goods), 247 Grant Ave.; Douglas 5463.  
Johnson, Victor & Co., 503 Market; Kearny 4186.  
Jones, S. L. & Co., 140 California; Sutter 3320.  
Judell, H. L. & Co. (W-D-I), 334-336 Sacramento; Douglas 1375.  
Kahn & Co. (M-I), 54 Geary; Douglas 2212.  
Karsky, Samuel, 585 Mission.  
Katz, M. A. & Co., 311 California; Kearny 474.  
Knox & Kaye (I-W) (Diamonds), 704 Market; Sutter 2858.  
Kurata Company, 24 California; Douglas 9279.  
Kwong Yiek & Co. (Chinese Goods), 941 Grant Ave.; China 39.  
Laestro & Co., 260 California; Kearny 1357.  
Layton, John Co., Inc. (I), 510 Battery; Garfield 184.  
Leighton-Jellett Co., Inc., 526 Mission; Douglas 1793.  
Levy, Jules & Co., 340 Mission; Douglas 2873.  
Lewis, Leon (Coffee), 112 Market; Sutter 1093.  
Lewis, Inc. (I-W) (Jewelry, Diamonds), 133 Kearny; Douglas 406.  
Lillenthal, Lee & Co., 268 Market; Garfield 938.  
Linares, J. F. (I) (Coffee), 25 Drumm; Douglas 4467.  
Lindo, Donald & Co., 214 Front; Douglas 5764.  
Logie, Alexander (I), 260 California; Sutter 5970.  
Long Bros., 220 Montgomery; Douglas 5554.  
**MCGREGOR, HINDGREEN & CO.** (Oriental Rugs and Carpets), 242  
McNear, G. W., Inc., 433 California; Kearny 989.

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McNear, G. W., 400 Sansome; Kearny 980.  
 MacDonald & Co. (Commission Merchants), 231 Franklin; Park 6886.  
 Macandroy & Co., 212 California; Sutter 5762.  
 Mailliard & Schmiidell, 203 California; Sutter 6920.  
 Markell, L. B., 21 Drumm; Sutter 2959.  
 Martin, C. T., Rialto Bldg.; Sutter 3987.  
 Marx Bros. Clear Co., Inc. (I-W-R), 155 Montgomery; Douglas 8554.  
 Meyer, Victorien M., 883 Mission; Douglas 4285.  
 Meyer, Wilson & Co., 454 California; Kearny 1577.  
 Miller, Clay & Co., 210 California; Kearny 1011.  
 Mitsui & Co., Ltd. (Ship Operators), 465 California; Sutter 3414.  
 Mogenson, J. P. & Co., 161 California; Garfield 3187.  
 Monteverde-Rolandelli & Par di, Inc., 517-531 Washington; Gar. 791.  
**MOORE, DU VAL, & CO.** (Charters and Ship Agents), 212 California; Sutter 5752.  
 Moore, J. J. & Co. (Shipping), 233 Pine; Kearny 460.  
 Mutual Supply Co., 444 Sansome; Sutter 6561.  
 Naftaly, P. & Co., 268 Market; Douglas 7961.  
 Newhall, H. M. & Co., 260 California; Sutter 1886.  
 Nippon Company, 323 Clay; Sutter 2730.  
 North American Mercantile Co., 313 Front; Sutter 655.  
 Norton & Harrison Co., 311 California; Garfield 459.  
 Novelty Import Co., 717 Market; Kearny 748.  
 Occidental & Oriental Trading Co., 455 Bush; Sutter 4570.  
 O'Connor-Harrison Co. (I), 124 Front; Sutter 3872.  
 Olcovich & Oppenheimer (I), Coffee, 351 California; Douglas 6457.  
 Olney, Wm. & Co. (I-E), 112 Market; Sutter 1351.  
 One Trading Co., Ltd., 351 California; Sutter 5907.  
 Oriental Trading Corp., 433 Clay; Kearny 544.  
 Orrell, R. A. Co. (I), 220 Montgomery; Sutter 7153.  
**PATIS McALLISTER & CO.** (Shipping and Commission), 310 California; Kearny 4851.  
 Otto, E. H. & Co., 245 California; Sutter 2650.  
 Pacific Coast Mercantile Co., 548-8 Pine; Sutter 6671.  
 Pacific Commercial & Industrial Co. of China, 722 Sacramento, Pacific Commercial Co., 351 California; Sutter 5920.  
 Pacific Dry Goods Co., 440 Grant Ave.; Sutter 4088.  
 Pacific European Import Co., 86 Third; Sutter 3488.  
 Pacific Orient Co., 16 California; Sutter 1292.  
**PACIFIC TRADING CO.**, 331 Battery; Sutter 270.  
 Padilla, Ben & Co., Inc., 332 Pine; Garfield 825.  
 Parodi, Erminio & Co., 334 Washington; Douglas 4446.

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## IMPORTERS—EXPORTERS—Continued

Patron, Victor, 2 Pine; Sutter 2940.  
 Pesbody, Henry W. & Co., 4 Pine; Sutter 2401.  
 Pellas, S. F., 433 California, Douglas 2504.  
 Personeni, Joseph, Inc. (I), 634 Montgomery; Douglas 4720.  
 Petroleum Products Co. (M), 433 California; Kearny 989.  
 Podesta Import Co., 220 Montgomery; Sutter 1494.  
 Prentice Bros. & Co., 310 California; Kearny 8233.  
 Ray, Doc, 325 Washington; Sutter 5795.  
 Reed, Geo. W. & Co., 310 Battery; Garfield 864.  
 Riis, Juan Aguilera, Havana, Cuba.  
 Rolph Mills & Co., 140 California; Sutter 1100.  
 Rosseter, John H. Co., 254 Pine.  
 Ruffner-McDowell & Birch, Inc. (I), 153 California; Sutter 1267.  
 Sakai Co. (I-0) (Groceries, Fish), 1654 Post; West 2779.  
 Sander-Raase Co., 24 California; Garfield 4053.  
 Schumacher Bros., 323 Front; Kearny 4564.  
 Shamin, I. Co. (Art Goods), 268 Market.  
 Sherwood Co., 56 Beale; Sutter 7822.  
 Shields, Harper & Co., Inc., Mills Bldg.; Sutter 2533.  
 Shing Shun & Co. (Chinese Goods), 909 Grant Ave.; China 37.  
**SHOEMAKER, J. E. CO., INC. (M-E)** (Food Products), 322 Davis; Kearny 1640.  
 Shui Tai & Co. (Chinese Goods), 852 Grant Ave.; China 48.  
**SHUN YUEN HING & CO.**, 549 Grant Ave.; China 44.  
 Sing Fat Co., Grant Ave. and California; Douglas 1212.  
 Slaughter, Guy T. & Co. (Manila Rope), 210 California; Sutter 5394.  
 Sloan, W. & J. (LAV-R), 216-228 Sutter; Garfield 2838.  
 Smillie, Chas. F. & Co., 21 Pine; Garfield 6947.  
 Solomon, Chapman, Jr., 314 Battery; Kearny 964.  
 Soumer, H. L. Co., 170 Henry; Henlock 1727.  
 Stahlbaum, Rolf, 25 California; Douglas 9077.  
 Stein-Hall & Co., 433 California; Garfield 745.  
 Steinberg, G. P. & Sons, 200 Davis; Douglas 8590.  
 Stutz, A. W., 259 Geary; Kearny 2391.  
 Strauss & Co., 465 California; Garfield 394.  
 Stubb, I. A. & Co., 214 Front; Kearny 2629.  
**SUZUKI & CO.**, 351 California; Kearny 420.  
 Takakawa, Y. & Co., Ltd., 360 Pine; Garfield 510.  
 Teller, H. E. Co. (I) (Coffee), 550 Folsom; Sutter 28.  
 Tenstegge, A. E., 717 Market.  
 Torres, Rafael G., 510 Battery; Douglas 9581.  
 Trans-Pacific Co., Inc., 150 Commercial; Sutter 2058.  
 Traverso, V. Co., 441-443 Washington; Douglas 4406.  
 Treagar, J., 220 Montgomery; Douglas 3436.  
 Tubbs, Tallant, 200 Bush; Kearny 1596.  
 Typewriting Co., Inc. (Rebills Typewriters, Aiding Machines, Check Writers, Etc.), 457 Market; Kearny 5788.  
 United Coffee Corp., 306-308 Sacramento; Garfield 87.  
 United Commercial Co. (J-E), 234 Steuart; Davenport 2355.  
 Wah King Trading Corp., 852 Grant Ave.  
 Watanabe, Geo. S. Co., 311 Bush; Sutter 1589.  
 West Coast Trading Co., 2817 Pine.  
 Wilbur-Ellis Co. (Fish Oil and Meal), 311 California; Garfield 1704.  
 Willets & Co., Inc., 2 Pine; Sutter 2855.  
 Willets & Patterson, 1 Drumm; Douglas 2510.  
 Wolff-Kirchmann & Co., 485 California; Sutter 5643.  
 World Trading Co., 3312 Cal.  
 Wright, Norman S., 41 Spear; Davenport 4497.  
 Yamashita Co. (Shipping and Commission), Inc., 310 Sansome.

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## INDIAN MERCHANDISE

Bloch, E. Mercantile Co. (R), 70 Market; Douglas 1746.

## INDUSTRIAL SITES

**FARR TERMINALS CO.**, 1 Drumm.  
**SAN FRANCISCO BAY TERMINALS**, 41 Sutter and 564 Market;  
 Kearny 6671.  
**SOMMER, I. M. & CO.**, 901 Bryant; Henlock 1100.  
**SULLIVAN, WALTER H.**, 155 Montgomery; Sutter 191.

## INFORMATION BUREAUS

California Auto Tours Co., 975 Geary; Prospect 5000.  
 California Information Bureaus, Inc., 225 Powell; Douglas 8800.  
**CHAMBER OF COMMERCE**, Merchants Exchange Bldg., 451-465  
 California; Kearny 112.  
 Council of Commerce of the U. S. A., 405 California; Douglas 6894.  
 Hawaii Tourist Bureau, 451 Montgomery; Sutter 5728.  
**JAPANESE COMMERCIAL MUSEUM**, 549 Market; Sutter 1987.  
 Pacific Sight Seeing Co., 745 Market; Douglas 478.  
 Peck-Judah Co., Inc., 672 Market; Kearny 2751.  
 San Francisco Auto Tours, 245 Powell; Kearny 3324.  
**SAN FRANCISCO CHAMBER OF COMMERCE**, 451-465 Cal-  
 ifornia; Kearny 112.  
 Western Information Bureau, 821 Market; Sutter 3460.

## INKS AND WRITING FLUIDS

Arlett-Roach Co. (M), 83 Clay; Douglas 7186.  
 California Ink Co., Inc. (M), 346 Battery; Kearny 4688.  
 Coak Ink & Color Co. (M) (Printing and Lithography), 681 Market;  
 Kearny 1485.  
 Jasmine Ink Co., 200 Davis; Douglas 8590.  
 Marr Duplicator Supply Co., 604 Mission; Sutter 2391.  
 Morrill, Geo. H. Co., of Cal. (M), 130 Fremont; Sutter 5218.  
 Paraline Companies, Inc. (M), 475 Brannan; Douglas 9420.  
 Reed, Geo. Russell, Co., Inc. (M), 416 Jackson; Douglas 172.  
 Security Sales Co. (M-A), (Writing Fluid), 708 Market.  
 United Shoe Machinery Co. (R-E), (Burnishing), 859 Mission.  
 Waterman, L. E. Co. (FB), 609 Market; Douglas 1324.

## INSECTICIDES

Baker, H. J. & Bro. (I-E), 503 Market; Sutter 1941.  
 General Chemical Co. (M), 201 Sansone; Douglas 904.  
 Haulford Chemical Co. (M), 436 Bryant; Sutter 1753.  
 Lacks Specialty Co., Inc. (M), 824 Montgomery; Garfield 6631.  
 Leinen, John F. Sanitation Co. (M), 1415 Folsom; Henlock 4144.  
 Maillard & Schmeidler, B-C-A, 203 California; Sutter 6929.  
**ROGERS, R. R. CHEMICAL CO. (M)**, 527 Commercial; Kearny 150.

## INSTRUMENTS

Braun-Koehch-Heimann Co. (W-M), 576-584 Mission; Kearny 3493.  
 Butler, Geo. F. (R), 356 California; Kearny 914.  
 Dietrich-Frost Co. (Engineering), 79 New Montgomery; Douglas 6110.  
 Dietzen, Eugene Co. (Engineering), 18 First; Kearny 2650.  
**EDWARDS, JAMES W. CO. (W)** (Dental), 323 Geary.  
 Hertz & Kohlmoos, Inc. (Scientific), 219 Natoma; Sutter 6104.  
 Kenuff & Esser Co. (Engineering), 24 Second; Kearny 5706.  
**LIETZ, A. CO.**, Engineer, Nautical, Etc., 61 Post; Kearny 1552.  
 Look, Arthur E., Inc. (M-A) (Surgical), 780 Mission; Sutter 1805.  
 Marchant Calculating Machine Co. (M), 277 Pine; Sutter 453.  
 Reid Bros., Inc. (M) (Surgical), 61 Drumm; Douglas 1381.  
**FENCER LENS CO.** (Optical), 45 Second; Sutter 2029.  
 Spindler & Sauppe (Scientific), 86 Third.  
 Taylor Instrument Co. (Scientific), 86 Third; Sutter 286.  
 Travers Surgical Co. (W) (Surgical), 372 Sutter; Douglas 9477.  
 Vandever, C. G. Co. (W) (Surgical), 524 Market; Kearny 1431.  
 Weule, Louis, Co. (M), (Nautical), 6 California; Kearny 868.  
 (Factory); 119 Steuart.

## INSULATION MATERIALS

Armstrong Cork Co., 180 New Montgomery; Douglas 6565.  
 National Magnesite Mfg. Co. (M), 544 Market; Garfield 2261.  
**PACIFIC PORTLAND CEMENT CO. (M)** (Sound and Heat), 821 Mar-  
 ket; Garfield 4400.  
**VAN FLEET-FREEAR CO.**, 557 Howard; Sutter 4073.  
**WESTERN ASBESTOS MANUFACTURING CO. (M)**, 21-29 South Park;  
 Douglas 3360.

## INSURANCE AGENTS AND BROKERS

Althouse-McAfee Co., 315 Montgomery; Sutter 2295.  
 Baldwin & Howell (B), 318 Kearny; Kearny 3810.  
 Baggis, Montgomery, 255 California; Kearny 2343.  
 Bender, A. M. (B), 311 California; Kearny 4761.  
 Betts, James E., 681 Market.  
 Bestus, C. & Co., 244 California; Sutter 90.  
 Birdsal, W. & Co. (B), 504 California; Sutter 3388.  
 Birlem, F. W. & Co. (B), 485 California; Garfield 1039.  
 Bishop, John A., 311 California; Douglas 6767.  
 Boardman Bros. & Co. (B), 32 Montgomery; Sutter 3475.  
 Boole, Fred W. & Co. (B), 465 California; Garfield 1846.  
 Boutou, Wm. E. (B), 255 Montgomery; Kearny 4547.  
 Boyle, Livingston E. (B), 234 Bush; Sutter 4925.  
**BRANDT, W. B. & CO., Inc.**, 315 Montgomery; Douglas 8363.  
 Brisac, B. F. (B), 311 California; Kearny 4761.  
 Brown, Carl, Inc., 220 Montgomery; Douglas 357.  
 Brown, Scott & Dimming, 201 Sansone; Douglas 1115.  
 Buckbee, Thorne & Co. (B), 151 Sutter; Douglas 47.

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Casew, M. H., 315 Montgomery; Douglas 7900.  
 Chapman & Nauman Co., (Montgomery), 360 Pine; Sutter 4568.  
 Coglian, D. M. (B.), 1285 Market, Market 7762.  
 Collwell, Cornwell & Hanker (B.), 57 Sutter; Sutter 5420.  
 Cosgrove & Co., Inc., 240 California; Sutter 3694.  
 Costa, Jose (B.), (Fire), 100 Montgomery; Garfield 34.  
 Cress, Wm. H. (B.), 433 California; Kearny 7496.  
 Crisbach, E. C. & Co., 240 California; Market; Garfield 4137.  
 Davies, Turner & Co. (Marine), 110 California, Douglas 1670.  
 Davis, J. B. F. & Son, 240 Sansone; Sutter 5890.  
 de Saymsinski, 315 Montgomery; Kearny 6171.  
 Detrick, E., 310 Sansone; Kearny 6171.  
 DeVeuge, Clarence, 114 Sansone; Garfield 2430.  
 Dewey, H. L., 315 Montgomery; Sutter 1860.  
 Eppinger, Josua, 225 Bush; Douglas 4965.  
 Erlanger & Reed, 417 Montgomery; Sutter 6227.  
 Evans, E. C. & Sons, Inc., 290 California; Douglas 8040.  
 Field, Alexander, 311 California, Douglas 6767.  
 Fisher, Godfrey, 433 California; Kearny 1452.  
 Folger, Roy S., 201 Sansone; Douglas 4462.  
 Foster, Geo. H. & Co. (B.), 465 California; Kearny 333.  
 French & St. Clair, 114 Sansone; Kearny 820.  
 French, Maurice (B.), (General and Surety), 38 Sansone; Douglas 7050.  
 Gross, Carl C., 220 Montgomery; Douglas 9526.  
 Guypert, R. G. & Co. (B.), 620 Market; Sutter 3352.  
 Hall & Rambo, 444 California; Sutter 3352.  
 Harrigan-Weldenmiller Co. (B.), 308 Montgomery; Kearny 1531.  
 Harrison, A. Dalton, 351 California; Garfield 488.  
 Harrison, C. B. (B.), 400 California; Sutter 3352.  
 Harrison, M. C. Co., 28 Leidesdorff; Kearny 394.  
 Hassan, E. A., 433 California.  
 Healey, W. W. (B.), 630 Market; Kearny 391.  
 Hering, Louis, 315 Montgomery; Sutter 1860.  
 Hillman, John H. & Son (B.), 201 Sansone; Kearny 7787.  
**HINCHMAN & WENTZ**, 22 Leidesdorff; Sutter 437.  
 Hind Co., Inc. (B.), 24 Montgomery; Sutter 3352.  
 Hohwiesner, F. M., 454 California; Kearny 36.  
 Hopkins, O. C., 315 Montgomery; Sutter 1860.  
 Houseworth & Smith, (General Agents), 55 Montgomery; Kearny 70.  
 Hughes, Chas. T., 433 California; Sutter 4873.  
 Hunt, George Elliott, 660 Market; Douglas 7500.  
 Hyams & Myers (B.), 142 California; Sutter 3352.  
 Hyatt, Willet R., 459 Montgomery; Douglas 7524.  
 Insurance Brokers Exchange, 465 California; Douglas 2356.  
**JORGSON & HODIN OF CAL.** (B.), (Willcox, Peck & Hughes), 311 California; Douglas 6767.  
 Jones, Chas. H. (B.), 315 Montgomery; Kearny 5948.  
 Jones, Edw. M. & Son (B.), 465 California; Kearny 4505.  
 Kahn, Mathilde (Life and Accident), 315 Montgomery; Sutter 1860.  
 Kleiner, Alfred G., 315 Montgomery; Sutter 1860.  
 Klitzgaard, C. J., 625 Market; Douglas 2815.  
 Knowles, H. J. (General Agent), 260 California; Douglas 5007.  
 Landreche, MacNevin & Jones, H., 525 California; Sutter 5274.  
 Landwick & Brickwell, 230 Montgomery; Douglas 2815.  
 Leighton Insurance, Inc. (B.), 25 Taylor; Franklin 2400.  
 Leonard & Holt (B.), 41 Montgomery; Randolph 4326.  
**LEVENSALE**, E. A., 433 California; Sutter 437.  
 Lynch, John C. & Co., 220 Montgomery; Sutter 4873.  
 McCann, Mark A. (B.), 26 Montgomery; Garfield 4370.  
 McGraw, John & Son (B.), 340 Bush; Douglas 3510.  
 Madison & Burke (B.), 80 Post; Sutter 6091.  
 Mace, Thomas & Sons (B.), 69 Sutter; Kearny 563.  
 Marcoux, J. E. (B.), 220 Montgomery; Douglas 3537.  
 March & McLennan, 114 Sansone; Garfield 4363.  
 Miller, Harry A., 315 Montgomery; Kearny 5948.  
 Morney Grant & Co., 485 California; Garfield 624.  
 Mullin Acton Co., 315 Montgomery; Sutter 4873.  
 Neuhaus, H. & Son (B.), 785 Market; Kearny 5936.  
 Nichols & Fay (B.) (General), 465 California; Sutter 5774.  
 Nippert, Paul M. Co., 433 California; Douglas 6129.  
 O'Brien, M. F. & Co. (B.), 341 Montgomery; Kearny 5098.  
 Okell, Charles & Co. 334 Pine; Sutter 3896.  
 Pacific Realty Co. (B.), 219 Kearny; Douglas 6391.  
**PARBOTT & CO.** (B.), (General Agents), 320 California; Douglas 2400.  
 Peterson, Ferdinand C., 57 California; Sutter 5416.  
 Palmer, Fred E. (B.), 57 Sutter.  
 Potter, Edward E. & Sons (B.), 60 Sansone; Kearny 4725.  
 Rankin, Laurence W. (B.), 433 California; Sutter 4428.  
 Reader, J. B. Co., 114 Sansone; Douglas 7645.  
 Rollins, Burdick, Hunter Co., 369 Pine; Garfield 466.  
 Rolph, James C. (B.), 60 California; Douglas 3040.  
 Rupp, James, Jr. (B.), 885 California; Douglas 6772.  
 Rosebaum, A. S. & Co., 214 From; Douglas 173.  
 Rossier, Chas. A. Co., 430 California; Douglas 1489.  
 Ruef, A. (B.), 916 Kearny; Davenport 170.  
 Rule & Sons, Inc., 660 Market; Sutter 4873.  
 Samuels, Louis T. (B.), 43 Sutter; Sutter 3716.  
 Saffner, Miss G. A. & Co. (B.), 560 Sutter; Douglas 536.  
 Shean & Deacy (B.), (General and Surety), 484 California; Sutter 2676.  
 Shlosson, F. M., 351 California.  
 Smith, Clifford A., 58 Sutter; Sutter 988.  
 H. Stevenson (B.), 315 Montgomery; Kearny 628.  
 Snodgrass & Myers, Inc. (B.), (General), 333 Pine; Garfield 5500.  
 Spenzler & Fraser, 1 Montgomery; Sutter 1106.  
 Thompson, M. & Co. (B.), 315 Montgomery; Douglas 220.  
 Thornton, Arthur C., 142 Sansone; Sutter 326.  
 Travelers Insurance Co. of Hartford, 155 Montgomery; Sutter 1860.  
 Wolf & Co. (B.), 71 Sutter; Sutter 3352.  
 Unben, Kerner & Stevens (B.), 30 Montgomery; Douglas 40.  
 Union Assurance Society, Ltd., 315 Montgomery.  
 Van Bergen, H., 2295 Washington; Sutter 1558.  
 Webster-Mackenzie Co. (B.), 681 Market; Sutter 7300.  
 Wolf & Co. (B.), 34 Sutter; Sutter 6195.

## INSURANCE—AUTOMOBILE

**AETNA INSURANCE CO.** (FB), 219-231 Sansone; Sutter 3010.  
 Aetna Life Insurance Co., 333 Pine; Sutter 6073.  
 Associated Industries Insurance Company, 85 Second; Douglas 8550.  
 Avery, F. M., 200 Bush; Garfield 6514.  
 Bankers & Shippers Insurance Co., 433 California; Kearny 8561.  
 Beavers, H. H., (Hearsd Hill), Douglas 2573.  
 Bishop, Wilson, 60 Sansone; Kearny 1900.  
 Brown, Carl, Inc., 220 Montgomery; Douglas 337.  
 Brown, Edward & Sons, 230 Bush; Sutter 1129.  
 California Casualty, Inc., 226 Sansone; Kearny 2261.  
 California Agency Indemnity Exchange, 220 Montgomery; Doug. 337.  
 Commercial Insurance Co. of America, 315 Montgomery; Douglas 7100.  
 Chapin & Nauman, 358 Pine; Sutter 4868.  
 Colvin, Chas. A., 202 Sansone; Kearny 370.  
 Commercial Insurance Co. of America, 315 Montgomery; Douglas 8500.  
 Conly, Clifford, 210 Sansone; Kearny 4290.  
 Connecticut Fire Insurance Co., 369 Pine; Kearny 1164.  
 Continental Insurance Co. of New York, 60 Sansone; Kearny 1900.  
 Crouse, H. R., 220 Montgomery.  
 Davenport, Dixwell, 433 California; Kearny 3561.  
 Fidelity Phenix Fire Insurance Co., 60 Sansone.  
 Fidelity & Casualty Co., 351 California; Kearny 2560.  
 Fireman's Fuel Insurance Co., 401 California; Garfield 1975.  
 Globe Indemnity Co., 444 California; Douglas 6460.  
 Goodwin, Jenni, 60 Sansone; Sutter 5436.  
 Griffith, R. H., 354 Pine; Sutter 2517.  
 Hartford Accident & Indemnity Co., 438 California; Sutter 7680.  
 Hendley & Scott, 201 Sansone; Sutter 8300.  
 Henry, Carl A., 401 Sansone; Douglas 703.  
**HINCHMAN & WENTZ**, 22 Leidesdorff; Sutter 437.  
 Home Fire & Marine Insurance Co., 433 California; Garfield 1975.  
 Home Insurance Co. of New York, 451 California; Douglas 9040.  
 Hunter, Frank L., 234 Sansone; Sutter 4910.  
 Hyatt, Willet R., 459 Montgomery; Sutter 7524.  
 Individual Underwriting Corporation, 220 Montgomery; Sutter 1460.  
 Insurance Co. of North America, 231 Sansone; Sutter 5590.  
 International Indemnity Co., 315 Montgomery; Douglas 8880.  
 Jackson, Ward S., 266 Bush.  
 Juncker, Harold, 266 Bush; Sutter 485.  
 Landis & Brickwell, 230 Montgomery; Kearny 2963.  
 Lichenstein, Joy, 490 California; Sutter 7680.  
 Liverpool & London & Globe Insurance Co., California and Leidesdorff.  
 London Assurance Corporation, 369 Pine; Kearny 3637.  
 London & Lancashire Insurance Co., 332 Pine; Douglas 272.  
 Martien, J. L., 735 Lakeshore Ave., Oakland, Cal.  
 Marsh & McLennan, 114 Sansone; Garfield 4360.  
 Maryland Casualty Co., 22 Leidesdorff; Sutter 1841.  
 Massachusetts Bonding & Insurance Co., 433 California; Douglas 1980.  
 Mullin Acton Co., 315 Montgomery; Sutter 2963.  
 New Amsterdam Casualty Co., 105 Montgomery; Sutter 4626.  
 New York Underwriters Agency, 341 Sansone; Kearny 4566.  
 Newark Fire Insurance Co., 201 Sansone; Kearny 3885.  
 Niagara Fire Insurance Co., 376 Pine; Douglas 3590.  
 North British & Mercantile Insurance Co., 244 Pine; Douglas 2151.  
 Northern Assurance Co., 228 Pine; Kearny 3015.  
 Norwich Union Indemnity Co., 222 Sansone; Sutter 2630.  
 Ocean Accident & Guarante Co., 315 Montgomery; Douglas 7780.  
 Okell, Charles & Co., 334 Pine; Sutter 3866.  
 Olds & Stoller, Inc., 1040 Geary; Prospect 7700.  
 Pacific Coast Auto Underwriters Conference, 354 Pine; Garfield 5300.  
 Pacific States Fire Insurance Co., 11th and Alder, Portland, Ore.  
 Phenix Assurance Co., Ltd. of London; 374 Pine; Sutter 6330.  
 Phenix Indemnity Co., 222 Sansone; Sutter 2630.  
 Preferred Accident Insurance Co., 220 Montgomery; Douglas 9526.  
 Queen Insurance Co., 201 Sansone; Kearny 3885.  
 Rathbone, King & Seeley, 114 Sansone; Garfield 3900.  
 Reliance Insurance Co., 200 Bush; Garfield 6514.  
 Reid, James, (B.), 200 Bush; Sutter 4873.  
 Royal Indemnity Co., 201 Sansone; Kearny 3885.  
 Royal Insurance Co., 201 Sansone; Kearny 3885.  
 Rule & Sons, Inc., 660 Market; Garfield 6940.  
 Scottish Union & National Insurance Co., 201 Sansone; Kearny 4699.  
 Seeley & Co., Inc., 140 Sansone; Sutter 2774.  
 Selbach & Deans, 249 Pine; Sutter 6410.  
 Slosson, F. M., 351 California.  
 Smith, Geo. O., 332 Pine; Douglas 272.  
 Springfield Fire & Marine Insurance Co., 227 Pine; Sutter 834.  
 Standard Accident Insurance Co., 315 Montgomery; Sutter 4940.  
 Stutt, Chester C., 519 California; Sutter 6400.  
 Victory Insurance Co., 200 Bush; Garfield 6514.  
 Watson, Chas. R., 369 Pine; Sutter 4873.  
 Watson & Taylor, 433 California; Sutter 252.  
 Wayman, W. O., 254 Bush; Douglas 3665.  
 West American Insurance Co., 1536 Van Ness Ave.; Prospect 406.  
 Westchester Fire Insurance Co., 369 Pine; Kearny 1164.  
 Yorkshire Insurance Co., 227 Sansone; Sutter 5590.  
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Fidelity and Deposit Co. of Maryland, 433 California; Kearny 1452.  
 Globe Indemnity Co., 444 California; Douglas 6460.  
 Maryland Casualty Co., 22 Leidesdorff; Sutter 1841.  
**ZURICH GENERAL ACCIDENT & LIABILITY INSURANCE CO., LTD.**, 315 Montgomery; Sutter 1218.

**INSURANCE CASUALTY**

Aetna Life Insurance Co., 333 Pine; Garfield 2626.  
 American Mutual Liability Insurance Co., 592 Market.  
**ARMSTRONG, L. H. (TRAVELERS INDEMNITY CO.)** 315 Montgomery; Sutter 1860.  
 Associated Industries Insurance Corp., 85 Second; Douglas 8550.  
 Benerd, Ira S., Hears' Bldg.; Douglas 2751.  
 Brown, Carl, Inc., 230 Montgomery; Douglas 337.  
 Brown, Edward & Sons, 200 Bush; Sutter 7120.  
 California Agencies, Inc., 226 Sansome; Kearny 2261.  
 California Casualty Indemnity Exchange, 220 Montgomery; Doug. 337.  
 California Inspection Rating Bureau, 216 Pine; Sutter 3108.  
 Chapman & Nauman, 358 Pine; Sutter 4868.  
 Columbia Casualty Co., 315 Montgomery; Douglas 9215.  
 Cornwell Casualty Co., 681 Market; Douglas 2281.  
 Federal Mutual Liability Insurance Co., 220 Montgomery; Sutter 5808.  
 Fidelity and Casualty Co. of New York, 351 California; Kearny 2562.  
 Globe Indemnity Co., 444 California; Douglas 6460.  
 Hartford Accident & Indemnity Co., 438 California; Sutter 7680.  
 Henley & Scott, 201 Sansome; Sutter 8300.  
 Henev, Carl A., 401 Sansome; Douglas 262.

**HINCHMAN & WENTZ**, 22 Leidesdorff; Sutter 437.  
 Insurance Co. of North America, 231 Sansome; Sutter 5590.  
 International Indemnity Co., 315 Montgomery; Douglas 8880.  
 Johnson & Higgins, 311 California; Douglas 6747.  
 Landis & Brickell, 230 Sansome; Kearny 1020.  
 Lichtenstein, Joy, 430 California; Sutter 7680.  
 Marsh & McLennan, 114 Sansome; Garfield 4360.  
 Maryland Casualty Co., 22 Leidesdorff; Sutter 1841.  
 Massachusetts Bonding & Insurance Co., 433 California; Douglas 1980.  
 New Amsterdam Casualty Co., 222 Sansome; Sutter 4626.  
 Nichols & Fay, 465 California; Sutter 5774.  
 Nippert, Paul M., Co., 433 California; Douglas 6123.  
 Norwich Union Indemnity Co., 222 Sansome; Sutter 2630.  
 Ocean Accident and Guarantee Corp., 315 Montgomery; Douglas 7780.  
 O'Keel, Charles & Co., 334 Pine; Sutter 3866.  
 Phoenix Indemnity Co., 222 Sansome; Sutter 2630.  
 Ralph James, Jr.-W. B. Sweet & Co., Inc., 150 Sansome; Garfield 6772.  
 Royal Indemnity Co., 201 Sansome; Kearny 3885.  
 Rule & Sons, Inc., 660 Market; Garfield 6900.  
 Slosson, F. M., 351 California.  
 Smith, Geo. O., 332 Pine; Douglas 2751.  
 Standard Accident Insurance Co., 315 Montgomery; Sutter 4940.  
**ZURICH GENERAL ACCIDENT & LIABILITY INSURANCE CO., LTD.**, 315 Montgomery; Sutter 1218.

**INSURANCE COMPENSATION**

American Credit Indemnity Co., 465 California; Garfield 6920.  
 Associated Industries Insurance Corp., 85 Second; Douglas 8550.  
 California Casualty Indemnity Exchange, 220 Montgomery; Doug. 337.  
 Globe Indemnity Co., 444 California; Douglas 6460.  
 Maryland Casualty Co., 22 Leidesdorff; Sutter 1841.  
 O'Keel, Charles & Co., 334 Pine; Sutter 3866.  
 Standard Accident Insurance Co., 315 Montgomery; Sutter 4940.  
**ZURICH GENERAL ACCIDENT & LIABILITY INSURANCE CO., LTD.**, 315 Montgomery; Sutter 1218.

**INSURANCE—FIDELITY AND SURETY**

Aetna Insurance Co., 219 Sansome; Sutter 3010.  
 Aetna Life Insurance Co. (F.B.), 333 Pine; Garfield 2626.  
 American Surety Co. of New York, 276 Bush; Douglas 5346.  
 California Agencies, Inc., 226 Sansome; Kearny 2261.  
 Elbow, Gus A., 201 Sansome; Sutter 6343.  
 Fidelity and Deposit Co. of Maryland, 433 California; Kearny 1452.  
 Fidelity & Casualty Co., 351 California; Kearny 2562.  
 Globe Indemnity Co., 444 California; Douglas 6460.  
 Hartford Accident & Indemnity Co., 438 California; Sutter 7680.  
 Henley & Scott, 201 Sansome; Sutter 8300.  
 Insurance Co. of North America, 231 Sansome; Sutter 5590.  
 Lichtenstein, Joy, 430 California; Sutter 7680.  
 Maryland Casualty Co., 22 Leidesdorff; Sutter 1841.  
 Massachusetts Bonding & Insurance Co., 433 California; Douglas 1980.  
 New Amsterdam Casualty Co., 105 Montgomery; Sutter 4626.  
 Nichols & Fay, 465 California; Sutter 5774.  
 Nippert, Paul M., Co., 433 California; Douglas 6123.  
 Norwich Union Indemnity Co., 222 Sansome; Sutter 4910.  
 Ocean Accident & Guarantee Co., 315 Montgomery; Douglas 7780.

O'Keel, Charles & Co., 334 Pine; Sutter 3866.  
 Phoenix Indemnity Co., 222 Sansome; Sutter 2630.  
 Preferred Accident Insurance Co., 220 Montgomery; Douglas 9526.  
 Royal Indemnity Co., 201 Sansome; Kearny 3885.  
 Smith, Geo. O., 332 Pine; Douglas 2751.  
 Standard Accident Insurance Co., 315 Montgomery; Sutter 4940.

**INSURANCE—FIRE AND MARINE**

Aetna Insurance Co. (F.B.), 219-231 Sansome; Sutter 3010.  
 Aetna Life Insurance Co., 333 Pine; Garfield 2626.  
 Avery, F. M., 200 Bush; Garfield 6514.  
 Bankers & Shippers Ins. Co. of N. Y., 433 California; Kearny 3561.  
 Bishop, John A., 311 California; Kearny 3567.  
 Bishop, Wilson, 60 Sansome; Kearny 1900.  
**BOARD OF FIRE UNDERWRITERS OF THE PACIFIC**, 465 California; Douglas 6960.  
 Board of Marine Underwriters of S. F., 233 Sansome; Sutter 6514.  
 Brown, Edward & Sons, 200 Bush; Sutter 7120.  
 California Agencies, Inc., 226 Sansome; Kearny 2261.  
 California Insurance Co., 315 Montgomery; Douglas 7100.  
**CHANDLER, L. B. (TRAVELERS FIRE INSURANCE CO.)**, 315 Montgomery; Sutter 1860.  
 Chapman & Nauman, 358 Pine; Sutter 4868.  
 Colvin, Chas. A., 202 Sansome; Kearny 370.  
 Commercial Union Assurance Co., Ltd., 315 Montgomery; Doug. 8500.  
 Coughlin, Clifford, 40 Sansome; Kearny 4200.  
 Connecticut Fire Ins. Co. of Hartford, Conn., 369 Pine; Doug. 2722.  
 Continental Insurance Co. of New York, 60 Sansome; Kearny 1900.  
 Davenport, Dixwell, 453 California; Kearny 3561.  
 Detroit Fire & Marine Insurance Co., 376 Pine; Kearny 3500.  
 Dismore, H. M. & Co., 22 Leidesdorff; Garfield 5420.  
 Fidelity and Casualty Co. of New York, 351 California; Kearny 2562.  
 Fidelity Phenix Fire Insurance Co., 60 Sansome; Garfield 3506.  
 Firemen's Fire Insurance Co., 401 California; Garfield 1975.  
 Fouchere Insurance Co., 339 Sansome; Douglas 4483.  
 Goodwin, Benj., 60 Sansome; Sutter 5450.  
 Griffith, R. H., 354 Pine; Sutter 2517.  
 Harrison, A., Dalton, 651 California; Garfield 485.  
 Harrison, M. C. Co., 28 Leidesdorff; Kearny 394.  
 Henderson, Wm., 333 Pine; Garfield 2626.  
 Henley & Scott, 201 Sansome; Sutter 8300.  
 Henry, Carl A., 401 Sansome; Douglas 703.  
 Hewitt, Dixwell, 2525 Broadway; Sutter 7680.  
**HINCHMAN & WENTZ**, 22 Leidesdorff; Sutter 437.  
 Home Fire & Marine Insurance Co., 433 California; Garfield 1975.  
 Home Insurance Co. of New York, 200 Bush; Douglas 9080.  
 Hunter, Frank L., 234 Sansome; Sutter 4910.  
 Insurance Co. of North America, 231 Sansome; Sutter 5590.  
 Jackson, Ward S., 266 Bush; Sutter 485.  
 Johnson & Higgins, 311 California; Douglas 6767.  
 Junker, Harold, 266 Bush; Sutter 485.  
 Knowles, H. J., 260 California; Douglas 5007.  
 Landis & Brickell, 230 Sansome; Kearny 1020.  
 Lichtenstein, Joy, 430 California; Sutter 7680.  
 Liverpool & London & Globe Insurance Co., 444 California; Sutter 2280.  
 London and Lancashire Insurance Co., 332 Pine; Douglas 272.  
 London Assurance Corporation, 430 Pine; Kearny 3637.  
 Lum, Chas. H., 465 California; Douglas 2170.  
 Marsh & McLennan, 114 Sansome; Garfield 4360.  
 Matthews & Livingstone, 640 California; Garfield 3506.  
 Merchants Fire Assurance Corporation, 114 Sansome; Kearny 4242.  
 Mutual Aetna Co., 315 Montgomery; Sutter 2093.  
 National Union Fire Insurance Co. of Pittsburgh, Pa., 241 Pine; Sutter 5313.  
 Nevada Fire Insurance Co., 550 Sacramento; Douglas 5318.  
 New York Underwriters Agency, 341 Sansome; Kearny 4566.  
 New Zealand Insurance Co., Ltd., 334 California; Kearny 1352.  
 Newark Fire Insurance Co., 201 Sansome; Kearny 3885.  
 Newhall, H. M. & Co., 260 California; Sutter 1886.  
 Niagara Fire Insurance Co. of New York, 376 Pine; Kearny 3500.  
 Nichols & Fay, 465 California; Sutter 5774.  
 North British & Mercantile Insurance Co., 244 Pine; Douglas 2151.  
 Northern Assurance Co., Ltd., of London, 228 Pine; Kearny 3015.  
 O'Keel, Charles & Co., 334 Pine; Sutter 3866.  
 Ord, W. E. J., 351 California.  
**PACIFIC MARINE INS. AGENCY**, 330 California; Kearny 7529.  
 Pacific States Fire Insurance Co., 11th and Alder, Portland, Ore.  
 Parrish, Geo. M., 376 Pine; Kearny 3500.  
 Phoenix Assurance Co., Ltd., of London, 374 Pine; Sutter 6830.  
 Queen Insurance Co. of America, 201 Sansome; Kearny 3885.  
 Rathbone, King & Seely, 114 Sansome; Garfield 3900.  
 Reliance Insurance Co. of Philadelphia, 200 Bush; Garfield 6514.  
 Rodolphe, C. C., 433 California.  
 Ralph James, Jr.-W. B. Sweet & Co., Inc., 150 Sansome; Garfield 6772.  
 Rosenthal, Louis, 302 California; Kearny 1076.  
 Royal Insurance Co., 201 Sansome; Kearny 3885.  
 Scottish Union and National Insurance Co., 201 Sansome; Kearny 4609.  
 Seely & Co., Inc., 140 Sansome; Sutter 2774.  
 Selbach & Deans, 249 Pine; Sutter 6410.

**T**HROUGH active and constant cooperation with Municipalities, Architects, Contractors and Property Owners the **BOARD OF FIRE UNDERWRITERS OF THE PACIFIC** is a potent factor in Fire Prevention Activities—Fire Protection Development—More Adequate Community Safetyguards—and Better Building Construction—all of which have a material bearing on fire hazards.

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## INSURANCE—FIRE AND MARINE

Continued

Slosson, F. M., 351 California  
Smith, Geo. O., 332 Pine, Douglas 272.  
Springfield Fire and Marine Insurance Co., 225-227 Pine, Sutter 834.  
Stoll, Chester C., 310 California, Sutter 6100.  
Union Marine Insurance Co., 374 Pine, Sutter 6330.  
Victory Insurance Co., of Philadelphia, 210 Bush, Garfield 6314.  
Wilson, Chas. H., 360 Pine, Douglas 2722.  
Watson & Taylor, 433 California, Sutter 252.  
Wayman, W. O., 254 Bush, Douglas 3055.  
Weyhester Fire Insurance Co. of New York, 300 Pine, Kearny 1164.  
Western Assurance Co., 201 Sansome, Sutter 8300.  
Yorkshire Insurance Co., 227 Sansome, Sutter 5390.

## INSURANCE—LIFE AND ACCIDENT

Actna Life Insurance Co. (Flt.), 333 Pine, Garfield 2626.  
Bened, Ira. S., Hearst Bldg., Douglas 2751.  
Binder, H. A., 681 Market, Douglas 6775.  
Bradbury, H. C., 521 Market, Sutter 3543.  
Casey, M. H., 315 Montgomery, Douglas 7900.  
Eppinger, Josia, 225 Bush.  
Fidelity & Casualty Co., 351 California, Kearny 2562.  
Finlayson, Harold D., 315 Montgomery, Sutter 8760.  
Fleisher, Alexander, 600 Stockton, Sutter 3015.  
Globe Indemnity Co., 414 California, Douglas 6460.  
Gregory, E. H., Lostock, 681 Market, Sutter 6073.  
Hartford Accident & Indemnity Co., 438 California, Sutter 7680.  
Hathaway, W. L., 510 Sansome, Sutter 6526.  
Hill, Arthur J., 1020 Market.  
Hoge, I. B., 821 Market, Sutter 2147.  
**HOLMAN A. C. TRAVELERS INSURANCE CO.**, 315 Montgomery, Sutter 1840.  
Jost, P. M., 310 Sansome.  
Kandis & Brickett, 220 Sansome, Kearny 1020.  
Le Hart, Oscar C., 220 Montgomery, Garfield 2646.  
Maryland Casualty Co., 22 Leidesdorff, Sutter 1841.  
Naamk Protective Association, 321 Market, Douglas 2980.  
Massachusetts Bonding & Insurance Co., 433 California, Douglas 1980.  
Massachusetts Mutual Life Insurance Co., 681 Market, Douglas 6775.  
Massachusetts Protective Association, 321 Market, Sutter 3543.  
Matthews, Alfred, 703 Market, Kearny 1731.  
Mutual Benefit Life Insurance Co., 703 Market, Sutter 5520.  
**NORTHWESTERN MUTUAL LIFE INSURANCE CO.**, 564 Market, Kearny 4485.  
Ocean Accident & Guarantee Co., 315 Montgomery, Douglas 7780.  
O'Connor, Wm. B., 225 Bush, Douglas 7910.  
Ozell, Charles C., 331 Pine, Sutter 3044.  
Pacific Mutual Life Insurance Co., 660 Market, Douglas 7700.  
Page, John R., 801 Sutter.  
Peoples Mutual Life Insurance Co., 149 California.  
Pioneer Life & Casualty Co., 503 Market.  
Preferred Accident Insurance Co., 220 Montgomery, Douglas 9526.  
Shields, A. M., 315 Montgomery, Douglas 7900.  
Standard Accident Insurance Co., 315 Montgomery, Sutter 4940.  
Stephenson, R. L., 1 Montgomery, Kearny 82.  
Stupp, F. A., 544 Market, Douglas 5241.  
Thomas, E. J., 564 Market, Kearny 1485.  
Von Damm, Bertram, 1012 Palm Ave., San Mateo, Cal.; Sao Mat. 803.  
Webster-Morgan Co., 681 Market, Sutter 7400.  
West Coast Life Insurance Co., 605 Market, Kearny 6760.  
Western States Life Insurance Co., 905 Market, Sutter 545.  
Wickett, F. A., 14 Montgomery.  
**ZURICH GENERAL ACCIDENT & LIABILITY INSURANCE CO., LTD.**, 315 Montgomery, Sutter 1218.

## INSURANCE—PLATE GLASS

Globe Indemnity Co., 441 California, Douglas 6460.  
Maryland Casualty Co., 22 Leidesdorff, Sutter 1841.  
**ZURICH GENERAL ACCIDENT & LIABILITY INSURANCE CO., LTD.**, 315 Montgomery, Sutter 1218.

## INSURANCE—TITLE

California Pacific Title Insurance Co., 148 Montgomery, Sutter 3500.  
City Title Insurance Co., 216 Montgomery, Sutter 3755.  
Clark, Walter C., 250 Montgomery, Garfield 2170.  
Northern Counties Title Insurance Co., 374 Bush.  
Title Insurance & Guaranty Co., 250 Montgomery, Garfield 2170.  
Western Title Insurance Co., 176 Sutter, Garfield 5810.

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1926

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 President

## INVESTIGATORS

Castello Bureau of Investigation, 821 Market, Kearny 7699.  
Field, W. H. Detective Bureau, 681 Market, Sutter 2238.  
General Service Corp., 965 Market, Garfield 1359.  
Gignac Secret Service Bureau, 681 Market, Douglas 5469.  
Jerome Detective Service Co., 321 Bush, Douglas 9190.  
Motor Detective & Patrol Service, 602 California, Sutter 1900.  
Pinkerton Bureau (Stock), 24 California, 29.  
Pinkerton National Detective Agency, 870 Market, Kearny 5330.

## INVESTMENTS AND SECURITIES

Allyn, A. C. & Co., 315 Montgomery, Kearny 5730.  
Bond & Tupper, 1033 California, Kearny 6500.  
Borfield, C. & W., 235 Montgomery, Kearny 6177.  
Broeze Investment Co., 220 Montgomery, Douglas 2196.  
Brenner, Gustave, 14 Montgomery, Kearny 6500.  
Burk, Antoinette Nadée, 486 California, Garfield 4074.  
Burr, Geo. H. Conrad & Bros. Inc., 490 California, Douglas 142.  
Coast Realty Co., 485 California, Kearny 6500.  
Crosby, Francis B., 405 Sansome, Sutter 1856.  
Cushing, A. M., 593 Market, Douglas 9949.  
Dean, Witter & Co., 486 California, Garfield 4450.  
De Lorme, Clifford, 485 California, Garfield 4766.  
Dibblee, Benjamin P., 300 Montgomery, Kearny 7900.  
Dillon Read & Co., 485 California, Davenport 1425.  
Federal Securities Corp., Union League Bldg., Los Angeles, Cal.  
Foster Co., 65 Market, Davenport 1100.  
Frank, Alvin H. & Co., 201 Sansome, Douglas 8210.  
Griffin, Andrew G., 311 California, Sutter 4664.  
Gundelinger, E. R. Inc., 480 California.  
Hamilton, R. G. & Co. Inc., 331 Montgomery, Douglas 7641.  
Hecht Investment Co., 485 California, Davenport 1541.  
Heller-Bruce & Co., 220 Montgomery, Douglas 2244.  
Holmes Investment Co., 68 Post, Kearny 2706.  
Hunter, Duin & Co., 250 Montgomery, Douglas 188.  
Hynnan Bros. Co., 486 California, Sutter 5716.  
Irwin, William G. Estate Co., 454 California.  
Judson, Martin Jr. & Co., 485 California, Douglas 8391.  
Kinball, C. E., 220 Montgomery 17.  
Kosland, Max I., 230 Montgomery, Sutter 1010.  
Landfill, P. E., 583 Commercial, Sutter 2120.  
Levi, H. & Co., 111 New Montgomery, Douglas 1930.  
Lewis, A. N., 703 Market, Sutter 5717.  
Lewis, George W. & Co., 486 California, Garfield 3982.  
Lewis & Co., 58 Sutter, Sutter 6144.  
Lithental Co. (B), 351 California, Sutter 1160.  
Lowenberg, A. J., Hearst Bldg., Sutter 2120.  
McCroery Estate Co., 335 Pine, Douglas 5688.  
McGregor, John A., 433 California, Douglas 8400.  
Martin Investment Co., 1 Montgomery, Kearny 341.  
Merchants Security Co., 58 Sutter, Douglas 4102.  
Myxell, Moller & Co. Inc., 1 Montgomery, Garfield 2202.  
National Mortgage Co., 444 California, Garfield 1200.  
Neilsen, Gustave Co., 319 Sansome, Kearny 3069.  
Norris, L. A. Co., 58 Sutter, Graystone 5375.  
Parrott Investment Co., 153 Montgomery, Kearny 1842.  
Paxon, Frank & Sons, Inc., 541 Market, Douglas 835.  
Peirce, Fair & Co., 433 California, Douglas 8400.  
Protected Investment Co., 681 Market, Sutter 3167.  
**BOLLING, E. H. & SONS**, 300 Montgomery, Kearny 7900.  
Sachs, Edgar J., 220 Montgomery, Kearny 3830.  
Sachs, Sanford, 140 Green, Garfield 3969.  
Samson & Co., 541 Market, Sutter 2538.  
Sarel Corp., 315 Montgomery.  
Schwabacher & Co., 605 Market, Douglas 500.  
Shannon, Samuel, 225 Montgomery, Sutter 5764.  
Spowden, J. Arthur & Co. Inc., 1 Montgomery, Douglas 7327.  
Sutro & Co. (B), 410 Montgomery, Douglas 2130.  
Swift, Henry F., 2 Pine, Garfield 3570.  
Wagon, Wm. B., 325 Bush, Douglas 2916.  
Watson, Douglas S., 156 Montgomery, Garfield 2622.  
Winship, Empire, 350 Post, Garfield 150.  
Wright, Alexander & Freely, 525 Market, Garfield 4690.  
Wynne, Amor & Co., 830 Market.  
Youne, Halimand F., 1 Montgomery.  
Zadig & Co. (B), 370 Bush, Kearny 1725.

## IRON PIG

**COLUMBIA STEEL CORP.**, 215 Market, Douglas 8760.

## IRON AND STEEL

American Chain Co. (Ft.), 821 Market, Sutter 6470.  
American Forge Co. (M) (Hammered), 25-27 Tehama, Sutter 2908.  
American Mangane Steel Co. (M), Foot Seventh, Oakland, Oak 1703.  
American Rolling Mill Co. (M), 540 Tenth, Market 3495.  
**HADE-PALK & CO. J.**, 74 New Montgomery, Douglas 3466.  
Baker, Hamilton & Pacific Co. (W), 700 Seventh, Park 9000.  
Bourne-Fuller Co., 681 Market, Douglas 6125.  
California Iron Yards Co. (M), 695 Sixteenth, Market 1062.  
**COLUMBIA STEEL CORP.**, 215 Market, Douglas 8760.  
Continental Steel & Supply Co. (Ft) (Tool), 838 Harrison, Doug. 1562.  
Eyre, Edw. L. & Co. (L-E), 465 California, Kearny 289.  
Foucar, Ray & Dixon, Inc., 512 Folsom, Kearny 8975.  
Gunn, Carl & Co. (M), 444 Market, Sutter 2720.  
Jessop, Wm. & Sons, Inc. (Ft), 20 Natoma, Kearny 5867.  
Jones & Laughlin Steel Corporation (Ft), 225 Bush, Douglas 1776.  
Judson & Dow (M), 74 New Montgomery, Sutter 435.  
Judge Mfg. Co. (M), 819 Folsom, Sutter 6820.

## Northwestern Mutual Life Insurance Co.

of Milwaukee, Wis.

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## IRON AND STEEL—Continued

Key, John L., Inc. (J), (Fig. 22 Battery; Davenport 1503.  
 Metal & Thermit Corporation (M), South San Francisco; Mission 518.  
 Midvale-Philadelphia Co., 681 Market; Sutter 2363.  
 Montague Pipe & Steel Co., 582 Market; Kearny 698.  
 Mortenson Construction Co., Nineteenth and Indiana; Mission 5033.  
 Muller, Wm. H. & Co. Inc., 114 Sansome; Garfield 6770.  
 Myers, Sydney C. (M), Kohl Bldg.; Douglas 248.  
 National Malleable & Steel Castings Co., 681 Market; Sutter 681.  
 Pacific Coast Steel Co. (M), Riatio Bldg.; Sutter 1564.  
 Pacific Rolling Mill Co. (M), Seventeenth and Mississippi; Market 215.  
 Peninsula Iron & Steel Co. (M), 770 Folsom; Garfield 818.  
 Pray, Milton Company (M), 681 Market; Garfield 453.  
 Rolph Mills & Co. (I-E), 149 California; Sutter 1100.  
 Rufolson, A. C. Co. (M), 681 Market; Douglas 1379.  
 Sals, Eugene C. (M), 681 Market; Sutter 6873.  
 Sovel Iron Store Co., 754 Howard; Douglas 2345.  
 Soule, Edw. L. Co. (J), 912-924 Riatio Bldg.; Sutter 2821.  
 Sugarman Iron & Metal Co., W., Sixteenth and Missouri; Hemlock 1190.  
 Taylor & Spotswood Co. (D), Nineteenth and Minnesota; Mission 7800.  
 Taylor-Wharton Iron & Steel Co., 433 California; Sutter 3005.  
 Truscott Steel Co., 709 Mission; Douglas 7135.  
 United States Steel Products Co. (F-B), Riatio Bldg.; Sutter 2500.  
 Weston Pipe & Steel Co. (M), 444 Market; Kearny 4110.  
 Wetherill, W. S. Co. (D), Nineteenth and Wisconsin; Hemlock 1480.

## IRON WORK

California Artistic Metal & Wire Co. (M), 349-365 Seventh; Market 2162.  
 California Steel Co. (Ornamental), 582 Market; Douglas 1490.  
 Central Iron Works (M), 2000 Bryant; Mission 58.  
 Day, Thomas Co. (M), 725 Mission; Douglas 1573.  
 Golden Gate Iron Works (M), 1841 Howard; Market 5445.  
 Golden State & Miners Iron Works (M), 249 First; Sutter 3508.  
**HENDY, JOSHUA, IRON WORKS (M)**, 75 Fremont; Kearny 3430.  
 Husler, Otto F. (M), 1824 Pacific; Prospect 8340.  
 Keystone Ornamental Iron and Bronze Works (M), 830 Howard.  
 Kloers & Koch (M) (Ornamental), 477 Clementina; Kearny 4481.  
 Main Iron Works (M), 1040 16th; Market 722.  
 Michel & Pfeiffer Iron Works (M), 1415 Harrison St.; Hemlock 3080.  
 Monarch Iron Works (M), 262-264 Seventh; Market 8404.  
 Ocean Shore Iron Works, 550 Eighth; Market 462.  
 Old Mission Kopper Kraft, Inc. (M), 564 Market; Douglas 4106.  
 Pacific Rolling Mill Co. (M), 1100 Seventeenth; Market 215.  
 Peerless Ornamental Iron & Bronze Co. (M), 1525 Folsom; Mkt 3585.  
 Pennington, Geo. W., Sons, Inc. (M), 1699 Montgomery; Sutter 1466.  
 Rakston Iron Works (M), Twentieth and Indiana; Mission 4718.  
 Roberts Mfg. Co. (M) (Ornamental), 693 Mission; Douglas 6375.  
 Schrader Iron Works, Inc. (M), 1247 Harrison; Market 337.  
 Seipel & Johnson (M), 1079 Folsom; Market 8919.  
 Sims & Gray Iron Works (M), 550 Bryant; Garfield 1605.  
 Star Ornamental Iron Works (M), 1274 Folsom; Market 2468.  
 West Coast Wire & Iron Works (M), 861 Howard; Douglas 4397.  
 Western Iron Works (M), 141 Beale; Davenport 2575.

## IRRIGATION SUPPLIES

California Corrugated Culvert Co. (M), West Berkeley, Cal.; Ber. 5420.  
 United States Cast Iron Pipe & Foundry Co. (F-B), 681 Market; Gar. 5140.  
 Weisbaum, G. & Co., Pipe Works (M), 133 Eleventh; Market 272.  
 Western Pipe & Steel Co. (M), 444 Market; Kearny 4110.

## JAIL WORK

Rakston Iron Works (M), Twentieth and Indiana; Mission 4718.  
 Western Iron Works (M), 141 Beale; Davenport 2575.

## JANITOR SERVICE

Pacific Coast Contracting Janitor Co., 521 Brannan; Sutter 930.

## JANITORS' SUPPLIES

Building Supplies Co., 623 Serrano; Kearny 5787.  
 Esterday Supply Co., 938 Howard; Douglas 424.  
 Lacko Specialty Co. Inc. (J), 824 Montgomery; Garfield 6631.  
 Sterling Hardware Co. (R), 535 Montgomery; Davenport 2179.

## JEWELERS' SUPPLIES

Nordman & Aurich, 150 Post; Garfield 357.

## JEWELRY

Abrahams Max, Inc. (M) (Novelty), 717 Market; Douglas 2533.  
 Adams, Edson Co. (W-MA), 140 Geary; Sutter 2744.  
 Ahlers, H. C. Co. (I-R), 245 Post; Kearny 4524.  
 Andrews Diamond Palace (R), 46 Geary; Douglas 516.  
 Auger, Constant J. (R), 175 Geary; Douglas 2883.  
 Barkan, Fritz (W) (Precious Stones), 704 Market; Kearny 2860.  
 Barth, Rudolph (R), 75 O'Farrell; Garfield 2735.  
 Brilliant, B. T. (R), 703 Market; Garfield 6472.  
 Burnett Bros. (R), 938 Market; Garfield 5072.  
 California Jewelry Co. (J-W) (Precious Stones), 704 Market; Kny. 2300.  
 Carran & Green Inc. (W), 112-114 Kearny; Sutter 1833.  
 Chew Chong Tai & Co. (M), 905 Grant Ave., China 95.  
 Davidson, Wm. (I-W), 704 Market; Douglas 833.  
 deBor, Mendel B. (W), 209 Post; Douglas 7377.  
 DeFerrari & Peters (R), 265 Columbus Ave.; Kearny 3543.  
 Dreyfus, Henry & Daughter (I-W) (Novelty), 830 Market; Doug. 988.  
 Eisenberg, A. & Co. (W), 85 Post; Douglas 725.  
 Freer, Burr W. Co. (W-MA), 140 Geary; Kearny 2855.  
 Friend, Samuel H. (I-W), 704 Market; Douglas 5700.  
 Gensler-Lee Jewelry Co. (R), 518 Market; Kearny 90.  
 Giddens, W. B. Co., 140 Geary; Douglas 1179.  
 Glindemann, Wm. M. & Son (R), 718 Market; Douglas 2399.  
 Goldstein, S. H. (M), 830 Market; Douglas 6099.

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## JEWELRY—Continued

Graves, Wm. E. (R), 278 Post; Kearny 1212.  
Hall, A. I. & Son, Inc. (W), 150 Post; Sutter 7077.  
Hesthal, Wm. J. (R), 110 Kearny; Sutter 1570.  
Hirschman & Co. (R), 300 Post; Douglas 97.  
Houston, Gilmore & Co. (R), 208 Post; Sutter 3055.  
Jeddis, Alphonse C. (W), 704 Market; Kearny 6010.  
Johnson & Wood (W), 704 Market; Kearny 5283.  
Kearns, R. P. Co., Inc. (W), 150 Post; Sutter 7131.  
King, Jesse W. (MA), 704 Market; Sutter 2775.  
Knox & Kaye (W), 704 Market; Sutter 2858.  
Lee & Kierski (MA), 704 Market; Garfield 6147.  
Levy, M. L. & Co. (W), 704 Market; Kearny 5131.  
Linn, E. (L-W) Diamond Jeweler; Douglas 406.  
Mayer & Weinschenk (W), 717 Market; Kearny 538.  
Morcan & Allen Co. (W), 150 Post; Sutter 6407.  
Niderost & Taber, Inc. (W), 120 Post; Douglas 928.  
Orenda Community Ltd. (FH) Silverware, 150 Post; Sutter 3059.  
Ott, August L. (M), 233 Post; Sutter 6110.  
Radke & Co. (R), 208 Post; Douglas 3190.  
Ribitsky, Mrs. E. (Novelty), 131 Kearny; Kearny 4538.  
Rothschild Jewelry Co., (R), 704 Market; Sutter 6127.  
Samuels, Albert S. Co. (R), 985 Mission; Douglas 33 Kearny; Doug. 8385.  
Silver, Treat & Eriect, (R), 130 Kearny; Sutter 1012.  
Slrove & Co. (M-W-R), Post and Grant Ave.; Garfield 2600.  
Schlusser, M. & Co., Inc. (W), 704 Market; Kearny 3228.  
Sorenson Co. (R), 717 Market; Kearny 2017.  
Spiro, J. H. (MA), 760 Market; Sutter 4719.  
Teh Fook & Co. (M), 727 Jackson; China 70.  
Trenkly, H. W. & Co. (M), 140 Geary; Kearny 5749.  
Weinschenk, Chas. & Son (W), 704 Market; Sutter 4497.  
Wurkheim, S. & Bro. (W), 717 Market; Douglas 975

## JUNK AND WASTE MATERIALS

Harley, Chas. Co. (W), 860 Seventh; Market 155.  
Hartner & Rosenthal (W), 100 Post; Oakland, Cal.; Oakland 1078.  
Levin, M. & Sons (W), 2231 Third; Park 418.  
Sugarmar Iron & Metal Co. (W), Sixteenth and Missouri; Henlock 1190.

## KEROSENE

Associated Oil Co. (M), 70 New Montgomery; Kearny 4800.  
Petroleum Products Co. (M), 433 California; Kearny 959.  
Shell Co. of California (M), 200 Bush; Garfield 6100.  
Standard Oil Co. (M), 225 Bush; Sutter 7700.  
Union Oil Co. of Cal., 220 Montgomery; Sutter 1400.

## KITCHEN EQUIPMENT

Campbell, Fred S. Co. (MA), 830 Mission; Garfield 2070.  
H. & H. Mfg. Co. (M), 165 Eddy; Prospect 3079.  
Hs. John C. & Co. (M), 839-841 Mission; Sutter 930.  
**MANGRUM & OTTER** (M), 827 1/2 Mission; Kearny 3155.  
Montague Range & Furnace Co. (M), 376 Sixth; Market 4845.  
**NELSON, JAS. A., Inc.** (M), 1375 Howard; Henlock 140.  
Popper, T. J. Co. (M), 108 1/2 Mission; Kearny 3155.  
Western Range Co. (M), 849 Mission; Garfield 6962.

## KNIT GOODS

Abrams, N. (W), 520 Mission; Douglas 2500.  
Alcone Knitting Mills (M), 1603 Mission; Market 263.  
Baby Shop Inc. (M), 55 First; Douglas 3253.  
Baude, Frank W. (MA), 425 Mission; Douglas 3271.  
Bauer Bros. & Co. (W), 83 First; Douglas 531.  
Chiett Peabody & Co. (W), 100 Battery; Douglas 417.  
Crocker, A. & Co. (M), 32 Battery; Douglas 2860.  
Davis, Simon E. & Co. (W), 51 Fremont; Douglas 5922.  
Dinkelpiel, L. Co. Inc. (W), 125 Battery; Douglas 1900.  
Elkus Co. (M-W), 729-733 Mission; Kearny 745.  
Feisel, E. J. (W), 334 Mission; Garfield 4264.  
Fisher, Chas. (MA), 49 Geary; Kearny 1669.  
Ganter & Mattern Co. (M), 461 Mission; Kearny 6000.  
Greenebaum, Well & Michaels (W), 740 Mission; Kearny 4548.  
Gruhn Bros., 120 Battery; Douglas 3631.  
Israel & Nussbaum Co. (W), 154 Sutter; Douglas 850.  
Jacobs, F. P. & Bro. (MA), 22 Battery; Sutter 4624.  
Kearny & Abraham (W), 37 1/2 Battery; Douglas 815.  
Kauffman-Goldman Co. (W), 39 Battery; Douglas 1131.  
Maltzer & Kiefer (M-J), 110 Bush; Douglas 829.  
Mission Knitting Works (M), 111 Battery; Douglas 6119.  
Moore, Walton N. Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
Princeton Knitting Mills (M), 502 Mission; Douglas 5397.  
Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
Spyder Bros. Knitting Mills (M), 1501 Eddy; Park 8058.  
Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086.

## KODAK SUPPLIES

Eastman Kodak Co. (FB), 241 Battery; Kearny 4780.  
Eastman Kodak Stores Inc. (W-R), 645 Market; Douglas 6346.  
Hirsch & Kaye (M), 239 Grant Ave.; Douglas 1290.  
Howland & Dewey Co. (W-R), 545 Market; Douglas 6340.  
Lasky's (R), 718 Market; Douglas 1701.

## LABELS

Demmon Mfg. Co. (FB), 833 Market; Kearny 3789.  
Eastman, Howard Co. (M), 414 Battery; Kearny 5102.  
Galloway Lithographic Co. (M) Paper, 515 Folsom; Douglas 3056.  
Heinrich, A. Co. (MA), 262 Davis; Sutter 2207.  
**OLEEN LITHOGRAPH CO.** (M), 515 Sansone; Kearny 1282.  
Pacific Label Co. (M), 1150 Folsom; Henlock 1086.  
**SCHMIDT LITHOGRAPH CO.** (M), 461-499 Second; Douglas 200.  
Traume Label & Lithograph Co. Inc. (M), 902 Battery; Douglas 680.

## LABORATORIES—BIOLOGICAL

Vitalait Laboratory, 870 Market; Sutter 5139.

## LACQUER FINISHING

QUANDT, A. & SONS, 374 Guercero; Market 1709.  
Roberts Mfg. Co. (M), 663 Mission; Douglas 6575.

## LADIES' FURNISHINGS

Alcone Knitting Mills (M), Jersey Cloth Street Coats and Suits), 1633 Mission; Market 273.  
Anthony Bros. (M), 516 Mission; Sutter 7240.  
Bary-Newberg Sutter Co. (W), 154 Sutter; Sutter 5310.  
Bauer Bros. & Co. (M), 83 First; Douglas 731.  
Benedict, C. Mfr. Co. (M), Brasserie), 1058 Mission; Market 2482.  
Burry, Harry (M), 15 Stockton; Douglas 4208.  
City of Paris Dry Goods Co. (R), Geary, Stockton and O'Farrell, Douglas 4600.  
Diasch-Kawasser & Co. (R), Sutter and Grant Ave., Douglas 3840.  
Dinkelpiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
Dodd, C. J. Co. (W), 833 Market; Sutter 2189.  
Emporium, The (R), 825-827 Market; Kearny 4800.  
Fleischman, M. R. (M), 15 Battery; Kearny 4741.  
Goldman, Morris (M), 212 Sutter; Sutter 2514.  
Graham & Kaufman (M), 46 First; Douglas 7011.  
Hale Bros., Inc. (R), 901-921 Market; Sutter 5600.  
Hamburger Apparel Co. (W), 130 Sutter; Douglas 3169.  
Handelman, L. (M), 154 Sutter; Douglas 4944.  
Hoff, William W., 212 Stockton; Kearny 1632.  
Israel & Nussbaum Co. (W), 154 Sutter; Douglas 850.  
Kahn, Sidney Co. (R), 817 Market; Douglas 5163.  
Lennon's Glaze House (R), 782 Market; Sutter 8744.  
Levy, Louis M. (W), 154 Sutter; Douglas 3831.  
Levy, Max (W), 130 Sutter; Kearny 1677.  
Lieves, H. & Co. (R), Post and Grant Ave.; Garfield 6240.  
Livingston Bros., Inc. (R), Grant Ave. and Geary; Douglas 3060.  
Lowey, Edmund & Co., 130 Sutter; Kearny 1936.  
Magnin, I. & Co. (R), Grant Ave. and Geary; Douglas 2100.  
Magnin, Joseph Co., Inc. (R), Stockton and O'Farrell; Sutter 123.  
Malson Adelaide (R), 287 Geary; Douglas 6339.  
Malson Mendelssohn, Inc. (R), 294 Post; Garfield 4390.  
Markis Bros. (R), 831 Market; Douglas 3400.  
Moore, Walton N. Dry Goods Co. (W), Mission and Fremont.  
Nippon Dry Goods Co. (W), 70 Pine; Sutter 650.  
Normandin Bros. Co. (M), 330 Mission; Kearny 2891.  
O'Connor, Moffatt & Co. (R), 119-129 Post; Garfield 6000.  
R. & G. Carset Co., Inc. (W), 111 New Montgomery.  
Ratner, H. (M), 233 Post; Garfield 197.  
Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
Schwartz & Goodman (R), 879 Market; Douglas 4769.  
Van Vliet, George (MA), 154 Sutter; Garfield 2152.  
Walker Cleak & Suit Mfg. Co. (M), 228 Grant Ave.; Garfield 1658.  
Westmaid Coat & Suit Co., Inc. (M), 901 Mission; Douglas 5880.  
White House (R), Sutter, Grant Ave. and Post; Kearny 5000.

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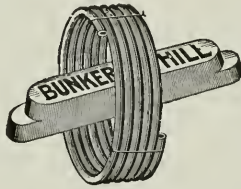


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## LAMP

Braun-Knecht-Heimann Co. (W-M), 576-584 Mission; Kearny 3493.  
 Bullard, E. D. Co. (D-M-A), 1846; Union, 365 Howard; Doug. 6320.  
 Callott, Henry J. R. (M-A) Floor, 180 New Montgomery; Doug. 7552.  
 Day, Thomas Co. (M), Floor, 735 Mission; Douglas 1374.  
 Koven Electric Co. (M) Portable, 444 Hayes; Walnut 2706.  
 Levy Electric Co. (Incandescent), 1230 Park; Prospect 230.

## LAND OPERATORS

## SEE ALSO REALTORS

Eastern Oregon Land Co., 1 Montgomery; Kearny 541.  
 Kern County Land Co., 485 California; Kearny 4021.  
 Liberty Farms Co., 888 Market; Kearny 2798.  
 Parsons, E. A., Sacramento, Cal.  
 Patterson, P. H., Newark, Cal.  
 River Farms Co. of California, 220 Montgomery; Garfield 1219.  
 Golden Gate Stearns Land Co., 415 Lombard; Kearny 3083.  
 Rosenbergs, Jos., San Ardo, Cal.  
 Sonoma Land Co., 176 Townsend; Sutter 350.  
 Voorman Co., 593 Market; Kearny 449.

## LARD

McIntyre Packing Co. (M), 119 Sacramento; Sutter 950.  
**BATHENS, P. F. & SONS (S)**, 1331-1315 Pacific; Graystone 2027.  
 Southern Francisco Packing & Provision Co., (M), 407-413 Front.  
**VARDEN PACKING CO.** (M), 155 Montgomery; Douglas 815.  
 Western Meat Co. (M), 6th and Townsend; Mission 7883.

## LAUNDRIES

Atlas Laundry Co. (M), 128 Erie; Park 1594.  
 Birsinger, A. P. & Co., 1957 Sutter; West 4803.  
 Cavanaugh, Joseph T. Inc. (M), 340 11th; Market 1453.  
 Central French Laundry Co., 1045 McAllister; Fillmore 6544.  
 Domestic Laundry Co. (M), 2096 Howard; Park 4637.  
 Gialle Mercantile Laundry (M), 301 8th; Market 2514.  
 Golden Gate Stearns Laundry Co., 2142 Lombard; West 4220.  
 Home Laundry Co. (M), 3338 17th; Market 130.  
 La Grande Laundry Co. (M), 250 12th; Market 916.  
 Lamayson, R. C., 2674 Sutter; 2142 Lombard; West 4220.  
 Leighton Cooperative Laundry, 1925 Bryant; Market 3551.  
 Loustau, Laurent Co., 3654 Sacramento; West 6517.  
 Metropolitan Laundry Co. (M), 1148 Harrison; Market 2170.  
 New Process Laundry Co. (M), 389 8th; Market 922.  
 New San Francisco Laundry Co., 2544 Greenwich; West 6059.  
 Office Towel Supply Co. (Towel), 505 Montgomery; Douglas 1129.  
 Sunnet Towel Supply Co. (Towel), 55 New Montgomery; Garfield 4950.  
 White Palace French Laundry, 1567 California; Graystone 3020.

## LAUNDRY SUPPLIES

Braun-Knecht-Heimann Co. (W-M), 576-584 Mission; Kearny 3493.  
 Hotaling, A. F. & Co. (M-A), 451 Jackson; Kearny 4665.  
 Household Necessity Co. (M), 236 Commercial; Sutter 2107.  
 Patok & Co. (W-D), 513 6th; Douglas 5988.

## LEAD PRODUCTS

National Lead Co. of Cal. (M), 485 California; Douglas 5560.  
**NORTHWEST LEAD CO.** (FB), 620 Market; Sutter 414.  
 Selsby Smelting Works (M), 201 1st; Kearny 883.

## LEATHER

Chase, L. C. & Co. (FB) (imitation), 74 New Montgomery; Douglas 5259.  
 Cook, A. J. & R., 713 Mission; Sutter 1054.  
 Frank, S. H. & Co. (M), 416 Battery; Douglas 6620.  
 Hildebrandt, Struven & Co. (M-A-L-B), 320 Market; Kearny 4453.  
 Keystone Bros. (W), 755 Mission; Douglas 470.  
 Krieg Tanning Co. (M), 1703 San Bruno Ave.; Mission 2600.  
 Kullman, Salz & Co. Inc. (M), 85 2nd; Garfield 1940.  
 Legalle-Hellwig Norton Co. (M), 1600 Fairfax Ave.; Mission 132.  
 Metten & Gebhardt (M), 136 Trumbull; Rand. 2724.  
 National Springs & Chauns Co. (FB), 809 Montgomery; Davenport 3299.  
 Patrick, A. B. Co. (M), Fairfax Ave. & Quint; Mission 6945.  
 Pilster & Vogel Co. (M), 569 Howard; Douglas 260.  
 Poetsch & Peterson (M), 3112 Army; Mission 696.  
 Sumner, W. & Co. Inc., 220 Townsend; Kearny 3337.  
 United Shoe Machinery Co. (FB), (Shoe Findings), 859 Mission;  
 Wagner Leather Co. (M), 59 2nd; Kearny 1802.

## LEATHER GOODS

Abrams, M. L. (M-A), 259 Geary; Garfield 6961.  
 Alden, Max (J), 525 Market; Douglas 4447.  
**BEATSALL MAT CO.** (M), 340 Sansone; Kearny 1817.  
 Birnbaum & Rasper (W), 717 Market; Sutter 1714.  
 Bohle, A. F. & Co. (M) (Belts), 505 Mission; Sutter 1069.  
 Bringham, J. C. Co. (M), 317 Market; Kearny 1873.  
 California Leather Novelty Works (M), 440 Sansone; Sutter 2916.  
 California Notion & Toy Co. (M) (Purses), 555 Market; Douglas 872.  
 Cohen, J. M. & Co. (M) (Belts), 15 Battery; Douglas 3605.  
 Crocker Mfg. Co. (M), 682-5th; Market 1566.  
 Crowley, J. B. (W), 86 Third; Kearny 482.  
 Deutch, Sol (M-R), 1418 Polk; Graystone 1607.  
 Eberhard, Geo. H. Co. (M-A), 304-1st; Mission; Kearny 4444.  
 Fredrick-Weingarten Co. (W), 71 First; Garfield 312.  
 Friedberg-Grunauer Co. (W), 48 Fremont; Douglas 3151.  
 Hahn, George (M), 279 Polk; Mission; Kearny 4548.  
 Greenebaum, Weil & Michaels (W), 740 Mission; Kearny 4548.  
 Hildebrandt, Struven & Co., 320 Market; Kearny 4459.  
 Hoch, Bernard, Co. (W), 77 Market; Kearny 185.  
 Hirschfelder & Meaney (M), 36 Battery; Douglas 665.

## LEATHER GOODS—Continued

Kaufman-Goldman Co. (W), 39 Battery; Douglas 1131.  
 Kelly-Lincoln Belting Co. (M), 33 Milna.  
 Kessler, Kenneth M. (W), 125 Stockton; Sutter 2558.  
 Keyser, Fred (W), 755 Mission; Douglas 470.  
 Levin, A. J. (R), 884 Market; Garfield 1322.  
 McLeod Mercantile Co. Inc. (W), 26 Battery; Sutter 3935.  
 Malm, C. A. & Co. (M), 598 Market; Douglas 2474.  
 Maltzer & Kiefer (M-J), 110 Bush; Douglas 829.  
 Muls Mfg. Co. (M), 272 Tehama; Sutter 637.  
 New Leather Goods Co. (M), 790 Market; Sutter 1728.  
 Oppenheimer, The Trunk Man (R), 738 Market; Kearny 3641.  
 Pacific European Import Co. (W) (Purses), 86 Third; Sutter 3488.  
 Shreve & Co. (M-W-R), Post and Grant Ave.; Garfield 2600.  
 Suro Co. (M), 301 Market; Sutter 618.  
 Travelers Trunk Co. (R), 61 O'Farrell; Douglas 2180.

## LEATHER MATS

**BEATSALL MAT CO.** (M), 340 Sansone; Kearny 1817.

## LIGHTERAGE

Crowley Launch & Tugboat Co., Pier 14, Davenport 3651.  
 Harbor Tug & Barge Co., Pier 16.  
 Peterson, Henry C. Inc., Pier 16, Davenport 1855.  
 Shippers & Merchants Tug Boat Co., Pier 15, Kearny 3497.

## LIGHTS—SIDEWALK

Phoenix Sidewalk Light Co. (M), 317 Market; Market 4565.

## LIME

Atlas Mortar Co. (M), 58 Sutter; Douglas 938.  
**COWELL, HENRY, LIME & CEMENT CO.** (M), 2 Market; Kny. 2095.  
 Horton Lime Co. (W-D), 681 Market; Kearny 4408.  
 Pacific Lime & Plaster Co. (M), 58 Battery; Douglas 938.  
 Standard Gypsum Co., 790 Market; Sutter 2633.  
**STANDARD PORTLAND CEMENT CO.** (M), 620 Market; Sutter 7500.  
 Western Rock Products Co., 593 Market; Sutter 6442.

## LINENS

## (ART, DRESS AND HOUSEHOLD)

Abronsheim & Co. (M-A-W), 821 Market; Douglas 5484.  
 Anderson-Cameron & Co., 560 Sacramento; Douglas 6160.  
 California Cotton Mills (M), 310 California; Douglas 2643.  
 Coppel Bros. (W), 110 First; Douglas 8270.  
**DINKESPIEL, L. CO. INC.** (W), 125 Battery; Douglas 1900.  
 Harris, S. & Co. (W), 650 Mission; Kearny 1956.  
 Kraft, Carl F. (M-A), 444 Market; Sutter 6490.  
 Leighton-Jellett Co. Inc. (J-W) 526 Mission; Douglas 1793.  
 Levy Mfg. Co. (M-W), 251 Post; Garfield 2065.  
 Moore, Walton N., Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
 Munster, Carl & Co. (W), 517 Mission; Kearny 3126.  
 O'Keefe & Co. (W), (Hotel), 788 Mission; Sutter 599.  
 Pacific European Import Co. (W), 86 Third; Sutter 3488.  
 Taylor, Edmund & Son (W), 682 Mission; Douglas 2931.

## LININGS

Belding Bros. & Co. (M), 130 Sutter; Sutter 4261.  
 Benedict, C. Mfg. Co. (M), 1058 Mission; Market 2482.  
 Dinkespiel, L. Co. Inc. (W), 125 Battery; Douglas 1900.  
 Ford, C. W. R. Co. (W), 164 Sutter; Sutter 4731.  
 Greenebaum, Weil & Michaels (W), 740 Mission; Kearny 4548.  
 Hopkins, H. B. (M-A), 400 Lick Bldg.; Douglas 2560.  
 Jacobs, F. P. & Bro. (M-A), 22 Battery; Sutter 1252.  
**LEON, S. E. & CO.** (W), 40 First; Douglas 1598.  
 Moore, Walton N., Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
 Shapiro, D. R. (M-A), 58-40 First; Sutter 4121.

## LINOLEUMS

Armstrong Cork Co., 180 New Montgomery; Douglas 6565.  
 Certain-Ted Products Corp. (M), 315 Montgomery; Sutter 2110.  
 Peck & Hills Furniture Co. (W), 180 New Montgomery.  
 Huise-Bradford Co. (I-W), 844 Mission; Garfield 326.  
 Paraffine Companies, Inc. (M), 475 Brantam; Douglas 9420.  
 Peck & Hills Furniture Co. (W), 180 New Montgomery; Douglas 8554.  
 Sloan, W. & J. (W-R), 224 Sutter; Garfield 2838.  
 Veiker, Win. & Co. (W), 631 Howard; Kearny 5727.  
 Walter, D. N. & Co. (W), 522-572 Mission; Sutter 100.  
 Wild, Joseph & Co. (W), 180 New Montgomery; Sutter 3317.

## LINOTYPE SERVICE

Nicoll, Alex. Printing Co. (M), 45 Ecker; Douglas 4185.  
 Pacific Typesetting & Type Foundry Co. (M), 442 Sansone.

## LITHOGRAPHING

Bowles-Broad Printing Works (M), 75 Third; Sutter 135.  
 Crocker, H. S. & Co. (M), 565 Market; Douglas 5860.  
 Calloway Lithographing Co. (M) (Labels), 515 Folsom; Douglas 3036.  
 Halpin Lithograph Co. (M), 442 Sansone; Kearny 4118.  
 Kitchen, John Jr. Co. (M), 67 First; Douglas 351.  
 Koenig Lithograph Co. (M), 547 Sansone; Kearny 1252.  
 Pacific Label & Lithograph Co. (M) (Druggists), 1150 Folsom; Hemlock 1066.  
 Roesch, Louis Co. (M), 1888 Mission; Market 395.  
**SCHEIDT LITHOGRAPH CO.** (M), 461-499 Second; Douglas 200.  
 Schwabacher Free Stationery Co. (M), 735 Market; Garfield 5700.  
**TRAUNG LABEL & LITHOGRAPH CO. INC.** (M), 902 Battery; Douglas 680.  
 Union Lithograph Co., Inc. (M), 741 Harrison; Kearny 3780.

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Berryessa Cattle Co., 16 California; Douglas 578.  
Brown, Jas. M., 268 Market; Sutter 2818.  
Kern County Land Co., 485 California; Kearny 4621.

**LIVERY STABLES**

Nathan S. & Sons, 108 Jackson; Kearny 2938.

**LOANS**

Bras, Judah Finance Corp. (B.), 454 Montgomery; Kearny 76.  
California Finance & Trading Corp., 155 Montgomery; Douglas 8263.  
Cole-French Co., 220 Montgomery; Garfield 660.  
Hesthall, Wm. J. (B.), 110 Kearny; Sutter 1570.  
McColegan, R. (B.) (Mortgage), 703 Market; Douglas 2535.  
Miller, H. M. A., 341 Montgomery; Kearny 1600.  
Morris Plan Co., 554 Market; Sutter 1916.  
National Mortgage Co. (Mortgage), 414 California; Garfield 1202.  
San Francisco Remedial Loan Assn., 1116 and Mission; Kearny 5340.  
Security Housing Corp. (Mortgage), 1 Montgomery; Kearny 7494.  
Western Mutual Finance Co. Inc., 153 Montgomery; Kearny 3804.

**LOCKERS—STEEL**

Berger Mfg. Co. (FB), 1120 Mission; Market 794.  
**WORLEY & CO.**, 525 Market.

**LOCKS**

**SCHLAGE MFG. CO.** (M), 485 California; Garfield 4272.

**LOCKSMITHS**

Palace Model & Machine Co. (M), 170 Eddy; Prospect 4216.  
Zett, Geo. L. (M), 222 Ledwith; Kearny 2844.

**LOGGING EQUIPMENT**

**HENDY, JOSHUA, IRON WORKS** (M), 75 Fremont; Kearny 3430.  
Works; Sunnyside, Cal.  
Reliance Trailer & Truck Co., Inc. (M), 1642-1664 Howard; Market 4895.  
Worren, W. H. Co., 126 Pine; Kearny 1181.

**LOOSE LEAF SUPPLIES**

Kashdex, Inc., 369 Pine; Kearny 340.  
Neal, Stratford & Kerr (M), 521 Market; Sutter 5886.  
O'Connell & Davis (M), 237 California; Sutter 475.  
Patrick & Co. (M), 680 Market; Kearny 1107.  
Western Loose Leaf Co., 343 Clay; Sutter 8400.

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Dredge, Theo. F. (M), 681 Market; Sutter 3497.  
Lathan Co., Inc. (M) (Automotive), 1466 Pine; Graystone 360.

**LUBRICANTS AND GREASES**

**ASSOCIATED OIL CO.** (M), 79 New Montgomery; Kearny 4800.  
Barnhart Chemical Co. (FB), 225 Spruce; Davenport 848.  
Dixon, Joseph Crucible Co. (FB), 414 Market; Kearny 1062.  
Goldberg, Garrett M. & Co. (M), 1019 Mission; Park 193.  
McCullick, J. R. & Co. (M), 168 Stewart; Davenport 1625.  
Mona Motor Oil Co., 415 Brannan; Douglas 1378.  
New York Lubricating Oil Co., 947 Franklin; Park 228.  
Petroleum Products Co. (M), 423 California; Kearny 989.  
Porcer, R. C. (J-D-M), (Graphite), 1 Drum; Kearny 441.  
**RICHFIELD OIL CO.**, 215 Market; Davenport 1420.  
Shell Co. of California (M), 200 Pines; Garfield 6100.  
**STANDARD OIL CO.** (M), 225 Bush; Sutter 7700.  
Sweetman, Charles Edward, 115 Main.  
Tidewater Oil Sales Corp., 440 Brannan; Garfield 6000.  
Union Oil of Cal., 220 Montgomery; Sutter 1400.  
Valvoline Oil Co., 462 Bryant; Douglas 2248.

**LUMBER**

Acme Lumber Co. (R-W), 6th and Channel; Sutter 6170.  
Adams Lumber Co. (W), 1 Montgomery; Sutter 5790.  
Albion Lumber Co. (M), 582 Market; Garfield 644.  
Anacortes Lumber & Box Co., 112 Market; Garfield 4741.  
Baxter, J. H. & Co. (M), 483 California; Garfield 3120.  
Bayside Redwood Co. (W), 216 Pine; Garfield 4576.  
Barg Lumber and Shipping Co. (F-E), 311 California; Garfield 1102.  
Berthold Lumber Co. (E), 2408 Folsom; Sutter 2255.  
Blocklinger, E. A. Co. (W), 1 Montgomery; Sutter 6560.  
C. & O. Lumber Co. (W), 2 Pine; Sutter 4771.  
**CALIFORNIA DOOR CO.** (M), 43-45 Main; Davenport 3160. Mills:  
Galdland, Cal.  
California Sugar & White Pine Co. (W-R), 1 Montgomery; Gar. 5400.  
Carman, C. D. (W), 593 Market; Sutter 5790.  
Caspar Lumber Co. (W), 582 Market; Garfield 1913.  
Chaaberlin, W. R. & Co. (W), 351 California; Sutter 6385.  
Chiloquin Lumber Co. (W), 1 Montgomery; Sutter 6560.  
Christensen Lumber Co. (W-R), Fifth and Hooper; Market 580.  
Clover Valley Lumber Co. (W), 1 Montgomery; Douglas 7850.  
Connolly & Bode, 2401 San Jose Ave.  
Coos Bay Lumber Co. (W), 531 California; Douglas 5070.  
Cormitus, Geo. C. (Hardwood), 485 California; Garfield 129.  
Curtis, Collins & Holbrook Co. (Timber Lands), 564 Market.  
Davis Hardwood Co. (Hardwood), Hay and Mission; Sutter 1185.  
Dieckman Hardwood Co., Beach and Taylor; Franklin 2302.  
Dieckman, J. H. Jr. (Hardwood), 110 Sutter; Kearny 3650.  
Dodge, E. J. Co., Inc. (W), 16 California; Sutter 4768.  
Dolber & Carson Lumber Co. (W-R), 465 California; Kearny 507.  
Donovaa Lumber Co. (W), 260 California; Kearny 1496.  
Douglas Fir Exploitation & Export Co. (W), 260 California; Sutter 4145.  
Dwight Lumber Co. (W-R), 260 California; Sutter 1794.  
Forsyth & Co. (Hardwood), 1907 Bryant; Park 8043.  
Fyfe Lumber Co. (W), 1 Drum; Kearny 1630.  
Gardiner Mill Co. (R), 16 California; Kearny 2021.  
Glen-Blair Lumber Co. (R), 620 Market; Kearny 1084.  
Gray's Harbor Commercial Co. (W-R), 825 Third; Kearny 2434.  
Greenwald Co., 310 Sansome; Kearny 3690.  
Hall, James L. (Poles and Piles), 220 Montgomery; Sutter 1385.  
Hammond Lumber Co. (W-E), 260 California; Sutter 6023.  
Hammond, W. A. Co. (W-R), 112 Market; Sutter 769.  
Hanify, J. R. Co. (W-R), 24 Market; Kearny 326.  
Hart-Wood Lumber Co. (W-R), 301 Berry; Sutter 1642.  
Hendrickson Lumber Co. (W), 112 Market; Sutter 308.  
Higgins, J. E. Lumber Co. (Hardwood), 423 Sixth; Kearny 1014.  
Hobbs, Wall & Co. (W-R), 1 Drum; Kearny 2785.  
Holmes Eureka Lumber Co. (W-R), 681 Market; Kearny 1084.  
Hooper, C. A. & Co. (Shipping), 351 California; Sutter 6385.  
Hooper, Frank P., 110 Market; Kearny 504.  
Hooper, J. A. (W-R), 110 Market; Kearny 504.  
Hovey, C. L. & Co. (Timber Lands), 681 Market; Sutter 6403.  
Howard, E. A. & Co. (Hardwood), 80 Howard; Davenport 139.  
Hoses Lumber Co., Inc. (W-R), 456 Third; Mission 6029.  
Huddart, J. M. Lumber Co. (W), 1 Drum; Sutter 866.  
**INLAID FLOOR CO.** (Hardwood), 600 Alabama; Mission 1575.  
Johnson, A. B. Lumber Co. (W), 1 Drum; Douglas 4940.  
King Lumber Co. (W-R), 465 California; Kearny 1171.  
Lassen Lumber & Box Co. (W-R), 681 Market; Sutter 3456.  
Leonard Lumber Co. (R), 1845 Folsom; Market 773.  
Linderman, Fred (W-R), 110 Market; Kearny 2226.  
Little River Redwood Co. (W), 351 California; Sutter 6713.  
Loop Lumber Co. (W-R), Sixteen and Illinois; Market 1811.  
McCullum, J. H. (W-R), 738 Bryant; Garfield 6660.  
**MCCORMICK, CHAS. R. & CO.**, 215 Market; Davenport 3500.  
McCullough Lumber Co. (W), 1 Drum; Douglas 3534.  
McDonald Lumber Co. (W), 1 Montgomery; Garfield 336.  
McDonald & Harrington (W), 16 California; Sutter 8362.  
McKay & Co. (W), 311 California; Kearny 288.  
MacArthur & Kaufman (W), 461 Market; Kearny 2271.  
Madera Sugar Pine Co., 1 Montgomery; Sutter 5326.  
Maloney, Andrew F. (W), 1 Drum; Sutter 1801.

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## LUMBER—Continued

Maris, H. B. Panel Co. (Hardwood), 735 Third, Douglas 6406.  
 Metcalf Lumber Co. (W.-R.), 16 California, Sutter 6179.  
 Metropolitan Redwood Lumber Co. (W.), 260 California; Kearny 7247.  
 Moore, J. C. & Co. (W.), 233 Pine; Kearny 4066.  
 Jones Mill & Lumber Co. (W.), 200 California, Sutter 6151.  
 Moore, Charles C. (W.-R.), 230 California, Sutter 4242.  
 Northwestern Redwood Co. (W.), 65 Market; Davenport 1100.  
 Ocean Lumber Co. (W.), 200 California, Kearny 6406.  
 Pacific Lumber Co. (W.), 211 California; Sutter 3760.  
 Palmer, Frederic S. (W.), 681 Market; Douglas 2338.  
 Parnam Lumber Co. (W.), 11 Drumm; Douglas 3063.  
 Pope & Talbot (W.-R.), 116 California; Sutter 2434.  
 Porter, E. D., 564 Market; Kearny 4485.  
 Red River Lumber Co. (W.), 684 Market; Garfield 922.  
 Redwood Export Co. (W.), 590 California; Sutter 2163.  
 Redwood Manufacturers (W.), 582 Market; Garfield 1910.  
 Redwood Sales Co. (W.), 216 Pine; Sutter 5127.  
 Ross & Lumber Co. (W.-R.), Hearst Building, Douglas 4606.  
 Reynier Lumber Co. (W.), 112 Market; Douglas 6635.  
 Richards Hardwood Lumber Co. (Hardwood), 480 Brannan; Str. 572.  
 Santa Fe Lumber Co. (W.-R.), 16 California; Kearny 2074.  
 Sivers Savidge Lumber Co. (W.), 582 Market; Garfield 780.  
 Slade S. E. Lumber Co. (W.), 112 Market; Kearny 1110.  
 Smith, Wm. Lumber Co. (W.-R.), Third and Channel; Market 103.  
 Soule, John F. (W.-R.), 112 Market; Kearny 1559.  
 Spring Valley Lumber Co. (W.-R.), 2401 San Jose Ave.; Randolph 254.  
 Standard Lumber Co. (W.), 112 Market; Kearny 4174.  
 Standish & Hickey, W., 620 Market; Kearny 714.  
 Sudden & Christenson (W.-R.), 230 California; Garfield 2546.  
**SUDDEN & CHRISTENSON** (W.-R.), 230 California; Kearny Douglas 6290.  
 Sugar Pine Lumber Co. (W.-R.), 1201 Harrison; Park 1454.  
 Swift & Co. (W.-R.), 65 Tenth; Hemlock 3470.  
 Sycamore Mill Co. (W.), 310 S. Van Ness; Kearny 919.  
 Trower Lumber Co. (W.), 110 Market; Kearny 6147.  
 Union Lumber Co. (W.-R.), 620 Market; Sutter 1970.  
 Humboldt-Harris Lumber Co. (W.-R.), 480 Brannan; Kearny 2076.  
 Wendling-Nathan Co. (W.), 110 Market; Sutter 5303.  
 Western States Lumber Co. (W.), 11 Drumm; Douglas 3415.  
 Wheeler, Wm. M. Timber Land Co. (W.-R.), Kearny 6977.  
**WHITE BROTHERS** (Hardwood), Fifth and Brannan; Sutter 1367.  
 Witbeck, R. C. (Hardwood), 1 Montgomery; Sutter 2634.  
 Wood, E. K. Lumber Co. (W.-R.), 1 Drumm; Kearny 3710.

## MACHINE SHOP SUPPLIES

Buffalo Forge Co. (F.B.), 544 Market, Garfield 5664.  
 Bullitt, C. F. Machinery Co. (M), 829 California; Kearny 2000.  
 Camedy-Otto Mfg. Co. (F.B.), 955 Folsom; Garfield 3964.  
 Coates, A. H. Co. (M.A.), 615 Howard; Douglas 9610.  
 Evans, C. & Co. (M.A.), 139-149 Townsend; Kearny 2240.  
 Henes, Louis G. (D-M.A.), 75 Fremont; Sutter 776.  
 Hennes Machinery & Supply Co. (M), 20 First; Kearny 4331.  
 Marshall Newell Supply Co., Spear and Mission; Davenport 2700.  
**MARWEDL, C. W.** (J-D-M.A.), 76 First; Douglas 4180.  
 Osward & Howell (M.A.), S. Van Ness; Kearny 919.  
 Pacific Abrasive Supply Co. (D.), 318 Mission; Davenport 510.  
 Pacific Mill & Mine Supply Co., 616 Mission; Kearny 4120.  
**SMITH-BOOTH-USHER CO.** (J-D-M.A.), 107 First; Sutter 952.  
 D. Stulman (F.) Supply Co. (J-D-M.A.), 107 First; Sutter 1068.  
 United States Machinery & Steel Co. (D-M.A.), 750 Folsom; Douglas 7468.  
 Walden Warcester, Inc. (Steel Wrenches), 681 Market; Sutter 6818.  
 Ward & Son, 170 First; Sutter 2000.  
 Waterhouse & Lester Co., 540 Howard; Garfield 4040.

## MACHINE WORK

Aicher Machine Works (M), 1634 Stockton; Kearny 2505.  
 American Forge Co. (M), 25-37 Tehama; Sutter 2998.  
 Bosman Mfg. Co. (M), 4401 San Bruno Ave.; Randolph 9642.  
 California Tool Works (M), 181 Beale; Kearny 1757.  
 Christie Machine Works, 193 Fremont; Kearny 3495.  
 Cox Cylinder Works (M), 150 Van Ness Ave.; Park 3495.  
 Davis, Norris K. & Co., 400 Seventh; Market 1675.  
 Evans, C. & Co. Inc. (M), 187 Fremont; Kearny 1328.  
 Garratt, W. T. & Co. (M), 290 Fremont; Kearny 168.  
 General Engineering and Dry Dock Co. (M), 1013 Battery; Kearny 2113.  
 Greenberg & S. Sons (M), 765 Folsom; Sutter 2040.  
 Jenkins, W. M. Machine Works (M), Eleventh and Treat Ave.  
 Leary Machine Co. (M), 285 California; Mission 5528.  
 Link-Bell-Mess & Gottfried Co. (M-F.B.), Nineteenth and Harrison.  
 Mitchell, J. F. Machine & Gear Works (M), 840 Folsom; Sutter 419.  
 Murray Bros. Machine Works, Twenty-sixth; Davenport 880.  
 Nielson, Harry M. (M), 155 Geary; Park 3201.  
 Pacific Elevator & Equipment Co. (M), 45 Rausch; Hemlock 4476.  
 Pacific Foundry Co. (M), Eleventh and Harrison; Mission 1105.  
 Pacific Gear & Tool Works (M), 1035 Folsom; Market 800.  
 Pacific Machine Shop (M), 360 Eleventh; Market 381.  
 Pacific Machine & Mfg. Co. (M), 272-292 Folsom; Sutter 2687.  
**SMITH-BOOTH-USHER CO.** (J-D-M.A.), 50 Fremont; Sutter 952.  
 Union Machine Co. (M), 944 Brannan; Market 2772.  
 United Engineering Co. (M), 272-292 Folsom; Davenport 2260.  
 Universal Tool & Mfg. Co., 109 New Montgomery; Douglas 5353.

## MACHINERY

Aicher Machine Works (M), 1634 Stockton; Kearny 2505.  
 Allis Chalmers Mfg. Co. (F.B.), Riata Bldg.; Kearny 1192.  
 American Laundry Machinery Co. (Laundry), 921 Howard; Douglas 0831.  
 American Pulley Co. (F.B.), 12 Natoma; Sutter 4377.  
 American Type Founders Co. (F.B.) (Printing), 500 Howard; Sutter 1950.  
**ANDERSON HARGROVER MFG. CO.** (Cannery), 22 Fremont; Douglas 7537.  
 Austin-Western Road Machinery Co. (Road, Rock Working, Contractors, Etc.), 435 Brannan; Douglas 8183.  
 Automatic Printing Devices Co. (M) (Engraving), 543 Howard; Sutter 611.  
**BACON, EDWARD R. CO.** (M) (Construction), Folsom at Seventh; Hemlock 3700.  
 Bausch & Lomb Optical Co. (W) (Optical), 28 Geary; Kearny 2398.  
 Bethlehem Shipbuilding Corp., Ltd. (M) (Ship and Mining), 215 Market; Plant, Twentieth and Eleventh; Market 1740.  
 Bodison Mfg. Co. (M) (Conveying, Elevating, Mining, Transmission, Screening), 4401 San Bruno Ave.; Randolph 9642.  
 Brossinger, Robt. O. (W.), 35 New Montgomery; Garfield 5861.

## MACHINERY—Continued

Brintnall, Harry W. Co. (Printing), 51 Clementina; Kearny 863.  
 Buffalo Forge Co. (F.B.), 544 Market; Kearny 5664.  
 Bullitt, Alfred H. Co. (M.A.), 230 Post; Kearny 5660.  
 Bullitt, C. F. Machinery Co., 829 Folsom; Sutter 1006.  
 Hunting Iron Works, J. Montgomery, Douglas 1105.  
 California Hydraulic Engineering & Supply Co., 548 Howard; Sutter 1150.  
 California National Supply Co., 593 Market; Sutter 786.  
 Camedy-Otto Mfg. Co. (F.B.) (Forges, Blowers, Etc.), 955 Folsom; Garfield 3964.  
 Case, J. H. Threshing Machine Co., 235 Fifteenth; Park 4433.  
 Christie Machine Works, 193 Fremont; Kearny 2163.  
 Coates, A. H. Co. (M.A.), 615 Howard; Douglas 9610.  
**COOPER, HOWARD, CORP. OF CAL.** (Contractors and Road Building), 1236 Howard; Hemlock 4587.  
 Cooper, Paokae Mfg. Co. (Ice and Refrigerating), 609 Battery; Sutter 6880.  
**CYCLOPS IRON WORKS** (M) (Refrigerating, Elevating, Etc.), 88-87 Folsom; Sutter 3030.  
 Davis, Norris K. (M) (Concrete, Road, Rock Working, Contractors, Etc.), 400 Seventh; Market 1675.  
 Deane & Pacific Co. (W-D) (Creamery), 61 Beale; Davenport 727.  
 Demartini, L. Supply Co. (M-W) (Confectioners), 125-135 Clay; Kearny 354.  
 Eby Painting Machine Co. (M) (Paint Spraying), 169 Russ; Hemlock 4123.  
 Eby Machinery Co. (M) (Woodworking), 35 Main; Davenport 120.  
 Evans, C. & Co. Inc. (M) (Pumping, Etc.), 187 Fremont; Kearny 1328.  
 General Electric Co. (Electrical), Riata Bldg.; Sutter 3535.  
**GETZ, M. & CO.**, Inc. (W) (Confectioners), 162 First; Kearny 200.  
 Gray Powder Co. Cons. (D) (Blasting), 620 Market; Kearny 1778.  
**GRAY, JOHN B.**, Inc. (W-D) (Grain Flour, Bean, Seed, Culfce, Rice, Elevating, Conveying), 726 Harrison; Douglas 2362.  
 Halloran & Gocher, 55 Montgomery; Kearny 2502.  
 Harron Rickard & McCon Co. (D-M.A) (Mining, Woodworking), 139-149 Townsend; Kearny 2240.  
**HENDY, ARDIA IRON WORKS** (M), 75 Fremont; Kearny 3430.  
 Henes, Louis G. (D-M.A.), 75 Fremont; Sutter 776.  
 Herberts Machinery & Supply Co. (M.A.-J.D.), 140 First; Kearny 4131.  
 Housick, A. G. Co. (M.A.) Bottle Sealing, 202 D'Alto.  
 Hubbard Machine Co. (M), 969 Folsom; Douglas 1472.  
 Ingersoll Hand Co. of Cal. (F.B.), Riata Bldg.; Douglas 4760.  
 Johnson Gear Co., Berkeley, Cal.; Berkeley 7476.  
 Key, John L., Inc. (J), 22 Battery; Davenport 1503.  
 Kroff Pump & Machine Co. (M) (Pumping), 159 Beale; Davenport 1113.  
 Link-Bell-Mess & Gottfried Co. (M-F.B.) (Transmission, Elevating, Conveying and Screening Machinery), Nineteenth and Harrison; Mission 345.  
 Livermore, Norman B. & Co. (Railway and Construction) 85 Second; Sutter 6893.  
 Main Iron Works (M) (Pumping), 1000 Sixteenth; Market 752.  
**MARWEDL, C. W.**, 76 First; Douglas 4180.  
 Menzothermal Linotype Co. (F.B.) (Linotype), 638 Sacramento; Kearny 998.  
 Monotype Co. of Cal. (Printing), Riata Bldg.; Sutter 6275.  
 Moore, Chas. C. & Co. (D-J-M.A) 40 First; Kearny 1930.  
 Muirhead, John Co. (M) (Reverge Plant), 182 Second; Douglas 3305.  
**NELSON, JAS. A., Inc.** (M) (Dehydrating), 1375 Howard; Hemlock 140.  
 Northwest Engineering Co. (Contractors), 23 Main; Davenport 686.  
 Oil Well Supply Co. (F.B.), 681 Market; Kearny 30.  
 Oliver Continuous Filter Co. (M) (Mining), 545 Market; Sutter 2475.  
 Orton Machine Co. (M) (Woodworking), 325 Fremont; Sutter 1631.  
 Otis Elevator Co. (M) (Elevating, Hoisting), 1 Beale; Kearny 3600.  
 Pacific Equipment Co. (Railway Equipment), 234 Stewart; Davenport 2355.  
 Pacific Gear & Tool Works (M) (Gear Cutting), 1035 Folsom; Market 860.  
 Pacific Mill & Mine Supply Co., 616 Mission; Kearny 4120.  
 Page & Morrison (Tannery), 436 Jackson; Kearny 2469.  
 Patek & Co. (W-D) (Laundry), 513 Sixth; Douglas 9088.  
 Pelton Water Wheel Co. (Hydraulic), 2925 Nineteenth; Mission 6751.  
 Plummer, H. H. & Co., 681 Market; Sutter 6992.

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**PORTER, R. C. (J-D-MA)** (Woodworking and Saw Mill), 1 Drumm; Kearny 441.  
**PRISING, GEO. W. CO., Inc.** (W-D) (Creamery), 63 Clay; Sutter 1723.  
**Ransome & McClelland**, 681 Market; Sutter 6966.  
**Read Machinery Co. (Bakery)**, 1137 Mission; Market 6084.  
**Reed, Geo., Russell Co., Inc. (D)** (Photo Engraving), 416 Jackson; Douglas 172.  
**Riuge, W. H.**, 16 California; Douglas 293.  
**Rix Compressed Air & Drill Co. (M-MA)** (Compressed Air): 400-404 Fourth; 2873.  
**Simonds Machinery Co.**, 816 Folsom; Kearny 1457.  
**SMITH, BOOTH, USHER CO. (J-D-MA)** (Conveying, Grinding, Irrigation, Transmission, Pumping, Road Woodworking, Contractors), 50 Fremont; Sutter 952.  
**Spaulding, Horace R. (M)** (Grain, Flour, Bean, Seed, Coffee, Rice, Elevating, Conveying), 808 Folsom; Sutter 4199.  
**Stallman, F. O. Supply Co. (J-D-MA)**, 167 First; Sutter 1068.  
**Standard Supply Co. (J)**, 17 Spear; Davenport 2230.  
**Steel Mill & Foundry Supply Co.**, 563 Market; Douglas 6436.  
**Sturtevant, B. F. Co. (M-FB)** (Air Handling Apparatus, Blowers, Exhausters, Washers, Vacuum Cleaners, Dry Kilns, 681 Market, Plant, Berkeley, Cal., Sutter 5447.  
**Sullivan Machinery Co.**, 582 Market; Douglas 2625.  
**Thermokept Corp. (Canning)**, 112 Market.  
**Troy Laundry Machinery Co., Ltd. (Laundry)**, 954 Mission; Douglas 7949.  
**Union Construction Co. (M)** (Mining), 351 California; Sutter 2700.  
**UNITED COMMERCIAL CO. (J)** (Railway Equipment), 234 Stewart; Davenport 2345.  
**United Shoe Machinery Co. (FB)** (Boot and Shoe), 859 Mission; Douglas 925.  
**United States Machinery & Steel Co. (D-MA)**, 750 Folsom; Douglas 7468.  
**Waechter, Walter E. (M)** (Special), 204 First; Kearny 4213.  
**Wagner, Jos. Mfg. Co. (M)** (Conveying, Elevating, Flour Mill, Grinding, Transmission, Screening), 165 Beale; Douglas 2345.  
**Ward, Fred & Son (Grinding)**, 170 First; Sutter 783.  
**West Coast Laundry Machinery Co. (M)**, (Laundry), 3246 Seventeenth; Park 6795.  
**Western Machinery Co.**, Eighteenth and Alabama; Mission 7577.  
**Wheeler, Louis, Co. (M)** (Hand and Motor Power Sounding), 6 California; Kearny 868.  
**Wieland, C. F. (M)** (Pipe Wrapping, Thread Cutting and Laying), 703 Market; Kearny 124.  
**Wordeo, W. H. Co.**, 126 Pine; Kearny 1181.  
**Yates-American Machine Co. (Woodworking)**, 725 Bryant; Sutter 259.  
**Young, A. L. Machinery Co.**, 26 Fremont; Sutter 5736.  
**YUBA MFG CO. (M)** (Dredging), 433 California; Sutter 2345.

**MACHINES—ADDING**

**Barclay Calculating Bureau**, 593 Market; Douglas 5425.  
**Burroughs Adding Machine Co.**, 45 Second; Douglas 7630.  
**Langford Sales Audit Machine Corp. (M)**, 225 Bush; Kearny 4354.  
**Marchant Calculating Machine Co. (M)**, 277 Pine; Sutter 453.  
**Powers Accounting Machine Co.**, 525 Market; Garfield 5138.  
**Typewritorium Co., Inc. (W-E)**, 457 Market; Kearny 5788.

**MACHINES—ADDRESSING**

**Addressograph Co. (FB)**, 45 Second; Garfield 6942.  
**RAPID ADDRESSING MACHINE CO.**, 58 Sutter; Douglas 6143.

**MACHINES—AUDITING**

**Langford Sales Audit Machine Corp. (M)**, 225 Bush; Kearny 4354.  
**Marchant Calculating Machine Co. (M)**, 277 Pine; Sutter 453.

**MACHINES—EGG PRESERVING**

**Kasser Egg Process Co. (M)**, 127 Mission; Davenport 2066.

**MACHINES—EMBOSSING**

**Automatic Printing Devices Co. (M)**, 543 Howard; Sutter 611.

**MACHINES—ICE MAKING**

**CYCLOPS IRON WORKS (M)**, 837-847 Folsom; Sutter 3030.

**MACHINES—SEWING**

**Jackson, W. E. & W. H.**, 865 Mission; Kearny 2900.  
**White Sewing Machine Co.**, 512 Second; Sutter 2178.

**MACHINES—VENDING**

**Cooper Mfg. Co.**, 1286 Folsom.  
**Fey, Chas. & Co. (M)**, 585 Mission.

**MACHINES—WASHING**

**Hurley Machine Co. (FB)**, 124 Post; Sutter 3354.  
**Lasar Electric Co. (D)**, 943 Post; Prospect 8694.

**MACHINES—WIRE TYING**

**Ely Machinery Co. (M)**, 35 Main; Davenport 120.  
**Gerrard Wire Tying Machines Co.**, 224 Spear; Davenport 3890.  
**Solomon, Chapman, Jr. (I-E-MA)**, 314 Battery; Kearny 964.

**MACKINAW**

**Eisner, Sigmund Co. (FB)**, 453 Mission; Garfield 5331.  
**Moore, Walton S. Dry Goods Co. (W)**, Mission and Fremont; Dav. 841.  
**REUSTADTER BROS. (M-W)**, 62 First; Douglas 2700.  
**Sweet-Ors-Columbia (W)**, 504-506 Mission.  
**U. S. RUBBER CO. OF CAL. (FB)** (Leather), 300 Second; Sutter 2323.

**MAGNESIA PRODUCTS**

**National Magnesite Mfg. Co. (M)**, 544 Market; Garfield 2261.  
**PACIFIC SILICATE CO. (M)**, 331 California; Kearny 1330.  
**WESTERN ASBESTOS MAGNESIA CO. (M)** (Cement), 21-29 South Park; Douglas 3500.

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**RAPID ADDRESSING MACHINE CO.**, 58 Sutter, Douglas 6143.  
 Rodgers Addressing Bureau, 365 Market, Douglas 5644.

## MALT AND HOPS

Bach, Chas. Co. (M.), 2108 Stockton, Kearny 754.  
 Baus-Schweitzer Hop & Malt Co. (M-W), 760 Sacramento to Kearny 948.  
**HORST, E. CLEMENS**, 235 Pine, Kearny 2655.

## MANUFACTURING SYSTEMS

**PACIFIC MANIFOLDING BOOK CO.** (M), 210 Post, Factory, Emeryville, Cal. Sutter 118.

## MANTELS—Tile

**MANOR & OTTER, INC.** (M), 827 Mission.

## MANUFACTURERS' AGENTS

Abrams, M. L., (Leather Goods), 259 Geary, Garfield 6901.  
 Adams, Edson, Co. Jewelry, 140 Geary, Sutter 2744.  
 Ahronheim & Co. (Baby Wear, Linens, Handkerchiefs, etc.), 821 Market, Douglas 5848.  
 Allied Industries, Inc., 455 Second, Sutter 1383.  
 Amber, A. B., 444 Market, Sutter 2485.  
 American Agencies, Heart Bldg., Sutter 3314.  
 American Sales Agency (Paper), 661 Eddy-st., Kearny 177.  
 American Trading Agency, 704 Market.  
**BAILEY, CHAS. M. CO.**, (Heating and Power Plant Equipment, Electrical Specialties), Sutter 661.  
 Barnes, L. E., 180 New Montgomery, Douglas 6562.  
 Barry, Chas. R., (Stationery, Office Supplies), 55 New Montgomery; Kearny 1051.  
 Basford, H. R. Co., (Stoves, Radiators, Heaters, Refrigerators, Camp Equipment), 663 Howard, Douglas 4654.  
 Baskin, Frank W., (Wearing Apparel, Trimmings, etc.), 435 Mission; Douglas 3271.  
 Baum, Rudolph E., 660 Mission; Sutter 1691.  
 Baum, Scott (Bedding), 180 New Montgomery; Douglas 6565.  
 Beegs, P. W., 55 New Montgomery, Kearny 3407.  
 Beekart, Phil B. Co., (Sporting Goods, Guns and Fishing Tackle), 717 Market, Kearny 84.  
 Berg Bros., Candy, 643 Merchant; Douglas 3298.  
 Bernstein, Fred E., (Children's Wear), 154 Sutter, Kearny 4163.  
 Berry & Perry, 180 New Montgomery; Douglas 6565.  
 Bidwell, R. J. Co., (Publishers), Sutter 661.  
 Bradley & Ekstrom (Industrial Chemicals and Minerals), 320 Market, Douglas 4840.  
 Brute, A. A., (Auto Accessories and Supplies), 543 Golden Gate Ave.; Market 3351.  
 Buck & Stoddard (Oil Field Supplies), 1650 Gough; Garfield 813.  
 Buckley, A. H., 683 Market, Kearny 2255.  
 Bullard, E. D. Co., (Safety Engineers, Safety Equipment), 565 Howard; Douglas 6320.  
 Bullton, Alfred H. Co., Inc., (Machinery Equipment and Supplies), 220 Post, Kearny 5600.  
 Butler, C. C. & Co., 690 Market, Sutter 2481.  
 Callahan, Henry J. B., (Furnaces, Iron Products, Lamps, Vacuum Cleaners, etc.), 180 New Montgomery, Douglas 7552.  
 Campbell, Fred S. Co., (Restaurant Supplies), 330 Mission; Garfield 2670.  
 Carrigan, Andrew Co., (Rialto Bldg.), Douglas 90.  
 Chernoff, A. S. Co., (Electrical Appliances), 41 Foll; Hemlock 820.  
 Coates, A. B. Co., (Machinery and Equipment), 615 Howard, Doug. 9510.  
 Conblechek, Frank M. Co., (Auto Accessories), 1031 Polk, Pros. 6896.  
 Connor Sales Co., (Food Products), Heart Bldg., Garfield 6956.  
 Continental Trading Co., 833 Market, Douglas 8054.  
 Cox, Gordon C., 461 Market.  
 Crowley, J. B., 96 Third, Kearny 482.  
 Davis, P. Lionel, Jr., 525 Market.  
 Davis, Simon E., Co., 51 Fremont, Douglas 5022.  
 Day, Geo. F. & Son, (Diesel Engines, Tubular and Marine Boilers), Rialto Bldg., Kearny 4496.  
 deVries, G. E., Trading Co., 310 California, Garfield 666.  
 Dexey, Franklin S., (Paper), 593 Market, Douglas 3608.  
**DINKLEPIEL, L. CO., INC.**, (Dry Goods), 125 Battery; Doug. 1900.  
 Dodd, C. J. Co., 833 Market, Sutter 2189.  
 Dresser, Theo. F., (Power Plant Equipment, Steam Specialties, Lubricating Systems), 681 Market, Sutter 3497.  
 Dunn-S, L., (Stirling Fountain Pens and Pencils), 760 Market.  
 Dwyer, Theo. F., (Power Plant Equipment), Kearny 416.  
 Ewan & Co., 532-534 Sixth; Kearny 7078.  
 Eberhard, Geo. H. Co., (Novelties, Leather Goods, Watches, Razors, Etc.), 360-370 Fremont, Kearny 416.  
 Eherberg, Alfred G., 400 Jackson; Douglas 297.  
 Erlin, Theo. J. Co., 24 Main, Davenport 2600.  
 Erwin, J. D. Co., (Coats and Dresses), 138 Sutter; Douglas 3513.  
 Fallon, Thomas H., 112 Market, Sutter 1195.  
 Federated Manufacturers Corp., 905 Mission; Kearny 7527.  
 Ferguson, Jas. C. H., 661 Market, Garfield 26.  
 Fisher, Chas. (Knit Goods, Clothing, Suits, Trimmings and Thread), 49 Geary; Kearny 1669.  
 Freer, Burr W. Co. (Jewelry), 140 Geary; Kearny 2855.  
 Fritsch, J. D. Co., Inc., 75 Main, Davenport 417.  
 French & Linforth, 53 Market; Douglas 2366.  
 Frye Bros. & Co., 280 Battery; Sutter 3740.  
 Gales, John D., (Food Products), Garfield 5567.  
 Gilbert, C. A., 230 Howard; Davenport 2940.  
 Gillyuly, Jas. H., 55 New Montgomery; Kearny 6544.  
 Goble Commercial, (Auto Accessories), Sutter 1757.  
 Gogery, Edward B., 564 Market; Douglas 3891.

## MANUFACTURERS' AGENTS—Continued

Goldberg, Wm. G., (Food Products), 48 Davis; Sutter 7256.  
 Gray, (Fajpa E., Perfumery, Toilet Preparations), 700 Market; Douglas 4528.  
 Greiff, Gus E., 833 Market, Sutter 1441.  
 Gunn, Carl & Co., (Building Materials, Iron, Etc.), 444 Market, Sutter 2720.  
 Hamilton, F. A., (Gas, Steam and Electrically Operated Mechanical Appliances, Heating and Power Plant Equipment), 229 Kearny.  
 Harron, Rickard & McCone Co., (Machinery and Shop Equipment), 130-140 Townsend; Kearny 2240.  
 Hawley, Royal D., (Railway Supplies), 620 Market; Sutter 2380.  
 Herberts Machinery & Supply Co., (Machinery Tools, Shop Equipment), 140 First; Kearny 4131.  
 Houshick, A. G., (Bottles and Glass Containers) 202 Davis; Str. 2207.  
 Hildebrandt, Struve & Co., (Leather and Hides), 320 Market, Ky. 4459.  
 Hills, W. W., 660 Mission; Douglas 8386.  
 Hirsch, W. V., 391 Sutter, Douglas 7196.  
 Hoffmeyer, T. C., (Publishers Representative), 681 Market.  
 Holabird, B. D., 611 Howard; Garfield 5070.  
 Holcombe, R. A. & Co., (Food Products), 23 California.  
 Hopkins, H. B., 400 Lick Bldg., Douglas 2560.  
 Hotelling, A. P. & Co., 451 Jackson, Kearny 4695.  
 Howard, M., 681 Market; Kearny 3063.  
 Huddard & Baker, 681 Market; Kearny 1571.  
 Huzilson & Merton, Inc., 1495 Market, Market 6235.  
 Hunt, O. W., Jr., 40 Sansome; Douglas 357.  
 International Agencies, Inc., 225 Market; Kearny 1378.  
 Ireland, B. C., (Coffee, Rice, Seeds), 24 California; Kearny 1650.  
 Jacobs, J., 742 Market; Sutter 574.  
 Jacobs, F. & Bro., 22 Battery; Sutter 4624.  
 Johnson, C. H., (Poles and Pole Line Fixtures), Rialto Bldg.; Sutter 1070.  
 Jorgensen, Carl & Co., 604 Mission; Kearny 2386.  
 Judge & Dow, 74 New Montgomery; Sutter 455.  
 Kaas, Chas. A., (Paper), 200 Davis; Douglas 8500.  
 Karmaleinski, Robert, 85 Post, Kearny 5264.  
 Kay, E. W., (Furnishing and Powering Equipment, Cast Iron Pipe and Fittings), Rialto Bldg.; Kearny 1954.  
 Keller, Bert D., (Radio Equipment), 821 Market; Douglas 249.  
 Kell, H. C. Co., 23 California, Douglas 2737.  
 Kemp, John H., 770 Mission; Garfield 6846.  
 Kessler, Richard H., (Silks, Ribbons, Velvets, Corduroys, Woolens, etc.), 833 Market; Sutter 3963.  
 Kine, Jesse W., (Watches and Watch Cases, Jewelry and Mountings), 704 Market; Sutter 2775.  
 Knobel, Chas. H., 505 Geary; Douglas 6594.  
 Krollberg, Alfred, 230 Fifth Ave.  
 Kraft, Karl F., 444 Market; Sutter 6460.  
 Kraeger, James I., (Vacuum and Vapor Heating Equipment, Steam Power Plant Specialties), 417 Market; Sutter 7051.  
 La Niera, Geo. M., (Cotton Goods), 22 Battery; Sutter 5156.  
 Lee & Kierski (Jewelry, Notions), 704 Market; Garfield 6147.  
 Lewis, Louis L., 403 California; Douglas 4092.  
 Lewis, Chas. L., 703 Market; Sutter 5717.  
 Lewis, Edgar S., (Gloves, 80 Battery; Sutter 5214).  
 Liechtenstein, M., 555 Market; Douglas 248.  
 Lippincott-Beall Co., 461 Market; Kearny 2657.  
 Lomax, Walter B., 681 Market; Sutter 2297.  
 Louis, Arthur E., Inc., (Hospital Supplies), 760 Mission; Sutter 6695.  
 Luscombe & Isaacs (Underwear, Hosiery), 590 Market; Douglas 3613.  
 McDonald & Linforth (Guns, Fishing Tackle and Sporting Goods), 74 New Montgomery; Sutter 410.  
 McMullin, Latham, 703 Market; Kearny 513.  
 McPherson Sales Co., (Shipping Room Supplies), 55 New Montgomery; Kearny 4940.  
 Mailliard & Schmeddel (Food Specialties, Canned Goods, Chemicals, etc.), 203 California; Sutter 6920.  
 Main Iron Works, (Engines, Boiler Makers and Iron Founders, Engines, Machinery and Mechanical Accessories), 1600 Sixteenth; Market 752.  
 Marwedel, C. W., (Shop Tools and Supplies), 76 First, Douglas 4180.  
 Maydwell & Hartzell, Inc., (Electrical Engineering Automotive Accessories, Hardware Supplies), 158 Eleventh; Hemlock 1630.  
 Mills & White, 268 Market.  
 Montefori, Luigi B., (Rope and Cordage), 16 California.  
 Moore, Chas. C. & Co., (Engines, Machinery and Plant Equipment), 40 First; Kearny 1930.  
 Morgan & Allen Co., 150 Post.  
 Morse, A. U. & Co., (Paper and Twine), Rialto Bldg.; Douglas 1740.  
 Myers, John F., 85 Second; Douglas 4844.  
 Myers, Sydney C., 605 Bottlers' Supplies and Beverage Plant Equipment), 182 Second; Douglas 3305.  
 Murray, E. A. W., 681 Market; Sutter 3193.  
 Myers, Sydney C., 605 California; Douglas 248.  
 Myers & Schwarz, 90 New Montgomery; Sutter 6178.  
 Newhall, H. C., Heart Bldg.; Sutter 2766.  
 Newman, Leslie, Inc., (Rattan and Wicker Furniture), 180 New Montgomery; Douglas 6565.  
 O'Neill, Eugene M., (Merchandise, Canned Goods, Oriental Products, Sugar, Search and Salt Fish, etc.), 112 Market; Sutter 247.  
 Osgood & Howell (Tools), 85 Second; Kearny 55.  
 Pacific Coarage Co., (Nets, Twines, Threads, Yarns and Rope), 360 Ninth; Hemlock 5728.  
 Pacific Sales Co., 770 Mission; Sutter 913.  
 Palmer, Thos. H., 74 New Montgomery.  
 Parsons Sales & Engineering Co., (Steam Specialties), 525 Market; Sutter 2720.  
 Partridge, Wm. M., 573 Mission, Douglas 2766.  
 Peninsula Iron & Steel Co., 770 Folsom; Garfield 818.  
**PETERSON, C. O.**, (Automotive Truck and Tractor Parts, Metallic Tubing, Ball and Roller Bearings, Measuring and Counting Devices, etc.), 57 California; Sutter 5416.  
 Petrus, Wm. T. Co., Merchandise, 112 Market; Douglas 1052.  
 Porter, B. C. (J-D-M-A) (Machinery and Mechanical Supplies), 1 Drumm; Kearny 441.

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Powers, Roy C. Co., 445 Drumm; Kearny 204.  
 Pray, Milton Co. (Steel Products, Hardware, Ship Chandlery), 681 Market; Garfield 453.  
 Ralphs-Pugh Co., 530 Howard; Douglas 688.  
 Rich, J. M. Co., 537 Sixth; Garfield 2995.  
 Richards, J. W. (Coopage Material), 681 Market; Kearny 1871.  
 Riley, John, 220 Montgomery; Garfield 066.  
 Rig Compressed Air & Tool Co. (MIA) (Compressors and Pneumatic Equipment), 400-404 Fourth; Kearny 2873.  
 Rowntree, Bernard (Heaters, Electric Equipment, Coffee Cutting Machines, Bellows, etc.), 681 Market; Kearny 667.  
 Rudee, Sidney, 69 First; Kearny 44.  
 Rulofson, A. C. Co., 681 Market; Douglas 2278.  
 Saut, W. W. Co., 110 Market; Sutter 6279.  
 Samuel Co., 783 Mission; Sutter 2338.  
 Saul, Eugene C. (Steel and Non-Ferrous Metal Products, Hardware, Plumbing Supplies), 681 Market; Kearny 6873.  
 Saxe, Everett E., 180 New Montgomery.  
 Schloss Manufacturing Co. (Cloaks, Fruit Jars), 523 Mission; Ky. 1063.  
 Security Sales Co. (Fountain Pens and Inks), 703 Market.  
 Shapiro, D. E. (Cotton Goods, Notions, etc.), 35-40 First; Sutter 4121.  
 Shoemaker, G. A., 693 Mission; Sutter 6161.  
 Simons, L. S. (Notions), 55 Fremont; Sutter 4120.  
 Simpson & Fisher, Inc. (Cotton Duck, Bunting, Flags and Banners), 240 Stewart; Davenport 3041.  
 Smith, Booth, User Co. (J-D-M-A) (Machinery, Tools, Industrial Plant and Shop Equipment), 50 Fremont; Sutter 952.  
 Solomon, Chapman, Jr. (Shipping Room Supplies, Box Strap, Seals and Sealing Devices), 314 Battery; Kearny 964.  
 Spaulding, Horace R. (D) (Mill Equipment), 898 Folsom; Sutter 4499.  
 Spiro, J. H., 760 Market; Sutter 4719.  
 Spohn, John H. Co., 49 Main; Davenport 2240.  
 Sullivan, F. O. Supply Co. (Machinery, Tools, Industrial Plant and Shop Equipment), 167 First; Sutter 1068.  
 Stoll, Wm. Paul (Chemicals), 625 Market; Sutter 4864.  
 Stone, Carl A. Co., 515 and Mission; Kearny 2404.  
 Stuble, H., 24 California; Sutter 6366.  
 Strydom, A. G. Co. (Refractories, Magnesia, Chrome and Silica Brick), 582 Market; Sutter 5639.  
 Sweyd, M., 788 Mission; Kearny 6029.  
 Taft & Suidman, 110 Market; Kearny 703.  
 Tlaxer, L. E. & Co., 213 First; Sutter 311.  
 Towler, A. F. (Carpets and Rugs), 770 Mission; Douglas 3336.  
 Trans Pacific Co., Inc., 150 Commercial; Sutter 2058.  
 Trask, Geo. H., 39 Natoma; Sutter 3474.  
 United States Machinery & Steel Co., 750 Folsom; Douglas 7468.  
**VAN FLEET-FREEMAN CO.** (Cork Products), 557 Howard; Str. 4073.  
 Van Vleet, George, 154 Sutter; Garfield 2152.  
 Verran, H. E. Co., Inc. (Art Needle Material), 554 Mission; Sutter 2139.  
 Voorhees, W. R. & Co. (Hardware and Tools), 417 Market; Sutter 6574.  
 Waller, T. L. (Gasoline Cans, etc.), 465 California; Garfield 3019.  
 Water Works Supply Co., 25 New Montgomery; Sutter 3980.  
 Wirtner, John J. (Automobile Accessories, Upholstery, Furniture and Trimmers Supplies, etc.), 85 Second; Douglas 669.  
 Wise, Julius, 704 Market; Douglas 8629.  
 Woodin & Little (Pumps, Tanks, Engines, Pipe, Fittings, Brass Goods), 33-41 Fremont; Kearny 1087.  
 Wright, Norman S., 41 Spier; Davenport 4497.  
 Young, Garnett & Co., 390 Fourth; Douglas 4220.

## MAPS

American Topographical Map Co. (M) (Relief), 821 Market; Douglas 1867.  
**DECORATIVE CONSTRUCTION CO.** (M) (Relief Maps), 348-350 Hayes; Market 7295.  
 Drury, Edward & Co. (M), 674 Sacramento; Sutter 4643.  
 Electric Blue Print Co. (M), 461 Market; Douglas 1590.  
 Rand McNally & Co., 559 Mission; Douglas 4834.  
 Sanborn Map Co. (M) (Fire Insurance), 640 California; Sutter 4918.  
 Smith, Bashful (M) (Official City), 525 Market; Sutter 4755.  
 Vowinkel, Henry (M) (Relief), 348-350 Hayes; Market 7295.

## MARBLE AND GRANITE

American Marble & Mosaic Co. (M), 25 Columbia Square; Mkt. 5070.  
 Columbia Marble Co. (M), Rialto Bldg.; Sutter 1244.  
 Ciera Marble & Mosaic Co. (M), 1721 San Bruno Ave.; Mission 6625.  
 Eisick & Dondero Marble Co. (M), 2835 Third; Mission 3060.  
 McGilvray-Raymond Granite (M), 623 Townsend; Market 246.  
 Musto, Joseph, Sons-Keanan Co. (M), 535 North Point; Graystone 6365.  
 Raymond Granite Co. (M), 3 Potrero Ave.; Market 688.  
 Vermont Marble Co. (M), 234 Brannan; Kearny 3470.



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## MARINE WAYS

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Bethlehem Shipbuilding Corp. Ltd. (M), 215 Market; Davenport 1740.  
 Crawley Launch & Tugboat Co., Pier 14; Davenport 3651.  
 Hanton Drydock & Shipbuilding Co. Inc. (M), 112 Market; Sutter 4608.  
 Harbor Tug & Barge Co., Pier 16; Davenport 1855.  
 Kneass, Geo. W. (M), Eighteenth and Illinois; Market 8252.  
 Moore Drydock Co. (M), 351 California; Kearny 5248.  
 Peterson, Henry C. Inc., Pier 16; Davenport 1855.  
 Schultze, August H. (M), 1151 Evans Ave.  
 Shipowners & Merchants Tug Boat Co., Pier 15; Kearny 3497.  
 Thomsen, H. C. (M), 930 Evans Ave.; Mission 6924.

## MASSEURS

Hansen, Dr. Olaf, 177 Post; Douglas 2859.

## MATCHES

Diamond Match Co. (M), 112 Market; Sutter 6866.

## MATS

**BEATSALL MAT CO.** (M) (Leather, Rubber, Steel), 340 Sansome; Kearny 1817.  
 Strassburg Table Mat Co. (M), 783 Mission.

## MATTINGS

American Import Co. Inc. (M-I-J), 16 First; Kearny 2067.  
**BEATSALL MAT CO.** (D) (Cocoa), 340 Sansome; Kearny 1817.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
 Sioane, W. & J. (W-I), 224 Sutter; Garfield 2849.  
 Walter, D. & N. E. (M), 562 Mission; Sutter 1100.

## MATTRESSES

Acme Bedding Co. (M), 122 Tenth; Market 904.  
 Bernhard Mattress Co. (M), 739 Mission; Kearny 700.  
 Cleece, John P. Co. (M), Eighteenth and York; Market 386.  
 Hoey, John & Co. (M), 200 Vermont; Market 2749.  
 McKeskey, Edward L. (M), 1506 Market; Park 4533.  
 New York Furniture & Bedding Mfg. Co. (M), 1731 Fifth; Mkt. 1576.  
 Simon Mattress Mfg. Co. (M), 1960 Sixteenth; Park 843.

## MAYONNAISE

Best Foods Inc. (M), 1900 Bryant; Hemlock 3500.  
 Hellman, Richard, Inc. (M), Sixteenth and Harrison; Hemlock 3817.  
**HICKMAN PRODUCE CO.** (D), 910 Harrison; Douglas 8355.  
 Leggett, Francis H. & Co., 681 Market; Douglas 4269.

## MEAL

Albers Bros. Milling Co. (M), 332 Pine; Sutter 6161.  
 El Dorado Oil Works (M) (Cocoanut), 210 California; Garfield 133.  
 Eyre, Edw. L. & Co. (I-E) (Linseed), 465 California; Kearny 289.  
 San Francisco Milling Co. (M), Seventh and Berry; Market 3062.  
 Sperry Flour Co. (M), 141 California; Sutter 3300.  
 Western Tallow Co. (M) (Fish), 1599 Evans Ave.  
 Wilbur-Ellis Co. (I-E) (Fish), 311 California; Garfield 1704.

## MEAT PACKING

Armour & Co. (M-W), 4050 Battery; Kearny 760.  
 Cudahy Packing Co. (F-E), 516 First; Sutter 7100.  
 Frank Food Co. (M) (Sausages), 974 Howard; Sutter 2597.  
 Frye & Co. (F-E), 334 Townsend; Sutter 2640.  
 Heinemann & Stern (M), 1040 McAllister; Walnut 266.  
 McIntyre Packing Co. (M), 119 Sacramento; Sutter 950.  
 Miller & Lux, Inc. Co. (M), 465 California; Garfield 4800.  
 Molinari, F. G. & Sons (M), 373 Columbus Ave.; Kearny 521.  
 Morris & Co., 37 Pacific; Kearny 1603.  
 Quality Pork & Sausage Co. (M), 401 Divisadero; Market 7432.  
**RATHJENS, F. F. & SONS** (M) (Pork), 1331-1345 Pacific; Graystone 2027.  
 Roth Blum Packing Co. (M), 1490 Fairfax Ave.; Mission 7000.  
 South San Francisco Packing & Provision Co. (M), 407-413 Front, Searston, C. & Son, Inc. (M), 29 Rhode Island, Plant, Sacramento, Cal.; Market 642.  
 Swift & Co. (M-W), 110 Pacific; Kearny 4820.  
 Tiedeman & Harbo, Inc. (M), 750 Folsom; Douglas 6455.  
**VIRDEN PACKING CO.** (M) (Fresh and Smoked Meats), 155 Montgomery, Plant, South San Francisco; Douglas 8185.  
**WESTERN MEAT CO.** (M), Sixth and Townsend; Mission 7883.  
 Wilferts (I) (Pork), 118 Turk; Franklin 835.  
 Workman Packing Co. (M) (Deviled Chilli), 432 Seventh; Market 367.

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Allan, Jas & Sons W., Third and Evans Ave. Mission 991.  
 Armilgate, T. A. R. 3274 Sacramento, West 515.  
 Baumgarten Bros. W., 530 Clay Sutter 709.  
 Bayle, Lacoste & Co. W. Tripa, 344 Park Douglas 3738.  
 Hahn & Co. Inc. W., 268 Sixth; Park 6990.  
 California Meat Co. W., 576 Clay Sutter 4840.  
 Danvers Market (R., 4697 Eighteenth, Hemlock 2856.  
 Hawaii Meat Co. W., 215 Market Davenport 1642.  
 Hyde Street Market (R. 1069 Hyde Prosser 2153.  
 Johnson, J. G. W., Arthur Ave and Third Mission 2365.  
 Lesser Bros. R., 983 Market Sutter 4670.  
 Lun Chong & Co. R., 845 Grant Ave. China 41.  
 McKeen, C. D. R. 2160 Mission Valencia 5839.  
 Man Fung Wo & Co. R. 921 Grant Ave. China 102.  
 Meyers, J. & Co. W., 444 Pine Gardella 6911.  
 Moffat, H. & Co. W., 1 Montgomery Sutter 1044.  
 Nelson Meat Co. W.-R. 1175 Market Park 416.  
 Ocean Market (R., 80 Market Douglas 1851.  
 Patek-Ecklon Co. W., 934 Larkin, Franklin 293.  
 Puritan Preserve Co. M. (Meat) 928 Bryant.  
**RATJENS, P. F. & SONS** W., 1331-1345 Pacific Graystone 2027.  
 Roberts, W. F. & Sons (R., 2840 California; West 800.  
 Roberts & Co. W., 123 Steuart Davenport 2141.  
 Schiffler & Co. Inc. W., 136 Fifth, Sutter 626.  
 Swift, F. & Co. W., 521 Clay, Sutter 2012.  
**VIDDEN PACKING CO.** M. (Smoked and Cured), 155 Montgomery, Douglas 8185.  
 Western Meat Co. M., Sixth and Townsend, Mission 7883.

## MEATS - Cured

Armour & Co. (M-W), 1056 Battery Kearny 760.  
 Cudahy Packing Co. (FB), 55 Union Sutter 7100.  
 Frye & Co. (FB), 334 Townsend, Sutter 2640.  
 McIntyre Packing Co. M., 119 Sacramento, Sutter 950.  
**RATJENS, P. F. & SONS** (M) 1331-1345 Pacific Graystone 2027.  
 South San Francisco Packing & Provision Co. (M), 407-413 Front.  
 Swift & Co. (M-W), 110 Pacific, Kearny 4820.  
 Tiedemann & Harris, Inc. M., 780 Folsom; Douglas 6485.  
**VIDDEN PACKING CO.** (M), 155 Montgomery Douglas 8185.  
 Western Meat Co. (M), Sixth and Townsend, Mission 7883.  
 Wilfers, (M), 115 Turk, Franklin 835.

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## MEDALS

Irvine & Jachens M., 1066 Mission, Market 175.  
**MOISE-KLINKNER CO.** (M), 369 Market, Sutter 7040.

## MEDICINES AND REMEDIES

Bayer Co. Inc. FB, 420 Second, Sutter 2694.  
 Bristol-Myers Co. FB, 513 Howard Sutter 4672.  
 Green Mfg. Co. (M), 367 Fifth, Douglas 978.  
 Hirsch, W. V. (D), 394 Sutter, Douglas 146.  
 Persimel, J. Seph, Inc. (I-W), 634 Montgomery, Douglas 4720.  
 Stearns, Frederick & Co. (FB), 112 Main, Sutter 958.  
 Universal Medicine Co., Bitters, 50 Washington, Kearny 604.  
 Universal Remedies Co. (M), 250 Front Sutter 3750.  
 Viavi Co. (M), 636 Pine Sutter 2250.

## MEN'S FURNISHINGS

Ahronheim & Co. (M-A-W), 1 Fiderewer, 821 Market; Douglas 5484.  
 Atkins, Robt. S. Co. Inc. W., 150 Battery, Kearny 4520.  
 Berger's R., 456 Market, Douglas 620.  
 Bohle, A. F. & Co. W., 595 Mission, Sutter 1969.  
 Bullow & Jones Co. (R), 340 Post, Kearny 4246.  
 Carroll, Paul T. R., 764 Market; Kearny 3965.  
 Chert Peabody & Co. W., Collars Shirts, 100 Battery, Doug. 417.  
**COHEN, J. M. & CO.** (M), 647 Grant Ave. and Grand Ave., Sutter 5400.  
 C. Neekwear, 15 Battery, Douglas 3665.  
 Davis, Simon E. & Co. W. (Underwear), 51 Fremont, Douglas 5922.  
 Dinkelspiel, L. Co. Inc. W., 125 Battery, Douglas 1900.  
 Dorey & Cunningham, R., 11 Market, Douglas 1632.  
 Eades, H. Co., 1118 Market, Market 5417.  
 Eisner, Sigmar Co. (FB), 433 Mission, Gardfield 4331.  
 Ellis, Milton Co. R., 7 Stockton, Douglas 3717.  
 Elosser-Heymann Co. (M), 77 Battery, Sutter 3630.  
 Everwear Mfg. Co. (M) Shirts, 57 Battery, Douglas 2437.  
 Goldstone Bros. 25 Fremont, Sutter 5961.  
 Greenbaum, Wolf & Michaels, W., 740 Mission; Kearny 4548.  
 Grubin Bros., 130 Battery, Douglas 3676.  
 Hansen & Welch, R., 736 Market, Kearny 1439.  
 Hardeman Hat Store (R., 22 Powell; Sutter 3693.  
 Harris, Joe (R., 255, Embarcadero, Kearny 2504.  
 Hastings Clothing Co. (R., Post and Grant Ave., Sutter 5400.  
 Huger, D. C. M., 444 Post.  
 Heineman, H. M. & Sons, (M) Garters and Suspenders, Handkerchiefs, Neckwear, 130 Bush; Sutter 5919.  
 Blisch Bros., R., 949 Kearny, Douglas 1792.  
 Hirsch, L. & Co. (R), 235 Columbus Ave.; Douglas 4022.  
 Ide, George P. & Co. W., 55 Fremont, Kearny 3843.  
 Kalscheer, N. & S. E. W., 57 First, Douglas 2965.  
 Kitchener Schimlun Co., 500 Market; Gardfield 845.  
 Knott Shop, (R), 51 Grant Ave., Gardfield 12.  
 Levin, B. M. (M), 518 Market; Sutter 5676.  
 Levy, Jules & Co. W. (Handkerchiefs, 310 Mission; Douglas 2873.  
 McLeod Mercantile Co., Inc. W., 36 Battery, Sutter 3935.  
 Maltzer & Kiefer, (M-J), 110 Bush, Douglas 829.  
 Meusdorfer, J. C. Sons (R), 822 Market, Kearny 5169.  
 Michael, Budd, 235 Kearny, Douglas 2877.  
 Miller, Martin, 2926 Lyon; Fillmore 6459.  
 Minor, B. B. Jr. (R), 830 Market, Kearny 5116.  
 Moore, Walton N., Dry Goods Co., Mission and Fremont Davenport 41.  
**NEUSTADTER BROS.** (M-W), Pajamas and Nightshirts, Shirts, Underwear, Etc., 62 First, Douglas 2700.  
 Ross Bros. (B), Market and Stockton, Sutter 200.  
 Rosenthal, Maurice W., 49 Battery, Kearny 7213.  
 Sagoo, H. R. M. (Shirts, 24 Battery, Douglas 5650.  
 Samler, L. & Sons, Inc. M., 122 Battery; Kearny 5926.  
 Sander Supply Co. (R), 93-95 Market; Davenport 2561.  
 Selig, Sylvan (R), 310 Market; Douglas 2450.  
 Sudley Co. (M), 130 Bush; Sutter 1518.  
 Strauss, Levi & Co. (M-W), 98 Battery, Douglas 9440.  
 Summerfield & Haines (R), 907 Market; Douglas 1911.  
 Swift, J. J. (R), 643 Market; Sutter 1629.  
 Turner Bros. (R), 470 Post; Kearny 2660.  
 Valeo Mfg. Co. (Pajamas and Night Shirts; 130 Battery; Sutter 892.  
 Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086.

## MERCANTILE AGENCIES

Radstreet Co., 486 California; Sutter 7120.  
 Dun, R. G. & Co., 86 Third, Sutter 310.

## MERCHANDISE - GENERAL

Ball, F. M. & Co. (B), 112 Market; Sutter 6938.  
 Beebe, A. M. Co. (B), 112 Market; Douglas 1515.  
 Brown, A. Co. (B), 215 Market; Davenport 2040.  
 Cook-McFarland Co. (B), 2 Pine; Sutter 5769.  
 Davis & Fottis (B), 417 Market; Sutter 5769.  
 Duval-Kirk (I-M-A), 112 Market; Kearny 416.  
 Ehrenberg, Theo. E. (B), 16 California; Sutter 2831.  
 Erlanger, Simon (B), 486 California; Gardfield 1512.  
 Flatley, Joseph J. (B), 214 Front; Sutter 4349.  
 Fontana Hollywood Co. (B), 2 Pine; Douglas 6753.  
 Haly, G. S. Co. (B), 110 Market.  
 Kelly-Clarke Co. (B), 2 Pine; Kearny 121.  
 Kutner-Goldstein Co., 465 California, Sutter 1124.  
 Lamborn & Co. (B), 311 California; Kearny 531.  
 Lauenbach-Williams Co. (B-W), 2 Pine; Sutter 2840.  
 McCarthy, John W. Jr., Inc. (B), 112 Market; Kearny 1580.  
 Maillard & Schmedel (B-D), 203 California; Sutter 6920.  
 Jossely, E. L. (B), 25 California; Kearny 1146.  
 Mourfield, M. L. (B), Stowell Hotel, Los Angeles, Cal.  
 Nelson, Harry N. (B), 112 Market; Kearny 1740.  
 Olney, Wm. & Co. (B), 112 California; Sutter 1351.

## NEUSTADTER BROS.

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## MERCHANDISE—GENERAL—Continued

O'Neill, Eugene M. (B-MA), 112 Market; Fillmore 245.  
 Otto, E. H. & Co. (L-E), 245 California; Sutter 3680.  
 Pacific Commercial & Industrial Co. of China, 722 Sacramento.  
 Palmer, P. R. & Co., 465 California; Garfield 859.  
 Pidwell, W. T. Co. (B-MA), 112 Market; Douglas 1052.  
 Portuguese Mercantile Co., 33 Clay; Kearny 3938.  
 Rosenthal Kutner Co., 465 California; Sutter 1124.  
 Sweeney, E. M. (B), 582 Market; Garfield 1035.  
 Simoo, Myer (W), 829-822 Mission; Sutter 2957.  
 Sussman-Irving Co. (B), 112 Market; Sutter 2986.  
 Warrington-Duff Co. (W-D), 2 Pine; Douglas 6410.  
 Willis & Patterson (B), 1 Drumm; Douglas 2510.  
 Winckler, O. W. & Co. (B), 16 California; Douglas 6220.

## MESSENGER SERVICE

City Messenger Service, 83 Turk; Franklin 50.  
 Transbay Messenger Concern, 24 California; Douglas 8795.

## METAL PERFORATING

California Perforating Screen Co. (M), 416 Harrison; Kearny 1889.

Pacific Meter Works  
 OF  
 American Meter Company, Inc.

## GAS METERS

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 SAN FRANCISCO, CALIFORNIA

## METAL STAMPING

B. C. Metal Stamping Co., 327 Langton; Park 1379.  
 California Perforating Screen Co. (M), 416 Harrison; Kearny 1889.  
 Larkins Specialty Mfg. Co., 288 First; Kearny 4706.  
 Moise-Klinkner Co. (M), 369 Market; Sutter 7040.  
 Waechter, Walter E. (M), 204 First; Kearny 4213.

## METALS

Ducummen Corp. (J), 656 Townsend; Hemlock 2900.  
 Federated Metals Corp. (M), 75 Folsom; Davenport 2540.  
 Finn, John Metal Works (M), 384 Second; Sutter 4188.  
 Gorman Metal Co. (M), 785 Bryant; Sutter 4658.  
 Gracie, S. B. Co., Inc. (M), 608 Commercial; Kearny 786.  
 Holbrook, Merrill & Stetson (J), 663 Sixth; Sutter 60.  
 Hungerford, U. T. Brass & Copper Co. (FB), 22 Battery.  
 Knowles, H. J. (MA), 260 California; Douglas 5007.  
 Marwedel, C. W. (J-D-MA), 76 First; Douglas 4180.  
 Reed, Geo. Russell Co., Inc. (D), 416 Jackson; Douglas 172.  
 Shreve Gold Products Co. (M), 450 Jessie; Garfield 4667.  
 Wildberg Bros. Smelting & Refining Co. (M), 743 Market; Sutter 1672.

## METERS

Gas Consumers Assn. (Service Regulating), 467 O'Farrell; Franklin 717.  
 National Meter Co. (FB) (Water and Oil), 141 New Montgomery; Sutter 1956.  
 Neptune Meter Co., 320 Market; Sutter 815.  
**PACIFIC METER WORKS (M)**, 495 Eleventh; Market 4295.

## MILITARY EQUIPMENT

California Arms Co. (W-D), 995 Market; Garfield 1359.

## MILK AND CREAM

(SEE ALSO DAIRY PRODUCTS)

Dairy Delivery Co. (W-D), 3550 Nineteenth; Mission 106.  
 Golden State Milk Products Co. (M), 425 Battery; Sutter 1820.  
 Liberty Dairy Co., 271 Tehama; Douglas 5829.  
 San Francisco Dairy Co. (R), 1553 Turk; West 6110.  
 Nestle's Food Co., Inc. (M), 112 Market; Kearny 2070.  
 Spreckels Creameries, Inc. (M), 1405 Mission; Hemlock 939.  
 United Milk Co. (R), 3201 Sixteenth; Park 6400.

## MILK—CONDENSED &amp; EVAPORATED

Alpine Evaporated Cream Co. (M), 112 Market; Kearny 2070.  
**GOLDEN STATE MILK PRODUCTS CO. (M)**, 425 Battery; Sutter 1820.  
**MEYENBERG EVAPORATED MILK CO. (M)**, 1 Drumm; Douglas 1858.  
 Nestle's Food Co., Inc. (M), 112 Market; Kearny 2070.

## THERE'S GOLD IN THE VALLEY— AS WELL AS IN THE HILLS

California's pioneers assaulted the hills for gold—and founded a State.  
 California's Dairy Industry has won from the soil of the valleys more wealth than all the gold of the hills—and built a commonwealth.

The Golden State Milk Products Company has been a leader in this great development of the Dairy Industry—an industry which returns more than \$125,000,000 in material wealth annually.

The Golden State Milk Products Company has its head office in San Francisco.

It has 23 factories throughout California and sales branches in every population center.

Behind the operations of Golden State Milk Products Company are thousands of dairy farms.

The dairy farms and the factories in California which handle the product represent an investment of more than \$50,000,000.

Sales branches of Golden State are established in every major city of America.

Products from its plants, transformed into articles of commerce, are exported from the harbor of San Francisco to 38 foreign countries of South America, Asia, Europe, and the islands of the Pacific.

Aside from Golden State Butter, which is most widely known, the Golden State Milk Products Company manufactures cheese, skim milk powder, casein, Kayso, and is the largest distributor of sweet cream on the Pacific Slope.

But this leadership in the dairy industry of the Pacific was attained not only by volume. It was built upon the theme—"Leadership Can Be By QUALITY Alone."



### Golden State Milk Products Co.

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## MILL AND MINE SUPPLIES

Braun-Knecht-Heimann Co. (M), 676 Mission, Kearny 3493.  
 Billard, E. D. Co. (I-M-A), Safety Apparatus, 965 Howard; Dong, 6320.  
**GRAY, JOHN R., INC.**, (W-D), 726 Harrison; Douglas 2362.  
 Worden, W. H. Co., 126 Pine, Kearny 1181.

## MILLINERY

Banner Millinery Co., R. 925 Market, Market 4926.  
 Bell Hat & Frame Co., (M), 935 Market, Douglas 4046.  
 Better Hat Co., (W), 986 Market, Kearny 4832.  
 Brittain, H. P., (W), 259 Geary, Sutter 510.  
 Catalina Hats, Inc., (M), 1061 Market, Market 1254.  
 Fleisher, S. B. & B. W., Inc., (W), 605 Market, Douglas 7936.  
 Hersh's Millinery, (R), 832 Market, Garfield 4098.  
 Himp, Walter J. & Co., (W), 130 Geary, Sutter 2069.  
 Holm & Nathan, (W), 733 Market, Sutter 2470.  
 Jacob, Andrew A. & Co., (W), 753 Market, Douglas 199.  
 Lee, Nora, Hat Co., (W), 15 Stockton, Douglas 5838.  
 McDowell, J. A. & Co., (M), 731 Market, Sutter 3429.  
 McDowell School of Dressmaking, 450 Geary, Franklin 5037.  
**MEADOWBROOK CALIFORNIA SPORT HATS**, 980 Market, Douglas 1326.  
 Meines-Miller Co., (W-M), 883 Market, Douglas 4660.  
 Muller, Walter A. Co., (M), 731 Market, Douglas 645.  
 Muller & Haas Co., (M), 833 Market, Douglas 555.  
 Rosenthal, Maurice, (W), 49 Battery, Kearny 7213.  
 Rothschild, Esther, (R), 251 Geary, Kearny 4374.  
**SIMON MILLINERY CO.**, (M), 989 Market, Douglas 1326.  
 Standard Hat Co., (M), 731 Market, Douglas 2739.  
 Stark's Millinery & Fur, (R), 811 Market, Douglas 1879.  
 West, Mrs. C. (R), 2540 Mission, Mission 6415.  
 Zobel, Olga, (R), 227 Post, Douglas 1676.  
 Zobel Millinery Co., (R), 23 Grant Ave., Douglas 4744.

## MILLINERY SUPPLIES

Bell Hat & Frame Co., (M), 935 Market, Douglas 4046.  
 Fleisher, Henry & Dauchler, (W), 630 Market, Douglas 988.  
 Fleisher, S. B. & B. W., Inc., (W), 605 Market, Douglas 7936.  
 Golden Gate Import Co., (I), (Ornaments), 510 Battery, Kearny 7021.  
 Jacob, Andrew A. & Co., (W), 753 Market, Douglas 199.  
 McDowell, J. A. & Co., (M), 731 Market, Sutter 3429.  
 Moore, Walton N., Dry Goods Co., (W), Mission and Fremont; Dav. 841.  
 Muller, Walter A. Co., (M), 731 Market, Douglas 645.  
 Muller & Haas Co., (M), 833 Market, Douglas 555.  
 Standard Hat Co., (M), 731 Market, Douglas 2739.

## MILLWORK

Acme Planing Mill (M) (Mill), 1809 Bryant; Market 2663.  
 American Plywood Co., (M), 155 Montgomery; Garfield 6567.  
 Anderson Bros. Planing Mill (M), Quint and Custer; Mission 8624.  
 Bateman, Wm., (M), 1915 Bryant; Market 2437.  
 Bolander, L. Ph. & Sons, 954 Bryant, Park 1837.  
**CALIFORNIA DOOR CO.**, (M), 43-45 Main; Davenport 3160.  
 Emanuel, L. & E., Inc., (M), 2063 Jones; Graystone 6100.  
 Empire Planing Mill (M), 750 Bryant; Kearny 70.  
 Eureka Sash, Door and Moulding Mills (M), 1715 Mission; Market 600.  
 Fleyser, Geo. & Co., (M), 761 Tehama; Park 1671.  
 Fink & Schindler Co., 226 Thirteenth; Market 474.  
 Haas Wood & Ivory Works (M), 64 Clementina, Kearny 1477.  
 Herrings Mills, Inc., (M), 557 Brannan; Market 1949.  
 Home Manufacturing Co., (M), 42-45 Brannan; Kearny 1514.  
 Karp, H. & Son (M), 711-713 Valencia, Market 2484.  
 Kraen, Louis, Woodworking Co., (M), 661 Golden Gate Ave.; Mkt. 2450.  
 Kruse, J. H., (M), Twenty-third and Shotwell; Mission 5276.  
 Latham, A. J. Mfg. Co., (M), 475 Bryant; Douglas 9171.  
 Leonard Lumber Co., (M), 1843 Fifteenth; Market 773.  
 Levi, S. (M), 239 Seventh; Market 2216.  
 McCallum, J. H. (W-R), 738 Bryant, Garfield 6600.  
 Mullen Mfg. Co., (M), 64 Kausch; Homolock 2985.  
 Muller & Peterson (M), 243 Seventh; Market 9110.  
 Oakly Lumber & Mill Co., (M), 1430 Powell; Kearny 3385.  
 Ostlund & Johnson (M), 1901 Bryant, Market 3212.  
 Ostrander, Dan (M), 154 Main, Davenport 996.  
 Ostrowski, Frank S. & Son (M), 1144 Howard; Market 6436.  
 Pacific Mfg. Co., (M), 177 Stevenson; Sutter 295.  
 Portman's Planing Mill (M), 461 Mission; Park 6204.  
 Progress Woodworking Co., (M), 2751 Sixteenth; Market 5707.  
 Redwood Manufacturers (M), 582 Market; Garfield 1910.  
 Scherp, J. F. & Co., (M), 411 Shotwell; Mission 3294.  
 Schenk, E. (M), 145 Stillman; Garfield 2780.  
 Windeier, Geo. Co., (M), Eighth and Hooper; Market 5280.

## MILLWRIGHTS

Bolander, J. Ph. & Co. (M), 954 Bryant; Park 1337.  
**GRAY, JOHN R., INC.**, (W-D), 726 Harrison; Douglas 2362.  
 Spaulding, Horace R. (M), 848 Folsom; Sutter 4499.

## MINERALS—INDUSTRIAL

Bradley & Ekstrom (M-A-J), 320 Market, Douglas 4940.  
 Crown Ore Mills (M), 1919 San Bruno Ave.; Atwater 3300.  
 McLean, Walter S. (M), 1919 San Bruno Ave.; Atwater 3300.  
 Suydam, A. G. Co., 582 Market, Sutter 5639.

## MINING

Alaska Treadwell Gold Mining Co., 620 Market, Sutter 414.  
 Bliss, W. R., 220 Montgomery; Douglas 813.  
 Hostwick, H. R., 67 Post; Sutter 907.  
 Buoker Hill & Sullivan Mining & Concentrating Co., 620 Market, Sutter 414.  
 Burns, Daniel M., 74 New Montgomery, Sutter 173.  
 Dunphy, Chas., 1 Montgomery; Garfield 5585.  
 Durbrow, Alfred K., 381 Bush.  
 Engels Copper Mining Co., 220 Montgomery; Douglas 6178.  
 Fitzhugh, Wm. M., 2540 Broadway; Fillmore 2913.  
 Hammon Engineering Co., 433 California; Sutter 2345.  
 Kennedy Mining & Milling Co., 519 California; Garfield 222.  
 Loring, W. J., 440 Geary, Prospect 372.  
 MacNamara Mining & Milling Co., 220 Montgomery; Douglas 2894.  
 Malby, C. A., 785 Market; Garfield 179.  
 Minerals Separation North American Corp., 220 Battery; Sutter 1255.  
 Montijo, Fernando; 22 Battery.  
 Natomas Company of Cal., 310 Sansome; Sutter 1003.  
 New Almaden Co., Inc., 801 Folsom Bldg.; Douglas 7656.  
 Olmsted, Chas., 2901 Regent, Berkeley, California.  
 Powder River Gold Drilling Co., 433 California; Sutter 2345.  
 Presidio Mining Co., 220 Montgomery.  
 United Gold Mine Co., 620 Market.  
 United States Smelting, Refining & Mining Exploration Co., 582 Market.  
 Yuba Consolidated Gold Fields, 433 California; Sutter 2345.

## MOLASSES

Albers Bros. Milling Co., (W), 322 Pine; Sutter 6161.  
 Mason By-Products Co., (M), 2 Pine; Douglas 6720.  
 Pacific Coast Syrup Co., (M), 731 Sansome; Kearny 1361.

## MORTAR—READY MIXED

Atlas Mortar Co., (M), 58 Sutter; Douglas 938.  
 Golden Gate-Atlas Materials Co., (M-W), 544 Eighth.

## MOTION PICTURE LABORATORIES

Blache Film Laboratories, (M), 202 Turk; Prospect 9385.  
 Cinema Arts & Crafts (M), 331 Turk; Prospect 92870.

## MOTION PICTURE PRODUCERS

Graf Productions, Inc., 240 Montgomery.

## MOTION PICTURE SUPPLIES

Atlas Educational Film Co., 821 Market; Garfield 1317.

## MOTORCYCLES AND BICYCLES

Merry Co., (W), 228 Fremont; Douglas 1693.

## MOTORS

Century Electric Co., EB, 171 Second; Sutter 2071.  
 Coney & Kuchel Electric Works, 468 Fifth; Douglas 5971.  
 Electric Novelty Works (M), 965 Howard; Kearny 2095.  
 Enterprise Electric Works, 652 Mission; Sutter 4670.  
 Green, E. A., 401 Van Ness Ave.  
 Marine Electric Co., 195 Fremont; Kearny 1285.  
 Sanganoo Electric Co., 1061 Howard; Hemlock 4738.  
 Secher Electrical Engineering Co., 779 Folsom; Douglas 9223.

## MULTIGRAPHING

Barrow, H. E. Co., 74 New Montgomery; Sutter 5950.  
 Bayless, Edna May, 582 Market; Garfield 4.  
 Rodgers Addressing Bureau, 365 Market; Douglas 5644.

## MUSEUMS

Bloch, E. Mercantile Co., 70 Market; Douglas 1746.  
 Japanese Commercial Museum, 549 Market; Sutter 1987.

## MUSHROOMS

Beck, S. & Co., (Fresh and Dried), 1319 Steiner; West 2588.

## MUSIC

Allen, Wiley B. Co., 135 Kearny; Sutter 7280.  
 Fisk Music Publishing Co., 908 Market; Garfield 249.  
 Grobe, Henry, 135 Kearny; Sutter 7280.  
 Hanson, H. C. Music House (R), 137 Powell; Douglas 3655.  
 Kohler & Chase, 26 O'Farrell; Kearny 5454.  
 Villa Mont, Inc., (Publishers), 953 Market; Douglas 9002.  
 O. R. S. Music Co., (M) (Player Piano Rolls), 360 Second; Hem. 954.  
 Quarg Music Co., (R), 206 Powell; Douglas 3223.  
 Roberts, Lee S., Inc. (R), 230 Post; Kearny 7322.  
 Sherman, Clay & Co., (Publishers), Kearny and Sutter; 6000.  
 Scholz, Erickson & Co., Inc. (M), 521 Howard, Douglas 4273.

## MUSICAL CONSERVATORIES

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## MUSICAL INSTRUMENTS

Allen, Wiley B. Co., 135 Kearny; Sutter 7240.  
 Baldwin Piano Co., 310 Sutter; Kearny 8020.  
 Chickering Warehouses (R.), 230 Post; Kearny 7332.  
 Conn San Francisco Co. (R) (Band and Orchestra), 47 Kearny; Garfield 6580.  
 Detemeter Piano Co. (M), 553 Valencia; Mission 1031.  
 Golden Gate Music Co., 717 Market; Garfield 219.  
 Grobe, Henry, 135 Kearny; Sutter 7280.  
 Guerrini Co. (M) (Accordions), 279 Columbus Ave.; Kearny 5820.  
 Hanson, H. C. Music House (R), 137 Powell; Douglas 3685.  
 Heine Piano Co. Inc. (R), 949 Market; Sutter 3254.  
 Horning, C. C. Co., Inc. (R), 234 Eddy; Prospect 3588.  
 Kuller & Chase, 26 O'Farrell; Douglas 3223.  
 Mazy, Byron, 760 Market; Sutter 6895.  
 Munson-Rayner Corp. (J) (Phonographs), 36 Third; Douglas 6270.  
 Quarg Music Co. (R), 206 Powell; Douglas 3323.  
 Roberts, Lee S., Inc. (R), 230 Post; Kearny 7332.  
 Sherman, Clay & Co., Kearny and Sutter; Sutter 6000.  
 Western Piano Corp. (W), 760 Market; Sutter 4746.  
 Wurzlitz, Rudolph Co., 250 Stockton; Garfield 3300.

## MUSICAL ORGANIZATIONS

Musical Assn. of San Francisco, 760 Market; Garfield 2819.  
 San Francisco Symphony Orchestra, 760 Market; Garfield 2819.

## NAILS

COLUMBIA STEEL CORP. (M), 215 Market; Douglas 8760.  
 Rooflines, John A. Sons Co. of Cal. (FB), 624 Folsom; Kearny 2426.  
 Rudolfsen, A. C. Co. (M), 681 Market; Douglas 2278.  
 United Shoe Machinery Co. (FB), 659 Mission; Douglas 925.

## NAPKINS

United Coffee Corp. (L-W), 306-308 Sacramento; Garfield 87.  
 Zellerbach Paper Co. (W), 534 Battery; Garfield 2300.

## NAVAL STORES

ERENBERG, THEO. E. (R) (Naval stores, Industrial Chemicals, Merchandise, Etc.), 16 California.  
 Hendry, C. J. Co., 27 Main; Davenport 2800.  
 Maillard & Schmiedell (B-M), 205 California; Sutter 6920.  
 Willits & Patterson (S), 11 Drumm; Douglas 2510.

## NECKWEAR

Bauer Bros. & Co. (W) (Ladies'), 83 First; Douglas 731.  
 Robie, A. F. & Co. (W) (Men's), 595 Mission; Sutter 1969.  
 COHEN, J. M. & Co. (M) (Men's), 15 Battery; Douglas 3605.  
 Greenbaum, Well & Michaels (W) (Men's), 740 Mission; Kearny 4548.  
 Heinemann, H. M. & Sons (M) (Men's), 130 Bush; Sutter 1518.  
 Levin, B. M. (M) (Men's), 518 Market; Sutter 5976.  
 Levy, Jules & Co. (W) (Ladies'), 340 Mission; Douglas 2873.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
 Samter, L. & Sons, Inc. (M) (Men's), 122 Battery; Kearny 5926.  
 Smoot Mfg. Co. (M) (Ladies'), 783 Mission; Garfield 2724.  
 Taylor, Edmund & Son (W) (Men's), 682 Mission; Douglas 2931.

## NEEDLEWORK—ART

Abrams, N. (W) (Yarns), 520 Mission; Douglas 2590.  
 American Import Co., Inc. (M-I-J), 16 First; Kearny 2067.  
 Belding Bros. & Co. (M) (Silks), 130 Sutter; Sutter 4201.  
 Crocker, A. & Co. (M) (Yarns), 32 Battery; Douglas 2560.  
 Crowley, J. B. (W) (Yarns), 86 Third; Kearny 482.  
 Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
 Freyfus, Henry & Daughter (L-W) (Beads), 820 Market; Douglas 988.  
 Fisher, Chas. (MA) (Yarns), 49 Geary; Kearny 1669.  
 Fleisher, S. & B. W., Inc. (Yarns), 605 Market; Douglas 7936.  
 Kessler, Kenneth M. (W), 125 Stockton; Sutter 2558.  
 Less Bros. (W) (Yarns), 130 Sutter; Douglas 313.  
 Leighton-Jellett Co., Inc. (L-W), 526 Mission; Douglas 1793.  
 McLeod Mercantile Co., Inc. (W), 26 Battery; Sutter 3955.  
 Moore, Walton S., Dry Goods Co. (W), Mission and Fremont, Dav. 841.  
 Munter, Carl & Co. (W) (Cushions), 517 Mission; Kearny 3126.  
 Nippon Dry Goods Co. (W), 70 Pine; Sutter 690.  
 Pacific Embroidery Co. (M), 1690 Mission; Market 100.  
 Pacific European Import Co. (W), 86 Third; Sutter 3488.  
 Sheldon Art Shop (R), 1322 Polk.  
 Sunset Feather Co. (M), Sutter and Harrison; Hemlock 3030.  
 Verran, H. E. Co., Inc. (MA), 554 Mission; Sutter 2139.  
 Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086.

## NETS AND NETTING

Bauer Bros. & Co. (W), 83 First; Douglas 731.  
 Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
 Levy, Jules & Co. (W), 340 Mission; Douglas 2873.  
 Linen Thread Co. (W), 443 Mission; Douglas 3857.  
 Moore, Walton S., Dry Goods Co. (W), Mission and Fremont.  
 Pacific Cordage Co. (MA), 860 N. Market; Douglas 5625.  
 Weeks-Howe-Emerson Co. (M) (Tennis), 30 Market; Douglas 869.

## NEWS DEALERS

Green, Robt. Co., Ferry Bldg., Sutter 4443.  
 Interstate Corporation (R), Office, 292 Second; Garfield 1650.  
 San Francisco News Co. (W), 657 Howard; Garfield 1276.  
 Smith, Ed. W. & Sons (M), 215 Mission; Douglas 2725.  
 Van Noy Interstate, 292 Second; Garfield 1650.

## NEWSPAPERS AND PUBLICATIONS

Architect and Engineer 68 Post; Douglas 1828.  
 Book of Knowledge, 278 Post; Kearny 5220.  
 Building and Engineering News, 818 Mission; Garfield 3140.  
 Bulletin-The, 812 Mission; Sutter 7900.  
 California Council of Education & Sierra Educational News, 760 Market.  
 California Lumber Merchant, 215 Market; Davenport 3500.  
 Christian Science Monitor, 625 Market; Kearny 5549.  
 Chung Sai Yat Po, 811 Sacramento; China 99.  
 Commercial News, 330 Sansone; Douglas 1506.  
 Country Gentleman, 1 Montgomery; Sutter 4233.  
 Daily Pacific Builder, 818 Mission; Garfield 3140.  
 Guide, The, 625 California; Douglas 7925.  
 Illustrated Daily Herald, 56 Twelfth; Hemlock 3180.  
 Japanese American News, 650 Ellis; Prospect 275.  
 Ladies' Home Journal, 1 Montgomery; Sutter 4233.  
 Leighton's Magazine, 25 Taylor; Franklin 2400.  
 Magazine of Western Finance, 57 Post; Kearny 4959.  
 Masonic World and Sisterhood Weekly, 785 Market; Sutter 449.  
 Mission Enterprise (M), 1173 Valencia; Mission 1431.  
 New World, 1060 Geary; Franklin 575.  
 Newspaper Service Bureau, 55 New Montgomery; Kearny 7948.  
 Newspapers and Journals, San Francisco News Letter, 268 Market.  
 Pacific Coast Musical Review, 26 O'Farrell; Garfield 5250.  
 Purchasing Agents Bulletin, 438 California; Garfield 124.  
 Pacific Rural Press, 547 Howard; Sutter 6078.  
 Pacific Stationer (Monthly), 109 Stevenson; Douglas 7024.  
 Peik, R. L. & Co., 604 Mission; Garfield 5431.  
 Radioist Weekly, 821 Market; Douglas 136.  
**SAN FRANCISCO BUSINESS** (San Francisco Chamber of Commerce), Merchants Exchange Bldg., 451-465 California; Froy, 112.  
 San Francisco Call and Post, 74 New Montgomery; Douglas 7070.  
 San Francisco Chronicle, Mission and Fifth; Sutter 7000.  
 San Francisco Directory Co., 604 Mission; Garfield 5431.  
 San Francisco Examiner (M), Third and Market; Sutter 2424.  
 San Francisco News Letter, 268 Market.  
 San Francisco Shopping News (Weekly), 851 Howard; Douglas 5200.  
 Saturday Evening Post, 1 Montgomery; Sutter 4233.  
 Shipping Register, 558 Sacramento; Sutter 4070.  
 Sunset Magazine, 1645 Sansone.  
 Toy Department, 109 Stevenson; Douglas 7024. (Monthly.)  
 Underwriters Report, 558 Sacramento; Sutter 4070.  
 Walker's Manual of California Securities Inc., 576 Sacramento.  
 Western Advertising, 564 Market; Sutter 1173.  
 Western Baker, 417 Montgomery; Douglas 6974.  
 Western Beauty Shop, 417 Montgomery; Douglas 6974.  
 Western Clothier, Hatter & Haberdasher, 109 Stevenson; Douglas 7024.  
 Western Construction News, 24 California; Sutter 3616.  
 Western Machinery World, 576 Sacramento; Douglas 1664.  
 Western Lumber, 417 Montgomery; Douglas 6974.  
 Western Sporting Goods Review, 109 Stevenson; Douglas 7024.  
 Young China, 861 Clay; China 895.

## NEWSPAPER REPRESENTATIVES

Bidwell, R. J. Co., 742 Market; Kearny 2121.  
 Hoffmeyer, T. C. (MA), 681 Market.

## NOTARIES—PUBLIC

Collins, Mrs. M. V., 433 California; Sutter 3152.  
 Cooper, Edwin M., 1 Montgomery; Kearny 4253.  
 Healey, W. W., 620 Market; Kearny 391.  
 Lyon, Walter T., 320 Sixth Ave.; Pacific 917.

# Service—

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## NOTIONS

**AMERICAN IMPORT CO., INC.** (M-I-J), 16 First, Kearny 2067.  
**American Thread Co., Inc.** (FB), 526 Mission, Kearny 3082.  
**Anderson-Cameron & Co.**, 560 Sacramento, Douglas 6100.  
**Bauer Nottm & Toy Co.** (W), 55 New Montgomery, Douglas 1031.  
**Barry, Chas. R. Co.** (W), 55 New Montgomery, Douglas 1031.  
**Baudt, Frank W.** (MA), 435 Mission, Douglas 3271.  
**Bauer Bros. & Co.** (W), 83 First, Kearny 3242.  
**Benedict, C. Mfr. Co.** (M) (Dress Shields), 1058 Mission; Market 2482.  
**Bohle, A. P. & Co.** (W), 595 Mission; Sutter 1909.  
**Bauer Needle Co.** (FB), 149 New Montgomery, Garfield 141.  
**California Nottm & Toy Co.** (M), 555 Market, Douglas 872.  
**California Pleading Co.** (M), Buttens, 272 Sutter, Kearny 1785.  
**Cordell Silk Co.** (FB), Silk Thread, 275 Post, Douglas 4839.  
**Crowley, J. B. W.** (M), 86 Third, Kearny 482.  
**DINKELSPIEL, L. CO., INC.** (W), 125 Battery, Douglas 1900.  
**Foster & W. H. Co.** (W), 101 Sutter, Sutter 4731.  
**Friedrick-Weingarten Co.** (W), 71 First, Garfield 312.  
**Graf & Co.** (M-W) (Hair Goods), 133 Kearny, Douglas 2320.  
**Hornblum Silk Co., Inc.** (W), 511 Third, Kearny 3458.  
**Hirsch, Bernard, Co.** (W), 7 Battery, Douglas 195.  
**Jacobs, F. P. & Hro.** (MA), 22 Battery, Sutter 4624.  
**Kaufman-Goldman Co.** (W), 39 Battery, Douglas 1131.  
**Kessler, Kenneth M.** (W), (Silk Thread), 125 Stockton; Sutter 2558.  
**Kindel & Graham** (W), 782 Mission, Douglas 528.  
**Lev & Kierski** (MA), 704 Market, Garfield 6147.  
**McLeod Mercantile Co., Inc.** (W), 26 Battery, Sutter 3935.  
**Marcus-Walton, Inc.** (W) (Hair Goods), 130 Turk, Prospect 615.  
**Moore, Walton N., Dry Goods Co.** (W), Mission and Fremont, Dav 841.  
**Pacific European Import Co.** (W), 86 Third, Sutter 3458.  
**Pacific Novelty Co.** (W), 579 Market, Douglas 1931.  
**Rogers, Wm. A., Lid -W** (Cutlery, Etc.), 220 Post, Garfield 1513.  
**Rosenthal, Maurice** (W), 49 Battery, Kearny 7213.  
**Shapiro, D. R. (MA)**, Cotton Thread, 28-40 First, Sutter 4121.  
**Simons, L. S. (MA)**, 55 Fremont, Sutter 0120.  
**Western Fancy Goods Co. (W)**, 544-546 Mission, Douglas 2086.  
**Woolworth, F. W. Co.** (R), Rialto Bldg.

## NOVELTIES

**Alden, M.** (Leather), 525 Market, Douglas 4447.  
**AMERICAN IMPORT CO.**, 16 First, Kearny 2067.  
**Armstrong & Bainbridge** (M-W), 105 Jessie, Kearny 8184.  
**Baer Nottm & Toy Co.** (W), 780 Mission, Sutter 2360.  
**Bain, Fred B., Inc.** (Advertising), 210 Pine, Douglas 4657.  
**Barr, James H. Co.** (M) (Advertising), 1122-1124 Mission, Park 4250.  
**Barry, Edward Co.** (M), 134 Spring, Sutter 2755.  
**Bradley, Milton Co.**, 554 Mission, Garfield 4246.  
**Crocker, H. S. Co.** (W), 565 Market, Douglas 5800.  
**Dixon, Fish & Co.** (R), 254 California, Kearny 706.  
**Faber Penit Co.**, 681 Market, Garfield 37.  
**Fitts, THAT MAN, INC.** (R), 882 Market, Kearny 8052.  
**Davis, P. Lonel Jr.** (D), 525 Market, Douglas 7222.  
**Dinkelspiel, L. Co., Inc.** (W), 125 Battery, Douglas 1900.  
**Dreyfus, Henry & Daughter** (M-W), 830 Market, Douglas 988.  
**Eberhard, Geo. H. Co.** (MA), 300-370 Fremont, Kearny 4444.  
**Friedrick-Weingarten Co.** (W), 71 First, Garfield 312.  
**Golden Gate Import Co.** (I), 510 Battery, Kearny 7021.  
**Hirsch, Bernard, Co.** (W), 7 Battery, Douglas 195.  
**Irvine & Jacobs** (M) (Advertising), 696 G. Mission, Market 175.  
**Kaufman-Goldman Co.** (W), 39 Battery, Douglas 1131.  
**Kindel & Graham** (W), 782 Mission, Douglas 528.  
**Koven Mfg. Co.** (M), 444 Hayes, Walnut 1705.  
**Medesto Paper Holder Co.** (Advertising), 351 California, Walnut 2653.  
**MOISE-KLINKNER CO.** (M) (Advertising), 369 Market, Sutter 7040.  
**Moore, Walton N., Dry Goods Co.** (W), Mission and Fremont, Dav 841.  
**NIPPON DRY GOODS CO.** (W), 70 Pine, Sutter 690.  
**Novelty Import Co.** (I-J), 717 Market, Kearny 748.  
**Pacific European Import Co.** (W), 86 Third, Sutter 3458.  
**Pacific Novelty Co.** (W), 579 Market, Douglas 1931.  
**Pacific Stationery & Specialty Co.** (Seasonal), 599 Mission, Douglas 900.  
**Sing Fat Co.** (I-R), Grant Ave. and California, Douglas 1212.  
**White, V. S.** (Advertising), 595 Mission, Douglas 4928.  
**Western Fancy Goods Co. (W)**, 544-546 Mission, Douglas 2086.

## NURSERIES, TREES, SHRUBS

California Nursery Co., 485 California,  
 West Coast Nursery Co., 522 Powell.

## PENNANT Salted Peanuts

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## Planters Nut &amp; Chocolate Co.

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San Francisco

## NUTS—EDIBLE

**Deonartini, L. Supply Co.** (M-W) (Almond), 125-135 Clay; Kearny 354.  
**Eyre, Edw. L. & Co.** (I-E) (Peanuts), 465 California, Kearny 280.  
**Fisher, Herman C.** (M) (Shell), 440 Bryant, Douglas 2640.  
**Garcia & Maggini** (W), 240 Drumm, Kearny 3988.  
**Gez, M. Co.** (I-E) (Almond), 162 First, Kearny 200.  
**Irskind, B. C.** (I-B-M) (Peanuts), 24 California, Kearny 1650.  
**Maillard & Schmidt** (I-B-M) (Meat), 203 California; Sutter 6920.  
**Otto, E. H. & Co.** (I-E) (Peanuts), 245 California; Sutter 3080.  
**PLANTERS NUT & CHOCOLATE CO.** (M), 530 Davis, Douglas 6970.  
**Ruscigno, Hret. Nut Shelling Co.** (M), 63 California, Sutter 4621.  
**Shuo Yuen Hing & Co.** (I-E) (Peanuts), 810 Grant Ave., China 45.  
**SUNSET NUT SHELLING CO.** (M), 520 Folsom, Kearny 3420.

## OCULISTS AND AURISTS

**Barkan, Dr. Hans**, 516 Sutter; Garfield 1867.  
**Comlan, F. J. S.**, 135 Stockton, Douglas 2181.  
**Kingwell, Dr. John J.**, 135 Stockton, Douglas 1969.  
**Payne, Dr. Redmond**, 177 Post; Sutter 4562.  
**Pischel, Dr. Kaspar**, 400 Post; Kearny 6625.

## OFFICE EQUIPMENT

**American Writing Machine Co.** (R), 506 Market, Douglas 649.  
**Berger Mfr. Co.** (FB) (Metal), 1120 Mission, Market 794.  
**Dorman & Co.** (R), 951 Mission, Sutter 995.  
**General Fireproofing Co.** (I-B), 20 Revere, Douglas 6616.  
**Hull-Glockler & Prs** (R), 146-148 Front; Garfield 3630.  
**Jameson-Duval Products Co.** (FB), 444 Market; Garfield 5954.  
**Grandford Sales Audit Machine Corp.** (M), 225 Bush, Kearny 4554.  
**Marchant Calculating Machine Co.** (M), 277 Pine; Sutter 453.  
**Phoenix Desk & Chair Co.**, 606 Mission, Kearny 512.  
**PITTS, THAT MAN, INC.** (R), 882 Market, Kearny 8052.  
**Powers Accounting Machine Co.**, 525 Market, Garfield 5138.  
**Rucker-Fuller Desk Co.**, 677 Mission, Douglas 3700.  
**Typewriterium Co., Inc.** (W-E), 457 Market, Kearny 5788.  
**Weber, C. F. & Co.**, 601 Mission; Douglas 3601.  
**Westworth, F. W. & Co.**, 39 Second, Sutter 4424.  
**West, M. G. Co.**, 417 Front, Kearny 3710.  
**Wilber, Frank E. Co.**, 595 Market, Kearny 2788.

## OFFICE SUPPLIES

**Baker-Vavter Co.** (M-FB), 134 Fremont, Sutter 5133.  
**Barry, Chas. R. (M-W)**, 55 New Montgomery, Douglas 1031.  
**Barr, Edward Co.** (M), 134 Spring, Sutter 2755.  
**Bradley, Milton Co.**, 554 Mission, Garfield 4246.  
**Crocker, H. S. Co.** (W), 565 Market, Douglas 5800.  
**Dixon, Fish & Co.** (R), 254 California, Kearny 706.  
**Faber Penit Co.**, 681 Market, Garfield 37.  
**Fitts, THAT MAN, INC.** (R), 882 Market, Kearny 8052.  
**Hall & Smith Co.** (R), 353 Market, Kearny 770.  
**Harper, N. M.** (Continuous Fanfold Forms), 525 Market.  
**Ingram-Rutledge Co.** (R), 415 Montgomery, Sutter 6574.  
**Irvine & Jacobs** (M), 1668 Mission, Market 175.  
**Kardex Co.** (FB), 36 Second, Sutter 1630.  
**Kinsaid, Inc.**, 369 Pine, Kearny 340.  
**Kee Lox Mfg. Co.** (FB), 25 Kearny, Sutter 4924.  
**Kieftly & Dayton** (R), 163 California, Garfield 1294.  
**Kinsey, Bess & Hoffman, Inc.** (D), 509 Market, Douglas 3555.  
**Marr Duplicator Supply Co.**, 604 Mission, Sutter 2391.  
**Miller, C. H. Co.** (Ribbons and Carbon), 717 Market, Douglas 1898.  
**Medesto Paper Holder Co.** (M), 351 California, Walnut 2653.  
**MOISE-KLINKNER CO.** (M), 399 Market, Sutter 7040.  
**Neal, Stratford & Kerr** (M), 521 Market, Sutter 5886.  
**Pacific Carbon & Ribbon Mfg. Co.** (M), 1453 Harrison, Hemlock 628.  
**Pacific Coast Envelope Co.** (M), 416 Second, Sutter 577.  
**Pacific Manfolding Book Co.** (M), 210 Post, Sutter 118.  
**PACIFIC STATIONERY & SPECIALTY CO.**, 599 Mission, Douglas 800.  
**Panama Stationery Co.**, 472-474 Pine, Douglas 740.  
**Partridge, Wm. M. (MA)**, 573 Mission, Douglas 2766.  
**PITTS, THAT MAN, INC.** (R), 882 Market, Kearny 8052.  
**Schwabacher-Frey Stationery Co.** (R), 735 Market, Garfield 5700.  
**Trask, Geo. H. (MA)**, 39 Natoma, Sutter 3474.  
**Tully Rubber Stamp Works** (M), 617 California, Douglas 1935.  
**Upham, Isaac Co.**, 510 Market, Garfield 1332.  
**Visible Records Bureau**, 134 Fremont, Garfield 4738.  
**White & Paranzworth** (R), 570-581 California, Sutter 720.  
**Wilber, Frank E.**, 595 Market, Kearny 2788.  
**Wobber's** (R), 774 Market, Kearny 4956.

## OIL BURNING SYSTEMS

**Coen Co. Inc.** (M), 112 Market, Sutter 2838.  
**Fess System Co.** (M), 220 Natoma, Sutter 6927.  
**Pennsylvania Barber & Oil Co.** (M), 885 Harrison, Douglas 1166.  
**RAY, W. S. MFG. CO.** (M), 115 New Montgomery, Douglas 8078.

## OIL FIELD EQUIPMENT

**Associated Supply Co.**, 70 New Montgomery, Kearny 4860.  
**Buck & Stoddard** (MA), 1800 Gongli, Garfield 813.  
**Bunting Iron Works**, 1 Montgomery, Douglas 1195.  
**California National Supply Co.**, 583 Market, Sutter 786.  
**Hubbard Machine Co.** (M), 969 Folsom.  
**Worden, W. H. Co.**, 126 Pine, Kearny 1181.

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## OIL LAND OPERATORS

Abbott, G. D., 315 Montgomery.  
 Associated Oil Co. (M), 78 1/2 Montgomery; Kearny 4800.  
 Boston Pacific Oil Co., 351 California; Douglas 6730.  
 Caribou Oil Mining Co., 215 Market; Davenport 274.  
 Faulkner, W. S., 465 California; Garfield 5145.  
 Galena-Signal Oil Co., 681 Market; Douglas 606.  
 General Petroleum Corp., 310 Sansome; Sutter 940.  
 Imperial Oil Co., 220 Montgomery; Garfield 2280.  
 Independent Oil Producers Co., Union Oil Bldg., Los Angeles, Cal.  
 Italo-American Petroleum Corp., 703 Market; Sutter 1443.  
 Junction Oil Co., 58 Sutter; Douglas 3275.  
 King, S. G. O., 58 Sutter; Douglas 2764.  
 Mack, Adolph, 230 Montgomery; Garfield 2280.  
 Marland Oil Co., 200 Bush, Garfield 6500.  
 Meroene Oil Co., 613 Montgomery; Douglas 5551.  
 Mohawk Oil Co., 311 California; Garfield 5576.  
 North American Oil Consolidated, 351 California; Garfield 101.  
 Pacific Midway Oil Co., 220 Montgomery; Douglas 3579.  
 Pacific Oil Co., 79 New Montgomery; Kearny 4800.  
 Pauson, J. W., 844 Market; Douglas 835.  
 Pyramid Oil Co., 760 Market; Garfield 1928.  
 Record Oil Co., 215 Market; Davenport 274.  
 San Francisco & McKittrick Oil Co., 681 Market; Douglas 296.  
 session Oil Co., 58 Sutter; Garfield 2771.  
 Shell Co. of California (M), 200 Bush; Garfield 6100.  
 Smith, Robert Hays, 1 Montgomery; Sutter 3227.  
 Steiner, Walter, 620 Mission; Douglas 1425.  
 Standard Oil Co. (M), 225 Bush; Refinery, Richmond, Cal. Sutter 7700.  
 Tidewater Oil Sales Corp., 440 Brannan; Garfield 6090.  
 Union Oil Co. of Cal., 220 Montgomery; Sutter 1400.  
 Universal Consolidated Oil Co., 628 Market; Sutter 7500.  
 Watson, Douglas S., 156 Montgomery; Garfield 2622.

## OILS

**ASSOCIATED OIL CO. (M)** (Refineries), 79 New Montgomery; Kearny 4800.  
 Bass-Hueter Paint Co. Inc. (M), 2240 Twenty-fourth; Mission 444.  
 Best Foods, Inc. (M) (Vegetable), 1900 Bryant; Hemlock 3500.  
 California Petroleum Corp. of Cal., 311 California; Garfield 5576.  
 California Sea Products Co. (M) (Wet), 369 Pine; Sutter 5877.  
 Coates, A. H. Co. (MA) (Lubricating), 615 Howard; Douglas 9510.  
**CYCLOPS IRON WORKS** (For Ice Machines), 837-847 Folsom; Sutter 3030.  
 Demarini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.  
**EL DORADO OIL WORKS** (Vegetable), 210 California; Garfield 133.  
 Eyre, Edw. L. & Co. (L-E), 465 California; Kearny 289.  
 General Petroleum Corp. (Refineries), 310 Sansome; Sutter 940.  
 Getz, M. & Co. Inc. (W) (Essential), 162 First; Kearny 200.  
 Giurlani, A. & Bros. (Olive), 327 Front; Sutter 3516.  
 Herrmann, Geo. (W), 300 Front; Garfield 1950.  
**HICKMAN PRODUCE CO. (D)** (Salad), 910 Harrison; Douglas 8355.  
 Hookward Chemical Co. (SI) (Floor), 436 Bryant; Sutter 1753.  
 Lawlers, George & Co. (Essential), 56 1/2 Main; Davenport 3068.  
 Mailhard & Schmiedell (B-MA) (Olive), 203 California; Sutter 6920.  
 Mona Motor Oil Co., 415 Brannan; Douglas 1378.  
 Montevende-Raindoli & Parodi, Inc. (W), 317-31 Washington.  
 New York Lubricating Oil Co. (Lubricating), 394 Brannan; Park 228.  
 O'Neill, Eugene M. (B-MA) (Olive), 112 Market; Fillmore 245.  
 Otto, E. H. & Co. (L-E) (Vegetable), 245 California; Sutter 3080.  
 Petroleum Products Co. (M) (Lubricating), 433 California; Kearny 989.  
 Richfield Oil Co. (Refineries), 215 Market; Davenport 1420.  
**ROGERS, R. E. CHEMICAL CO. (M)** (Crescote), 527 Commercial; Kearny 130.  
 Shell Co. of California (M) (Refineries), 200 Bush; Garfield 6100.  
**STANDARD OIL CO. (M)**, 225 Bush; Refinery, Richmond, Cal. Sutter 7700.  
 Sylmar Packing Corp. (Olive), 461 Market; Kearny 1930.  
 Talbot, John H. (V) (Vegetable), 486 California; Sutter 2626.  
 Union Oil Co. of Cal. (Refineries), 220 Montgomery; Sutter 1400.  
 United Coffee Corp. (I-W) (Olive), 306-308 Sacramento; Garfield 87.  
 Valvoline Oil Co., 462 Bryant; Douglas 2248.  
 Vegetable Oil Corp. (Vegetable), 244 California; Sutter 1357.  
**VIRDEN PACKING CO. (M)** (Salad), 135 Montgomery; Doug. 8185.  
 Western Meat Co. (M) (Salad), Sixth and Townsend; Mission 7883.  
 Western Fallow Co. (M) (Fish), 590 Evans Ave.  
 Wilbur-Ellis Co. (L-E) (Fish), 311 California; Garfield 1704.  
 Willis & Patterson (I) (Vegetable), 1 Drumm; Douglas 2510.

## OLEOMARGARINE

Pacific Food Products Co. Inc. (M), 655 Battery; Douglas 798.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.

## EDIBLE NUTS

## SUNSET NUT SHELLING COMPANY, Inc.

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## OLIVES

Giurlani A. & Bros., 537 Front; Sutter 3516.  
**SHORMAKER, J. E. CO., INC.**, 322 Davis; Kearny 1640.  
 Sylmar Packing Corp., 461 Market, Kearny 1930.

## OPTICAL GOODS

Associated Optical Co. (W), 278 Post; Sutter 6350.  
 Baucus & Lomb Optical Co. (W), 222 Geary; Kearny 2398.  
 California Optical Co. (M), 181 Post; Sutter 181.  
 Chinn-Beretta Optical Co., 120 Geary; Sutter 277.  
 Goodman's International Importing & Exporting Co. (L-E) 1570 Ellis.  
 Hirsch & Kaye (M), 239 Grant Ave.; Douglas 1290.  
 Jones, Frazier & Lindsay, 349 Geary; Garfield 273.  
**KAHN & CO. (M)**, 54 Geary; Douglas 2212.  
 Lasky, S., 715 Market; Douglas 170.  
 Mair, R. & Sons (M), 883 Mission; Sutter 3550.  
 Norman, Dr. Harry (Optometrists), 166 Geary; Douglas 3329.  
 Peiser, Sidney L. & Co., 200 Post; Sutter 4276.  
 Rhine Optical Co., 150 Post; Douglas 3771.  
 Riggs Optical Co. (W), 870 Market; Sutter 1228.  
 Solomon, Leon (Opticians), 200 Post; Sutter 4133.  
**SPENCER LENS CO.** (Instruments), 45 Second; Sutter 2029.  
 Trainor-Paisanos Optical Co., 196 Geary; Kearny 2767.  
 Wooster, John F. Co., 234 Stockton, Kearny 736.

## ORIENTAL GOODS

Ades Bros. (I), 153 Kearny; Douglas 4887.  
**AMERICAN IMPORT CO.**, 16 First; Kearny 2067.  
 Anders-Cameron & Co., 350 Sacramento; Douglas 6160.  
**CH'EN JAN CO.**, 700 Grant Ave.; China 269.  
 Dalbutsu, The, 501 Grant Ave.; Sutter 2200.  
 Eyre, Edw. L. & Co. (L-E), 465 California; Kearny 289.  
 Fong Tai & Co., 957 Grant Ave.; China 228.  
 Gump, S. & Co. Co., 246 Post; Douglas 6200.  
 Hsuan, Wm. H. (Tea) 528 Sacramento; Douglas 3473.  
**INDIA-AMERICAN TRADING CO. (L-E)**, 25 California; Douglas 1229.  
 Kindel & Graham (W), 782 Mission; Douglas 528.  
 Kooking Fook Wai Co. (W) (China); China 166.  
**MINN DRY GOODS CO. (W)**, 70 Pine; Sutter 690.  
 Shipp, A. & Co. (I); 268 Market; Garfield 4570.  
**SHUN YUEN HING & CO. (L-E)**, 849 Grant Ave.; China 45.  
 Sing Chong Importing Co., 601 Grant Ave.; Douglas 1245.  
 Sing Fat Co. (L-R), Grant Ave. and California; Douglas 1212.  
**SUZUKI & CO. (L-E)**, 353 California; Kearny 430.  
 Tung Sing Co., 444 Grant Ave.; China 1334.  
 Wing Chin & Co., 857 Grant Ave.; China 36.

## ORTHODONTISTS

Richardson, Dr. Elizabeth E., 135 Stockton; Garfield 1575.  
 Suggard, Dr. Allen H., 135 Stockton; Kearny 1428.

## ORTHOPEDIC APPLIANCES

McDermott, J. W. (M), 334 Mason.

## OVENS

Braun-Knecht-Heilmann Co. (W-M), 576-584 Mission; Kearny 3493.  
 Herbst Bros. (M), 1525 Mission; Park 1000 (Bake, Gas, Etc.)  
 Holbrook, Merrill & Stetson (M-J), 663 84th; Sutter 60.  
 Ibs, John G. (M), 11 Bake, Gas, Etc.; 839-841 Mission; Sutter 936.  
**MANGRUM & OTTER, INC. (M)** (Sheet Metal, Bake, Etc.), 827  
 Mission; Kearny 3155.  
 Thorpe, J. T. & Son, Inc. (M) (Brick), 525 Market; Kearny 2442.

## OVERCOATS

Alcove Knitting Mills (M), 1663 Mission; Market 263.  
 Block, H. & L. (M) (Leather), 149-151 Second; Douglas 1524.  
 Breistein Bros. (W), 13 Battery; Douglas 4173.  
 Crocker, A. H. & Co. (W), 39 Battery; Douglas 4035.  
 Flosser-Heymann Co. (M), 177 Battery; Sutter 3630.  
 Irving Golluber-Joseph Co., 15 First; Garfield 206.  
 Jacobs, J. (MA), 742 Market; Sutter 874.  
 Moore, Walton N. Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
**NEUSTAETER BROS.** (M-W), 62 First; Douglas 2770.  
 Norton & Son (M), 8 Second; Sutter 2378.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
 Straus, Louis, Inc. (M), 31 First; Douglas 9440.  
**U. S. RUBBER CO. OF CAL. (FB)** (Rubber), 300 Second; Sutter 2323.

## PACKING HOUSE EQUIPMENT

**CYCLOPS IRON WORKS (M)**, 837-847 Folsom; Sutter 3030.

## OXYGEN-MEDICINAL

Certified Laboratory Products Co., Inc., 1379 Folsom; Market 4227.

## PACKING-Mechanical

Graton & Knight Mfg. Co. of Cal. (M) (Leather), 247 Mission.  
 Garlock Packing Co. (FB), 671 Mission; Garfield 5270.  
 Goodyear Rubber Co. (M), 538 1/2 Mission; Douglas 3450.  
 Mills & White (MA), 268 Market.  
 Stephenson & Nicols (M), 1070 Folsom; Market 4990.  
**U. S. RUBBER CO. OF CAL. (FB)**, 300 Second; Sutter 2323.

## PADS-Furniture

Beebe, Scott (MA) (Moving and Packing), 180 New Montgomery.



## PAINTING AND DECORATING

Artistic Finishing Co. (M) (Spray), 401 Fourth; Garfield 6531.  
Gurnette & Chandler, 51 Beaver; Market 4765.  
Hinton, Russell, 1254 Bush; Franklin 2348.  
Jorgensen, A. J., 7 O'Farrell; Sutter 5333.  
Keefe, J. H. Co., 1412 Bush; Graystone 890.  
Leih, Jos. Jr. (M) (Paints), 1065 Alameda.  
**QUANDT, A. & SONS**, 374 Guerrero; Market 1709.  
Zelinsky, D. & Sons, 165 Grove; Market 721.

## PAINTS AND VARNISHES

American Marine Paint Co. (M), 311 California; Kearny 470.  
Ash, J. L. & Co. (R), 52 Sixth; Market 665.  
Bass-Hueter Paint Co., Inc. (M), 2240 Twenty-fourth; Mission 444.  
Berry Brothers (W), 256 First; Keary 3231.  
Certain-teed Products Corp. (M), 316 Montgomery; Sutter 2110.  
Cieruch, C. G. & Co., 49 Drumm; Sutter 5783.  
Egyptian Lacquer Mfg. Co., (FBI) (Lacquers and Enamels), 1050 Howard; Hemlock 3014.  
Emerieck & Duncan Co. (MA), 19 Fremont; Sutter 5320.  
Fuller, W. P. & Co. (M), 201 Mission; Davenport 4400.  
Goldberg, Garrett M. & Co. (M), 1019 Mission; Park 193.  
Hassinger, A. L. (W), Eighteenth and Potrero Ave.; Park 4163.  
Hill, Hubbell & Co. (M), 115 Davis; Sutter 3040.  
McGuillek, J. R. & Co. (M), 168 Stewart; Davenport 1625.  
Magner Bros. (W), 414 Ninth; Market 113.  
Martin-Senour Co. (FBI), 712-714 Sansome; Garfield 6762.  
**MURPHY VARNISH CO.**, 555 Mission; Garfield 6936.  
Nason, R. N. & Co. (M), 151 Potrero Ave.; Market 632.  
National Lead Co. of Cal. (M), 485 California; Douglas 5560.  
National Paint & Oil Co., 159 Second; Douglas 4121.  
Pacific Paint & Varnish Co., 85 Second; Douglas 6861.  
**PARAFFINE COMPANIES, INC.** (M), 475 Braunan; Douglas 9420.  
Porter, R. C. (J-D-MA), 1 Drumm; Kearny 441.  
Roman Paint Co., Inc. (W), 823 Clement; Evergreen 202.  
Sherwin-Williams Co. (M), 151 Second; Kearny 1540.  
Standard Varnish Works, 562 Howard; Sutter 4828.  
Uhl Bros. (W-E), 156-158 Eddy; Franklin 930.  
Weeks-Howe-Farson Co. (W), 90 Market; Douglas 869.  
Weir, W. B., 58 Sutter.

## PAPER

A. P. W. Paper Co. (W), 593 Market; Douglas 3608.  
Alaska Pulp & Paper Co., 119 Sutter; Douglas 7778.  
American Glue Co. (M) (Sand), Fairfax and Rankin; Mission 808.  
American Sales Agencies (MA), 112 Market; Douglas 177.  
Ash, J. L. & Co. (R) (Wall), 52 Sixth; Market 665.  
Atlas Paper Co. (R) (Wrapping), Mission and Twelfth; Hemlock 3606.  
Barry, Chas. R. Co. (W), 55 New Montgomery; Douglas 1031.  
Beach-Robinson Co. (M) (Wall), 215 Grady; Sutter 580.  
Blake, Moffit & Towne (W), 41 First; Sutter 2230.  
Bonstell & Co. (W), 118-124 First; Sutter 616.  
Certain-teed Products Corp. (M), 315 Montgomery; Sutter 2110.  
Commercial Trading Co. (W), 235 Clay; Sutter 7090.

## PAPER—Continued

Crown Willamette Paper Co. (M), 248 Battery; Garfield 3100.  
Everett Pulp & Paper Co. (W), 244 California; Kearny 697.  
Friedberg-Crummer Co. (W), 48 Fremont; Douglas 3151.  
General Paper Co. (W-R), 570 Howard; Douglas 6520.  
Graham Paper Co. (W), 311 California.  
H. & M. C. Co., Inc. (R) (Carbon), 75 Annie; Sutter 2000.  
Heyman Well Co. (W), 720 Mission; Douglas 1720.  
Kaas, Chas. A. (MA), 200 Davis; Douglas 8590.  
Rec Lox Mfg. Co. (FBI), (Carbon), 25 Kearny; Sutter 4924.  
Kinsey Bros. & Hoffman, Inc. (D) (Carbon), 883 Market; Douglas 3555.  
Miller, C. H. Co., (Carbon), 717 Market; Douglas 1898.  
Morse, A. U. & Co. (MA), (Halter Brand), Douglas 1740.  
Pacific Carbon & Ribbon Mfg. Co. (M), 1451 Harrison; Hemlock 628.  
Pacific Coast Paper Co. (W), 545 Mission; Kearny 3730.  
**PARAFFINE COMPANIES, INC.** (M) (Building, Etc.), 475 Brannan; Douglas 9420.  
Paterson Parchment Paper Co. (W), 351 California; Sutter 2372.  
San Francisco Wall Paper Co. (Wall), 981 Mission; Douglas 7566.  
**SCHMIDT LITHOGRAPH CO.** (M) (Corrugated), 461-499 Second; Douglas 290.  
Scott Paper Co. (W), 26 Front; Kearny 3098.  
Tablet & Ticket Co. (Specialties), 407 Sansome; Douglas 250.  
Typewriting Co., Inc. (W-E) (Carbon), 457 Market; Kearny 5788.  
Uhl Bros. (W-E) (Wall), 156-158 Eddy; Franklin 930.  
**WESTERN ASBESTOS MAGNESIA CO.** (M) (Building), 21-29 South Park; Douglas 3860.  
Willard, Henry R. (W), 200 California; Kearny 953.  
Zellerbach Paper Co. (W), 534 Battery; Garfield 2300.

## PAPIER MACHE GOODS

Cohn, Mervyn D. (M), 109 New Montgomery; Kearny 4967.  
**DECORATIVE CONSTRUCTION CO.** (M), 348-350 Hayes; Market 7245.  
Kehoe Display Fixture Co. (M), 541 Market; Douglas 1270.

## PARCEL DELIVERIES

City Messenger Service, 83 Turk; Franklin 50.  
Merchants Parcel Delivery, 330 Larkin; Market 7565.  
United Parcel Service, 600 Gough; Walnut 3500.

## PATTERNS AND MODELS

Haas Wood & Ivory Works, 64 Clementina; Kearny 1477.  
Hause, John H., 52 Tohanna; Douglas 303.  
Pacific Foundry Co. (M), Eighteenth and Harrison; Mission 1105.  
Palace Model & Machine Co. (M), 170 Eddy; Prospect 4216.  
Wacuttler, Walter E. (M), 204 First; Kearny 4213.

## PATTERNS—Paper

Butterick Publishing Co. (FBI), 350 Mission; Douglas 118.  
**DINKELSPIEL, L. CO., INC.** (W), 125 Battery; Douglas 1900.

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**PAVING COMPANIES**

Peterson, H. L., 163 Sutter; Kearny 4586.  
 San Francisco Artificial Stone Paving Co. (M), 163 Sutter.  
 Western White Co., 693 Sutter; Franklin 780.

**PENS AND PENCILS**

Dunn-S. L. Stirling (MA), 700 Market.  
 Faber Pencil Co., 681 Market; Garfield 37.  
 Pacific Stationery & Specialty Co., 599 Mission; Douglas 890.  
 Parker Pen Co. (FB), 85 Second; Sutter 4809.  
 Security Sales Co. (MA), 703 Market.  
 Waterman, L. E. Co. (FB), 609 Market; Douglas 1324.

**PERFUMERY**

Gray, Ralph E. (MA), 760 Market; Douglas 4528.  
 Hockwald Chemical Co. (M), 436 Bryant; Sutter 1753.  
 Personeni, Joseph, Inc. (I-W), 634 Montgomery; Douglas 4720.  
 Rieger, Paul & Co. (M), 118-124 First; Kearny 9474.

**PETROLEUM PRODUCTS**

**ASSOCIATED OIL CO.** (M), 79 New Montgomery; Kearny 4800.  
 General Petroleum Corp., 810 Sansome; Sutter 940.  
 Richfield Oil Co., 215 Market; Davenport 1420.  
 Shell Co. of California (M), 200 Bush; Garfield 6100.  
**STANDARD OIL CO.** (M), 225 Bush; Sutter 7700.  
 Union Oil Co. of Cal., 220 Montgomery; Sutter 1400.

**PHARMACEUTICALS**

Bayer Co., Inc., 420 Second; Sutter 2694.  
 Scott & Gilbert Co. (M), 268 Mission; Sutter 2543.  
 Stearns, Frederick & Co. (FB), 112 Main; Sutter 958.  
 Viavi Co. (M), 636 Pine; Sutter 2250.

**PHILIPPINE EMBROIDERIES**

**AMERICAN IMPORT CO.**, 16 First; Kearny 2067.

**PHONOGRAPHS**

Allen, Wiley B. Co., 135 Kearny; Sutter 7280.  
 Hanson, H. C. Music House (R), 137 Powell; Douglas 3685.  
 Heine Piano Co., Inc. (R), 949 Market; Sutter 3254.  
 Kohler & Chase, 26 O'Farrell; Kearny 5454.  
 Munson-Rayner Corp. (J), 80 Third; Douglas 6270.  
 Quarg Music Co. (R), 206 Powell; Douglas 3323.  
 Roberts, Lee S. Inc. (R), 230 Post; Kearny 7332.  
 Sherman, Clay Co. (R), 100 Third; Sutter 6000.  
 Wurlitzer, Rudolph Co., 250 Stockton; Garfield 3800.

**PHOTOGRAPHS**

**BANFIELD-HULLINGER CO.** (M) (Art and Commercial, Catalogs, Booklets, Scenic Etc.), 501-503 Geary; Prospect 3216.  
 Church Photographic Studios, 560 Sutter; Sutter 5230.  
 Fisher, H. P., 165 Post; Kearny 341.  
 Morton & Co. (Commercial), 515 Market; Douglas 154.  
 Moulton, Gabriel, 153 Kearny; Douglas 4969.  
 Piggott, J. K. Co., 80 Third; Sutter 6143.  
 Swadley, William Wesley (Commercial), 268 Market; Sutter 2310.  
 Waters, R. J. & Co. (Commercial), 717 Market; Douglas 1568.

**PHOTOGRAPHERS' SUPPLIES**

California Card Mfg. Co. (M) (Albums), 400 Potrero Ave., Mkt. 2151.  
 Eastman Kodak Co. (FB), 241 Battery; Kearny 4780.  
 Eastman Kodak Stores, Inc. (W-R), 515 Market; Douglas 6346.  
 Hirsch & Kaye (M), 239 Grant Ave.; Douglas 1290.  
 Howland & Dewey Co. (W-R), 543 Market; Douglas 6316.  
 Kahn & Co. (M-I), 54 Geary; Douglas 2212.

**PHOTOSTATS**

Cosstype Co., 16 Beale; Kearny 7198.  
 Staudard Photoprint Co. (M), 142 Sansome; Sutter 1675.

**PHYSICAL CULTURE**

Drury's Physical Culture Institute, 145 Turk; Franklin 820.  
 Williams, Al, Health Club, 325 Bush; Douglas 7046.

**PHYSICIANS AND SURGEONS**

Austin, Dr. M. O., 86 Post; Sutter 5189.  
 Bally, Dr. T. Edward, 870 Market; Douglas 3917.  
 Barker, Dr. Eans, 190 Post; Garfield 1867.  
 Bill, Dr. Philip A., 350 Post; Douglas 209.  
 Blake, Dr. Wm. F., 190 Post; Kearny 1117.  
 Boskowitz, Dr. Geo. H., 526 Sutter; Sutter 33.  
 Brunst, Dr. Harold, 350 Post; Kearny 270.  
 Butler, Dr. Edmund, 490 Post; Sutter 376.  
 Caplier, Dr. Guido E., 21 Columbus Ave.; Davenport 639.  
 Coffey, Dr. W. B., 809 Hyde; Graystone 3000.  
 Culver, Dr. George D., 323 Geary; Sutter 487.  
 Eaves, Dr. James, 560 Sutter; Sutter 3484.  
 Fleischner, Dr. E. C., 380 Post; Garfield 4480.  
 Frank, Dr. M. A., 1091 McAllister; West 669.  
 Gardner, Dr. S. J., 909 Hyde; Graystone 3001.  
 Glover, Dr. Mary E., 135 Stockton; Douglas 2050.  
 Goodale, Dr. George W., 870 Market; Sutter 2154.  
 Haber, Dr. Wm. J., 177 Post; Douglas 4453.  
 Hansen, Dr. Olaf (Druggist), 177 Post; Douglas 2859.  
 Hassler, Dr. Wm. C., 1085 Mission; Market 1491.  
 Herstein, Dr. Morris, 905 Sutter; Franklin 75.  
 Hopkins, Dr. E. K., 135 Stockton; Sutter 3941.  
 Hyman, Dr. Sol, 135 Stockton; Sutter 1458.

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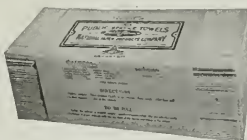
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Jellinek, Dr. E. O., 135 Stockton, Douglas 1982.  
 Kierulff, Dr. Edgar N., 240 Stockton.  
 Kinswell, Dr. John J., 135 Stockton, Douglas 1969.  
 Kirk, Dr. Albert W., 681 Market, Sutter 4395.  
 Larcjeau, Dr. A. J., 391 Sutter, Sutter 5642.  
 Lemon, Dr. Milton B., 380 Fremont, Kearny 3929.  
 Leonard, Dr. A. T., 760 Market, Kearny 4367.  
 McGeetigan, Dr. Charles D., 870 Market, Douglas 82.  
 McKenny, Dr. Arthur C., 870 Market, Garfield 80.  
 Mann, Dr. C. S., 708 Post, Prospect 4085.  
 Mardis, Dr. R. A., 126 Post, Douglas 1266.  
 Merritt, Dr. Geo. W., Sutfro Heights, Bayview 1004.  
 Montgomery, Dr. D. W., 323 Broadway, Sutter 487.  
 Morrow, Dr. Howard, 350 Post, West 1490.  
 Orella, Dr. F. H., 900 Hyde, Graysdon 50.  
 Payne, Dr. Redmond, 177 Post, Sutter 5662.  
 Pischel, Dr. Kaspar, 490 Post, Kearny 6625.  
 Plymre, Dr. D. Brandley, 690 Market, Garfield 5128.  
 Raymond, Dr. Alex., 870 Market, Kearny 1827.  
 Rugelles & Bryan, Drs., 135 Stockton and 380 Post, Garfield 4400.  
 Smith, Dr. Reginald Knight, 490 Post, Douglas 4138.  
 Somers, Dr. George B., Lane Hospital, West 6193.  
 Stephenson, Dr. H. A., 490 Post, Garfield 806.  
 Stillman, Dr. Stanley, 1824 Jackson, West 6193.  
 Terry, Dr. Wallace I., 380 Post, Kearny 25.  
 Topham, Dr. Edward, 870 Market, Sutter 477.  
 Welsh, Dr. Cullen F., 210 Post, Prospect 10400.  
 Williams, Dr. Francis, 870 Market, Douglas 4910.  
 Zunwalt, Dr. Fred H., 135 Stockton, Douglas 2806.

## PIANOS

Allen, Wiley B. Co., 125 Kearny, Sutter 7240.  
 Babson Piano Co., 310 Sutter, Sutter 7240.  
 Detemeler Piano Co., (M.), 853 Valencia, Mission 1031.  
 Hanson, C. C. Music House, R. 137 Powell, Douglas 3685.  
 Heine Piano Co., Inc., R. 1, 230 Post, Kearny 3254.  
 Hormig, C. C. Co., Inc., R., 234 Eddy, Prospect 3588.  
 Kohler & Chase, 26 O'Farrell, Kearny 5454.  
 Kruse, Lee N., Inc., R., 230 Post, Kearny 7332.  
 Sherman, Clay & Co., Kearny and Sutter, Sutter 6000.  
 Western Piano Corp. (W.), 760 Market, Sutter 4746.  
 Wuritzer, Rudolph C., 250 Stockton, Garfield 3900.

## PICKLES AND CONDIMENTS

California Conserving Co., (M.), 110 Market, Sutter 6420.  
 California Supply Co., (M.), 738 Folsom, Sutter 1348.  
**SHOEMAKER, J. E. CO., INC.**, (M.), 322 Davis, Kearny 1640.

## PICTURES

**BANFIELD-BULLINOER CO.** (M-R), (Scene, Etchings, Mezzos/Tints, Water Colors, Etc.), 501-503 Geary, Prospect 3216.

## PILOWS AND CUSHIONS

American Import Co., Inc. (M-I-I), 16 First, Kearny 2067.  
 Armanet & Bainbridge (M-W), 105 E. Sixth, Kearny 8141.  
 Bates-Bradford Co. (W), 841 Market, Garfield 526.  
 Harris, S. & Co. (W), 550 Mission, Kearny 1956.  
 Kalescher, N. & S. E. W., 57 First, Douglas 2965.  
 Kratt, Karl F. (M-A), 414 Market, Sutter 6460.  
 Moore, Walton N., Dry Goods Co. W., Mission and Fremont; Dav. 841.  
 Hunter, Carl & Co. (W), 517 Mission, Kearny 3126.  
 Rosenthal, Maurice, W., 49 Battery, Sutter 7213.  
 Strauss, Levi & Co. (M-W), 98 Battery, Douglas 9440.  
 Sunset Feather Co. (M), Sixteenth and Harrison; Hemlock 3030.

## PILOTS

Anderson, M. A., Pier 7, Kearny 734.  
 Bartlett, E. P., Pier 7, Kearny 734.  
 Brugere, C. J., Pier 7, Kearny 734.  
 Canty, W. P., Pier 7, Kearny 734.  
 Dunning, Capt. A. A., Pier 7, Kearny 734.  
 Freeman, E. G., 4755 Fulton, Kearny 734.  
 Gielow, Chas. F., Pier 7, Kearny 734.  
 Healey, J. M., Pier 7, Kearny 734.  
 Howard, H. Z., 3739 Clay, Kearny 734.  
 Knight, G. B., Pier 7, Kearny 734.  
 Lewis, H. W., Pier 7, Kearny 734.  
 Mason, Edward W., 1307 Francisco, Kearny 734.  
 Moreno, John, Pier 7, Kearny 734.  
 Parker, C. F., Pier 7, Kearny 734.  
 Peterson, Chas., 6215 Rockwell, Oakland, Cal., Kearny 734.  
 Pierce, Capt. F. J., Pilot Office B, Kearny 734.  
 Sikovich, John, 180 Valdes Ave., Kearny 734.  
 Swanson, Alexander, Pier 7, Kearny 734.  
 Tarpey, M. P., 767 Fifteenth Ave., Kearny 734.  
 Thomson, A. G., Piers 5 and 7, Kearny 734.  
 Thwing, Milton, Oakland, Cal., Kearny 734.  
 Tyson, Mitchell, Pier 7, Kearny 734.  
 Wallace, George E., 2482 Balboa, Bayview 4182.  
 Wallace, J. W., Pier 7, Kearny 734.

## PINEAPPLES—CANNED

Alexander & Baldwin, Ltd., 215 Market; Davenport 2120.  
 Hawaiian Pineapple Co. (FB), 215 Market; Davenport 260.

## PIPE

Bossinger, Robt. O. (D), 55 New Montgomery; Garfield 5861.  
 California Corrugated Culvert Co. (M), West Berkeley, Cal.; Berkeley 5420.  
 California Pottery Co. (M), 220 Montgomery; Kearny 87.  
 California Steam & Plumbing Supply Co. (D), 671 Fifth; Sutter 737.  
 California Steel Products Co. (M), 452 Bay; Prospect 6370.  
 Crane Co., 301 Brannan; Sutter 7370.  
 Holbrook, Merrill & Stetson (M-J), 665 Sixth; Kearny 60.  
 Keithley, A. E. (M-A), Rialto Bldg.; Kearny 1954.  
 Kelly & Jones Co. (FB), 671 Fifth; Kearny 737.  
 Kennedy Valve Mfg. Co. (FB), 448-450 Tenth; Hemlock 643.  
 Pacific Pipe Co. (M), 201 Folsom; Davenport 2233.  
 Pacific Tank & Pipe Co. (M) (Wooden), 318 Market; Kearny 3620.

## PIPE—Continued

Standard Sanitary Mfg. Co. (FB), 1000 Brannan.  
 Stockham Pipe & Fitting Co. (FB), 324 Townsend, Garfield 5171.  
 Suttiff, Henry (M), 578 Market, Douglas 9036.  
 Turner Co., 320 Tehama, Sutter 1659.  
 United States Cast Iron Pipe & Foundry Co. (FB), 681 Market; Gar. 5140.  
 Walsworth Mfg. Co., Rialto Bldg.; Sutter 4306.  
 Weissbaum, G. & Co. Pipe Works (M), 433 Eleventh; Market 272.  
 Western Pipe & Steel Co. (M) (Hvited), 444 Eleventh; Kearny 4110.  
 Woodlin & Little (M-A-D), 33-41 Fremont; Kearny 1087.

## PLANING MILL PRODUCTS

Acme Planing Mill (M), 1809 Bryant, Market 2693.  
 American Plywood Co. (M), 135 Montgomery, Garfield 6567.  
 Anderson Bros. Planing Mill (M), Quint and Custer; Mission 8624.  
 Bateman, Wm. (M), 1915 Bryant, Market 2457.  
 Emanuel, L. & E. Inc. (M), 2905 Jones, Graystone 6400.  
 Empire Planing Mill (M), 1750 Bryant, Kearny 770.  
 Eureka Sash, Door and Moulding Mills (M), 1715 Mission; Market 600.  
 Herriges Mill, Inc. (M), 557 Brannan, Kearny 1909.  
 Holmes Planing Mill Co. (M), Sixth and Channel; Market 824.  
 Kruse, J. H. (M), Twenty-third and Shotwell; Mission 2576.  
 Muller & Peterson (M), 243 Seventh; Market 9110.  
 Oakley Lumber & Mill Co., (M), 1430 Powell, Kearny 3385.  
 Ostrander, Dan (M), 154 Main, Davenport 986.  
 Pacific Mfg. Co. (M), 177 Stevenson; Sutter 394.  
 Portman's Planing Mill (M), 1618 Mission, Park 6204.  
 Veyhle & Collins (M), 547 Brannan, Sutter 1900.

## PLASTER

Cowell Henry Lime and Cement Co. (R, E, 2) Market, Kearny 2095.  
**PACIFIC PORTLAND CEMENT CO.** (M), 821 Market, Garfield 4100.  
 Standard Gypsum Co., 760 Market, Sutter 2653.  
 Western Lime & Cement Co. (W), 2 Pine, Douglas 6720.

## PLASTER—CASTING

**PACIFIC PORTLAND CEMENT CO.** (M), 821 Market, Gar. 4100.

## PLASTER—FINISHING

**PACIFIC PORTLAND CEMENT CO.** (M), 821 Market; Garfield 4100.

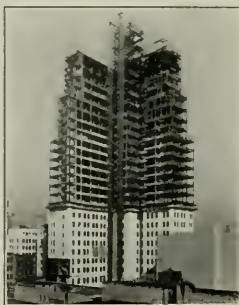
## PLASTER—HARDWALL

**PACIFIC PORTLAND CEMENT CO.** (M), 821 Market, Garfield 4100.

## PLASTERING—ORNAMENTAL

Campbell, Geo. (M), 3143 Seventeenth, Market 7079.

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## PLATING WORKS

California Artistic Metal & Wire Co. (M), 349-365 Seventh; Market 2162.  
Garratt, W. T. & Co. (M), 209 Fremont; Kearny 168.  
Golden West Plating Works (M), 131 Mission; Davenport 485.  
Greenberg's, M. Sons (M), 765 Folsom; Sutter 2040.  
Koven Mfg. Co. (M) (Gold, Silver, Nickel), 444 Hayes; Walnut 1705.  
N. & H. Plating Works (M), 217 Mission; Kearny 5244.  
Monarch Iron Works (M), 262-264 Seventh; Market 8404.  
Roberts Mfg. Co. (M), 663 Mission; Douglas 6575.  
San Francisco Plating Works (M), 1249 Mission; Market 2915.  
Sunset Plating Works (M), 360 Clementina; Kearny 2411.

## PLEATINGS

Bauer Bros. & Co. (I), 83 First; Douglas 731.  
California Pleating Co. (M), 272 Sutter; Kearny 1785.  
Crowley, J. B. (W), 86 Third; Kearny 482.  
Dinkelpiel, L. & Co., Inc. (W), 125 Battery; Douglas 1900.  
Smoot Mfg. Co. (M), 783 Mission; Garfield 2794.

## PLUMBING

Ahlbach & Mayer (M), 85 Dorland; Market 70.  
Burnham Plumbing Co. (M), 1230 Webster; West 1843.  
Coleman, Alexander, 746 Ellis; Franklin 1006.  
Forster, Wm. J. Co. (M), 355 Fourth; Douglas 3037.  
Gilley-Schmid Co. Inc. (M), 1415 Sutter; Market 965.  
Klein, Fred, 3904 Seventeenth; Hemlock 3222.  
Lawson & Drucker, 465 Tehama; Sutter 275.  
O'Mara, J. E. Co. (M), 218 Clark; Douglas 3137.  
Presidio Plumbing and Hardware Co. (M), 3238 Sacramento; West 3198.  
Scott Co. (M), 243 Minna; Douglas 3048.  
Skelly, Thos., 1342 Ninth Ave; Sutter 3268.  
Snook, Frederick W. (M), 596 Clay; Kearny 1374.  
Turner Co., 329 Tehama; Sutter 1059.  
Von Tagen, Henry (M) (Ship Service), 60 Clay; Kearny 3728.  
Wilson, Wm. F. Co., 328 Mason; Sutter 357.

## PLUMBING SUPPLIES

California Steam & Plumbing Supply Co. (M), 671 Fifth; Sutter 737.  
Crane Co., 301 Brannan; Sutter 7840.  
Dalziel-Moller Co. (W), 1660 12th St.; Hemlock 3258.  
Garratt, W. T. & Co. (M), 299 Fremont; Kearny 168.  
Greenberg's, M. Sons (M), 765 Folsom; Sutter 2040.  
Haines, Jones & Calhoun Co. (FB), 857 Folsom; Sutter 1130.  
Hollbrook, Merrill & Stetson (M), 665 Sixth; Sutter 60.  
Hygienic Seat Co. (M), 385 First; Garfield 250.  
Keithley, A. E. (M), Rialto Bldg.; Kearny 1954.  
Kehly & Jones Co. (FB), 677 Sutter; Sutter 337.  
Kennedy Valve Mfg. Co. (FB), 448-450 Tenth; Hemlock 643.  
Kinney, R. W. Co. (J), 645 Howard; Kearny 4388.  
Kortick Mfg. Co. (M) (Specialty), 311 First; Sutter 516.  
Muller Co. (FB), 1072-1076 Howard; Hemlock 830.  
O'Hair, P. E. & Co. (W), 945 Bryant; Hemlock 4280.  
Pacific Pump & Supply Co. (W), 420 Bryant; Kearny 1434.  
Pacific Sanitary Manufacturing Co. (M), 67 New Montgomery; Gar. 105.  
Richmond Sanitary Mfg. Co. (W), 441 Second; Park 650.  
Saul, Eugene C. (M), 681 Market; Sutter 6874.  
Standard Sanitary Mfg. Co. (FB), 1060 Brannan.  
Stockham Pipe & Fitting Co. (FB), 324 Townsend; Garfield 5171.  
Sulskift, M. Co. (W-D), 1328 Mission; Hemlock 3000.  
Tay, George H. Co. (W-D), 165 Eighth; Hemlock 3000.  
Walworth-Lally Co. (I), 235 Second; Sutter 4498.  
West Coast Porcelain Manufacturers (M), Millbrae, Cal.  
Woodin & Little (M-A-D), 33-41 Fremont; Kearny 1057.

## POLES AND PILES

Baxter, J. H. & Co. (W), 485 California; Garfield 3120.  
Blaloder, L. Ph. & Co. (M) (Flag), 954 Bryant; Park 1337.  
Hall, James L., 229 Montgomery; Sutter 1385.  
Johnson, C. H. (M), Rialto Bldg.; Sutter 1070.  
Kneass, Geo. W. (M) (Flag), Eighteenth and Illinois; Market 8252.  
Nangle Pole & Tie Co., 71 New Montgomery; Garfield 5164.  
Ostrander, Dan (M), 154 Main; Davenport 986.

## POLISHES

Bennett, E. W. & Co. (M), 2000 Sixteenth; Market 2257.  
Drucker, August E. (M) (Finger Nail), 2226 Bush; Fillmore 2138.  
Easterday Supply Co., 938 Howard; Douglas 424.  
Lacko Specialty Co., Inc. (J), 824 Montgomery; Garfield 6631.  
Martin-Senour Co. (FB), 712-714 Sansome; Garfield 6762.  
Spicky Polish Corp. (M), 214 Front.

## POPCORN

Wright Popcorn Co. (M) (Confection), 355 Sixth; Sutter 4676.

## PORCELAINWARE

Pacific Sanitary Manufacturing Co. (M), 67 New Montgomery; Gar. 105.  
Richmond Sanitary Mfg. Co. (W) (Plumbing), 441 Second; Park 650.  
West Coast Porcelain Manufacturers (M), Millbrae, Cal.

## PORTRAIT ENLARGEMENTS

Western Portrait & Frame Co. (W), 2026 Addison; Berkeley, Cal.

## POSTERS

Eureka Press (M), 447 Minna; Kearny 369.  
Francis-Valentine Co. (M), 174 Eighth; Market 575.  
SCHEIDT LITHOGRAPH CO. (M), 461-499 Second; Douglas 200.

## POULTRY DEALERS

California Poultry Co., 313 Washington; Douglas 3394.  
Compagno Bros. Co., 523 Clay; Douglas 1103.  
King, Fred E. (W), 310 Clay; Sutter 3582.  
O'Brien, Spornano & Mitchell, California Market; Douglas 3622.  
Zorich, Mark, 584 Fourth; Garfield 3756.

## POWDER—BAKING

Caswell, Geo. W. Co. (M), 438 Second; Sutter 6654.  
POLGEER, J. A. & CO. (M), 101 Howard; Davenport 234.  
Jones-Thierbach Co. (M), 437-447 Battery; Kearny 2761.  
LEE-GREEKENS CO., INC. (M), 572-574 Mission; Garfield 5574.  
Schilling, A. & Co. (M), Second and Folsom; Kearny 1201.  
Tyler, S. H. & Son (M), 154 Davis; Kearny 974.  
United Coffee Corp. (I-W), 306-308 Sacramento; Garfield 87.

## POWDER—JELLY

Jell-O Co., Inc. (FB), 465 California.  
Lupton, Thos. J., Inc. (M), 561 Mission; Sutter 18.

## POWDER—WASHING

Fishbeck Soap Co. (M), 1849 Seventeenth; Market 451.  
Stauffer Chemical Co. (M), 624 California; Douglas 6810.

## POWER PLANT EQUIPMENT

BAILEY, CHAS. M. CO. (M), 661 Folsom; Kearny 2500.  
Dredge, Theo. F. (M), 681 Market; Sutter 3497.  
General Electric Co. (FB), Rialto Bldg.; Sutter 3555.

## PRECIOUS STONES

Ahlers, H. C. Co. (I-R), 245 Post; Kearny 4524.  
Barkau, Fritz (W), 704 Market; Kearny 2569.  
California Jewelry Co. (I-W), 704 Market; Kearny 2300.  
Carrau & Greco, Inc. (I), 112-114 Kearny; Sutter 4833.  
Davidson, Wm. (I-W) (Diamonds), 704 Market; Douglas 833.  
Friend, Samuel H. (I-W) (Diamonds), 704 Market; Douglas 5700.  
Jeddis, Alphonse Co. (I), 704 Market; Kearny 3010.  
Knox & Kaye (I-W), 704 Market; Sutter 2858.  
Lewis, Inc. (I-W), 133 Kearny; Douglas 406.  
Smith, Frank A. & Co. (M) (Synthetic), 729 Market; Douglas 3784.

## PREMIUM BUREAU

California Redemption Bureau; 2960 Market; Market 7725.  
Sperry & Hutchinson Co., 1200 Market; Hemlock 2742.

## PRESS CLIPPING BUREAUS

Allen's Press Clipping Bureau, 255 Commercial; Douglas 5119.  
Consolidated Press Clipping Bureaus; 601 Mission; Sutter 6347.  
Larsen, Advance Construction Reports, 815 Mission; Garfield 3140.

## PRESSES

Automatic Printing Devices Co. (M), 543 Howard; Sutter 611.  
CYCLOPS IRON WORKS (M), 837-847 Folsom; Sutter 3030.

## PRINTING

Abbott-Brady Printing Corp. (M), 460 Fourth; Douglas 3140.  
Abbott, F. H. Co. (M), 500 Howard; Kearny 1222.  
Abbot & Bails (M), 665 Battery.  
Athow & Co. (M), 344 Front; Kearny 3505.  
Bankers' Printing Co. (M), 836 Montgomery; Kearny 2340.  
Barry, Edward Co. (M), 124 Spring; Sutter 2755.  
Barry, James H. Co. (M), 1122-1124 Mission; Park 6380.  
Blanchard Press, Inc. (M), 222 Golden Gate Ave.; Franklin 222.  
Borden Printing Co. (M), 251-253 Minna; Garfield 5676.  
Bosqui, E. L. Printing Co. (M), 215 Leidesdorff; Kearny 4790.  
Bowles-Broad Printing Works (M), 75 Third; Sutter 135.  
Breden Printing Co. (M), 50 Main; Davenport 1662.  
Brough, Bruce (M), 509 Sansome; Sutter 6951.  
Brower, Marcus & Co. (M), 300 Broadway; Douglas 6238.  
Brown, E. C.; 74 New Montgomery; Garfield 709.  
Brunt, Walter N. (M), 111-121 Seventh; Market 7070.  
California Press (M), 300 Sansome; Douglas 5253.  
CARLISLE, A. & Co. (M), 251 Buich; Garfield 2750.  
Cresker, H. S. & Co. (M), 365 Alameda; Douglas 5800.  
Commercial News Publishing Co. (M), 330 Sansome; Douglas 1506.  
Deddy-Kemper, Louis R. 1020 Union; Prospect 571.  
Deutter's Printing House, Inc. (M), 835 Howard; Douglas 5627.  
Dummer-Blubbe Printing Co. (M), 447 Sansome; Douglas 5627.  
Dulfer, Alex. Printing Co. (M), 853 Howard; Douglas 2377.  
Eureka Press (M), 447 Minna; Kearny 309.  
Francis-Valentine Co. (M), 174 Eighth; Market 575.  
Gabriel-Meyerfield Co. (M), 250 Broadway; Sutter 2458.  
Galloway Lithographing Co. (M), 515 Folsom; Douglas 3056.  
Gille-Shoy Paint Co. (M), 818 Mission; Sutter 291.  
Gilmartin Co., Inc. (M), 83 Stevenson; Kearny 384.

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Golden State Printing Co. (M), 42 Second; Douglas 5005.  
 Hester, Sam (M), 340 Sutter; Douglas 2939.  
 Grocers' Friend, Inc., 208 Market; Douglas 1815.  
 Halpin Lithograph Co. (M), 442 Sansome; Kearny 4115.  
 Hovey Press, (M), 235 Market; Douglas 7499.  
 Independent Pressroom (M), 300 Broadway; Douglas 6715.  
 Ingram-Rutledge Co. (M), 419-425 Montgomery; Sutter 6874.  
 International Printing Co. (M), 419-425 Montgomery; Sutter 6874.  
 Johnson, Kibbee & Co. (M), 156 Second; Douglas 2589.  
 Kennedy-Ten Bosch Co. (M), 300 Broadway; Sutter 1196.  
 Kirtland, John (M), 358 Front; Kearny 451.  
**KNIGHT-COJUNIAN PRINTING CO.** (M), 32 Clay; Sutter 6150.  
 Kohlke Printing Co. (M), 686 Sacramento; Garfield 5110.  
 Janson & Gortfield, Inc. (M), 414 Jack; Douglas 1828.  
 Latham & Swallow, (M), 443 Front; Kearny 3069.  
 Lehmann Printing Co. (M), 181 Second; Garfield 3912.  
 Leighton Press (M), 951 Howard; Douglas 5380.  
 Levinson, Lafayette (M), 358 Front; Kearny 2172.  
**LYON WALTER T.** (M), 320 Sixth Ave.; Pacific 917.  
 Marnell & Co. (M), 761 Market; Kearny 3140.  
 Mercury Press, (M), 815 Mission; Garfield 2190.  
 Metropolitan Press (M), 500 Howard; Sutter 5995.  
 Minute Men Press (M), 33 Belden; Garfield 2583.  
 Mission Enterprise (M), 1173 Valencia; Mission 1131.  
 Monarch Manufacturing Co. (M), 58 Second; Sutter 6518.  
 Moreau, Mary Margaret Co. (M), 619 California; Douglas 4633.  
 Morris & Sheridan (M), 343 1/2 Clay; Kearny 4205.  
 Nash, John Henry (M), Fine Book, 147 Sansome; Sutter 6872.  
 Neal, Strauford & Kerr (M), 521 Market; Sutter 5888.  
 Neal, Alex. Printing Co. (M), 45 Powell; Douglas 4855.  
 O'Connell & Davis (M), 237 California; Sutter 475.  
 Olsen Lithograph Co. (M), 517 Sansome; Kearny 1282.  
 Orsico, Ricardo L. (M), 507 Mission; Douglas 7727.  
 Overland Publishing Co., 259 Minna; Kearny 720.  
 Pacific Gravure Co. (Rotary Gravure), 639 Stevenson; Park 741.  
 Pacific Label Co. (M), (Drugs), 1150 Polson; Hemlock 1084.  
 Pacific Music Press (M), (Music), 1053 Howard; Hemlock 2194.  
 Patrick & Co. (M), 560 Market; Kearny 1107.  
 Periodical Press Room (M), 560 Sutter; Sutter 2984.  
 Perna-Walsh Printing Co. (M), 753 Market; Sutter 302.  
 Phillips & Van Orden Co. (M), 511 Howard; Sutter 970.  
 Piskin, Victor P. Printing Co. (M), 511 Howard; Sutter 970.  
 Progress Engraving Co., 640 Market; Kearny 155.  
 Progress Printing Corp. (M), 500 Howard; Sutter 5633.  
 Reynard Press (M), 133 First; Sutter 432.  
 Robinson Mercantile Printing Co., 320 First; Kearny 2156.  
 Rosch, Louis Co. (M), 188 Mission; Market 395.  
 Saklat, Charles Co. (M), (Music), 18 Kearny 1039.  
**SCHMIDT LITHOGRAPH CO.** (M), 409 Second; Douglas 200.  
 Scholz, Erickson & Co. (M), (Music), 521 Howard; Douglas 4273.  
 Schwabacher Press Stationery Co. (M), 735 Market; Garfield 5700.  
**SHIRT PRESS**, 1045 First; Sutter 4752.  
 Tablet & Ticket Co., 407 Sansome; Douglas 2520.  
 Taylor & Taylor (M), 404 Mission; Kearny 1064.  
 Thompson & Co. (M), 348 Sansome; Garfield 4549.  
 Trade Pressroom (M), 348 Sansome; Garfield 2073.  
 Union Lithograph Co. (M), 741 Harrison; Kearny 3780.  
 United States Engr. Co. (M), 560 Howard; Douglas 7854.  
 Upham, Isaac Co. (M), 510 Market; Garfield 1332.  
 Van Cott, W. S. & Co. (M), 442 Sacramento; Douglas 2619.  
 Webbers, Inc. (M), 74 Market; Sutter 4752.  
 Wolfe, L. G. Co. (M), 134 Fremont.

## PRINTING—BLUE

Denny, Edward & Co. (M), 674 Sacramento; Sutter 4643.  
 Electric Blue Print Co. (M), 235 Montgomery; Douglas 1390.  
 Smith, Basil (M), 325 Market; Sutter 4752.  
 Standard Blue Print Co. (M), 625 Market 1476.

## PRODUCE

Bagnato Bros. (W), 430 Davis; Douglas 564.  
 Burns, T. A. Co. (R), 243 Drumm; Sutter 4767.  
 Burt, Geo. L., 1 Drumm; Kearny 2805.  
 Ennis-Brown Co., 85 Second; Kearny 5486.  
 Hopkins, L. J. Co. (W), 430 Front; Sutter 5745.  
 Larzelere, L. R. & Co. (W), 38 Sacramento; Kearny 807.  
 Scatena, L. & Co., & A. Gall Fruit Co. (W), 404 Washington.  
 Wood-Curtis Co. (W), Sacramento, Cal.

## PROJECTION APPARATUS

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## PUBLISHERS

Abbott-Brady Printing Corp. (M), 460 Fourth; Douglas 3140.  
 Acme Code Co. (Codes), 311 California; Douglas 8727.  
 Bancroft-Waltrey Co. (M), (Law Books), 200 McAllister; Market 378.  
 Barry, James H. Co. (M), 1123-1124 Mission; Park 6380.  
 Buller in Publishing Co. (M), 812 Mission; Sutter 7900.  
 C. Publishing Co. (M), 74 Clay; Kearny 2081; Douglas 7070.  
 Chronicle Publishing Co. (M), Mission and Fifth; Sutter 7000.  
 Commercial News Publishing Co. (M), 330 Sansome; Douglas 1506.  
 Smith, M. D., 821 Market; Sutter 4752.  
 Curtis Publishing Co., 1 Montgomery; Sutter 4233.  
 Daily Pacific Builder, 818 Mission; Garfield 3140.  
 Fisk Music Publishing Co., 905 Montgomery; Douglas 2999.  
 Ginn & Co., 45 Second; Douglas 8582.  
 Gregg Publishing Co., 760 Market; Sutter 3186.  
 Grocers' Friend, Inc., 208 Market; Douglas 1815.  
 Grollier Society, (Educational Works), 278 2nd; Kearny 3220.

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Guide Publishing Co. (M), 625 California; Douglas 7925.  
 Holt, R. & Sons, 604 Mission.  
 Honeywell, Frank, 547 Howard; Sutter 6075.  
 Illustrated Daily Herald, 56 Twelfth; Hemlock 3180.  
 Lithographic Industries, Inc. (M), 25 Taylor; Franklin 2400.  
 Lewis, A. F. & Co., Inc., 681 Market; Sutter 7337.  
 Lindley, Albert, Rough and Ready Island, Stockton, Cal.  
 Lyon, Walter T. (M), 320 Sixth Ave.; Pacific 917.  
 McCard Company, 138 Fourth; Sutter 7591.  
 Metrow-Wall Co. of Cal., 883 Mission; Kearny 918.  
 Magazine of Western Finance, 57 Post; Kearny 4359.  
 Manchester, G. J., 109 Stevenson.  
 Masonic World Publishing Co., Inc., 785 Market; Sutter 449.  
 Mercury Press (M), 815 Mission; Garfield 3140.  
 National Program Co., 785 Market; Douglas 1038.  
 New World, 1060 Geary; Franklin 573.  
 Newspaper Service Bureau, 55 Montgomery.  
 Oppenheim, Ranney, 364 Market; Sutter 1173.  
 Overland Publishing Co., 259 Minna; Kearny 720.  
 Pacific Press Publishers Assn., Mountain View, Cal.  
 Pacific Radio Publishing Co., 821 Market; Douglas 136.  
 Rand McNally & Co., 559 Mission; Douglas 4834.  
 Sai Gai Yat Bo Publishing Co., 730 Grant Ave.; China 26.  
 San Francisco Examiner (M), Third and Market; Sutter 2424.  
 Sanborn Map Co. (M), Insurance Maps, 604 California; Sutter 4918.  
 Sawyer, E. O., Jr., 417 Montgomery; Douglas 6374.  
 Sherman, Clay & Co. (Music, Maps) and Sutter 6000.  
 Sunset Press, 1045 Sansome.  
 Technical Book Co. (R), (Technical Works), 525 Market; Garfield 19.  
 Villa Loreo, Inc. (Music), 922 Market; Douglas 4239.  
 Walker's Manual of California Securities, Inc., 576 Sacramento.  
 Western Construction News, 24 California; Sutter 3616.

## PUMPS

Blackmer Rotary Pump Co. (Gas and Oil), 603 Mission; Douglas 3872.  
 Brewer, S. F. & Co. (FB), 425 Brannan; Douglas 4323.  
 Buffalo Forge Co. (FB), 544 Market; Garfield 5934.  
 Bunting Iron Works, 1 Montgomery; Douglas 1195.  
 Byron Jackson, Sutter Mfg. Co. (M), 55 New Montgomery; Douglas 1560.  
 Dow Pump & Diesel Engine Co. (M), Alameda, (Al), Alameda 1123.  
 Dredge, Theo. F. (M), 681 Market; Sutter 3407.  
 Evans, C. H. & Co., Inc. (M), 127 Fremont; Kearny 1328.  
 Hubbard Machine Co. (M), 909 Polson; Douglas 1472.  
 Layne & Bowler Corp. (FB), 625 Market; Douglas 2495.  
 Main Iron Works, M. A. (M), 1090 Sixteenth; Market 722.  
 Moore, Chas. C. & Co. (D-M-A), 40 First; Kearny 1930.  
 Oil Well Supply Co. (FB), 681 Market; Kearny 39.  
 Pacific Pump & Engine Co. (W), 420 1/2 Douglas; Douglas 1434.  
 Pelton Water Wheel Co. (Centrifugal), 2929 Nineteenth; Mission 6781.  
 Porter, B. C. (D-M-A), 1 Drumm; Kearny 44.  
**SMITH-BOOTE ENGINE CO.** (D-M-A), 50 Fremont; Sutter 952.  
 Wusdell & Little (M-A), 33-41 Fremont; Kearny 1087.  
 Yuba Mfg. Co. (M), 413 California; Sutter 2345.

## PURCHASING AGENTS

Jones, Leigh S., 340 Sansome; Kearny 3690.  
 Orrett, R. A. Co. (E), 220 Montgomery; Sutter 7183.  
 Purchasing Agents of Northern Cal., 433 California; Garfield 124.  
 Whitney, C. W., 433 California; Douglas 415.

## RADIATORS

American Radiator Co. (FB), Second and Townsend; Kearny 5680.  
 Baxford, H. R. Co. (MA), 663 Howard; Douglas 4654.

## RADIO EQUIPMENT

Aerovox Corp. (M), 343 Front; Douglas 1439.  
 Gray & Davidson Mfg. Co. (M), 250 First; Garfield 5035.  
 Hanson, H. C. Music House (R), 137 Powell; Douglas 3658.  
 Heints & Kohlmoser (M), 219 Natoma; Sutter 6104.  
 Henson Radio Laboratories, 752 Turk; Franklin 6877.  
 Holbrook, Merrill & Stetson (W), 605 Sixth; Sutter 670.  
 R-F Mfg. Co. (M), 54 Washburn; Market 5596.  
 Keller, Bert D. (M-A), 821 Market; Douglas 249.  
 Meyberg, Leo J. (W), 973 Mission.  
 Munson-Bayner Corp. (J), 56 Third; Douglas 6270.  
 Radio Corporation of America & Geary.  
 Radiocart Corporation (R), 347 Geary.  
 Roberts, Lee S., Inc. (R), 230 Post.  
 Sherman, Clay & Co. (R), Kearny and Sutter; Sutter 6000.  
 Stone, Carl A. Co. (M-A), Fifth and Mission; Kearny 2404.  
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Bulotti, C. F. Machinery Co., 829 Folsom.  
Cook, Herbert G., 582 Market; Sutter 638.  
General Electric Co., Rialto Bldg.; Sutter 3535.  
Hawley, Royal D. (M), 620 Market; Sutter 2380.  
Key, John L., Inc. (J), 22 Battery; Davenport 1363.  
Lorraine, Norman B. & Co., 95 Second.  
National Malleable and Steel Castings Co., 681 Market; Sutter 681.  
Nagle Pole & Tie Co. (Ties), 74 New Montgomery; Garfield 5164.  
Pacific Equipment Co., 224 Steuart.  
Pacific Rolling Mill Co. (M), 1100 Seventeenth; Market 215.  
SMITH-BOOTH-USER CO. (J-D-MA), 50 Fremont; Sutter 952.  
Smith, Stephen & Co., 639 Mission; Douglas 8483.  
UNITED COMMERCIAL CO. (J-E), 334 Steuart; Davenport 3255.

## RAILROADS

ATCHISON, TOPEKA & SANTA FE RAILWAY, 605 Market; Sutter 760.  
California Dispatch Line (Tank Cars), 216 Pine; Sutter 6980.  
Canadian Pacific Railway, 675 Market; Sutter 1587.  
Central California Traction Co., 9 Main; Davenport 3540.  
Chicago, Rock Island & Pacific Railway Co., 681 Market; Sutter 498.  
Lake Tahoe Railway & Transportation Co., 65 Main; Davenport 605.  
McCloud River Railway Co., 65 Market; Davenport 3289.  
Missouri-Kansas-Texas Railroad Co., 681 Market; Sutter 6839.  
Mount Tamalpais & Muir Woods Railway, Ferry Bldg.; Garfield 4560.  
National Railways of Mexico, 681 Market.  
Nevada County Narrow Gauge Railroad, 582 Market; Garfield 64.  
Northwestern Pacific Railroad Co., 64 Pine; Sutter 5500.  
Pennsylvania Railroad System, 681 Market; Sutter 915.  
Pere Marquette Railway Co., 311 California; Sutter 4772.  
Petroleum & Santa Rosa Railroad Co., Pier 9; Douglas 3114.  
Sacramento Northern Railroad, 220 Montgomery; Kearny 1924.  
San Francisco, Napa & Calistoga Railroad Co., 620 Market; Kny. 5903.  
San Francisco-Sacramento Railroad Co., 582 Market; Garfield 64.  
SANTA FE SYSTEM, 605 Market; Sutter 7600.  
Southern Pacific Co., 65 Market; Davenport 4000.  
Union Pacific System, 681 Market; Sutter 502.  
Western Pacific Railroad Co., 220 Montgomery; Sutter 1651.

## RAILWAYS—ELECTRIC

California Street Cable Railroad Co., Hyde and California; Gray, 892.  
MARKET STREET RAILWAY CO., 58 Sutter; Sutter 3200.  
Municipal Railway, 2600 Geary; West 191.

## RAISINS

American Seedless Raisin Co., 200 Bush; Sutter 6191.  
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Sua Mail Raisin Growers of California (M), 149 California.

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Baford, H. R. Co. (M), 603 Howard; Douglas 4654.  
Graham, James Mfg. Co. (M), 605 Bryant; Sutter 3235.  
Holbrook, Merrill & Stetson (M), 665 Sixth; Sutter 936.  
Ils, John G. & Co. (M), 839-841 Mission; Sutter 300.  
MANGUM & OTTEB, INC. (M) (French, Hotels, Etc.), 527 Mission; Kearny 3155.  
Montague Range & Furnace Co. (M), 376 Sixth; Market 4845.  
Western Range Co. (M) (French), 849 Mission; Garfield 6962.  
Wheeler-Wunder Co. (W-D), 787 Brannan; Market 465.

## RAZORS—SAFETY

Eberhard, Geo. H. Co. (M), 360-370 Fremont; Kearny 4444.  
Gillette Safety Razor Co. (FB), 816 Market; Douglas 2000.

## REALTORS

Abrams, Henry M. Co., 41 Sutter; Kearny 979.  
Alanson Bros. & Co., 251 Montgomery; Douglas 1797.  
Albertson Realty Co., Inc. (Hearst Bldg.); Kearny 2608.  
Allen & Co., 168 Sutter; Douglas 8700.  
Altwater Realty Co., 2834 Alhambra; Mission 9026.  
Andrews, T. P., 690 Market; Kearny 4769.  
Armstrong, H. T., 41 Sutter; Garfield 155.  
Aronson Realty Co., 465 California; Douglas 723.  
Babin, Landry, C. Co., 423 Kearny; Douglas 7057.  
Baldwin & Howell, 315 Kearny; Kearny 1810.  
Bancroft's H. H. Sons, 731 Market; Douglas 637.  
Barrod, Edw. Estate Co., 58 Sutter; Douglas 2159.  
Bavel, George E., 176 Sutter; E. 115.  
Bergstadt, J. H. & Co., 105 Montgomery; Kearny 2452.  
Boardman Bros. & Co., 32 Montgomery; Sutter 3475.  
Boca Latal Co., 354 Pine; Douglas 77.  
Boody, W. E. & Co., 251 Kearny; Douglas 1154.  
Bories, Mrs. Rose, 564 Market; Douglas 3847.  
Bothin Real Estate Co., 604 Mission; Garfield 5124.  
Boyd, Alexander, Estate, 216 Pine; Kearny 3851.  
Briceell, John C., 35 Montgomery; Kearny 3236.  
Bridge, Henry S., 110 Sutter; Douglas 7010.  
Britton & Rey Co., 406 Montgomery; Douglas 2690.  
Brown, Edmund N., 1 Montgomery; Douglas 2980.  
Brown, Morris, Realty Co., 220 Montgomery; Sutter 279.  
Brun, Otis G., 57 Sutter; Grayston 4152.  
BRUN & EISERT, 334 Bush; Sutter 2300.  
Buechle, Thorne & Co., 151 Sutter; Douglas 47.  
Butler Estate, 464 California; Douglas 9060.  
Cassidy, R. F., 465 California; Kearny 2724.  
Center & Spader, 312 Kearny; Kearny 407.  
Chamberlain, Selah, 229 Montgomery; Sutter 4650.  
Chipman, W. F., 625 Market; Kearny 1277.  
Clear Lake Beach Co., 80 New Montgomery; Douglas 224.  
Clear Lake Highlands Co., 220 Montgomery; Garfield 6273.  
Coghlan, D. M. (B), 1285 Market; Market 7762.  
Coldwell, Cornwell & Banker, 57 Sutter; Sutter 5420.  
Cornell, F. D., 564 Market; Kearny 6674.  
Cox Bros., Inc., 1530 Irving; Sunset 193.  
Crocker, William, 155 Montgomery; Garfield 3854.  
Crocker Estate Co., 620 Market; Garfield 4610.  
Davison & Leigh, 160 Sutter; Douglas 1754.  
Del Monte Properties Co., 620 Market; Sutter 6130.  
De Surville, E. B. Co., 1 Montgomery; Sutter 1572.  
Dowling, Nattnan-McCarthy Co., 291 Valencia; Park 9308.  
Dunn-Williams Co., 156 Montgomery; Douglas 2178.  
Dunne Investment Co., 15 Stockton; Sutter 2757.  
Edie, William Co., 186 California; Sutter 3609.  
Eggers Realty Co., 539 Divisadero; Henlock 2973.  
Eisenbach Co., 155 Montgomery; Sutter 2554.  
Eisner, Milton D., 57 Sutter; Sutter 4129.  
Elliott, Alexander, 110 Sutter; Douglas 8321.  
Ellis Landing & Dock Co., 717 Market; Douglas 2270.  
Eswold, S. C., 107 California; Pacific 6718.  
Ettlinger, I. L., 465 California; Sutter 5304.  
Eyre Investment Co., 465 California; Sutter 1698.  
Friedlander & Houston, 235 Montgomery; Douglas 7463.  
Getz, B., Inc., 600 Market; Douglas 4975.  
Giannini, A. P. Co., 550 Montgomery; Douglas 6000.  
Goldstein, E. L. Co., 216 Pine; Kearny 1545.  
Goodman, Myrvyn, 38 Montgomery; Sutter 4186.  
Grennan, John A. & Co., 41 Sutter; Sutter 986.  
Haas, H. C., 220 Montgomery; Sutter 4542.  
Hall, Alice A., Hearst Bldg.; Garfield 6974.

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## REALTORS - Continued

Hambarger Samuel L. 110 Sutter Sutter 6307.  
 Hamilton Estate Co. 453 California Sutter 2345.  
 Harricen Wadswaelder Co. 308 Montgomery Kearny 1531.  
 Hastings Trust Estate Estates. 454 Montgomery Sutter 4830.  
 Baskin Harry D. 155 Montgomery Kearny 2556.  
 Heyman Oscar & Bro. 712 Market Sutter 1420.  
 Hind Co. Inc. 340 Kearny Douglas 513.  
 Hind Estate Co. Estate. 230 Montgomery Douglas 3100.  
 Hinkley Mrs. C. 880 Market Sutter 7250.  
 Holart Estate Co. Estate. 331 California Kearny 4229.  
 Hoffman Fred W. Inc. 154 Kearny Kearny 3475.  
 Hooper & Lutz 903 Market Kearny 5756.  
 Hotelling Estate Co. 465 California Kearny 4520.  
 Hubbard Chas. B. 1 Montgomery Park 6786.  
 Hull Estate Co. 240 Montgomery Kearny 3300.  
 Kelly Stanley Co. 220 Montgomery Douglas 8550.  
 Kendrick & Co. 1 Montgomery Douglas 280.  
 Krinner J. M. R. 30 Post.  
 Koff Realty Co. Inc. 25 Taylor Prospect 8006.  
 Lachman N. & H. Estate 38 Sutter Kearny 1059.  
 Landreth Macaron & Jones. 545 California Sutter 5274.  
 Lang Realty Co. 1 Montgomery Garfield 4900.  
 Lange Wm A. 454 Montgomery Sutter 4830.  
 Lenz F. W. & Co. 105 Montgomery Douglas 2446.  
 Leonard & Holt. 220 Kearny Sutter 150.  
 Levi H. & Co. 111 New Montgomery Douglas 1080.  
 Lincoln Realty Co. 220 Montgomery Douglas 1285.  
 Loupe Lester G. 41 Sutter Kearny 4151.  
 Luchsinger A. G. 785 Market Douglas 2324.  
 Lurie Louis H. 515 Montgomery Kearny 4210.  
 Lyon & Harg. 564 Market Kearny 3750.  
 McCann Mark. 26 Montgomery Garfield 1370.  
 McEwen Bros. 475 Pine Kearny 3463.  
 McGraw John & Son. 340 Bush.  
 McKillop Bros. 16 Kearny Douglas 9032.  
 Madison & Burke. 80 Post.  
 Maizes Thos. & Sons. 69 Sutter Kearny 563.  
 Mahony Bros Home Builders. 870 Market Sutter 445.  
 Mann Clarence M. 82 Sutter Kearny 4210.  
 Mary Geo. Thos. Jr. 467 O'Farrell Franklin 717.  
 Mary-McDuffie Co. 278 Post Sutter 2171.  
 Mercantile subdivision Co. Inc. 467 O'Farrell Prospect 870.  
 Messer Nat. P. 220 Montgomery Garfield 30.  
 Meyer Alfred F. 155 Montgomery Sutter 3252.  
 Meyer Milton, & Co. 25 Sutter Kearny 3171.  
 Meheletts P. Estate. 516 Dayton Kearny 1229.  
 Miller Sydney W. & Co. 620 Market.  
 Mills Estate. Inc. 220 Montgomery.  
 Mohr Rudolph, & sons. 821 Montgomery Sutter 2559.  
 Monroe Lyon & Miller. 63 Sutter.  
 Moody Estate Co. 406 Montgomery Sutter 1128.  
 Mosser Louis H. 564 Market Douglas 3847.  
 Municipal Properties Co. 615 Market Kearny 7400.  
 Murphy & Co. 602 California Kearny 3037.  
 Murphy Leiland S. 105 Montgomery Sutter 316.  
 Musto Jos. Estate. 535 North Post; Graystone 6365.  
 Neuhaus H. & Son. 785 Market.  
 Nesra Estate Co. Home Builders. 3289 Mission Mission 8566.  
 Nieman-Chapman Co. 110 Sutter.  
 O'Callaghan Dan. 20 Montgomery Douglas 40.  
 Oliver B. E. Inc. 100 Montgomery Garfield 34.  
 Ottmann T. D. 615 Market Kearny 7400.  
 Pacific Co. 821 Market Kearny 3047.  
 Pacific Improvement Co. 620 Market Sutter 6130.  
 Pacific Realty Co. 219 Kearny Douglas 6391.  
 Palmer Fred E. 57 Sutter.  
 Panama-Pacific Land Co. 785 Market.  
 Parkside Realty Co. 620 Market Garfield 4610.  
 Parrott Investment Co. 155 Montgomery Kearny 1842.  
 Phillips Estate Co. 845 Montgomery Garfield 34.  
 Price H. & W. Inc. Estate. 353 Sacramento Sutter 1536.  
 Pond Samuel. 433 California Douglas 8400.  
 Pope Estate Co. 406 Montgomery Kearny 2700.  
 Potter Edward W. & Sons. 60 Sansome Kearny 4725.  
 Putnam E. W. 510 California Kearny 617.  
 Quinn-Scott Co. 485 California Kearny 617.  
 Real Estate & Development Co. Heart Bldg. Sutter 260.  
 Residential Development Co. 318 Kearny Kearny 3810.  
 Rele Estate Co. Estate. 465 California Kearny 3726.  
 Rhine Elias. 155 Montgomery.  
 Rittigstein Jack M. 111 Montgomery Sutter 4584.  
 Rivers Bross. 700 Market Kearny 525.  
 Robins J. H. 2730 Webster Berkeley, Cal.  
 Robson Kerman. 14 Montgomery Douglas 2022.  
 Roeding Geo. C. & Co. 485 California Kearny 5083.  
 Rosebush Monroe J. 155 Montgomery Sutter 4967.  
 Rothschild Bros. 159 Sutter Douglas 7248.  
 Rousseau Arthur F. 110 Sutter Kearny 8180.  
 Rowland Joseph. 220 Montgomery Sutter 324.  
**RUCKER, JOSEPH H. & CO.** 220 Montgomery Douglas 324.  
 Ruef A., 916 Kearny Davenport 1820.  
 Ruef, A. & Mrs. J. 220 Montgomery Douglas 1778.  
 Salomon Saml. 41 Sutter Kearny 3362.  
 Samuels Louis T. 43 Sutter Sutter 3716.  
**SAN FRANCISCO SUBDIVISIONALS** (Industrial Sites), 41 Sutter and 564 Market Kearny 6971.  
 San Francisco Development Co. 406 Montgomery Kearny 1771.  
 San Francisco Land Co. 353 Sacramento Garfield 34.  
 San Francisco Realty Co. 150 Montgomery Garfield 507.  
 Savage W. A. 624 Uraboe Drive Evergreen 2515.  
 Schlessinger Chas., 20 Montgomery Sutter 2552.  
 Schmidt Johann A. Co. Inc. 12 Geary Kearny 3339.  
 Schmidell Estate. 203 California Sutter 6920.  
 Schroth Co. 240 Stockton Douglas 3999.  
 Scott C. T. 105 Montgomery Kearny 3399.  
 Selig Maurice. 155 Montgomery Sutter 1707.  
 Shafer Miss G. A. & Co. 500 Sutter Douglas 836.  
 Sheldon Mark Co. 461 Market Kearny 5712.  
 Shields Estate Co. 68 Post Kearny 1870.  
 South San Francisco Land & Improvement Co. 465 California Str. 2525.  
 Spinks & Miller subdivision specialists. 605 Market Kearny 1594.  
 Sprague Adah F. 821 Market Garfield 609.  
**SULLIVAN, WALTER H.** 155 Montgomery Sutter 191.  
 Sutter Co. 71 Sutter Sutter 3716.  
 Umben Kerner & Stevens. 30 Montgomery Douglas 40.  
 Van Vleet Roy. 155 Montgomery Sutter 3292.  
 Van Rhee Real Estate Co. 141 Sutter Kearny 3740.

Wrinstein Jerome J. 156 Montgomery Douglas 6283.  
 Wiseband Bros. & Co. 582 Market Douglas 2887.  
 Welch Andrew Co. Estate. 241 California Davenport 624.  
 Wertheimer & Moore. 133 Kearny Douglas 3808.  
 Whitney Estate Co. 133 Geary Sutter 5309.  
 Whitted Alfred. 166 Geary Douglas 3914.  
 Williams Thos. S. 693 Mission Douglas 1162.  
 Williams W. W. II. 484 California Douglas 3139.  
 Wilson J. W. 1925 Geary Douglas 3914.  
 Wilson Estate Co. 14 Montgomery Douglas 3125.  
 Wilson & Filer. A. 369 Bush Sutter 3270.  
 Wilson & Filer. B. 510 California Kearny 6646.  
 Wiseman-Egan Co. H. 830 Market Douglas 2610.  
 Wolf & Co. 31 Sutter Sutter 6195.  
 Woodfield Wm. H. Jr. 315 Montgomery Douglas 7828.  
 Woods Frank H. Trust Estate. 417 Montgomery Douglas 1635.  
 Wright Clinton E. Co. Country Lands. 1 Montgomery Sutter 6094.  
 Wright J. W. & Co. 228 Montgomery Douglas 4430.  
 Zane F. A. Estate. 433 California Sutter 1384.

## RECORDERS - TIME

International Business Machines Corp. 640 Mission; Kearny 8040.  
 Thomas F. A. Co. M. 47 second Sutter 801.

## REED AND RATTAN WORKS

Newman Leslie B. M.A., 180 New Montgomery Douglas 6565.  
 San Francisco Wicker Works M. 4420-424 Turk West 5736.

## REFRIGERATION WORKS

Blaxford H. R. Co. M.A. 663 Howard Douglas 4654.  
**CYCLOPS IRON WORKS M.** 837-847 Folsom Sutter 3030.  
 Faget Engineering Co. 410 Beach Prospect 9606.  
 Mowat Refrigerator Co. M. 25 Oak Grove Kearny 7417.  
 Pacific Refrigerator Co. M. 431 Gough Walnut 10953.  
**VAN FLEET-FREAR CO.** Insulation. 557 Howard Sutter 4073.

## REGISTERS - AUTOGRAPHIC

Pacific Manufacturing Book Co. M. 210 Post Sutter 118.  
 Standard Register Co. FB. 593 Market Sutter 3545.

## REGISTERS - CASH

National Cash Register Co. 519 Market Sutter 2782.  
 Remington Arms Co. Inc. FB. 12 Geary Kearny 3176.  
 San Francisco Cash Register Co. 411 Market Douglas 5139.

## RELIEF MAPS

Decorative Construction Co. (M.) 348-350 Hayes Market 7255.  
**TOWINKEL HENRY** M. 348-350 Hayes Market 7255.

## RESEARCH WORK

Hoffman Samuel O. Co., 355 Hayes Hemlock 4197.

## RESTAURANT EQUIPMENT

Campbell Fred S. Co. (M.A.) 820 Mission Garfield 2070.  
 H. & H. Mfg. Co. M. 165 Edith Prospect 3079.  
 Hs. John G. & Co. M. 839-841 Mission Sutter 936.  
**MANGRUM & OTTER, INC.** M. 827 Mission Sutter 3155.  
 Monte Carlo Furniture Co. M. 376 Sixth Market 4845.  
 Nelson Jas. A. Inc. M. 1375 Howard Hemlock 140.  
 Topper T. J. Co. M. 1089 Mission Market 7501.  
 Western Range Co. M. 849 Mission Garfield 6962.

## RESTAURANTS

Alameda Cafe 7 Market Kearny 240.  
 Alley Cat. 22 Belden Place Kearny 5595.  
 B. & S. Sandwich shops, Inc. 1022 Market Park 8020.  
 Bay City Grill. 45 Turk Franklin 3131.  
 Bay City Ladies Grill. 45 Turk Franklin 3431.  
 Bay Point Oyster House California Market Douglas 3753.  
 Bernstein's Fish Grotto. 123 Powell Kearny 3415.  
 Bianco's, Inc. 857 O'Farrell Franklin 9.  
 Cafe Marquard. 401 Geary Prospect 61.  
 Clinton Cafeteria. Office. 1059 Market Market 8003.  
 Compton's Quick Lunch. 20 Kearny and 144 Ellis; Kearny 383.  
 Crystal Cafeteria. 762 Market Douglas 1617.  
 F. & L. Cafe. 311 Sutter Kearny 939.  
 Fior D'Italia Restaurant and Cafe. 492 Broadway Douglas 1504.  
 Fly Trap Restaurant. 73 Sutter Douglas 2222.  
 Foster's White Larches. offices 122 Kearny Kearny 880.  
 Girard's Grill. 57 Ellis Douglas 3454.  
 Golden Cafe Dairy Lunch. 178 Edith Franklin 7331.  
 Golden Breakfast. 24 Geary Garfield 166.  
 Golden Poppy, Inc. 439 Market Douglas 3173.  
 Geo. Fashion Restaurant. 65 Post Kearny 4536.  
 Hayden J. Emmet (Northwestern Pacific Ferries), Ferry Bldg.  
 Herber's Bachelor Hotel. 157 Powell Sutter 567.  
 Hill's Restaurant. 448 Montgomery Kearny 2616.  
 H. Trovato's Cafe. 506 Broadway Davenport 745.  
 Interstate Corporation. Office. 292 Second Garfield 1650.  
 Jack's Restaurant. 615 Sacramento Kearny 5990.  
 John's Grill and Restaurant. 57 Ellis Douglas 3067.  
 Leighton Cafeteria. 900 Market Douglas 7272.  
 Lick Grill. 27 Lick Place Sutter 9682.  
 Louis Fashion Restaurant. 521 Market Kearny 7295.  
 Mayses' Geo. Oyster House California Market Douglas 3713.  
 Meads Co., offices 517 Stevenson Park 1446.  
 New Frank's Restaurant. 447 Pine Sutter 421.  
 New Popple Dog Restaurant and Hotel. 1104 Post Franklin 2960.

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Nob Hill Confectionery and Delicatessen, 1148-1152 Taylor  
Nugget Cafe & Grill, 41 Post and 132 Montgomery, Sutter 8816.  
Old Dragon, 920½ Market; Kearny 5215.  
Peerless Cafe, 227 Kearny; Douglas 1242.  
Philosophers' Inn, 659 Merchant  
Pig'n Whistle, 33 Powell; Sutter 3570.  
Pioneer Tamale Cafe, 136 Mason; Sutter 8837.  
Plymouth Cafeteria, 309 Market; Kearny 3674.  
**POST STREET CAFETERIA**, 62 Post; Douglas 3025.  
St. Germain Restaurant, 60 Ellis; Sutter 2980.  
San Francisco Sandwich Shops, Inc., 453 Pine, Kearny 7731.  
Schroeder's Cafe, 111 Front; Kearny 637.  
Shanghai Low, 532 Grant Ave.; China 571.  
Solari, Fred—Max David Grill and Restaurant, 19 Maiden Lane.  
Solaris Grill, 354 Geary; Douglas 2181.  
States Restaurant, 823 Market; Douglas 5106.  
Sunset Cafeteria, 25 Mason and 40 O'Farrell, Franklin 4845.  
Tait's Restaurants, Inc., 760 Market; Douglas 4400.  
Sutter Lunch Co., 171 Sutter; Kearny 1869.  
Tait's-at-the-Beach, Office 760 Market; Douglas 4400.  
Tait's Restaurants, Inc., 760 Market; Douglas 4400.  
Tavern Lunch, 130 Leidesdorff; Kearny 2508.  
**TEE PEE, TEE**, 253 California; Douglas 397.  
Tivoli Cafe, 50 Eddy; Kearny 7479.  
Waffle Inn, 126 Ellis; Douglas 1548.  
Yellow Canary Sandwich Shop, 36 Sansome; Kearny 5408.

## RIBBONS—TYPEWRITER

H. & M. C. Co., Inc. (R), 75 Annie; Sutter 2000.  
Ice Box Mfg. Co. (PB), 25 Kearny; Sutter 4324.  
Kinsey Bros. & Hoffman, Inc. (D), 883 Market; Douglas 8555.  
Miller, C. H. Co., 717 Market  
Pacific Carbon & Ribbon Mfg. Co. (M), 1451 Harrison; Hemlock 628.  
Typewriterium Co., Inc. (W-E), 457 Market; Kearny 5788.

## RICE

Brown, A. A. Co. (B), 215 Market; Davenport 611.  
California State Rice Milling Co., Sacramento, Cal.  
Du Pont-Carlton & Co., 255 California; Douglas 2280.  
Fujimoto Co. (J-E), 238 Jackson; West 7353.  
Grosjean, C. E. Rice Milling Co., 3230 Twentieth; Mission 268.  
Growers Rice Milling Co., Inc., 465 California; Kearny 509.  
Green, Monroe D. (I-E), 214 Front; Garfield 4139.  
Harris, F. E. & Co. (I-E), 900 Battery; Sutter 2553.  
Ireland, B. C. (B-MA), 24 California; Kearny 1650.  
National Rice Mills, 310 California; Sutter 3229.  
Otto, E. H. & Co. (I-E), 245 California; Sutter 3690.  
**PACIFIC TRADING CO., INC.** (Milling), 351 Battery; Sutter 270.  
Ritterband & Welsch (B), 25 California; Sutter 3316.  
Rosenberg Bros. & Co., Inc., 334 California; Douglas 2300.  
Welsch, W. T. & Co., 310 California; Kearny 181.

## RIGGERS

Havivside Co. (Ship), 56 Stewart; Davenport 3643.  
Smith-Rice Co. (M)(Ship), 150 Spear; Davenport 416.

## ROCK—CRUSHED

Bay Development Co., Foot of Fourth; Park 221.  
Blake Bros. Co. (M), 593 Market; Kearny 5320.  
Bode Gravel Co., 235 Alabama; Market 7674.  
Butler, T. J. Co. (W), 451 Shotwell; Mission 3194.  
California Building Materials Co., 74 New Montgomery; Sutter 3900.  
Coast Rock & Gravel Co., 74 New Montgomery; Sutter 3900.  
Daniel Contracting Co., 503 Market; Sutter 4114.  
Mission Quarry Co., 593 Market; Kearny 2983.  
Niles Sand, Gravel and Rock Co. (M), 704 Market; Douglas 182.  
Rock, Sand and Gravel Sales Co., Foot of Fourth; Park 221.  
Stone, E. B. & A. L., Co., 703 Market; Douglas 3976.

## RODS—WIRE

**COLUMBIA STEEL CORP.** (M), 215 Market; Douglas 8760.

## ROLLERS—PRINTERS'

Morrill, Geo. H. Co. of Cal. (M), 130 Fremont; Sutter 5218.  
Reed, Geo. Russell Co., Inc. (M), 416 Jackson; Douglas 172.

## ROOFING MATERIALS

Bender, J. W. Roofing & Paving Co., Eighteenth and Bryant.  
California Corrugated Culver, Co. (M) (Metal), Tenth and Bryant.  
Certain-teed Products Corp. (M), 33 Montgomery; Sutter 2116.  
Lawson Roofing Co. (Felt and Composition), 3318 17th; Market 5006.  
Morrison & Co. (M) (Metal), 74 Duboce Ave.; Market 4986.  
**PARAFFINE COMPANIES, INC.** (M) (Asphalt, Felt, Gravel, Etc.),  
475 Brannan; Douglas 960.  
**WESTERN ASBESTOS MAGNESIA CO.** (M), 21-29 South Park;  
Douglas 3860.

## ROPE AND CORDAGE

Edwards, E. H. Co. (M) (Wire), 225 Bush; Garfield 6210.  
Leschen, A. & Sons Rope Co. (Wire), 681 Market; Sutter 2814.  
Montefiori, Luigi B. (MA), 16 California  
Morse, A. U. & Co. (MA), Rialto Bldg.; Douglas 1740.  
Pacific Cordage Co. (MA), 369 Ninth; Hemlock 5725.  
Rehlings, John A. Sons Co. of Cal. (PB) (Wire), 624 Folsom; Ky. 2426.  
Slaughter, Guy H. & Co. (I-E), 210 California; Sutter 5394.  
Tubbs Cordage Co. (M) (Manila, Sisal, Jute), 200 Bush.  
Weeks-Howe-Emerson Co. (M), 90 Market; Douglas 869.  
Worden, W. H. Co. (Wire), 126 Pine; Kearny 1181.

## RUBBER GOODS

Americo Rubber Mfg. Co. (M), 215 Market; Davenport 878.  
Crandley Rubber & Supply Co., 315 Market; Sutter 854.  
Empire Supply Co., 340 Battery; Kearny 1268.  
Goodrich, B. F. Rubber Co. (FB), 609 Second; Sutter 5161.  
Goodyear Rubber Co., 539 Mission; Douglas 3456.  
Goodyear Tire & Rubber Co., 450 Townsend; Douglas 9415.  
Hewitt Rubber Co. of Cal. (Tires), 679 Third; Kearny 1584.

## RUBBER GOODS—Continued

Hood Rubber Co. (FB), 585 Howard; Sutter 4845.  
 Keaton Tire & Rubber Co. (M), (Tires), 308 Kansas; Hemlock 130.  
 Keithley, A. E. (MA), Rialto Bldg.; Kearny 1954.  
 Long Bros. (I) (Tire), 220 Montgomery; Kearny 5354.  
 Nalco Rubber Co., 240 Howard; Grand 5390.  
 New York Belting & Packing Co. (FB), 519 Mission; Douglas 1837.  
 Pennsylvania Rubber Co., 735 Bryant; Sutter 1121.  
**PIONEER RUBBER MILLS** (M), 353 Sacramento; Douglas 9100.  
 Kalphs-Fuch Co. (MA), 530 Howard; Douglas 6588.  
 Sheehan, Geo. A. Co. (D) (Druggists), 576 Mission; Douglas 1271.  
**U. S. RUBBER CO. OF CAL.** (FB), 300 Second; Sutter 2325.

## RUBBER MATS

**BEATSALL MAT CO.** (D), 340 Sansome; Kearny 1517.

## RUGS

**AMERICAN IMPORT CO.** (Chinese and Japanese), 16 First.  
 Anderson-Carrier & Co. (Oriental), 590 Sacramento; Douglas 6160.  
 Beah-Robinson Co. (M), 239 Geary; Sutter 580.  
**BEATSALL MAT CO.** (Leather Mats), 340 Sansome; Kearny 1517.  
**YALON, THOMAS H.** (Oriental), 112 Market.  
 Gross, Manley & Co., 417 Montgomery; Douglas 8739.  
 Hagare, Wm. E., Inc. (I) (Oriental), 558 Sacramento; Douglas 3473.  
 Hollander, Arthur (R), 373 Market; Douglas 5309.  
**INDIA-AMERICAN TRADING CO.** (I-R), 25 California; Doug. 1229.  
 India Company (I), (Oriental) 149 California; Douglas 2855.  
 Kraft, Earl F. (A), (Ties), 44 Market; Sutter 5460.  
**MCGEEOR, LINDOREN & CO.** (I-E), 242 California; Kearny 4204.  
 Margrett's, Inc. (W-R), 980 Market; Sutter 2253.  
 Meyer, Victorino M. (I-E), (Oriental) 888 Mission; Douglas 4235.  
 Sloane, W. & J. (W-R), 224 Sutter; Garfield 2848.  
 Walter, D. & N. E. (M), 562 Mission; Sutter 100.

## RUST DISSOLVERS

**R. & T. CHEMICAL CORP.** (M), 183 Steuart.

## SAFES AND VAULTS

Berger Mfg. Co. (FB), 1120 Mission; Market 794.  
 Cary Safe Co., 517 Market; Sutter 4281.  
**HERMANN SAFE CO.**, 224-246 Fremont; Kearny 543.  
 Herrine-Hall-Marrin Safe Co., 214 California; Douglas 2167.  
 Safe Cabinet Co., 19 Second; Sutter 5912.

## SAILS

(SEE ALSO CANVAS GOODS)

Havside Company (M), 56 Steuart; Davenport 3043.  
 Prior, Jhon L. Co. (M), 62 Sacramento; Kearny 3049.  
 Simpson & Fisher, Inc. (M), 240 Steuart; Davenport 3041.

## SALT-TABLE

Ledlie-California Salt Co., 155 Montgomery; Garfield 1222.  
 Oliver Salt Co., Mt. Eden, Cal.

## SALTS

General Chemical Co. (M), 201 Sansome; Douglas 904.  
 Nelson By-Products Co. (M), 2 Pine; Douglas 6720.  
**PAIFIC SILICATE CO.** (M) (Epsom), 351 California; Kearny 1330  
 Stauffer Chemical Co. (M) (Glauber, Rochelle, Etc.), 624 California;  
 Douglas 6510.

## SASH AND DOORS

(SEE ALSO MILLWORK)

Acme Planing Mill (M), 1809 Bryant; Market 2693. (M) 111; 1907 Bryant.)  
 Anderson Bros. Planing Mill (M), Quint and Custer; Mission 8824.  
**CALIFORNIA DOOR CO.** (M) (Mills Oakland Cal.), 43-45 Main;  
 Davenport 3160.  
 Dean Reversible Window Co. (M), 551-555 Brannan; Kearny 1516.  
 Detroit Steel Products Co. (Steel), 251 Kearny; Sutter 1250.  
 Empire Planing Mill (M), 750 Bryant; Kearny 770.  
 Eureka Sash, Door and Moulding Mills (M), 1715 Mission; Market 600  
 Forreder Cornice Works (M) (Metal), 269 Potrero Ave.; Hemlock 4100.  
 Heidt, W. Cornice Works (M) (Metal), 152-160 First; Kearny 3587.  
 Jorgensen, Carl & Co. (MA) (Metal), 604 Mission; Kearny 2386.  
 Karp, H. & Son (M), 11-13 Valencia; Market 2844.  
 Kruse, J. H. (M), Twenty-third and Shotwell; Mission 2576.  
 Oakley Lumber & Mill Co. (M), 1430 Powell; Kearny 3335.  
 Pacific Mfg. Co. (M), 177 Stevenson; Sutter 395.  
 Portman's Planing Mill (M), 1618 Mission; Park 6204.  
 Redwood Manufacturers (M), 582 Market; Garfield 1910.  
 United States Metal Products Co. (M), 330 Third; Hemlock 3160.

## SAUERKRAUT

California Canning Co. (M), 110 Market; Sutter 6420.  
 Kahjens, P. F. & Sons (M), 1331-1345 Pacific; Graystone 2027

## SAUSAGES

Frank Food Co. (M), 974 Howard; Sutter 2507.  
 Molinari, P. G. & Sons (M), 373 Columbus Ave.; Kearny 521.  
 Quality Pork & Sausage Co. (M), 401 Divisadero; Market 7432.  
**BATJENS, P. F. & SONS** (M), 1331-1345 Pacific; Graystone 2027.  
**VIRDEN PACKING CO.** (M), 155 Montgomery; Douglas 8185.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.  
 Wilferts (M), 118 Turk; Franklin 835.

## SAWS

(SEE ALSO HARDWARE AND TOOLS)

Atkins, E. C. & Co. (FB), 257 Mission; Kearny 3484.  
 California Saw Works (M), 721 Brannan; Market 145.  
 Digston, Henry & Sons (FB), 144 Second; Douglas 6228.  
 San Francisco Saw and Tool Works (M) (Circular), 236 Fremont;  
 Kearny 1629.  
 Simmonds Saw & Steel Co. (FB), 288 First; Kearny 4407.  
 Smith, F. P. (Filing), 411 Tenth; Park 6010.

## SCALES

Dayton Scale Co., 644 Mission; Kearny 8040.  
 Fairbanks Morse & Co. (M), 651 Mission; Davenport 3560.  
 Howe Scale Co., 118 Fourth; Kearny 31.  
 Spaulding, Horace R. (D), 895 Folsom; Sutter 4499. (Hopper.)  
 Toledo Scale Co. (FB), 676 Mission; Sutter 250.  
**TORSION BALANCE CO.**, 49 California; Sutter 1683.

## SCENIC PAINTERS

**DECORATIVE CONSTRUCTION CO.** (M), 348-350 Hayes; Market 7295.

## SCREENS AND SIEVES

California Perforating Screen Co. (M), 416 Harrison; Kearny 1889.  
 Roberts Mfg. Co. (M), 663 Mission; Douglas 6575.

## SEALS

Irvine & Jaehens (M), 1068 Mission; Market 175.  
**MOISE KLINKNER CO.** (M), 369 Market; Sutter 7040.  
 Patrick & Co. (M), 560 Market; Kearny 1107.  
 Solomon, Chapman, Jr. (MA), (Box Strap), 314 Battery; Kearny 964.  
 Tully Rubber Stamp Works (M), 45 California; Douglas 1935.

## SEEDS AND PLANTS

Bertrand Seed Co. (R), 616 Front St., Sutter 3195.  
 California Seed Co. (R), 147 Market; Davenport 635.  
 Ferry, D. M. & Co. (W-R), 759 Front; Kearny 4225.  
**HALLA WELLS SEED CO.** (R), 259 Market; Doug. 3147.  
 Ireland, B. C. (B-MA), 24 California; Kearny 1650.  
 McNeill, R. C., Seed Co. (W), 200 Davis; Kearny 8590.  
**MOORE, C. G. & CO.** (R-W), 749 Front.  
 Navelet, Chas. C. Co., Inc. (R), 423 Market; Kearny 4270.  
 School, Adrian J. (R), 421 Bush; Kearny 5451.  
 Sevin-Vincent Seed Co. (R-W), 512 Washington; Douglas 4618.  
 Volkman, C. M. & Co., 805 Sansome; Kearny 2373.  
 West Coast Nursery Co., 522 Powell.

## SHADES—LAMP

American Import Co., Inc., (M-I-J), 16 First; Kearny 2067.  
 Armanet & Bainbridge (M-W), 165 Jessie; Kearny 8184. (Silk.)  
 Day, Thomas Co. (M), 725 Mission; Douglas 1573.  
 DeVore Lamp Shade Co. (M), 205 Second; Douglas 1293.  
 Electric Appliance Co., 807 Mission; Sutter 4900.  
 Kessler, Kenneth M. (W), 125 Stockton; Sutter 2558. (Trimmings.)  
 Pacific European Import Co. (W), 56 Third; Sutter 3485.

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## SHADES—WINDOW

California Shade Cloth Co. (M), 1710 San Bruno Ave.; Mission 8176.  
Hulse-Bradford Co. (I-W), 844 Mission; Garfield 526.  
Standard Shade Co. (M), 552 Valencia; Hemlock 1024.  
Walter, D. S., & E. (M), 562 Mission; Sutter 400.

## SHAMPOOS

SEE ALSO BARBER SUPPLIES

Hockwald Chemical Co. (M), 495 Bryant; Sutter 1753.  
ROGERS, E. R. CHEMICAL CO. (M), 527 Commercial; Kearny 150.

## SHEET METAL PRODUCTS

AMES, W. R. CO. (M), 450 Irwin; Market 3815.  
Atlas Heating and Ventilating Co. (M), 557-567 Fourth; Sutter 1753.  
Berger Mfg. Co. (F-B), 1120 Mission; Market 794.  
Capitol Art Metal Co., 1133 Howard; Market 6743.  
Conlin & Roberts, 410 Natoma; Kearny 1697.  
DeLano Bros. Co., 70 Spear; Davenport 1645.  
Forderer Cornice Works (M), 269 Potrero Ave.; Hemlock 4100.  
Gilley-Schmid Co., Inc. (M), 192-198 Old; Market 965.  
Globe Sheet Metal Mfg. Co., Inc., 854 Howard; Sutter 4525.  
Gulfof Cornice Works (M), 1234 Howard; Market 561.  
H. & H. Mfg. Co. (M), 165 Eddy; Prospect 3079.  
Heidt, W. Cornice Works (M), 152-169 First; Kearny 3587.  
Herbst Bros. (M), 1325 Mission; Park 1090.  
Holbrook, Merrill & Stetson (M-J), 665 Sixth; Sutter 60.  
Is, John C. & Co. (M), 839-841 Mission; Sutter 936.  
La Hays Mfg. Co. (M), 1516 Folsom; Market 1097.  
MANGRUM & OTTIE, INC. (M), 827 Mission.  
Morrison & Co. (M), 74 Dubois Ave.; Market 4886.  
NELSON, JAS. A., INC. (M), 1375 Howard; Hemlock 140.  
Rees Blow Pipe Mfg. Co. (M), 336-340 Seventh; Market 3345.  
Riddle Sheet Metal Works (M), 1093 Adams; Market 5014.  
Standard Metal Products Co. (M), 555 Bryant; Sutter 5690.  
Topper, T. J. Co. (M), 1089 Mission; Market 7561.  
United States Faucet Co. (M), 537 Golden Gate Ave.; Market 41.  
United States Metal Products Co. (M), 330 Tenth; Hemlock 3160.  
von Tagen, Henry (M), 60 Clay; Kearny 3728. (Marine).  
Western Furnace & Cornice Co., 202 Brannan; Sutter 1431.  
Zimmerman, L. & Son, 911 Folsom; Garfield 3557.

## SHEET METAL AND IRON

(SEE ALSO IRON AND STEEL)

COLUMBIA STEEL CORP. (Black and Galvanized), 215 Market;  
Douglas 8760.

## SHINGLES—ASPHALT

PARAFFINE COMPANIES, INC. (M), 475 Brannan; Douglas 9420.

## SHIPBUILDING

Bethlehem Shipbuilding Corp., Ltd. (M), 215 Market; Davenport 1740.  
Crowley Launch & Tugboat Co., Pier 14; Davenport 3651.  
De Young, A. W. Boat and shipbuilding (M), 703 Market.  
General Engineering and Dry Dock Co. (M), 1013 Battery; Kearny 2113.  
Hanlon Drydock & Shipbuilding Co., Inc. (M), 1112 Market; Sutter 4698.  
Los Angeles Shipbuilding & Dry Dock Co., 236 Sacramento; Gar. 2474.  
Moore Drydock Co. (M), 351 California; Kearny 5248.

## SHIP CHANDLERY

Board-Barstow Ship Chandlery Co., 101 Drumm; Kearny 1248.  
Bank Line Transport & Trading Co., 246 Battery; Sutter 137.  
HAYBIDE COMPANY (M), 56 Stewart; Davenport 3643.  
Henry, C. J. Co., 27 Main; Davenport 2800.  
Johnson, Jos. & C. M. Josselyn & Co., 56 Sacramento; Douglas 2710.  
Muir & Symon, 1015 Battery; Kearny 4199.  
Pray, Milton Company (M), 681 Market; Garfield 453.  
Weeks-Howe-Emerson Co. (M), 90 Market; Douglas 869.  
Wilson, J. & G., Inc., 133 Stewart; Davenport 985.  
Wirtner, John J. (M), 85 Second; Douglas 665.

## SHIP OPERATORS

American-Hawaiian Steamship Co., 215 Market; Davenport 2900.  
Bank Line Transport & Trading Co., 246 Battery; Sutter 137.  
Blue Funnel Line, 2 Pine; Sutter 4201.  
California Navigation & Improvement Co., Pier 3; Sutter 3880.  
California Steamship Co., 310 California; Sutter 6122.  
California Transportation Co., Pier 3; Sutter 3880.  
California & Eastern Steamship Co., 465 California; Kearny 1610.  
Canadian Government Merchant Marine, 2 Pine; Sutter 4201.  
Compagnie Generale Transatlantique, 562 Market; Sutter 7557.  
Cunard Steamship Co., Ltd., 501 Market; Sutter 6720.  
Dollard, Robert Co., 311 California; Garfield 4300.  
East Asiatic Co. Ltd., 433 California; Sutter 6717.  
Furuss, Withy & Co., Ltd., 351 California; Sutter 6478.  
Garland Steamship Corp., 260 California; Garfield 4700.  
General Steamship Corp., 240 Battery; Kearny 4100.  
Golden Gate Ferry Co., 58 Sutter; Sutter 3419.  
Holland-American Line, 120 Market; Douglas 7510.  
International Mercantile Marine Co., 460 Market; Douglas 8680.  
Larkin Transportation Co., Pier 23; Sutter 188.  
Latin American Line, 149 California; Sutter 5712.  
Land Navigation Corp., 10 California; Douglas 5462.  
Los Angeles Dispatch Line, Pier 24.  
Los Angeles Steamship Co., 685 Market; Sutter 651.  
Luckenbach Steamship Co., Inc., 201 California; Douglas 7600.  
McCORMICK STEAMSHIP CO., 215 Market; Davenport 3500.  
MATSON NAVIGATION CO., 215 Market; Davenport 2300.  
Nittali & Co., Ltd. (I-E), 465 California; Sutter 3414.  
Monticello Steamship Co., Clay St. Wharf; Sutter 371.  
National Steamship Co., 620 Market; Sutter 6170.  
Nelson, James K., Inc., Pier 17; Garfield 6500.  
Nippon-Yusen Kaisha, 2 Pine; Sutter 4201.  
North German Lloyd, 118 Sansome; Douglas 3851.  
Norton Lilly & Co., 230 California; Sutter 3600.

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## SHIP OPERATORS—Continued

Norway Pacific Line, 485 California; Sutter 5099.  
**GRAND STEAMSHIP CO.**, 2 Pine; Sutter 3600.  
 Oriental Steamship Co., 551 Market; Sutter 3000.  
 Pacific Steamship Co., 60 California; Davenport 3300.  
 Panama Mail Steamship Co., 2 Pine; Sutter 3948.  
 Petaluma & Santa Rosa Railroad Co., Pier 9 and Petaluma, Cal.  
 Richmond-San Rafael Ferry Co., 564 Market; Garfield 5545.  
 Rolph, James Co., 90 California; Douglas 3040.  
 Sacramento Transportation Co., Pier 9; Douglas 777.  
 Southern Pacific Co., Pacific street Wharf; Keary 570.  
**SPRECKELS, J. D. & D. SECURITIES CO.**, 2 Pine; Douglas 5600.  
 Struthers & Barry, 112 Market; Sutter 7640.  
 Swayne & Hoyt, 430 Sansome; Kearny 2940.  
 Toyo Kisen Kaisha, 551 Market; Sutter 3948.  
 United American Lines, 274 Market.  
 Williams Steamship Co., Inc., 110 California; Douglas 1670.

## SHIP SERVICE

American Stevedore Co., 1200 Third; Market 848.  
 Bows & Andrews, M., 153 Stewart; Davenport 245.  
 Burton, Partland & Co., 16 Stewart; Davenport 2420.  
 California Stevedore & Ballast Co., 311 California; Sutter 6737.  
 Core & Herbert, 16 Stewart; Davenport 2120.  
 Crowley Launch & Tugboat Co., Pier 14; Davenport 3651.  
 Dalerup, Bejg, & Son (M.), 97 Stewart; Davenport 817.  
 Foard-Barstow Ship Chauldery Co., 101 Drumm; Kearny 1248.  
 Foster, Chas. T. M., 112 Stewart; Davenport 2955.  
 General Engineering and Dry Dock Co., M., 1013 Battery; Kearny 2113.  
 Genereaux & Heppell, 311 California; Garfield 6347.  
 Golden Gate Stevedoring Co., 444 Market; Garfield 4387.  
 Harbor Tug & Barge Co., Pier 10; Davenport 1855.  
 Hartman, Paul & Co., 43 Drumm; Sutter 7249.  
 Havside Company (M.), 56 Stewart; Davenport 3643.  
 Hendry, C. J. Co., 27 Main; Davenport 2800.  
 Hough & Egbert, 311 California; Kearny 304.  
 Johnson, Jos. & G. M., Josselyn & Co., 50 Sacramento; Douglas 2710.  
 Kitzander, Christian F., 16 Stewart; Davenport 1669.  
 Knoess, Geo. W. M., Eighteenth and Illinois; Market 8282.  
 Lawson, Albert W., 1 Drumm; Garfield 6823.  
 McCarty, Chas. A. & Co., M., 448 Stewart; Davenport 456.  
 MacNichol & Co., Pier 5; Kearny 5342.  
 Marto ship service Co., M., Pier 20; Davenport 419.  
 Meyer, Albert & Co., W., 137 Stewart; Davenport 100.  
 Mills, Warren F., 255 California; Douglas 3104.  
 Moynihan, T. J. Co. (M.), 401 Folsom; Kearny 1696.  
 Muir & Symon, 1015 Battery; Kearny 4199.  
 Murray, Wm. J., 310 California; Sutter 6122.  
 Nash, Fremont H., 6 Mission; Davenport 362.  
 Orinway & Brennan, 800 Sixth; Market 317.  
 Ostrander, Dan (M.), 194 Main; Davenport 986.  
 Pacific Stevedoring and Ballasting Co., 20 Front; Kearny 950.  
 Peterson, Henry C., Inc., Pier 16; Davenport 1855.  
 Pillsbury & Curtis, 451 California; Kearny 3302.  
 Prior, John L. Co. (M.), 62 Sacramento; Kearny 3049.  
 Roberts & Co. (W.), 123 Stewart; Davenport 2141.  
 Schirmer Stevedoring Co., 69 Stewart; Davenport 3219.

## SHIP SERVICE—Continued

Schulze, August H. (M.), 1151 Evans Ave.; Mission 937.  
 Seale, P. J. & Co., 40 Spear; Davenport 1511.  
 Shipowners & Merchants Tug Boat Co., Pier 15; Kearny 3497.  
 Simpson & Fisher, Inc. (M.), 240 Stewart; Davenport 3041.  
 Smith-Rier Co. (M.), 150 Spear; Davenport 416.  
 Smith, Thos. W., 200 Bush; Douglas 9000.  
 United Engineering Co. (M.), 272-298 Stewart; Davenport 2260.  
 Von Dagen, Henry (M.), 60 Clay; Kearny 3728.  
 Weeks-Howe-Emerson Co. (M.), 90 Market; Douglas 869.  
 Weston Stevedoring Co., 401 Embarcadero; Sutter 5300.  
 Wilson, J. & R., Inc., 133 Stewart; Davenport 985.

## SHIPPING AND COMMISSION

(SEE ALSO COMMISSION MERCHANTS)

Alaska Commercial Co., 310 Sansome; Kearny 2690.  
 Alexander & Baldwin, Ltd., 215 Market; Davenport 2120.  
 American Bureau of Shipping, 215 Market; Davenport 2675.  
 American Express Co., Market and Second; Kearny 3100.  
 American Factors, Ltd. (F.B.), 215 Market; Davenport 2230.  
 American Trading Company (E-I), 332 Pine; Sutter 7400.  
**ATKINS, KROLL & CO.**, 260 California; Kearny 2543.  
 Balfour, Guthrie & Co. (F-E), 351 California; Sutter 6427.  
 Bank Line Transport & Trading Co., 246 Battery; Sutter 137.  
 Bay Transport Co., Pier 26; Davenport 2200.  
 Billings, Geo. E. Co., 312 California; Douglas 6400.  
 Chamberlin, W. R. & Co. (Lumber), 351 California; Sutter 63-5.  
 Chapman, R. J., 593 Market.  
 Comyn, W. L. & Co. (F-E), 310 California; Sutter 6122.  
 Cook, C. W. B., 24 California; Douglas 4610.  
 Cook, Thos. & Son, 128 Sutter; Kearny 3512.  
 Davenport, J. Co., 16 California; Douglas 68.  
 Davies, Theo. H. & Co., Ltd., 215 Market; Davenport 3800.  
 De Laveaga Estate Co., 215 Market; Davenport 645.  
 de Pichon, Xavier, 503 Market; Douglas 290.  
 Dill, Marshall, Inc., 216 Pine; Sutter 6940.  
 Dodge, E. J. Co., Inc. (Lumber), 16 California; Sutter 4798.  
 Eschen & Minor Co., 24 California; Kearny 2515.  
 Evans, F. C. & Sons, 260 California; Douglas 8040.  
 Fredrickson, S., 6 Folsom; Davenport 566.  
 Freeman, S. S. & Co., 1 Drumm; Douglas 4341.  
 Gray, W. J. Jr., 310 California; Sutter 6216.  
 Goodall, Perkins & Co., 24 California; Kearny 2906.  
 Grace, W. R. & Co. (F-E), 332 Pine; Sutter 3700.  
 Griffith & Hitching (B), 231 Sansome; Douglas 7744.  
 Herrmann, Geo. Co., 300 Front; Garfield 1880.  
 Higgins, Chas. H., 268 Market; Kearny 1860.  
 Hind, Bolph & Co., Inc., 230 California; Douglas 3100.  
 Hooper, C. A. & Co. (Lumber), 351 California; Sutter 6385.  
 Hooper, J. A. (Lumber), 110 Market; Kearny 504.  
 Huthof, H., 268 Market; Sutter 7354.  
 Jacobson, C. F., 2 Pine; Douglas 408.  
 Knowles, H. J., 260 California; Douglas 5007.  
 Kruse, E. T., 24 California; Kearny 1935.  
 Linderman, Fred (W-R), 110 Market; Kearny 2226.



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## SHIPPING AND COMMISSION

Continued

Lowden, J. F. (B), 465 Market; Sutter 3021.  
**MCORMICK, CHAS. E. & CO.** (Lumber), 215 Market; Davenport 3500.  
 McNear, G. W., 400 Sansome; Kearny 958.  
 MacDonald & Co. (I-E), 221 Franklin; Park 6856.  
 Mahony, Andrew F. (Lumber), 1 Drumm; Sutter 1801.  
 Matson, Mrs. Lillie B., 1918 Jackson; Walnut 2445.  
 Meyer, Wilson Co. (I-E), 310 California; Kearny 1886.  
 Miller, Clay & Co., 210 California; Kearny 1011.  
 Mohns Commercial Co., 200 California; Kearny 1357.  
**MOORE, DU VAL & CO.** (I-E), 233 Pine; Kearny 5752.  
 Moore, J. J. & Co. (I-E), 233 Pine; Kearny 466.  
 Nelson, Charles Co. (Lumber), 230 California; Sutter 4242.  
 Newhall, H. M. & Co. (I-E), 200 California; Sutter 1886.  
 North American Mercantile Co., 350 Front; Sutter 655.  
 Nozaki Bros., 112 Market; Kearny 1178.  
 O'Connor-Harrison Co. (I), 124 Front; Sutter 3572.  
 Olson, Oliver J., 1 Drumm; Douglas 8254.  
 Otis McAllister & Co. (I-E), 310 California; Kearny 4851.  
 Pacific Freighters Co., 310 California; Sutter 6122.  
 Page Bros. (B), 310 California; Sutter 4531.  
 Parker, A. P. & Co., 465 California; Sutter 2828.  
**PARBOTT & CO.** (B), 320 California; Douglas 2400.  
 Pugh, Joseph J. (B), 68 Sutter; Sutter 4082.  
 Reynier Mills Co. (Lumber), 112 Market; Douglas 6635.  
 Rolph, Mills & Co. (I-E), 525 Market; Sutter 1100.  
 Rosenfeld's, John, Sons, 465 California; Sutter 2819.  
 Silva, R. S. & Co., 149 California; Sutter 5712.  
**SPECKELS, J. D. & A. D. SECURITIES CO.**, 2 Pine; Douglas 5600.  
 Sullivan & Co., 230 California; Sutter 6122.  
 Thannhauser & Co., 210 California; Kearny 455.  
 Welch & Co., 215 Market; Davenport 624.  
 Wightman & Crane, 149 California; Kearny 208.  
 Williams Dimood & Co., 310 Sansome; Sutter 7400.  
 Yamashita Co., Inc. (I-E), 310 Sansome; Garfield 3899.

## SHIPPING AND TRANSPORTATION

Alameda Transportation Co. (Bay and River), Pier 19; Douglas 5441.  
 Bay Transport Co., Pier 26; Davenport 2260.  
 Berkeley Transportation Co., Pier 19; Douglas 1156.  
 Burns-Phillip Co., 351 California; Douglas 5632.  
 Carvalho Steamship Agency, 75 Jackson; Douglas 2214.  
 Conyn, W. L. & Co. (I-E), 310 California; Sutter 6122.  
 Davies, Turner & Co. (Agents), 110 California; Douglas 1670.  
 Dodwell & Co., Ltd., 2 Pine; Sutter 4201.  
 Erikson Navigation Co., Pier 19; Sutter 5209.  
 Goodall, Perkins & Co., 24 California; Kearny 2906.  
 Grace, W. R. & Co. (I-E), 332 Pine; Sutter 3700.  
 Higgins, Chas. H., 215 Market; Kearny 1863.  
**MCORMICK, CHAS. E. & CO.**, 215 Market; Davenport 3500.  
**MOORE, DU VAL & CO.** (I-E), 212 California; Sutter 5752.  
 Petaluma & Santa Rosa Railroad Co., Pier 9 and Petaluma, Cal.  
 Rixon, Ernest F. (Agent), 149 Market; Sutter 2242.  
 Rolph, James Co., 60 California; Douglas 3040.  
**SPECKELS, J. D. & A. D. SECURITIES CO.**, 2 Pine; Douglas 5600.  
 Sullivan & Christenson (Lumber), 230 California; Garfield 2846.  
**SUZUKI & CO.**, 351 California.  
 Swayne & Hoyt, 430 Sansome; Kearny 2600.

## SHIPPING CASES

**SCHMIDT LITHOGRAPH CO.** (M) Corrugated, 461-499 Second; Douglas 200.

## SHIPPING ROOM SUPPLIES

McPherson Sales Co. (D), 55 New Montgomery.  
 Solomon, Chasman, Jr. (I-E-MA), 314 Battery; Kearny 964.  
 Zellerbach Paper Co. (W), 534 Battery; Garfield 2200.

## SHIPSMITHING

McCarthy, Chas. A. & Co. (M), 148 Steuart; Davenport 456.

## SHIPWRIGHTS

Bethlehem Shipbuilding Corp., Ltd. (M), 215 Market; Davenport 1730.  
 Bows & Andrews (M), 215 Market; Davenport 245.  
 Dallarp, Benj. & Son (M), 97 Steuart; Davenport 817.  
 Foster, Chas. T. (M), 112 Steuart; Davenport 2955.  
 General Engineering and Dry Dock Co. (M), 2013 Battery; Kng, 2113.  
 Hanlon Drydock & Shipbuilding Co., Inc. (M), 112 Market; Sutter 4608.  
 Martin Ship Service Co. (M), Pier 20; Davenport 419.

## SHOES

Baker, C. H. (R), 885 Market; Douglas 996.  
 Bootery, The (R), 152 Geary; Sutter 774.  
 Buckingham & Hecht (M), 25 First; Douglas 4300.  
 Cantilever Shoe Store, Inc. (R), 127 Stockton; Garfield 691.  
 Coehne, Arthur (R), 1013 Market; Market 3731.  
 Davis Shoe Co. (R), 29 Kearny; Sutter 4595.  
 Emporium, The (R), 835 Market; Kearny 6800.  
 Fisher, Chas. (MA) (Bathing), 49 Geary; Kearny 1669.  
 Fitevez Shoe Co. (R), 1140 Market; Market 769.  
 Florsheim-Schaefer Shoe Co. (R), 194 Geary; Kearny 4526.  
 Frank & Hyman, Inc. (M), 2105 Bryant; Mission 244.  
 Gerlach, Fred W. (M), 543 Market; Sutter 3336.  
 Hamilton, Inc. (R), 824 Market; Sutter 6846.  
 Hans & Son (R), 157 Geary; Douglas 4411.  
 Heim, F. L. & Son (R), 228 Powell; Kearny 4591.  
 Hirsch, Ernest (R), 949 Geary; Douglas 1792.  
 Hittenberger, C. H. Co. (M) (Extension), 1103 Market; Market 4244.  
 Hood Rubber Co. (FB) (Rubber), 585 Howard; Sutter 3845.  
 Lerner's Shoe Repairing Co., 173 Sutter; Douglas 1199.  
 More, Frank Shoe Shop (R), 438 Geary; Prospect 757.  
 O'Connor, Moffatt & Co. (R), 121 Post; Garfield 6000.  
 Philadelphia Shoe Co. (R), 825 Market; Sutter 4727.  
 Reddy's Fashion Footwear Co., 821 Market; Douglas 2363.  
 Roos Bros. (R), Market and Stockton; Sutter 200.  
 Rosenthal's, Inc. (R), 241 Geary; Kearny 4900.  
 Sommer & Kaufmann (R), 828 Market; Sutter 5242.  
**U. S. RUBBER CO. OF CAL.** (FB) (Rubber), 300 Second; Sutter 2323.  
 Walk-Over Shoe Stores (R), 844 Market; Douglas 7031.  
 Well's Boot Shop (R), 310 Geary; Sutter 4082.  
 Werner, Frank (R), 874 Market; Sutter 1241.  
 White House (B), Sutter and Grant; Kearny 5000.  
 Williams Marvin Co. (M-D), 35 First; Sutter 844.

## SIGHT-SEEING COMPANIES

California Auto Tours Co., 975 Geary; Prospect 5000.  
 Gray Line, Inc., 739 Market.  
 Pacific Sight Seeing Co., 745 Market; Douglas 478.  
 San Francisco Auto Tours Co., Inc., 885 Geary.  
 San Francisco Parlor Car Tours, Inc., 920 Market.

## SIGNALLING APPARATUS

Submarine Signal Corp. (Fog), 32 Howard; Davenport 475.

## SIGNS—FIRE ALARM

**PACIFIC AUXILIARY FIRE ALARM CO.**, 703 Market; Douglas 3698.

## SIGNS

Irvine & Jachens (M) (Enameled, Etc.), 1065 Mission; Market 175.  
 Lath Jos. Jr. (M), 1093 Folsom.  
**MOISE-KLINNER CO.** (M), (Enameled, Glass, Etc.) 369 Market; Sutter 7040.  
 Swan The Painter, 1117 Howard; Park 9169.

## SIGNS—ELECTRIC

Brunfield Electric Sign Co. (M), 995 Folsom; Douglas 476.  
 Federal Electric Co. (M), Emeryville, Cal., Humboldt 86.  
**STANDARD ELECTRIC SIGN CO.** (M), 1047 Mission; Factory; Bryant and Langton; Market 228.

## SILKS AND VELVETS

Anderson-Camero & Co., 560 Sacramento; Douglas 6160.  
 Belding Bros. & Co. (M), 130 Steuart; Sutter 4261.  
 Clayburgh Bros. (W), 95 First; Douglas 496.  
 Corticelli Silk Co. (FB), 278 Post; Douglas 4859.  
 Dinkelspiel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
**FORD, C. W. R. CO.** (W), 164 Sutter.  
 Hart Silk Co. (W), 360 Mission; Douglas 826.  
 Hindemay Silk Co., Inc. (W), 112 Kearny.  
**INDIA-AMERICAN TRADING CO.** (I-E), 25 California.  
 Kurata Co. (J), 24 California; Douglas 9279.  
 Levy, Jules & Co. (W), 340 Mission; Douglas 2873.  
 Moore, Walton N., Dry Goods Co. (W), Mission and Fremont.  
 Nippon Dry Goods Co. (W), 800 Front; Sutter 690.  
**ONO TRADING CO. LTD.** (J), 351 California; Sutter 5967.  
 Samuels, Louis (R), 875 Market; Garfield 1774.  
 Shapiro, D. R. (MA), 38-40 First; Sutter 4121.

## SILVERWARE

Glidde, W. B. Co., 140 Geary; Douglas 1179.  
 Graves, Wm. E. (R), 278 Post; Kearny 1212.  
 International Silver Co. (FB), 150 Post; Garfield 473.  
 Oneida Community, Ltd. (FB), 150 Post; Sutter 3059.  
 Shreve & Co. (M-W-R), Post and Grant Ave.; Garfield 2600.  
 Thunler Bros. (M) (Silversmithing), 150 Post; Kearny 5212.

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## SKIRTS

Barry-Newberg & Co. (W.) 154 Sutter Sutter 5310.  
 Bauer Bros & Co. (W.) 83 First Douglas 731.  
 Furst, Mal. Inc. (F.) 154 Sutter Kearny 259.  
 Goldman, Morris (M.) 212 Sutter Sutter 2514.  
 Hamburg Apparel Co. (W.) 130 Sutter Douglas 3169.  
 Jones, William (M.) 212 Stockton Kearny 1852.  
 Horvitz, Louis (W.) 77 O'Farrell Kearny 3400.  
 Israel & Nussbaum Co. (W.) 154 Sutter Douglas 530.  
 Judd Bros. (W.) Women's, 130 Sutter Douglas 2325.  
 Lees Bros. (W.) 130 Sutter Douglas 313.  
 Levy, Louis (M.) 154 Sutter Douglas 3831.  
 Levy, Max (W.) 130 Sutter Kearny 2612.  
 Meyer Cloak & Suit Co. (W.) 130 Sutter Douglas 2754.  
 Modern Cloak & Suit Co. (M.) 305 Grant Ave. Kearny 5833.  
 Moore, Walton N., Dry Goods Co. (W.) Mission and Fremont Daven-841.  
 Rosenthal, Maurice (W.) 49 Battery Kearny 7213.  
 Westmatal Coat & Suit Co. (M.) 991 Mission Douglas 9580.

## SMELTING AND REFINING

American Smeltzies & Refining Co. (M.) 444 California Kearny 883.  
 Bunker Hill Smelter, 620 Market Sutter 414.  
 Bunker Hill & Sullivan Mining & Concentrating Co. 620 Market Str. 414.  
 Federated Metals Corp. (M.) 75 Folsom Davenport 2540.  
 Gracier, S. B. Co. (Inc.) 608 Commercial Kearny 786.  
 United States Smelting, Refining & Mining Exploration Co. 582 Market.  
 Wildberg Bros Smelting & Refining Co. (M.) 742 Market Mission 3255.

## SMOKERS' SUPPLIES

American Tobacco Co. of the Pacific Coast (W.) 1 South Park Str 4790.  
 Demuth, Wm. & Co. (W.) 216 Pine Douglas 3651.  
 General Clear Co. (W.) 601 Third Garfield 1830.  
 Glaser Bros. (W.) 475 Fourth Sutter 4460.  
 Kaufman-Goldman Co. (W.) 39 Battery Douglas 1131.  
 Sully, Henry (M.) 578 Market Douglas 3038.  
 United Clear Stores Co. (W.) 553 Howard Kearny 3060.

## SOAP

Culgate & Co. (FB) 630 Third Douglas 5015.  
 Fishbeck Soap Co. (M.) 149 Seventeenth Market 451.  
 Gutwald, Jos. Co. (M.) 350 Fremont Douglas 7722.  
 Hoekwald (Chemical Co.) (M.) 450 Bryant Sutter 1753.  
 Household Necessity Co. (M.) 236 Commercial Sutter 2107.  
 Lacko Specialty Co., Inc. (J.) 824 Montgomery Garfield 6631.  
 Leinen, John F. Sanitation Co. (M.) 1415 Folsom Hemlock 4144.  
 Los Angeles Soap Co. (F.) 599 Second Sutter 5221.  
 Puetz Bros. Mfg. Co. (M.) West Berkeley Cal.  
 Pioneer Soap Co. (M.) 400 Fifteenth Market 887.  
 Procter & Gamble Distributing Co. (W.) 38 Sansome Douglas 6370.  
**ROGERS, R. B. CHEMICAL CO.** (M.) 527 Commercial Kearny 150.

## SODA ASH

**INYO CHEMICAL CO.** (M.) 58 Sutter Plant Cartago, Cal. Douglas 6816.

## SODA-BAKING

**FOLGER, J. A. & CO.** (M.) 101 Howard Davenport 234.  
 Schilling, A. & Co. (M.) Second and Folsom Kearny 1201

## SODA-CAUSTIC

Great Western Electro Chemical Co. (M.) N Main; Davenport 3260.  
**PACIFIC SILICATE CO.** (M.) 351 California Kearny 1330.

## SODA FOUNTAIN SUPPLIES

American Soda Fountain Co. (M.) 583 Mission Sutter 1759.  
 Demartini, L. Supply Co. (M-W) 125-125 Clay Kearny 354.  
 Ehlers, Charles W. & Son, 557 Mission Douglas 7446.  
 Eng-Snell Co. 208 Mission Davenport 2101.  
 Getz, M. & Co., Inc. (W.) 162 Fremont Davenport 200.  
 King Extract Co. (M.) 1778 Folsom Hemlock 2129.  
**LYONS CALIFORNIA GLACE FRUIT CO.** (M.) 2545 Sixteenth Hemlock 3246.  
 Magnus Fruit Products Co. (M.) 301 Howard Douglas 2471.  
 Tomkon Distributing Co. 841 Howard Sutter 7055.

## SOUND INSULATING MATERIALS

**PACIFIC PORTLAND CEMENT CO.** (M.) 821 Market Garfield 4100.

## SPICES

Alexander-Balart Co. (I-F) 77 Beale Sutter 5705.  
 Caswell, Free, W. Co. (I-M) 438 Second Sutter 6654.  
**FOLGER, J. A. & CO.** (M.) 101 Howard Davenport 234  
**INDIA-AMERICAN TRADING CO.** (I-F) 25 California Doug. 1229.  
 Jones-Thierbach Co. (M.) 437-447 Battery Kearny 2761.  
 Lombard, J. A. & Co. (M.) 225-232 Front Sutter 778.  
 Milo Coffee Co., Inc. 759 Harrison.  
 Robertson-McClintock Co., Inc. (M.) 305 Clay Sutter 6262.  
 Schilling, A. & Co. (M.) Second and Folsom Kearny 1201.  
 Tyler, S. H. & Son (M.) 154 Battery Kearny 974.  
 United Coffee Corp. (I-W) 306-308 Sacramento Garfield 87.

## SPONGES AND CHAMOIS

National Sponge & Chamolis Co. (FB) 809 Montgomery Davenport 3299.

## SPORTING GOODS

All-In-One Adjustable Golf Club Corp. (M.) 60 Federal Douglas 6156.  
 Baker, Hamilton & Pacific Co. (W.) 700 Seventh Park 9000.  
 Reksart, Phil B. Co. (M.) 217 Market Kearny 84.  
 Bremer, O. A. Co. 1287 Market Market 2365.  
 Brown, Chas. & Sons (W-R) 871-873 Market Sutter 6030.  
 California By-Products Co. (M.) 333 Tenth Hemlock 1346.  
 Ellery Arms Co. 682 Market Douglas 4606.  
 Goleber, H. C. Co., 508 Market Garfield 828.  
 Knowles, S. E. Co. 977 Howard Douglas 4260.  
 McDonald & Linforth (M-A) 74 New Montgomery Sutter 410.  
 O'Connor, J. M., 593 Market Kearny 3440.  
 Remington Arms Co., Inc. (FB) 12 Geary Kearny 3176.  
 Spading, A. G. & Bros. 158 Geary Sutter 840.  
 Wright & Ditson Victor Co., 51 First Sutter 1214.

## SPORTWEAR

Alone Knitting Mills (M.) Knit, 1063 Mission Market 263.  
 Catalina Hats, Inc. (M.) 1061 Market.  
 Crocker Mfg. Co. (M) Leggins and Puteses, 583-585 Market Str. 956.  
 Eisner, Sigmund Co. (FB) (Khaki), 453 Mission Garfield 5331.  
 Eissner-Heymann Co. (M.) (Khaki), 77 Battery Sutter 3630.  
 Goldman, Morris (M) (Women's), 212 Sutter Sutter 2514.  
 Juda Bros. (W.) 130 Sutter Douglas 2325.  
 Kessler, Kenneth M., W. (Dresses), 123 Stockton Sutter 2558.  
 Ross Bros. (B) Market and Stockton Sutter 200.  
 Rosenthal, Maurice (W) (Men's), 49 Battery Kearny 7213.  
 Rouch Rider Mfg. Co. (M.) 32 Battery Sutter 2482.  
 Socal, Leon & Co. (W) (Women's), 154 Sutter Sutter 4364.  
 Spiro Co. (M.) 301 Market Sutter 6181.  
 Strauss, L. & Co. (M-W) (Khaki), 98 Battery Douglas 9440.  
 Style Garment Co. (M) (Women's), 259 Geary Sutter 3945.  
 Sunset Hat & Cap Works (M) Golf, 777 Mission Kearny 1438.  
 Sweet-Dry-California (W) (Khaki), 504-506 M. Hem Douglas 6375.  
 Taylor, Edmund & Son (W) 682 Mission Douglas 2831.  
 Waller Cloak & Suit Mfg. Co. (M.) 228 Grant Ave.; Garfield 1658.

## SPRAYING EQUIPMENT

Dunn Painting Machine Co. (M) (Paint), 169 Russ Hemlock 4123.  
 Frazier, F. A., 202 Davis Sutter 3524.  
 Niagara Sprayer Co. (M.) 2578 Taylor Prospect 7943.

## SPRAYS AND DIPS

Lacko Specialty Co., Inc. 824 Montgomery Garfield 6631.  
 Leinen, John F. Sanitation Co. (M.) 1415 Folsom Hemlock 4144.  
 Mailhard & Schmidt (E-C-M-A) 203 California Sutter 6920.  
 Martio-Senour Co. (F) 712-714 Sansome Garfield 6762.  
**ROGERS, R. B. CHEMICAL CO.** (M.) 527 Commercial Kearny 150.

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**SPRINGS**

Betts Bros. Spring Co., Inc. 1221 Mission; Park 548.  
**BETTS SPRING CO.** (Auto, Truck and Coil); 888 Folsom; Sutter 6472.  
 Marwedel, C. W. (J.-D.M.): 76 First; Douglas 4190.  
 Morgan Spring Co. (M) (Auto); 670 Golden Gate Ave.; Prospect 5570.  
 Palace Model & Machine Co. (M) (Small); 170 Eddy; Prospect 4216.  
**PREMIER BED & SPRING CO.** (M); 5700 Third.  
 San Francisco Saw and Tool Works (M); 236 Fremont; Kearny 1629.

**SPRINKLER SYSTEMS—FIRE**

(SEE ALSO FIRE APPARATUS)

Automatic Sprinkler Co. of America (FB); 519 California; Kearny 486.  
 Lawson & Drucker (Installing); 465 Tehama; Sutter 275.

**STAGE COMPANIES**

Yosemite Stage & Turpike Co., 230 Sansome.

**STAIRWAYS**

California Artistic Metal & Wire Co. (M); 349-365 Seventh; Mkt. 2162.  
 Michel & Pfeiffer Iron Works (M); 1415 Harrison; Hemlock 3050.  
 Otis Elevator Co. (M) (Movable); 1 Beach; Kearny 3030.  
 Peerless Ornamental Iron & Bronze Co. (M); 1528 Folsom; Market 3585.  
 Peirano, L. S. (M); 60 Thirteenth; Park 4598.

**STAMP COLLECTIONS**

Seehohn, Edwin P. (B); 690 Market; Douglas 3931.

**STAMPS—RUBBER**

**MOISE-KLINKNER CO.** (M); 369 Market; Sutter 7040.  
 Patrick & Co. (M); 560 Market; Kearny 1107.  
 Tully Rubber Stamp Works (M); 45 California; Douglas 1935.

**STATIONERY**

Barry, Chas. E. (W-M), 55 New Montgomery; Douglas 1031.  
 Barry, Edward Co. (M); 134 Spring; Sutter 2755.  
 Blake, Moffitt & Towne (W); 41 First; Sutter 2230.  
 California Notion & Toy Co. (M); 555 Market; Douglas 872.  
 Carlisle, A. & Co. (M); 251 Bush; Garfield 2750.  
 Crocker, H. S. & Co. (M); 565 Market; Douglas 5800.  
 Dixon, Fish & Co. (B); 274 California; Kearny 706.  
 Duddy-Kibbee Printing Co. (M); 447 Sansome; Douglas 5627.  
 Eaton, Crane & Pike (M); 770 Mission; Sutter 4860.  
 Envelope Corp. (M); 352 Sixth; Park 430.  
 Faber Pencil Co.; 681 Market; Garfield 37.  
 Hall & Smith Co. (R); 353 Market; Kearny 776.  
 Ingram-Rutledge Co. (R); 415 Montgomery; Sutter 6874.  
 Eschdex, Inc.; 369 Pine; Kearny 340.  
 Kieley & Dayton (B); 163 California; Garfield 1264.  
 Neal, Stratford & Kerr (M); 521 Market; Sutter 5886.  
 O'Connell & Davis (M); 237 California; Sutter 475.

**STATIONERY—Continued**

Pacific Coast Paper Co. (W); 545 Mission; Kearny 3730.  
**PACIFIC STATIONERY & SPECIALTY CO.**, 599 Mission; Doug-  
 las 690.  
 Panama Stationery Co., 472-474 Pine.  
 Partridge, Wm. M. (M); 573 Mission; Douglas 2766.  
 Patrick & Co. (M); 560 Market; Kearny 1107.  
**PITTS, THAT MAN, INC.** (R); 882 Market; Kearny 8052.  
 San Francisco News Co. (W); 637 Howard; Sutter 1276.  
 Schwabacher-Frey Stationery Co. (M); 735 Market; Garfield 5700.  
 Trask, Geo. H. (M); 39 Natoma; Sutter 3474.  
 Typewritorium Co., Inc. (W-E); 457 Market; Kearny 3788.  
 Upland, Isaac Co.; 510 Market; Garfield 1332.  
 White & Farnsworth (R); 579-581 California; Sutter 720.  
 Wobber's (B); 774 Market; Kearny 4996.  
 Zellerbach Paper Co.; 534 Battery; Garfield 2300.

**STATISTICAL WORK**

Tabulating Service Co., 369 Pine; Garfield 1241.

**STEAM SPECIALTIES**

**BAILEY, CHARLES M. CO.** (M); 691 Folsom; Kearny 2500.  
 Broman, A., Builders Exchange, 354 Hohart, Oakland, California;  
 Lakeside 6790.  
 Dredge, Theo. F. (M); 681 Market; Sutter 3497.  
 Durabla Mfg. Co.; 143 Second; Douglas 396.  
 Hamilton, F. A. (M); 315 Sutter; Kearny 2249.  
 Parsons Sales & Engineering Co. (M); 525 Market; Sutter 4435.  
 Snook, Frederick W. (M); 596 Clay; Kearny 1374.  
 von Tagen, Henry (M); 60 Clay; Kearny 3728.  
 Walworth-Lally Co. (D); 235 Second; Kearny 558.

**STEEL AND IRON**

(SEE ALSO IRON AND STEEL)  
**COLUMBIA STEEL CORP.** (M); 215 Market; Douglas 8760.

**STEEL MATS**

**BEATSALL MAT CO.** (D); 340 Sansome; Kearny 1817.

**STEEL—STRUCTURAL**

**BADT-FALEK & CO.** (J); 74 New Montgomery; Douglas 3466.  
 Dyer Bros., Seventeenth and Kansas; Market 154.  
 Golden Gate Iron Works (M); 1541 Howard; Market 5445.  
**MORTENSON CONSTRUCTION CO.**, Nineteenth and Indiana; Mis-  
 sion 5033.  
 Pacific Rolling Mill Co. (M); 1100 Seventeenth; Market 215.  
 Schrader Iron Works, Inc. (M); 1247 Harrison; Market 337.  
 Soule, Edw. L. Co. (J); 912-924 Rialto Bldg.; Sutter 2821.  
 Western Iron Works (M); 141 Beale; Emeryport 2575.

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 PORTLAND, ORE.  
 SEATTLE, WASH.  
 SALT LAKE CITY, UTAH  
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## STENOGRAPHERS—PUBLIC

Bayless, Edna May, 582 Market; Kearny 6218.  
 Butler Bureau, 40 Sansome; Kearny 7620.  
 Coddling, Anna L., 681 Market; Douglas 8486.  
 Here, Olga, 1 Montgomery; Garfield 1346.  
 Musson, Nina, 582 Market; Garfield 1243.

## STEREOTYPING

American Engraving and Color Plate Co., 248 First; Kearny 7325.  
 Filmer Bros., Electrotype Co. (M), 330 Jackson; Sutter 8100.

## STERILIZERS—EGG

Kasser Egg Process Co. (M), 127 Mission; Davenport 2006.

## STEVEDORING

American Stevedore Co. (M), 1200 Third; Market 848.  
 California Stevedore & Ballast Co., 311 California; Sutter 6737.  
 Enterprising Stevedoring Co., 60 California; Douglas 3040.  
 Golden Gate Stevedoring Co., 144 Market; Garfield 4877.  
 Kitzgaard, Christian E., 16 Stewart; Davenport 1669.  
 Nash, Promont R., 6 Mission; Davenport 362.  
 Pacific Stevedoring and Ballasting Co., 26 Front; Kearny 980.  
 Rapp, James Co., 60 California; Douglas 8080.  
 Schirmer Stevedoring Co., 60 Stewart; Davenport 3219.  
 Western Stevedoring Co., 401 Embarcadero; Sutter 5300.

## STOCKS AND BONDS

Adams, W. W. & Co. (B), 465 California; Garfield 5661.  
 Allyn, A. C. & Co., 315 Montgomery; Kearny 5730.  
 American Express Co. (Foreign Securities, Market and Second,  
 Anderson & Fuld (B), 255 Montgomery; Kearny 4000.  
 Bacon & Brayton, 486 California; Garfield 5630.  
 Barth, J. & Co. (B), 480 California; Davenport 3300.  
 Becker, A. G. & Co., 1 Montgomery; Sutter 1830.  
 Bell, H. & Son (B), 255 Montgomery; Douglas 341.  
 Blair & Co., Inc., 433 California; Douglas 8696.  
 Blumberg & Kohlenstein, 348 Hulse; Sutter 2216.  
 BLYTH WITTER & CO., 465 California; Douglas 8000.  
 Bolton Kohn, C. (B), 480 California; Garfield 4840.  
 Boone, H. S. & Co., 315 Montgomery; Davenport 1570.  
 Bradford, Bradford & Co., 433 California; Sutter 5200.  
 Brown, F. M. & Co., 1 Montgomery; Sutter 2042.  
 Burr, Geo. F., Conrad & Brown, Inc., 490 California; Douglas 142.  
**CAROLAN, B. A.**, (B), 309 Pine; Douglas 3063.  
 Carstens & Earles, Inc., 315 Montgomery; Douglas 6050.  
 Carter, R. B., 315 Montgomery; Sutter 336.  
 Cavalier, Wm. & Co., 433 California; Kearny 2041.  
 Colburn, R. L. (B), 341 Bush; Sutter 6436.  
 Corban, J. H. & Co. (B), 1 Montgomery; Garfield 6080.  
 DeLo, Witter & Co., 486 California; Garfield 4450.  
 De Fremy & Co., 341 Montgomery; Davenport 1515.  
 De Wolfe, Chapman (B), 351 Montgomery; Davenport 4430.  
 Dillon, Read & Co., 486 California; Davenport 1425.  
**DUISENBERG-WICHMAN & CO.**, (B), 35 Post; Douglas 916.  
 Ebrman, Albert L. (B), 228 Montgomery; Sutter 2484.  
 Ferguson-Kennedy, Inc., 486 California; Douglas 53.  
 Frank, Alvin H. & Co., 201 Sansome; Douglas 8200.  
 Freeman, E. A., 315 Montgomery; Garfield 1407.  
 Freeman, Smith & Camp Co., 1 Montgomery; Douglas 2121.  
 Geary, Meigs & Co., 315 Montgomery; Kearny 6740.  
 Hamilton & Co., 486 California.  
 Hamilton, R. G. & Co., Inc. (Real Estate Securities), 331 Montgomery.  
 Harper, R. F. & Co., 485 California; Garfield 967.  
 Harris Trust & Savings Bank, 220 Montgomery; Sutter 1873.  
 Heller, Bruce & Co., 220 Montgomery; Douglas 2244.  
 Hollman, A. C. & Co. (B), 51 California; Sutter 58.  
 Hill, Fredrentz (Timber), 454 California; Sutter 3156.  
 Hooker & Co., 454 California; Sutter 873.  
 Housman, A. A. & Whitney & Co., 301 Montgomery; Sutter 5200.

## STOCKS AND BONDS—Continued

Hunter, Dulin & Co., 256 Montgomery; Douglas 188.  
 Hutton, E. F. & Co. (B), 160 Montgomery; Douglas 9200.  
 Judge, Martin Jr., & Co., 485 California; Douglas 8301.  
 Kain, P. P. & Co., 155 Montgomery; Kearny 3488.  
 Koshland, Max I. (B), 220 Montgomery; Sutter 1010.  
 Landfield, F. E., 581 Commercial; Douglas 8310.  
 Leith Keyston Co., 240 Post; Kearny 7094.  
 Lewis, M. H. & Co., 315 Montgomery; Sutter 356.  
 Lilienthal, A. G. (B), 335 Montgomery; Garfield 1750.  
 Lilienthal, Bremer & Co., 312 Montgomery; Douglas 772.  
 Lilienthal Co. (B), 351 California; Sutter 1160.  
 Littlepage & Co., 486 California; Sutter 3110.  
 Logan & Bryan, Market and Post; Garfield 3000.  
 Lowry, Alan J., 485 California; Garfield 5758.  
 Lundberg, Irving & Co. (B), 486 California; Kearny 548.  
 McAndrew, Alexander, 300 Montgomery; Kearny 7900.  
 McCandless, Howard F. & Co., 225 Bush; Garfield 4440.  
 McDunnell & Co. (B), 633 Market; Sutter 7676.  
 McNeill & Jump, 115 Sansome.  
 Manheim, Dibern & Co. (B), 315 Montgomery; Sutter 2945.  
 Mason, J. R. & Co., 465 California; Sutter 6620.  
 Miteham, Tully & Co., 315 Montgomery; Douglas 8454.  
 Moulton, R. H. & Co., 315 Montgomery; Douglas 8200.  
 Myself, Miller & Co., Inc., 1 Montgomery; Garfield 2290.  
 National City Co. of Cal., 225 Bush; Kearny 921.  
 Newell-Murdock & Co. (B), 341 Montgomery.  
 Offer, Karl, 519 California; Garfield 1531.  
 Pearsons-Taft Co., 220 Montgomery; Kearny 4567.  
 Pierce, Fair & Co., 433 California; Douglas 8400.  
 Philip, Sven & Co., 155 Montgomery; Kearny 8258.  
 Raiss, Carl & Co., 429 Market; Sutter 222.  
 Roberts Geo D & Co. 310 Sansome.  
**ROLLINS, E. H. & SONS**, 300 Montgomery; Kearny 7900.  
 Russell-Deitch Co. 255 Montgomery; Kearny 7000.  
 St. Gar, Charles E., 427 California; Kearny 4261.  
 San Francisco Stock Exchange, 356 Bush; Douglas 8900.  
**SAN FRANCISCO STOCK & BOND EXCHANGE**, 341 Montgomery;  
 Garfield 2576.  
 Scheidte, Sol E. (B), 310 Sansome; Kearny 758.  
 Schultz, John W., 703 Market; Garfield 3130.  
 Schwabacher & Co., 665 Market; Douglas 400.  
 Schwarz, Harry B., 486 California; Sutter 4794.  
 Shachtinsky, Frank C. & Co., 315 Montgomery.  
 Shinde Brown & Co., 480 Montgomery; Douglas 8060.  
 Snowden, J. Arthur & Co., Inc., 1 Montgomery; Douglas 7327.  
 Staats, Wm. H. Co., 155 Montgomery; Kearny 301.  
 Stephens & Co., 220 Sansome; Sutter 3830.  
 Straus, S. W. & Co., 70 Post; Douglas 8377.  
 Strassburger & Co. (B), 133 Montgomery; Douglas 2220.  
 Sutter & Co. (B), 410 Montgomery; Douglas 2180.  
 Tyler, Joseph C. & Co., 486 California; Kearny 2840.  
 Van, Jae. F., Hearst Bldg.  
 Walsh, O'Connell & Co. (B), 345 Montgomery.  
 Welling, B. N., 485 California.  
 Zudic & Co. (B), 370 Bush; Kearny 1725.

## SUGAR

Adams, W. W. & Co. (B), 465 California; Garfield 5661.  
 Alameda Sugar Co. (M) (Beet), 351 California; Sutter 1160.  
 Alexander & Baldwin, Ltd. (F.B.), 215 Market; Davenport 2120.  
 American Factors, Ltd. (F.B.) (Raw), 215 Market; Davenport 2330.  
 California & Hawaiian Sugar & Refining Co. (M), 215 Market; Dav. 3400.  
 Daves, Thos. H. & Co., Ltd. (F.B.), 215 Market; Davenport 3500.  
 Golden State Milk Products Co. (M) (Milk), 425 Battery; Sutter 1820.  
 Hawaiian Plantation Co., Ltd. (Plantations), 2 Pine; Douglas 408.  
 Hawaiian Commercial & Sugar Co. (Plantations), 215 Market; Davenport 2120.  
 Honolulu Plantation Co. (Plantations), 2 Pine; Douglas 408.  
 Hutchinsong Sugar Plantation Co. (Plantations), 2 Pine; Douglas 408.  
 Kdauea sugar Plantation Co. (Plantations), 2 Pine; Douglas 408.  
 Lamborn & Co. (B), 311 California; Kearny 531.

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**SUGAR—Continued**

Pahala, Eugene M. (B-M), 112 Market; Sutter 247.  
 Pinalta Sugar Plantations, 2 Pine; Douglas 408.  
 Ritterband & Wolch (B), 255 California; Sutter 3346.  
 Rutter-Medwold & Burch, Inc. (J-B), 153 California; Sutter 1207.  
 Sarnel, Louis (W), 701 Mission; Douglas 6810.  
**SPRECKELS SUGAR CO.** (M), 2 Pine; Douglas 5600.  
 Union Sugar Co. (M) (Bert), 351 California; Sutter 1160.  
 Welch & Co., 215 Market; Douglas 5624.  
 Western Sugar Refinery, Twenty-third and Louisiana; Douglas 5600.

**SULPHUR**

General Chemical Co. (M), 201 Sansone; Douglas 904.  
 Great Western Electro-Chemical Co. (M), 9 Main; Dayenport 3260.  
 San Francisco Sulphur Co. (M), 205 Mission; Douglas 6810.  
 Western Sulphur Co., 1 Drum; Kearny 7827.

**SURGICAL APPLIANCES**

Clark Gandon Truss Co. (M), 1108 Market; Kearny 7004.  
 Hirtnerberger, C. H. Co. (M), 1103 Market; Market 4244.  
 Johnson & Johnson (F.H.), 570 Mission; Douglas 190.  
 Schmidt, Theo. (W-R), 950 Market; Kearny 851.  
 Travers Surgical Co. (W), 372 Sutter; Douglas 9477.  
 Vandever, C. G. Co. (M), 534 Market; Kearny 4131.

**SURVEYORS—MARINE**

Ewart, D. F., 310 California; Douglas 3570.  
 Genereaux & Heppell, 311 California; Garfield 6517.  
 Hough & Zebert, 311 California; Kearny 3915.  
 Hutchen, Albert W., 1 Drum; Garfield 6833.  
 Mills, Warren F., 255 California; Douglas 5104.  
 Murray, Wm. J., 340 California; Douglas 5922.  
 Pillsbury & Curtis, 451 California; Kearny 3362.  
 Seale, P. J. & Co. (Carg), 40 Spear; Dayenport 2788.  
 Smith, Thos. W., 200 Bush; Douglas 0800.

**SYRUPS**

Cereal Products Refining Corp. (M) (Malt), 702 Fulton; Walnut 474.  
 Demartini, L. Supply Co. (M-W), 125-135 Clay; Kearny 354.  
 Eng-Skell Co., Inc. (M) (Soda Fountain), 208-210 Mission.  
**GEYZ, M. & CO.** (M) (Soda Fountain), 162 First; Kearny 200.  
 Grozinger, E. A. & Co. (D) (Concentrated), 623 Sansone; Doug. 7119.  
**HORST E. CLEMENTS**, (Malt), 235 Pine; Kearny 2655.  
**LEE-GREENS CO., INC.** (M) (Soda Fountain), 572-576 Folsom;  
 Garfield 5574.  
 Leighton Industries, Inc. (M), 2790 Taylor; Franklin 38.  
 Le Cahin Products Co., 810 California; Sutter 936.  
**MAGNUS FRUIT PRODUCTS CO.** (M) (Soda Fountain), 301  
 Howard; Douglas 2471.  
 Martini, E. (M), (Caramel), 714 Montgomery; Kearny 582.  
 Pacific Coast Syrup Co. (M), 731 Sansone; Kearny 4361.  
 Western Sugar Refinery, Twenty-third and Louisiana; Douglas 5600.

**TABLES—STEAM**

H. & H. Mfg. Co. (M), 165 Eddy; Prospect 3070.  
 H. John G. & Co. (M), 820 Market; Sutter 936.  
**MANGRUM & OTTER, INC.** (M), 827 Mission.  
 Topper, T. J. Co. (M), 1089 Mission; Market 7561.  
 Western Range Co. (M), 849 Mission; Garfield 6922.

**TAGS AND LABELS**

Bonnestell & Co. (W), 11 First; Sutter 640.  
 Dennison Mfg. Co. (M), 555 Market; Douglas 872.  
 Dennison Mfg. Co. (F.H.) 883 Market; Kearny 3789.  
**EASTMAN, HOWARD CO.** (M), 444 Brannan; Kearny 5102.  
 Haysman Well Co. (W), 720 Mission; Douglas 1720.  
 Pacific Coast Tag Mfg. Co. (M) 45 Dove; Hemlock 705.  
 (M) (M), 500 Market; Kearny 1107.  
 Zellerbach Paper Co., 334 Battery; Garfield 2300

**TAILORS**

(SEE ALSO CLOTHING)

Borck, L. J., 175 O'Farrell; Douglas 1255.  
 Brainerd & Ericsson, 126 Post; Garfield 3860.  
 Bullock & Jones Co., (B), 340 Post; Kearny 4246.  
 Duhaie & Co., 108 Kearny; Douglas 2854.  
 Edlin, J., 702 Market; Sutter 3297.  
 Eichorn, J. A. & Bro., 212 Stockton; Sutter 6422.  
 Gordon Tailoring Co., 334 Market; Douglas 4949.  
 Gotthelm, L., 251 Kearny; Kearny 5370.  
 Grewall, W. L. Co., 704 Market; Kearny 2953.  
 Harris, Z. H., 592 Market; Garfield 342.  
 Kelleher & Browne, 716 Market; Douglas 5424.  
 Leachrock, Louis Ladies', 270 Sutter.  
 Leighton Industries, Inc., 45 Stockton; Garfield 1886.  
 Lindbeck, C. E., 25 Kearny; Douglas 4991.  
 McDonald & Collette Co., 709 Market; Douglas 3220.  
 McMahon & Keyer, Inc., 119 Kearny; Douglas 192.  
 Martin Bros., 785 Market; Douglas 276.  
 Miller, Martin O., 2926 Larkin; Kearny 5459.  
 Mills & Hagborn, 155 Montgomery; Douglas 662.  
 Nosek Bros., 617 Montgomery; Kearny 4784.  
 Olson & Holman, 110 Post; Kearny 4210.  
 Olson & Hjette, 68 Post; Kearny 775.  
 Planz, Theo., Inc., 238 Market; Kearny 5886.

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 Sellg Brothers, 518 Market; Kearny 1371.  
 Siska, Joseph K., 448 Powell; Garfield 680.  
 Sorensen, Charles M., 341 Montgomery; Kearny 2984.  
 Steil, Henry Co., 412 Montgomery; Kearny 506.  
 Stiegeler Bros., 732 Market; Kearny 3073.  
 Sumlin & Sons, 521 California; Douglas 4251.  
 Williams & Berg Co., 110 Sutter; Kearny 4573.

**TAILORS' SUPPLIES**

American Thread Co., Inc. (F.H.), 526 Mission; Kearny 3082.  
 Anderson-Cameron & Co. (E), 500 Sacramento.  
 Arnsfeldt, Simon & Co. (J-W) (Woolens and Tailors' Trimmings),  
 4672.  
 Baude, Frank W. (M.A.), 435 Mission; Douglas 3271.  
 California Hiding Co. (M), 272 Sutter; Kearny 1785.  
 California Peating Co. (M), 272 Sutter; Kearny 1785.  
 Carv, A. W. (Woolens and Tailors' Trimmings), 15 Stockton;  
 Douglas 1288.  
 Colman, Henry (M), 234 Geary; Douglas 4554.  
 Coppell Bros. (W), 110 First; Douglas 8270.  
 Crowley, J. B. (W), 86 Third; Kearny 482.  
 Dotmer, Bruener & Mason, Inc. (W), 28 Geary; Sutter 830.  
 Mulkenbuel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
**EASTMAN, HOWARD CO.** (M), 444 Brannan; Kearny 5102.  
 Fisher, Chas. (M.A.), 49 Geary; Kearny 1040.  
 Ford, C. W. R. Co., 161 Sutter; Sutter 4731.  
 Lighton-Jellott Co., Inc. (J-W), 526 Mission; Douglas 1793.  
 Levy, Jules & Co. (W), 340 Mission; Douglas 2573.  
 McClellan Mercantile Co. (M), 26 Battery; Sutter 3935.

**TALLOW**

American Glue Co. (M), Fairfax Ave. and Bankin; Mission 808.  
 Bissinger & Co. (J-B-E), 555 Front; Sutter 5343.  
 California Tallow Works, Inc., 214 Front; Garfield 548.  
 Sumner, W. B. & Co., Inc., 220 Townsend; Kearny 3337.  
 Western Meat Co. (M), Sixth and Townsend; Mission 7883.  
 Western Tallow Co. (M), 1599 Evans Ave.; Mission 6900.

**TAMALES**

Pioneer Tamales Cafe, 130 Mason; Sutter 8847.  
 Workman Packing Co. (M), 432 Seventh; Market 367.

**TANKS**

California Corrugated Culvert Co. (M), West Berkeley, Cal.; Ber. 5420.  
 California Steel Products Co. (M), 452 Bay; Prospect 6370.  
 Gogerty, Edward B. (M.A.) (Steel, Knock-down-Down); 564 Market;  
 Douglas 3300.  
 Hillstroek, Merrill & Stetson (M-J), 665 Sixth; Sutter 60.  
 Iron & Steel Contracting Co. (M), 215 San Bruno Ave.; Market 2466.  
 Krueger, James I. (M.A.), 417 Market; Kearny 3337.  
 Ocean Shore Iron Works, 550 Eighth; Market 462.  
 Pacific Tank & Pipe Co. (M) (Wooden), 318 Market; Kearny 3620.  
 Spaulding, Horace R. (D) (For Molasses Storage), 898 Folsom; Sutter  
 4499.  
 Standard Metal Products Co. (M), 558 Bryant; Sutter 5690.  
 Wesley, McAnuley & Furlong Co. (M) (Butcher's), 364 Eleventh.  
 Western Pipe & Steel Co. (M), 444 Market; Kearny 4110.  
 Winder, Geo. Co. (M), Eighth and Hooper; Market 5280.  
 Woodin & Little (M-A-D), 33-41 Fremont; Kearny 1087.

**TANNERS**

Frank, S. H. & Co. (M), 416 Battery; Douglas 6920.  
 Krug Tanning Co. (M), 1763 San Bruno Ave.; Mission 2600.  
 Kullman, Salz & Co., Inc. (M), 85 Second; Garfield 1940.  
 Legalle-Helwig Norton Co. (M), 1000 Fairfax Ave.; Mission 132.  
 Merten & Gebhardt (M), 135 Trumbull; Randolph 2724.  
 Patrick, A. B. Co. (M), Fairfax Ave. and Quint; Mission 6945.  
 Pfister & Vogel Co. (M), 569 Howard; Douglas 260.  
 Poesch & Peterson (M), 3112 Army; Mission 696.  
 Wagner Leather Co. (M), 39 Second; Kearny 1862.

**TANNERS' SUPPLIES**

Braun-Knecht-Heimann Co. (W-M), 576-584 Mission; Kearny 3493.  
 Hildebrandt, Struven & Co. (M-A-I-E), 320 Market; Kearny 4459.  
 Page & Morrison, 436 Jackson; Kearny 2469.

**TARTAR—CREAM**

American Cream Tartar Co. (M), 624 California; Douglas 6510.

**TAX SPECIALTIES**

Bigley, G. F., 105 Montgomery; Douglas 6673.  
 Butler Bureau, 40 Sansone; Kearny 7030.  
 Hemingway's Accountancy Institute, 220 Montgomery; Kearny 8122.  
 Houghtaling, William, 419 Tenth; Hemlock 1483.  
 Penney-Stephenson & Bossans Co., 315 Montgomery; Kearny 8592.  
 Scott, J. Harry, 465 California; Sutter 2656.  
 Scott, Mitchell & Heger, 700 Market; Sutter 1879.  
 Stephenson-Smith-Penney Co., 315 Montgomery; Douglas 4765.  
 Wardell, Fenney & Kaehler, 433 California; Douglas 1184.  
 Whitehurst, Delany; 369 Pine; Kearny 7620.

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Atlas Taxicab & Auto Services Co., 1645 California; Graystone 400.  
 Caduce Taxicab Co., Inc., 906 Post; Prospect 42.  
 San Francisco Auto Tours Co., Inc., 585 Post.  
 Yellow Checker Cab Consolidated, 1645 California; Graystone 4500.

## TEA

Brandenstein, M. J. & Co. (H-M), 605-685 Third; Kearny 2672.  
 Cranston, C. G. (B), 157 California; Prospect 4148.  
 Caswell, Geo. W. Co. (H-M), 438 Second; Sutter 6654.  
**FOLGER, J. A. & CO.** (M), 101 Howard; Davenport 234.  
 Hall, E. S. Co. (B), 110 E. 15th; Sutter 4833.  
 Irwin-Harrison-Whitney, Inc. (I-E), 25 California; Sutter 7398.  
 Jones-Thierbach Co. (M), 457-417 Battery; Kearny 2761.  
 Lutz, Thos. J., Inc. (M), 561 Mission; Sutter 18.  
 Lonhard, J. A. & Co. (M), 225-232 Front; Sutter 778.  
 Milo Coffee Co., Inc., 759 Harrison.  
 Schilling, A. & Co. (M), second at Folsom; Kearny 1201.  
 Tyler, H. & Son (M), 154 Davis; Sutter 1364.  
 United Coffee Corp. (I-W), 306-308 Sacramento; Garfield 87.

## TELEGRAPH AND TELEPHONE COMPANIES

All America Cables, Inc., 89 Broad; New York City.  
 American District Telegraph Co., 150 Post; Douglas 3355.  
 Federal Telegraph Co., 582 Market; Garfield 1303.  
 Pacific Telephone & Telegraph Co., 10 New Montgomery; Garfield 12000.  
 Postal Telegraph Co., 470 Market; Kearny 1000.  
 Western Union Tel. Co., 742 Market; Sutter 4321.

## TERRAZO WORK

Segniari D. & Co., Inc., 35 Cook; Pacific 691.

## THEATRES—MOTION PICTURE

Alexandria Theatre, 5400 Geary; Evergreen 16.  
 American Theatre, 1226 Fillmore; Folsom 262.  
 California Theatre, Market and Fourth; Hemlock 2040.  
 Coliseum Theatre, 745 Clement; Evergreen 16.  
 Cortland Theatre, 804 Cortland Ave.; Mission 3288.  
 Edison Theatre, 49 Powell; Douglas 4833.  
 Granada Theatre, 1066 Market; Hemlock 2040.  
 Harding Theatre, 443 Divisadero; Walnut 262.  
 Imperial Theatre, 1075 Market; Hemlock 2040.  
 Loc's Warfield Theatre, 988 Market; Franklin 922.  
 Metropolitan Theatre, 2050 Union; West 36.  
 New Balboa Theatre, 3630 Balboa; Evergreen 16.  
 New Fillmore Theatre, 1239 Fillmore; West 21.  
 New Mission Theatre, 2546 Mission; Mission 8.  
 Portola Theatre, 779 Market; Hemlock 2040.  
 St. Francis Theatre, 965 Market; Hemlock 2040.  
 West Portal Theatre, 85 West Portal Ave.; Sutter 8596.  
 Westwood Park Theatre, 1664 Ocean Ave.; Randolph 6500.

## THEATRES—VAUDEVILLE AND DRAMA

Alcazar Theatre, 223 O'Farrell; Kearny 2.  
 Orpheum Theatre, 147 O'Farrell; Douglas 70.  
 President Theatre, 80 McAllister; Sutter 33.  
 Union Square Theatre, 160 O'Farrell; Sutter 4141.

## THEATRICAL BOOKING AGENTS

Blake & Amber, 973 Market; Douglas 400.  
 Oppenheimer, Selby C. (Concerts and Lectures), 68 Post; Sutter 6000.

## THERAPY APPARATUS

De Luxe Radiant Lito Therapy Co., 870 Market.

## TICKETS—ADMISSION

Hancock Bros. (M), 25 Jessie; Douglas 2191.  
 Tablet & Ticket Co., 407 Sansome; Douglas 250.

## TILE

**CALIFORNIA BRICK CO.** (M), 604 Mission; Sutter 4345.  
 Clark, N. & Sons, 116 Natoma; Kearny 2830.  
 Gervais, Henry, 1727 Mission; Market 3973.  
 Glanville McLean & Co. (M), 669 Market; Douglas 540.  
 Heidt, W. Cornice Works (M), 152-169 First; Kearny 3587.  
**LIVERMORE FIRE BRICK WORKS, INC.** (M), 604 Mission; Sutter 4345.  
 Malin & Peterson (M-J), 3221 Twentieth; Atwater 1600.  
**MANGRUM & OTTER** (M) (Wall and Floor), 827-831 Mission; Kearny 3155.  
 Mads Art Tile, 55 New Montgomery; Garfield 4980.  
 National Stone Tile Corp., 625 Market; Douglas 1798.  
 Progressive Tile & Mantel Co., 559 Washington; Douglas 3747.  
 Richardson, E. H., 77 O'Farrell; Sutter 5333.

## TIN

Metal & Thermit Corp. (M), South San Francisco; Mission 518.

## TIRES—AUTOMOBILE

Costello-Lang Co., Inc., 556 Golden Gate Ave.; Prospect 135.  
 Fisk Tire Co., 422 Second; Sutter 1090.  
 General Cord Tire Co. (W), 1221 Van Ness Ave.; Prospect 9272.  
 Goodrich, E. F. Rubber Co. (F-B), 600 Second; Sutter 5161.  
 Goodyear Tire & Rubber Co., 450 Townsend; Douglas 9415.  
 Hewitt Rubber Co. of Cal., 670 Third; Kearny 1584.  
 Hood Rubber Co. (F-B), 585 Howard; Sutter 4845.  
 Keaton Tire & Rubber Co. (M), 398 Kansas; Hemlock 130.  
 Pennsylvania Rubber Co., 735 Bryant; Sutter 1121.  
 Service Truck Tires Co., 120 Levent; Sutter 4845.  
 Sparks-Beltz Co., 865 Post; Prospect 1500.  
 Tansy-Crowe Co. (D), 969 Geary; Prospect 2000.  
**U. S. RUBBER CO. OF CAL.** (F-B), 300 Second; Sutter 2323.

## TOBACCO

American Tobacco Co. of the Pacific Coast (W), 1 South Park; Sutter 4790.  
 Benderich, S. Inc. (M), 566 California; Sutter 6270.  
 Berovich, H. Co. (I-W-R), 337 Sacramento; Kearny 866.  
 Blaskower, M. Inc. (W-R), 201 Montgomery; Douglas 5441.  
 Ehrman Bros., Horn & Co. (I-J), 549 Third; Kearny 596.  
 Elam, Edw. M. (I), 112 Market; Kearny 458.  
 General Clear Co. (I-W), 601 Third; Garfield 1830.  
 Gibbs, John D. (M) (Edgewater), 310 Brannan; Garfield 5567.  
 Glase I Bros. (W), 475 Fourth; Sutter 4450.  
 Larus & Bro. Co. (W), 310 Brannan; Garfield 5567.  
 Liggett & Myers Tobacco Co. (W-R), 615 Fourth; Garfield 400.  
**MARX BROS. CIGAR CO., INC.** (I-W-R), 155 Montgomery; Douglas 8554.  
 Michalchicko Bros. & Co., Inc. (W), 129 First; Douglas 7718.  
 Petri Cigar Co., Inc. (M), 900 Battery; Kearny 3968.  
 Sutliff, Henry (M), 578 Market; Douglas 5036.  
 United Clear Stores Co. (W-R), 555 Third; Kearny 3642.  
 Western Tobacco Co. (M), 516 Washington; Kearny 1302.

## TOILET PREPARATIONS

Bristol-Myers Co. (F-B), 543 Howard; Sutter 4672.  
 Gray, Ralph E. (M), 760 Market; Douglas 4528.  
 Green Mfg. Co. (M), 367 Fifth; Douglas 978.  
 Madame Marie, 2123 Fillmore; West 370.  
 Maurice Co. (M), 340 Sansome; Sutter 6276.  
**ROGERS, R. B. CHEMICAL CO.** (M), 527 Commercial; Kearny 150.

## TOOLS

(SEE ALSO HARDWARE)

Atkins, E. C. & Co. (F-B), 257 Mission; Kearny 3484.  
 Brown, Chas. & Sons (W-R), 87-87 1/2 Market; Sutter 6030.  
 California Tool Works (M) (Machine), 181 Beale; Kearny 1757.  
 Kortek Mfg. Co. (M), 335 First; Sutter 516.  
 Marwood, C. W. (D) (Fine and Sign), 76 First; Douglas 4180.  
 Mueller Co. (F-B) (Plumbers'), 1072-1076 Howard; Hemlock 840.  
 Osgood & Howell (M) (Small), 85 Second.  
 Page & Morrison (Tannery), 436 Jany; Kearny 2469.  
 Pater, Milton Company (M), 681 Market; Garfield 453.  
 Reliance Machine & Mfg. Co. (M) (Machine), 20 Cheltenham.  
 San Francisco Tool Works & Tool Co. (M), 230 Fremont; Kearny 1629.  
 Simonds Saw & Steel Co. (F-B), 288 First; Kearny 4467.  
 Voorhees, W. R. & Co. (M), 417 Market; Sutter 6574.  
 Walworth Mfg. Co., Rialto Bldg.  
 Wachtler, Walter E. (M), 204 First; Kearny 4213.

## TOURS AND CRUISES

American Express Co., Market and Second; Kearny 3100.  
 Cook, Thos. & Son, 128 Sutter; Kearny 3512.  
 Peak-Judah Co., Inc., 672 Market; Kearny 2751.  
 Raymond & Whitcomb Co., 657 Market; Sutter 5882.  
 World Travel Bureau, 55 Fifth.

## TOWEL SUPPLY SERVICE

Office Towel Supply Co., 569 Montgomery; Douglas 1129.  
 Sunset Towel Supply Co., 55 New Montgomery; Garfield 4980.

## TOYS

**AMERICAN IMPORT CO.**, 16 First; Kearny 2067.  
 Baer Notion & Toy Co. (W), 740 Mission; Sutter 2366.  
 California Notion & Toy Co. (M), 553 Market; Douglas 872.  
 Novelty Import Co. (I-J), 717 Market; Kearny 748.  
 Pacific Stationery & Specialty Co., 599 Mission; Douglas 890.  
**PARAFFINE COMPANIES, INC.** (M), 475 Brannan; Douglas 9420.

## TRACTORS AND TRAILERS

Ralston Iron Works (M), Twentieth and Indiana; Mission 4718.  
 Reliance Trailer & Truck Co., Inc. (M), 1642-1664 Howard; Market 4895.  
**YUBA TRF. CO.** (M), 433 California; Sutter 2345.

## TRADE MARKS AND COPYRIGHTS

MIDA'S PACIFIC COAST TRADE MARK BUREAU, 112 Market.

## TRAFFIC BUREAUS

Bishop & Bahler, 127 Montgomery; Sutter 1040.  
 Clifford Traffic Service, 16 California; Garfield 4969.  
 California Traffic Bureau, 180 New Montgomery; Douglas 6565.  
 Kipp, A. V., 681 Market; Sutter 502.  
 Larsson Traffic Service, 268 Market; Sutter 6834.  
 Sinton & Berry, 461 Market; Douglas 5464.  
 Wholesale Traffic Assn., 461 Market; Sutter 4436.

## TRAYS—JEWELRY

Muhs Mfg. Co. (M), 272 Tehama.

## TRAYS—LAUNDRY

Wesley-McCauley-Furlong Co. (Cement), 364 Eleventh Street.

## TRIMMINGS

Armstein, Simon & Co. (I-W) (Tailors'), 86 Third; Kearny 4672.  
 Baude, Frank W. (M) (Dress), 435 Mission; Douglas 3271.  
 Bauer Bros. & Co. (W) (Dress), 83 First; Douglas 731.  
 Caro, A. W. (W) (Tailors'), 15 Stockton; Douglas 1288.  
 Chase, L. C. & Co. (F-B) (For Autos), 74 New Montgomery; Douglas 5279.  
 "Colombia" Henry (M) (Dress), 239 Geary; Douglas 4554.  
 Crowley, J. B. (W), 86 Third; Kearny 482. (Dress).  
 Detmer, Bruner & Mason, Inc. (W) (Dress and Tailors'), 28 Geary; Sutter 830.  
 Dinkelspiel, L. Co., Inc. (W) (Dress and Upholstery), 125 Battery; Douglas 1900.  
 Dreyfus, Henry (W) (Dress and Upholstery), 1300 Geary; Douglas 1288.  
 Fisher, Chas. (M) (Dress and Upholstery), 49 Geary; Kearny 1669.  
**FORD, C. W. R. CO.** (Tailors), 164 Sutter; Sutter 4731.

## TRIMMINGS—Continued

Hulse-Bradford Co. (I-W) (Upholstery), 844 Mission; Garfield 526.  
Kallischer, N. & E. (W) (Upholstery), 57 First; Douglas 2965.  
Kessler, Kenneth M. (W) (Dress), 125 Market; Sutter 2558.  
Laddlow Co. of Cal. Auto. (I-W) Post West 3933.  
Leon, N. R. & Co. (W) (Dress), 40 First; Douglas 1598.  
Lyles, Julius & Co. (W) (Dress), 340 Mission; Douglas 2873.  
McLeod Mercantile Co. (W) (Dress), 29 Battery; Sutter 3935.  
Moore, Walton N. Dry Goods Co. (W) (Dress and Upholstery), Mission and Fremont; Davenport 841.  
Walter, D. & N. E. (M) (Shoes), 562 Mission; Sutter 100.  
Wirtzner, John J. (M) (Upholstery), 85 Second; Douglas 609.

## TRUCKS—FACTORY

Dunham, Carrigan & Hayden Co. (W), 2 Kansas; Park 9500.  
Eames Company (M), 401 Third; Sutter 429.  
Gunn, Carl & Co. (M) (Electric, Etc.), 344 Market; Sutter 2720.  
Perin, Ira G., 240 Davis; Sutter 3476.  
Spaulding, Horace R. (D), 208 Mission; Sutter 4199.  
Western Butchers Supply Co. (J), 156-160 Fourth; Sutter 6724.

## TRUCKS—MOTOR

Antocar Sales & Service Co., 138 Fremont; Sutter 1730.  
Bacon, Edw. R. Co. (M), seventeenth and Folsom; Hemlock 3700.  
Doane Motor Truck Co. (M) (Low-Bed), 425 Fourth; Garfield 1358.  
Federal Motor Truck Co. of Cal., 1350 Howard; Park 3105.  
Garford Motor Truck Co. (M), 1011 Howard; Market 520.  
General Motors Truck Co., 515 Van Ness Ave.; Market 1047.  
Hall-Scott Motor Car Co. (Inc.), 620 Market; Douglas 263.  
Hewitt-Laddow Auto. Co., Inc., 117 Eleventh; Market 1810.  
Kliber & Co., Inc. (M), 1426 Folsom.  
Moreland Sales Corp., 35 Van Ness Ave.; Market 3891.  
Ruston Iron Works (M), (Dress and Upholstery) and Lodiina; Mission 4718.  
Reitenmeyer, Frank (D), (Electric), 400 Eighth; Market 7045.  
Sterling Motor Truck Co. of Cal., Mission and Twelfth; Park 154.  
White Co. (FB), 1500 Mission; Hemlock 3100.

## TRUNKS

Friedberg-Grunauer Co. (W), 48 Fremont; Douglas 3151.  
Hirschfelder & Measney (M), 36 Battery; Douglas 616.  
Levin, A. & J. (R), 884 Market; Garfield 1138.  
Malm, C. A. & Co. (M), 598 Market; Sutter 2199 Folsom.  
Oppenheimer, The Truck Man (R), 758 Market; Kearny 3641.  
Travelers Trunk Co. (R), 61 1/2 Farrell; Douglas 2180.

## TRUST COMPANIES

(SEE ALSO BANKS)

Equitable Trust Co. of New York, 485 California; Garfield 1861.  
Harris Trust & Savings Bank, 220 Montgomery; Sutter 1873.

## TUGS AND TOW BOATS

Crowley Launch & Tugboat Co., Pier 14; Davenport 3651.  
Harbor Tug & Barge Co., Pier 16; Davenport 1855.  
Peterson, Henry C., Inc., Pier 16; Davenport 1855.  
Shipowners & Merchants Tug Boat Co., Pier 15; Kearny 3497

## TURNINGS—WOOD

Bolander, L. Ph. & Co. (M), 954 Bryant; Park 1337.  
Hass Wood & Livery Works, 64 Clementina; Kearny 1477.  
Lawn Mfg. Co. (M), 444 Market; Sutter 1765.  
Sebenk, E. (M), 154 Stillman; Garfield 2780.

## TWINES

Ames, Harris Neville Co. (MA), 37 Front; Kearny 5560.  
Bonestell & Co. (W), 118 First; Sutter 646.  
Heyman Weil Co. (W), 720 Mission; Douglas 1720.  
Linen Thread Co., 443 Mission; Douglas 857.  
Logie, Alexander (I), 260 California; Sutter 5970.  
Morse, A. U. & Co. (MA), Rialto Bldg.; Douglas 1740.  
Pacific Coast Paper Co. (W), 545 Mission; Kearny 3730.  
Pacific Cordage Co. (MA), 360 Ninth; Hemlock 5725.  
Plummer, W. A., 216 Pine; Kearny 7075.  
Wicks-Howe-Emerison Co. (M), 90 Market; Douglas 86.  
Zelberbach Paper Co., 534 Battery; Garfield 2300.

## TYPE—PRINTERS

AMERICAN TYPE FOUNDERS CO. (FB), 500 Howard; Sutter 1950.

## TYPEWRITERS AND SUPPLIES

Alexander, L. & M. & Co., 742 Market St., Sutter 306.  
American Ribbon & Carbon Co., 525 Market St.; Douglas 746.  
American Writing Machine Co. (R), 506 Market; Douglas 649.  
Corona Typewriter (FB) (Supplies), Sutter 1528.  
H. & M. C. Co., Inc. (R) (Supplies), 75 Annie; Sutter 2000.  
Holiday Typewriter Exchange, 461 Market; Kearny 2622.  
Ike Lee Mfg. Co. (FB) (Supplies), 25 Kearny; Sutter 4923.  
Kinsey Bros. & Hoffman, Inc. (D) (Supplies), 883 Market; Douglas 3555.  
Miller, C. H. Co. (Ribbons and Carbon), 717 Market.  
Pacific Carbon & Ribbon Mfg. Co. (M), 1451 Harrison; Hemlock 628.  
Remington Typewriter Co., 42 Second; Garfield 2900.  
Royal Typewriter Co., 126 Post; Kearny 860.  
San Francisco Typewriter Exchange, 506 Market; Sutter 4734.  
Smith, L. C. & Bros. Typewriter Co., 432 Market; Garfield 4289.  
Stone Typewriter & Ribbon Mfg. Co., 572 Market; Douglas 4488.  
Typewriter Co. (R), 739 Market; Kearny 1036.  
Typewriterium Co., Inc. (D) (Return), 457 Market; Kearny 5788.  
Uderwood Typewriter Co., 531 Market; Douglas 5670.  
Wholesale Typewriter Co., 500 Market; Garfield 90.  
Woodstock Typewriter Co., 360 California; Douglas 7375.

## UMBRELLAS AND CANES

American Import Co., Inc. (M-I-J), 16 First; Kearny 2067.  
Anderson-Cameron & Co., 509 Sacramento; Douglas 6160.  
Fullmer, Chas. & Co. (FB) (Umbrellas), 104 Grant; Douglas 2081.  
Hirsch, Bernard C. (W), 7 Battery; Douglas 195.  
Moore, Walton N. Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
Nixon Dry Goods Co. (W), 100 Front; Sutter 690.  
O'Rourke Eubanks Hat Co. (M), 40 Fremont; Kearny 2421.  
Rosenthal, Maurice (W), 49 Battery; Kearny 7233.  
Western Fancy Goods Co. (W), 541-546 Mission; Douglas 2086.

## UNDERWEAR

Abrams, N. (W), 520 Mission; Douglas 2590.  
Albromheim & Co. (M-I-W), 821 Market; Douglas 5484. (Women's).  
AMERICAN IMPORT CO. (I-W), 10 First; Kearny 2067.  
Baby Shop, Inc. (M), 55 First; Douglas 3253.  
Bauer Bros. & Co. (M), 83 First; Douglas 731.  
Cluett Peabody & Co. (W), 150 Fine; Douglas 417.  
Crocker, A. & Co. (M), 32 Battery; Douglas 2560.  
Davis, Simon E. & Co. (W), 51 Fremont; Douglas 5922.  
Deinet Linen-Mesh Co. (W), 142 Kearny; Douglas 1761.  
Dinkelshel, L. Co., Inc. (W), 125 Battery; Douglas 1900.  
Feisel, E. J. (W), 334 Mission; Garfield 4264.  
Fleischman, M. R. (M), 15 Battery; Douglas 4741. (Women's).  
Gantner & Mattern Co. (M), 461 Mission; Kearny 6900.  
Greenbaum, Weil & Michaels (W), 710 Mission; Kearny 4548.  
Grubin Bros., 120 Battery; Douglas 3631.  
Gwyer Co. (R), 228 Post; Douglas 7253.  
Kaysor, Julius & Co. (FB), 605 Market; Douglas 7881.  
Lewis, Edgar S. (M), 89 Battery; Sutter 5214. (Women's).  
Malizer & Bauer (M), 110 Bush; Douglas 829.  
Rudoe, Sidney (M), 69 First; Kearny 44.  
Western Fancy Goods Co. (W), 544-546 Mission; Douglas 2086. (Silk.)

## UNIFORMS

Cowan, Frank Mfg. Co. (M), 612 Howard; Garfield 4039. (Nurses).  
Ehrle Uniform Mfg. Co. (M), 111 New Montgomery.  
Eisner, Samuel Co. (FB), 453 Mission; Garfield 5331.  
Harris Joe (R), 255 Embarcadero; Kearny 2504.  
Miller, Martin N., 2924 Lyon; Fillmore 5459.  
Praer, L. 887 Market; Douglas 3053.  
Pasquel, B. Co. (M), 114 Kearny; Kearny 1213.  
Fawcett-Irby-Columbia (W), 504-506 Mission; Douglas 6375.

## UPHOLSTERING

Bernhard Mattress Co., The, 739 Mission; Kearny 700.  
Hoey, John & Co. (M), 200 Vermont; Park 4252.  
Larkins & Co. (M), 3700 Geary; Pacific 7957. (Automobile).  
Peterson & Co. (M), 1645 Pacific Ave., Graystone 2900. (Automobile).  
Slonon Mattress Mfg. Co. (M), 1900 Sixteenth; Park 843.  
Sloane, W. & J. (I-W-I), 216-228 Sutter; Garfield 2858.

## URNS—COFFEE

H. & H. Mfg. Co. (M), 185 Eddy; Prospect 3079.  
MANORUM OTTER, JWS. (M), 827 Mission; Kearny 3155.  
Topper, T. J. Co. (M), 1089 Mission; Market 7561.

## UTENSILS—HOUSEHOLD

Grosse, Wm. & Co. (I), 612 Howard; Kearny 4072.  
Holbrook, Merrill & Stetson (M-J), 665 Sixth; Sutter 60.

## VALVES

BAILEY, CHAS. M. CO. (MA), 661 Folsom; Kearny 2500.  
Bossinger, Robt. O. (D), 55 New Montgomery; Garfield 5861.  
California Steam & Plumbing Supply Co. (D), 671 Fifth; Sutter 737.  
Crane Co., 301 Brannan; Sutter 7840.  
Dredge, Theo. F. (MA), 681 Market; Sutter 3497.  
Garratt, W. T. & Co. (M), 299 Fremont; Kearny 168.  
Greenleaver's M. Sons (M), 765 Folsom; Sutter 2640.  
Kelly & Jones Co. (FB), 671 Fifth; Sutter 737.  
Kennedy Valve Mfg. Co. (FB), 448-450 Tenth; Hemlock 643.  
Main Iron Works (M-MA), 1000 Sixteenth; Market 752.  
Mueller Co. (FB), 1072-1076 Howard; Hemlock 840.  
Ohio Elevator Co. (M), 1 Beach; Kearny 3030. (Elevator).  
Tay, George H. Co. (W-D), 165 Eighth; Hemlock 3000.  
United States Cast Iron Pipe & Foundry Co. (FB), 681 Market.  
Walworth Mfg. Co., Rialto Bldg.  
Weissbaum, G. & Co. Pipe Works (M), 133 Eleventh; Market 272.

## VAULTS AND SAFES

HERMANN SAFFO CO. (M), 224-246 Fremont; Kearny 543.

## VEGETABLE OILS

(SEE ALSO OILS)

EL DORADO OIL WORKS, (M), 210 California; Garfield 133.

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SODA FOUNTAINS, CONFECTIONERS, ICE CREAM MANUFACTURERS, BAKERS



## VENTILATING SYSTEMS

Atlas Heating and Ventilating Co. (M), 557-567 Fourth; Douglas 378.  
 Buffalo Forge Co. (FB) (Blowers, Fans, Etc.), 544 Market; Gar. 596-4.  
 Gilles-Schmidt Co., Inc. (M), 192-198, O'Farrell Market 965.  
 Main Iron Works (M-MA), (Mine, Etc.), 1000 Sixteenth; Market 752.  
 Nelson, Jas. A., Inc. (M), 1375 Howard; Hemlock 140.  
 Ross-Blow Pipe Mfg. Co. (M), 148 Ninth; Market 3345.  
 Scott Co. (M), 243 Minna; Douglas 3948.  
 Standard Metal Products Co. (M), 555 Bryant; Sutter 5690.  
 Sturtevant, B. F. Co. (M-FB), 681 Market; Sutter 5447.

## VINEGAR

California Coobering Co. (M), 110 Market; Sutter 6420.  
 Cereul Products Refining Corp. (M), 762 Fulton; Garfield 474.  
 Consumers Compressed Yeast Co. (M), 154 McAllister; Park 972.  
 Fleischmann Co. (M), 941 Mission; Garfield 2221.

## WAISTS AND BLOUSES

Bauer Bros. & Co. (M), 83 First; Douglas 731.  
 Cowan Frank Mfg. Co. (M), 612 Howard; Garfield 4039.  
 Dodd, C. J. Co. (W), 833 Market; Sutter 2189.  
 Graman & Kaufman (M), 40 First; Douglas 7011.  
 Hoff, William (W), 212 Stockton; Kearny 1632.  
 Milady Mfg. Co. (M), 88 First; Sutter 7533.  
 Moore, Walton N., Dry Goods Co. (W), Mission and Fremont; Dav. 841.  
 Rosenthal, Maurice (W), 49 Battery; Kearny 7213.  
 Rudee, Sidney (MA), 69 First; Kearny 44.

## WALLBOARD

FARAFFINE COMPANIES, INC. (M), 475 Brannan; Douglas 9420.  
 WESTERN ASBESTOS MAGNESIA CO. (M), 21-29 South Park;  
 Douglas 3860.

## WAREHOUSES AND STORAGE

Associated Terminals Co., 9 Main; Davenport 3600.  
 Baker-Bowers Warehouse Co., 945 Battery; Garfield 2506.  
 Becker Storage Co., 1467 Broadway; Graystone 200.  
 Bekins Van & Storage Co., Thirteenth and Mission; Market 15.  
 Belshaw Warehouse Co., 142 Beale; Sutter 2065.  
 Caldwell Warehouse Co., Inc., 310 Brannan; Sutter 4080.  
 De Pae Warehouse Co., 9 Main; Davenport 3600.  
 Dodd Warehouse, 100 Lombard; Garfield 815.  
 Eudander Drayage & Warehouse Co., 435 Battery; Sutter 4225.  
 Grange Warehouse & Storage Co., Modesto, Cal.  
 Grangers Business Assn., 485 California; Kearny 1234.  
 Hall Warehouse Co., Pleasanton, Cal.  
**HASLETT WAREHOUSE CO.**, 60 California; Kearny 2522.  
 King & Co., 625 Second; Kearny 1040.  
 Lawrence Warehouse Co., 37 Drumm; Douglas 5577.  
**MILLER FIREPROOF STORAGE**, 366-370 Turk; Franklin 531.  
 Nolan Drayage & Warehouse Co., 153 Second; Sutter 6160.  
 Nolin, U., 236 Ritch; Douglas 3819.  
 Pacific Warehouse Co., 699 Fifth.  
**PARR TERMINAL CO.**, 1 Drumm; Kearny 441.  
 Pierce-Rudolph Co., 1450 Eddy; West 828.  
 San Francisco Bay Terminals Co., 564 Market; Kearny 6671.  
 San Francisco Storage Co., 965 Sutter.  
 San Francisco Warehouse Co., 625-647 Third; Sutter 3461.  
 Seawall U. S. Bonded Warehouse, 1501 Sansome; Kearny 869.  
 Signal Transfer & Storage Co., 1250 Polk; Franklin 318.  
 South End Warehouse Co., 631 Second; Kearny 2200.  
 Southern Warehouse Co., 2701 Sixteenth; Market 7254.  
 Stringer Storage Co., 2027 Sutter; West 999.  
 Walkup Drayage & Warehouse Co., 358 Bryant; Douglas 8660.  
 Wilson Bros. Co., 1630 Market; Park 271.  
 Worthington, A. C. & Co., Inc., 9 Main; Davenport 3600.

## WATCHES AND CLOCKS

Barth, Rudolph (R) (Repairs), 75 O'Farrell; Garfield 2735.  
 Bernhardt, Geo. H. Co. (MA), 369-370 Fremont; Kearny 4444.  
 Goodman's International Importing & Exporting Co. (I-E), 1570 Ellis;  
 King, Jesse W. (MA), 704 Market; Sutter 2775.

## WATER

Calso Co. (M) (Medicinal), 524 Gough; Market 2934.  
 Harvey & Roberts, (Fresh Water for Ships), Pier 15; Kearny 238.  
 Radium Ore Revigator Co. (M) (Water Jars), 693 Sutter; Franklin 780.  
 San Francisco Seitzer Water Co. and New Century Soda Works Co., Inc.  
 (M) (Carbonated), 436 Green; Douglas 2496.  
 Shasta Water Co. (M) (Carbonated), 699 Brannan; Kearny 2661.  
 Spring Valley Water Co., 425 Mason; Prospect 7000.

## WATER SOFTENING PLANTS

CALIFORNIA FILTER CO., INC. (M), 465 California; Kearny 1390.

## WATERPROOFING MATERIALS

FARAFFINE COMPANIES, INC. (M), 475 Brannan; Douglas 9420.  
 WESTERN ASBESTOS MAGNESIA CO. (M), 21-29 South Park;  
 Douglas 3860.

## WAX

ASSOCIATED OIL CO. (M), 79 New Montgomery; Kearny 4800.  
 Martin-Senour Co. (FB) (Liquid, Floor, Etc.), 712-714 Sansome.  
 Shell Co. of California (M), 200 Bush; Garfield 6100.  
**STANDARD OIL CO.** (M), 225 Hush; Sutter 7700.  
 United Shoe Machinery Co. (FB) (Sneakers), 859 Mission.

## WAX PRODUCTS

Cohn, Mervyn D. (M), 109 New Montgomery; Kearny 4967.  
 Kehoe Display Fixture Co. (M), 541 Market; Douglas 1270.

## WEATHER STRIPS

Chamberlin Metal Weather Strip Co., 247 Minna; Sutter 899.

## WEIGHERS—PUBLIC

Burton, Partland & Co., 16 Steuart; Davenport 2420.  
 Core & Herbert, 16 Steuart; Davenport 2420.  
 Fox, A., 32-34 Commercial; Garfield 135.  
 Hartman, Paul & Co., 43 Drumm; Sutter 7249.  
 MacNichol & Co., Pier 5; Kearny 5342.  
 Ordway & Brennan, 800 Sixth; Market 311.

## WELDING AND BRAZING

Iron & Steel Contracting Co. (M) (Electric), 215 San Bruno Ave.;  
 Market 2469.  
 Klister, Oscar (M), 51 Tehama; Douglas 2426.  
 Metal & Thermit Corp. (M) (Thermit Process), South San Francisco;  
 Mission 518.

## WELDING SUPPLIES

Bullard, E. D. Co. (D-MA), 565 Howard; Douglas 6320.  
 Union Carbide Sales Co., 351 California; Douglas 1640.  
 Victor Oxide-Acetylene Equipment Co. (M), 842 Folsom; Douglas 934.

## WINDOW DEVICES

Dean Reversible Window Co. (M), 551-555 Brannan; Kearny 1516.  
 Hauser Window Co. (M), 1370 Harrison; Hemlock 1062.

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**WINDOWS—METAL**

(SEE ALSO SASH AND DOORS)

Dean Reversible Window Co. (M.), 551-555 Brannan, Kearny 1516.  
Fardner Concrete Works (M.), 269 Potrero Ave., Hemlock 4100.  
Hilt, W. Corrine Works (M.), 2085 Market, Kearny 3287.  
United States Metal Products Co. (M.), 330 Third, Hemlock 3160.

**WIRE**

Bacon, Edw. R. Co. (M.), Seventeenth and Folsom; Hemlock 3700.  
Baker, Hamilton & Pacific Co. (W.), 700 Seventh; Park 9000.  
California Wire Cloth Co. (M.), 687 Mission, Kearny 7997.  
Cedeno Fuel & Iron Co. (M.), 2045 Market; Douglas 2469.  
**COLUMBIA STEEL CORP.** (Rods), 215 Market; Douglas 8760.  
Edwards, E. H. Co. (M.), 225 Bush; Garfield 6210.  
Giant Powder Co. (M.), 2001 Market; Kearny 1778.  
Lechop, A. & Sons Rope Co., 681 Market; Sutter 2814.  
Omonte Co. Insulated, 681 Market; Garfield 5960.  
**ROEBLING'S JOHN A. SONS CO. OF CAL.** (Flb.), 624 Folsom; Kearny 2429.  
Rulofson, A. C. Co. (M.), 681 Market; Douglas 2278.  
Safety Insulated Wire and Cable Co. (Flb.), 589 Howard; Sutter 4685.  
Simplex Wire & Cable Co. (Flb.) Electric, 300 Fourth; Douglas 4220.  
Standard Underground Cable Co. (M.), 1 Montgomery; Kearny 4331.  
Sterling & Harkness (M.), 311 California; Garfield 5020.  
Vielwire Spinner Steel Corp. (Flb.), 144 Townsend; Douglas 2040.  
Worden, W. H. Co., 126 Pine; Kearny 1181.

**WIRE AND IRON WORK**

(SEE ALSO IRON WORKS)

**STANDARD FENCE CO.** (M.), 432 Battery, Douglas 2676.**WOOL**

Hissinger & Co. (J-H-E), 555 Front; Sutter 5343.  
Marx, A. Co. (J), 821 Market; Sutter 6313.  
Summer, W. B. & Co., Inc., 220 Townsend; Kearny 3337.  
**TYSON, E. H.** (M.), 2001 Market; Garfield and Grassy, 690 Market; Plant; Stockton, Cal.; Kearny 3042.

**WOOLENS**

Arnstein, Simon & Co. (J-W), 80 Third; Kearny 4672.  
Caro, A. W. (W.), 15 Stockton; Douglas 1200.  
Chapman & Craig (J-W), 742 Market; Sutter 2549.  
Sprell Bros. (W.), 110 First; Douglas 8270. (Dress Goods.)  
Distner, Brannan & Co. (W.), 28 Geary; Sutter 830.  
Hutchings & Co. (W.), 25 Kearny; Douglas 4759.  
Jecker Co. (H), 218 Post; Douglas 7253.  
Karnalensel, Robert (M.), 85 Post; Kearny 5264.  
Karsky & Abraham (W.) Flannel, 37 Battery; Douglas 2165.  
Lowe, Donald & Co., Inc. (J), 25 Kearny.  
Moore, Walton N. Dr. (W.) (Dress Goods), Mission and Fremont; Davenport 841.  
Reiss Bros. Co. (W.), 77 O'Farrell; Douglas 3047.  
Silberstein & Co. (W.), 717 Market; Douglas 2119.

**WRAPPERS—FOIL**

United States Foil Co. (Flb.), 500 Howard; Douglas 7834.

**WRECKING AND SALVAGE**

Dolan, Dan-J. J., 1659 Mission; Market 7011.  
Smoob Bros., 1435 Market; Park 6800.

**X-RAY APPARATUS**

Travers Surgical Co. (W.), 372 Sutter; Douglas 9471.  
Vandever, C. G. Co. (W.), 254 Market; Kearny 1437.  
Victor X-Ray Corp., 254 Sutter.

**X-RAY LABORATORIES**

McCormack, Franklin W., 209 Post; Sutter 2540.

**YACHTS AND BOATS**

Pugh, Joseph J. (B), 58 Sutter, Sutter 4682.

**YEAST**

Cereal Products Refining Corp. (M), 762 Fulton; Walnut 474.  
Consumers Compressed Yeast Co. (M), 154 McAllister; Park 972.  
Fleischmann Co. (M), 941 Mission; Garfield 2211.  
Mason By-Products (M), 2 Pine; Douglas 6720.

**ZINC PRODUCTS**

Great Western Electro Chemical Co. (M), 9 Main; Davenport 3260.  
New Jersey Zinc Co. (Flb.), 465 California; Sutter 6219.  
Reed, Geo. Russell, Co., Inc. (D) (Photo Engraving), 416 Jackson; Douglas 172.  
Stauffer Chemical Co. (M), 624 California; Douglas 6810

**INDIVIDUAL MEMBERS**

UNCLASSIFIED

Adams, E. W. (Adams Lumber Co.), 1 Montgomery.  
Alexander, Jules, Susanville, Cal.  
Alexander, Wallace M.; Alexander & Baldwin, Ltd., 215 Market.  
Allen, Horace H., Onis Corbin Co., 124 Broadway.  
Anderson, C. O. (American Shipmasters Association), 112 Market.  
Anderson, Jesse J. (Tabulating Service Co.), 369 Pine.  
Anry's Frank (W. O.), 124 Broadway.  
Archer, L. E. (International Mercantile Marine Co.), 460 Market.  
Armer, Ben. (Credit Men's Association), 681 Market.  
Avery, F. M. (Fire Insurance and Marine Exchange), 250 Montgomery.  
Bachmoo, Lawrence (D. N. & E. Walter & Co.), 562 Mission.  
Baker, Francis J., 52 Jordao Ave.  
Balbas, D. (New Leather Goods Co.), 760 Market.  
Baresilles, Pierre (California Fertilizer Works), 444 Pine.  
Barnes, F. B. (The Nation's Business), 465 California.  
Barnes, Fred J. (Julius Kayser & Co.), 605 Market.  
Barush, M. (Englander & Barush, Carhouse Co.), 635 Battery.  
Bates, Geo. E., 690 Market.  
Bean, B. T. (Klink Bean & Co.), 2 Pine.  
Besdy, W. L. (W. H. Allen & Co.), 245 California.  
Below, Robert (Nebur Estate Co.), 124 Geary.  
Beltrano, F. N. (Pezani Bank), 2 Columbus Ave.  
Bello, Frank, F. O. Box 290.  
Bernhard, Geo. M. (Palace Barber Shop), Palace Hotel.

**INDIVIDUAL MEMBERS—Continued**

Betts, Jas. E. (Continental Casualty Co.), 681 Market.  
Buder, H. A. (Massachusetts Mutual Life Insurance Co.), 681 Market.  
Bishop, John A. (Bishop & Higgins), 311 California.  
Bishop, Roy N., 620 Market.  
Bishop, Wilson (Fidelity-Phoenix Fire Insurance Co.), 60 Sansome.  
Blithen, Howard (Colonial Hotel), 630 Bush.  
Bluch, Fernand, Bloch's Hair Store, 170 Geary.  
Block, W. P. (Kardex Co.), 36 Second.  
Bly, H. Henry (C. W. Smith Company), 166 Washington.  
Boardman, Geo. C. (Boardman Bros. & Co.), 32 Montgomery.  
Borden, I. L. Farmer, 417 Montgomery.  
Boyer, C. H. (General Card Tissues), 121 Van Ness Ave.  
Boylan, Christopher C. (National Paint & Oil Co.), 159 Second.  
Bros. Howard M. (The Methodist Book Concern), 5 City Hall Ave.  
Brook, W. (Minnig), 620 Montgomery.  
Brooks, Geo. W. (Capitalist), 121 Second.  
Burnham, W. E. (Burnham Plumbing Co.), 1220 Webster.  
Butts, J. Felix (Butts Electric Equipment Co.), 590 Folsom.  
Byers, J. J. (National Malleable & Steel Castings Co.), 681 Market.  
Cadra, Peter J. (Nugget Cafe & Grill), 41-53 Post.  
Calkins, Ann, L. (Federal Reserve Bank), Federal Reserve Bank Bldg.  
Cameron, Alexander (American Bank Note Co.), 1 Montgomery.  
Cameron, Geo. T. (Santa Cruz Portland Cement Co.), 620 Market.  
Carler, A. (Road Checkwriters), 625 Market.  
Casson, J. P. (White House French Laundry), 2549 Clay.  
Chapman, John W. (Los Angeles Dispatch Line), Pier 24.  
Chawen, W. A. (California Association Hating Bureau), 216 Pine.  
Chaestec, Emil (Chamber of Commerce), S. F., 465 California.  
Clarke, C. W. Co. (Standard Securities Co.), 318 Kearny.  
Clomens, C. J. (Hotel Almont), 3048 Sixteenth.  
Coakley, A. T. (First Foods Co.), 3760 Ardley Ave., Oakland, Cal.  
Coblentz, Jules, 519 California.  
Cochran, Ben. (Hotel St. Andrews), 440 Post.  
Coleman, S. W. (California Counties Gas & Electric Co.), 315 Montgomery.  
Collins, C. J. (Mission Enterprise), 1173 Valencia.  
Conisk, C. W. (Industrial Association of S. F.), Santa Fe Bldg.  
Conroy, J. (Rapid Addressing Machine), 2035 Market.  
Cook, M. T. (Western Union Telegraph Co.), 742 Market.  
Corbett, W. C. (Pacific States Securities Co.), 332 Pine.  
Cordes, Wm. F., 126 Post.  
Coudere, E. H. (New Poodle Dog), 1104 Post.  
Cox, C. Gordon (McIntosh & Seymour), 461 Market.  
Craik, E. L. (Western Meat Co.), 214 Townsend.  
Craig, Roy H. (Galena-Signal Oil Co.), 681 Market.  
Crarnert, Fred V. (General Automobile Repairing), 2941 Geary.  
Crossett, H. B. (Crossett & Waring), 21 Columbus Ave.  
Crown Electric Co. (Electric Wiring and Fixtures), 153 Eddy.  
Davies, C. H., 564 Market.  
Davis, D. H. (White House), Sutter and Grant Ave.  
Davis, Geo. R. (Pacific Coast Envelope Co.), 416 Second.  
Day, Wm. A. (Federal Reserve Bank), 315 Battery.  
Deane, J. C. (Matson Navigation), 204 Montgomery.  
Dixon, C. J. (General Contractors of S. F.), 55 New Montgomery.  
Dixon, John, 2413 Howard.  
Douglas, J. F. (Samet Cafeteria), 25 Mason.  
Drury, Bernard (Drury's Physical Culture Institute), 145 Turk.  
Duffy, Henry, Players, Inc. (Theatrical Productions), 223 O'Farrell.  
Durkee, W. P., Jr. (General Petroleum Corp.), 310 Sansome.  
Durney, H. J. (Griffith-Durney Co.), 1 Drumm.  
Dwight, Ward A. (Dwight Lumber Co.), 260 California.  
Eames, John C., 930 Regal Road, Berkeley, Cal.  
Egan, W. H. (Grain Trade Association), 1514 Sixth Ave.  
Eisey, Fred T. (Kern County Land Co.), 485 California.  
Emper, Wm. C. (Guide Publishing Co.), 215 Leidesdorff.  
Enochart, H. H. (Hastings Trust Estate), 250 Montgomery.  
Enghardt, E. E. (Burroughs Adding Machine Co.), 45 Second.  
Epstein, Douglas T. (Vulco Mfg. Co.), 130 Battery.  
Evans, Harry L. E. (Evans & Sons), 460 California.  
Fanto, Rich. A. (Dietograph Products Corp.), 681 Market.  
Ferdon, Wm. L. (Torsion Balance Co.), 49 California.  
Flannery, J. W. (Hotel Washington), 404 Grant Ave.  
Folsom, D. M. (General Petroleum Corp.), 310 Sansome.  
Fong, B. S. (Chinese Chamber of Commerce), 730 Sacramento.  
Forbes, W. D. E., 268 Market.  
Foster, Arnold (Bethlehem Shipbuilding Corp.), Twentieth and Illinois.  
Foster, L. S. (White Lunch Co.), 122 Kearny.  
Foxwell, Dr. Chas. (Fuel Economizing Corp.), 465 California.  
Frank, H. W. (Milwaukee Furniture Co.), 832 Mission.  
Fraser, Mrs. J. E. (California Retail Lumbermen's Assn.), 112 Market.  
Freer, Burr W. (Freer & Co.), 140 Geary.  
Friedler, John (Consul of Switzerland), 485 California.  
Frisselle, R. D., 615 Fourth.  
Geesty, W. A. & Co. (Baby Shop, Inc.), 53 First.  
George, W. H. (Builder's Exchange), 180 Jessie.  
Gerdaud, H. J., Jr. (Palo Verde Vineyard Assn.), 315 Montgomery.  
Gilman, Samuel W. (John A. Roebling's Sons Co. of Cal.), 624 Folsom.  
Ginsler, J. J. (Ginsler), 670 Clay.  
Girard, W. J. (John's Grill and Restaurant), 57 Ellis.  
Glassgold, M. (New York Furniture & Bedding Mfg. Co.), 1731 15th.  
Glenn, W. L. (W. B. Glidden Co.), 140 Geary.  
Goldstein, Louis (Goldstein & Co.), 989 Market.  
Gondeo, Harry A. (Sylvan Packing Co.), 461 Market.  
Goodwin, W. H. (Ford Motor Co.), Two's-First and Harrison.  
Gottlicker, Felix (United Lighting Fixture Co.), 1149 Mission.  
Graham, Geo. D. (California Ink Co.), 426 Battery.  
Greene, Samuel H. (California Dairy Co.), 216 Pine.  
Greenfield, Louis R. (Theatres (Theatrical Enterprises), 109 Golden Gate.  
Grenet, John (Hotel Shasta), 314 Kearny.  
Griffin, John L., 68 1/2 Broadway.  
Gross, Felix (F. Gross Coal Co.), 480 Ninth.  
Guggenheim, Mrs. Lilla S., 220 Montgomery.  
Guy, Harry Hugo, 2515 Hillside; Guy & Keely, Cal.  
Haack, Ernest H. (Central California Berry Growers Assn.), 510 Battery.  
Hammersmith, F. A. (Northwest Lead Co.), 620 Market.  
Harris, Harry (Hotel Van Dorn), 242 Turk.

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## INDIVIDUAL MEMBERS—Continued

Harris, Mathew A. (Van Arsdale-Harris Lumber Co.), 5th and Brannan.  
 Harris, Richard G. (Standard Underground Cable Co.), 1 Montgomery.  
 Harris, Stanley G. (Harris Trust & Savings Bank), 220 Montgomery.  
 Hart, Julien (Hart Silk Co.), 360 Mission.  
 Hauser, Edward (Standard Shade Co.), 552 Valencia.  
 Hayside, J. J., Jr., Concord Cal.  
 Hayward, Warren B. (Hayward Catering Co.), 3240 Geary.  
 Heller, Walter S. (Heller, Bruce & Co.), 220 Montgomery.  
 Henshaw, Griffith (Stonford Court Apartments), 200 Bush.  
 Hesson, W. Gordon (Hesson Radio Laboratories), 752 Turk.  
 Hight, Capt. I. N. (Popes Mutual Life Ins. Co.), 149 California.  
 Hoberg, Emil (Secretary, Builder's Exchange), 180 Jessie.  
 Holton, Luther J., 55 New Montgomery.  
 Hooker, Robert C. (Hooker & Lent), 503 Market.  
 Hooper, Geo. Warren (Hotel Sutter), Kearny and Sutter.  
 Hoshurgh, D. W., 2710 Baker.  
 Houghton, Edward T. (Houghton & Houghton), 465 California.  
 Howell, J. L. (Stokham Pipe & Fittings Co.), 324 Townsend.  
 Huddart, F. H. (Huddart & Baker), 681 Market.  
 Hughes, J. T. (Diamond Match Co.), 112 Market.  
 Huuhtainen, E. C. (Kennedy Mine & Milling Co.), 519 California.  
 Hyman, W. G. (Pacific Box Factory, Inc.), 2600 Taylor.  
 Jacoby, P. I. (Standard Biscuit Co.), 832 Sansome.  
 James, J. G. Co., 625 Market.  
 Jeffries, F. S. (San Francisco Assn. of Credit Men), 85 Second.  
 Jenks, J. S. (California Dispatch Co.), 216 Pine.  
 Jerome, John Jerome Detective Service Co.), 221 Bush.  
 Johnson, Mrs. Bertha E. (Johnson's Pound Cake Bakery), 3628 19th.  
 Johnston, D. W. (Berryessa Cattle Co.), 16 California.  
 Johnston, Robert (Sacramento Law School), 74 New Montgomery.  
 Jones, G. Leith (Shel Co. of Cal.), 200 Bush.  
 Juran, Geo. B. (Cantilever Shoe Stores, Inc.), 760 Market.  
 Juarez, Roy L. (U. S. Garage), 750 Bush.  
 Kasser, Jos. B. (Kasser Egg Process Co.), 127 Mission.  
 Kearns, R. P. (K. P. Kearns Co., Inc.), 160 Post.  
 Keenan, C. J. (Alaska Pulp & Paper Co.), 110 Sutter.  
 Kelly, Alfred R., 3400 Washington.  
 Kern & Hamburger (Samuel Hamburger, Inc.), 110 Sutter.  
 Kitchen, S. G. (Postal Telegraph Co.), 470 Market.  
 Kittle, John C., 203 California.  
 Klinkan, F. O. (Sunset Cafeteria), 40 O'Farrell.  
 Knapp, P. C. (Natoms Company of California), 310 Sansome.  
 Kornbeck, C. H. (Bauer Schweitzer Hop & Malt Co.), 660 Sacramento.  
 Koshland, Adolph (Grain Trade Association), 310 California.  
 Kromel, H. N. (U. S. Public Health Service), Carville, La.  
 Lafer, H. A. (Industrial Agent), Syndicate Building, Oakland, Cal.  
 Landman, Fred L. (Continental Trading Co.), 833 Market.  
 Lane, A. W., 86 Third.  
 Larsen, C. O. (Tivoli Cafe), 50 Eddy.  
 Larsson, A. (Larsson Traffic Service), 268 Market.  
 Leitchbaum, Leo (Hotel Cecil), 345 Post.  
 Leighton Industries, Inc., 25 Taylor.  
 Lent, Geo. H. (Hooker & Lent), 503 Market.  
 Lerner, Henry (Lerner's Shoe Repairing Co.), 173 Sutter.  
 Leshor, Hoyt M. (Hoyt's Doughnut Factory), 1014 Market.  
 Levin, Nat. (Shipowner's Assn. of the Pacific), 336 Battery.

Levin, Samuel H. (Theatrical Enterprises), 2055 Union.  
 Lew Hing (Pacific Coast Canning Co.), 1816 Twelfth, Oakland, Cal.  
 Lindgreen, Gus. (Crystal Cafeteria), 760 Market.  
 Lintler, A. E. (Western Union Telegraph Co.), 722 Market.  
 Lowel, Wm. (Retailers Credit Assn.), 25 Taylor.  
 Lombardi, L. (New San Francisco Bakery), 423 Union.  
 Loughrey, J. D. (Leon's Glove House), 782 Market.  
 Lowenthal, W. B. (Sinsheimer Co.), 149 California.  
 Lubbe, Chas. (Donnan Garage), 502 Bush.  
 Lyon, Dwight E. (Lyon Advertising Agency), 525 Market.  
 McAlister, M. Hall, 484 California.  
 McCarthy, Geo. J. (National Cash Register Co.), 519 Market.  
 McCaughey, J. C. (Board of Fire Underwriters' of the Pacific), 465 California.  
 McDonald, Mark L., Jr., 220 Montgomery.  
 McKeivitt, H. W. H. W. (McKeivitt Co.), 230 Polk.  
 McKinney, Preston (Canners League of Cal.), 112 Market.  
 McNamara, Austin (Follmer, Clogg & Co.), 575 Market.  
 McPherson, R. R. (McPherson Sales Co.), 55 New Montgomery.  
 Meschia, George E. (International Correspondence School), 755 Market.  
 MacDonough Estate Co., 318 Kearny.  
 Maginn, Grover A. (I. Maginn & Co.), Geary and Grant Ave.  
 Man, Lee Hoy (Old Dragon Restaurant), 620 1/2 Market.  
 Marquard, Harry A. (Café Marquard), 401 Geary.  
 Mason, J. W. (Western Pipe & Steel Co.), 344 Market.  
 Matson, Mrs. William, Mrs. Jackson.  
 Maxfield, H. (San Francisco & McKittrick Oil Co.), 681 Market.  
 Mayer, Henry L. (S. F. Community Ser. Recreation League), 3750 Clay.  
 Meckfessel, Wm. B., 18 Ashbury.  
 Merchants Exchange, Inc. (Merchants Exchange Bldg.), 465 California.  
 Meyerfeld, M. Jr., 220 Montgomery.  
 Mitchell, Jos. H. (O'Brien, Spoto & Mitchell), California Market.  
 Mitchell, Robert (General Petroleum Co.), 310 Sansome.  
 Moench, A. C. (H. S. Crocker Co.), 565 Market.  
 Montreale, Louis E., 201 Sansome.  
 Moore, E. M., 703 Market.  
 Moore, Wm. E. (Milk Dealers Assn.), 1095 Market.  
 Morse, S. P. B. Pacific Improvement Co., 620 Market.  
 Muhs, Henry A. A. (Muhs Mfg. Co.), 272 Tenth.  
 Munnholland, R. C. (Pacific Car Demurrage Bureau), 85 Second.  
 Nelson, N. L. (Geo. W. Caswell Co.), 1814 Vallejo.  
 Newman, Peter B. (Virden Packing Co.), 1360 Bryant.  
 Norton, J. L. (Northern Pacific Railway Co.), 681 Market.  
 O'Brien, Hon. D. J. (Chief of Police), Hall of Justice.  
 O'Shaughnessy, Hon. M. J. (City Engineer), City Hall.  
 Oshland, Henry W., 22 Battery.  
 Orsar, Horace and Harold (Roster & Orsar), 137-9 Grant Ave.  
 Oswald, Henry (Butchers' Board of Trade), 821 Market.  
 Palacin, Joseph (Golden Gate Steam Laundry), 2142 Lombard.  
 Palmer, P. R. (Grain Trade Assn.), 465 California.  
 Paschel, P. P. (Baldwin & Howell), 318 Kearny.  
 Paxton, E. E. (Engles Copper Mining Co.), 220 Montgomery.  
 Pease, R. H., Jr. (Goodyear Rubber Co.), 539 Mission.  
 Perkins, D. R. (Russia Cement Co.), 439 Howard.  
 Peterson, Jacob & Son (Alameda Cafe), 7 Market.  
 Philip, W. Bruce (Retail Druggist Assn. of S. F.), 593 Market.

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## INDIVIDUAL MEMBERS—Continued

Piver, John C. (Underwriters Report), 558 Sacramento.  
 Plagemann, Frederick P. (Golden West Hotel), 112 Post.  
 Platt, Henry (Mission Paper Box Co.), 2945 Bryant.  
 Plover, Geo. M. (Hoover Co.), 626 Golden Gate Ave.  
 Portman, Frank (Portman's Planing Mill), 1618 Mission.  
 Potter, J. N. (Ranching), 3115 Montgomery.  
 Prixeaux, W. D., 1371 Vallejo.  
 Prior, Stanley (John L. Prior Co.), 62 Sacramento.  
 Raastall, Dr. B. M. (Californians, Inc.), 140 Montgomery.  
 Rathbone, H. B. (General Petroleum Corp.), 310 Sansome.  
 Rawie, J. F. (American District Telegraph Co.), 150 Post.  
 Raymond, Mrs. F. E. (George Plumbing Co.), 769 Market.  
 Rea, Samuel (Penn. R. Co.), Market and Broad, Philadelphia, Pa.  
 Reed, Benjamin W. (Reed Lumber Co.), Hearst Bldg.  
 Reed, John L., J. B. R. Hanley Co., 24 Market.  
 Reis, F., Jr. (Pacific States Savings & Loan Co.), 550 California.  
 Remington, Hal M. (California Growers & Shippers Protective League), 85 Second.  
 Rey, V. A. (Britton & Rey), 406 Montgomery.  
 Rice, J. B. (Hercules Powder Co.), 225 Bush.  
 Richards, A. B. (Postal Telegraph Cable Co.), 22 Battery.  
 Robbins, M. H. (Union Ice Co.), 354 Pine.  
 Rolph, R. T. (Alexander & Baldwin), 215 Market.  
 Rosenthal, Henry (Supreme Food Shoppe), 751 Market.  
 Roth, Martin A. (Bayer Co.), 420 Second.  
 Ruifs, Theo. E., 3328 Jackson.  
 Russell, J. Harry (General Boilers Co.), 681 Market.  
 Russell, W. H. (Ellison & Russell), 821 Market.  
 S. F. Entertainment, Inc., 1066 Market.  
 Sandstone, Harvey D. (American Plan & Building Service), 220 Montgomery.  
 Saunders, Wm. (St. George Garage), 410 Bush.  
 Savory, John R., 757 Sutter.  
 Schwabacher, Louis A. (Schwabacher Bros. & Co.), 214 Front.  
 Schwartz, Chas. (Waffle Inn), 126 Ellis.  
 Scott, Henry T. (Pacific Telephone and Telegraph Co.), 210 Post.  
 Seid Pak Sing, 762 Sacramento.  
 Selig, I. J. G. (Johnson), Arthur Ave. and Third.  
 Shattuck, Paul (California Ink Co.), 426 Battery.  
 Shaw, F. J. (Industrial Assn. of S. F.), 605 Market.  
 Shaw, H. G. (San Francisco Wall Paper Co.), 981 Mission.  
 Shaw, Virgil F. (General Petroleum Co.), 310 Sansome.  
 Shepherd, F. A., United States Playing Card Co., 651 Market.  
 Shooing, Joe & Co., 929 Market.  
 Sias, F. S. V. (Standard Register Co.), 593 Market.  
 Sieg, Wilmer (California Fruit District), 85 Second.  
 Sloss, Louis (Northern Commercial Co.), 310 Sansome.  
 Smetzler, I. G. (World Travel Bureau), 55 Fifth.  
 Smith, C. Stowell (California White & Sugar Pine Mfrs. Assn.), 74 New Montgomery.  
 Smith, E. L. (Grain Trade Assn.), 465 California.  
 Smith, Stuart F. (Bank of California), 400 California.  
 Smith, W. W. (Canadian Pacific Railway Co.), 675 Market.  
 Speier, M., 465 California.  
 Sperry, Ausdin (Main Iron Works), 1000 Sixteenth.  
 Starr, W. A., 465 California.  
 Stern, Mrs. Catherine F. (A. W. Stern Folding Paper Box Co.), 515 Broadway.  
 Stevens, C. R. (General Petroleum Co.), 310 Sansome.  
 Stiles, Geo. R. (Mutual Benefit Life Insurance Co.), 703 Market.  
 Stone, A. F. (Automatic Sprinkler Co. of America), 519 California.  
 Stuard, H. E. (Coke and Fuel & Iron Co.), 293 Market.  
 Sullivan, James J. (Grain Trade Assn.), 465 California.  
 Surrhine, Mrs. S. R., 156 Sutter.  
 Suro, Chas. W. (Realtor), 151 Sutter.  
 Swick, C. E. (Graham Paper Co.), 311 California.  
 Tache, Arnold J. (Curtain Lighting Fixture Co.), 1149 Mission.  
 Tai Gon, Inc. (Grand View Hotel), 505 Pine.  
 Talbot, J. A. (Western Pipe & Steel Co.), 444 Market.  
 Taylor, Samuel H. (Pacific Coast Electrical Assn.), 447 Sutter.  
 Telephone Investment Corp., 210 Post.  
 Teller, Phillip S. (Commissioner U. S. Shipping Board), 550 Folsom.  
 Tharp, F. H. (Wm. J. Burns International Detective Agency), Montgomery.  
 Thomas, Angy B. (Faber Pencil Co.), 681 Market.  
 Thomas Stephens & Mattel (Grain Trade Assn.), Woodland, Cal.  
 Thompson, F. W. (C. R. I. & P. R. R.), 681 Market.  
 Thorsen, Wm. R., 1 Montgomery.  
 Tibbitts, Walter G., 1246 St. Charles, Alameda, Cal.  
 Toenke, Edwin E. (Sunset Merchants Assn.), 716 Irving.  
 Toles, Ferdinand, 355 Post.  
 Towle, Francis I. (Log Cabin Syrup Products), St. Paul, Minn.  
 Troupe, Harry (Hotel Grangers of America), 545 Post.  
 Trowbridge, H. O. (Douglas Realty Co.), 417 Market.  
 Tsutsumi, Mizawa (Mitsui & Co.), 465 California.  
 Turf, W. E. (Matson Navigation Co.), Pier 32.  
 Turel, A. M. (City Store), San Jose, Cal.  
 Tynan, Jos. J. (Bethlehem Shipbuilding Corp.), 215 Market.  
 Uruhart, G. A. (White Co.), 1500 Mission.  
 Van Antwerp, Wm. C. (E. F. Hutton & Co.), 160 Montgomery.  
 Van Damme, Chas. F., 564 Market.  
 Van Nuys, Rev. Ezra Allen, 3461 Washington.  
 Vassie, Alex. (Roosevelt Hotel), 240 Jones.  
 Viel, Walter G. (Coast Ink & Color Co.), 681 Market.  
 Vinter, James H. (Commercial Bank of Spanish America), 351 California.  
 Virm, Chas. E. (Virgil Packing Co.), 155 Montgomery.  
 Vogelzang, Chas. A., Fish and Game Commissioner, 1704 Vallejo.  
 Waldeck, Herman (Bissinger & Co.), 555 Front.  
 Walsh, R. J. (Carmel Canning Co.), 110 Market.  
 Walter, Clarence R., 220 Montgomery.  
 Walter, John I., D. N., & E. Walter & Co., 562 Mission.  
 Watanabe, Hisakatsu K. (Japanese Chamber of Commerce), 549 Market.  
 Waugh, Alma Butler (Butler Bureau), 40 Sansome.  
 Weil, A. L. (General Petroleum Corp.), 310 Sansome.  
 Weisheimer & Cooldge (Ocean Market), 80 Market.  
 West Coast Theatres (Motion Pictures), 983 Market.  
 Westover, D. L., 1161 Stanyan.  
 Widenbain, A. W. (Musical Assn. of S. F.), 760 Market.  
 Williams, J. B., 351 California.  
 Williams, S. B. (Western Meat Co.), 6th and Townsend.  
 Willit, A. (Institute of Chartered Accountants), 625 Market.  
 Withers, Wm. K. (Pacific Coast Adjustment Bureau), 114 Sansome.  
 Wood, Samuel A., 53 Presidio Ave.  
 Wood, Wm. F. (Union Dredging Co.), 465 California.  
 Wormer, S. I., 216 Pine.  
 Wright, W. Q. (Bay & River Dredging Co.), 486 California.



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# OUR PORT, By WILLIAM A. SHERMAN

President Board of State Harbor Commissioners

**T**HE Port of San Francisco

is the industrial and commercial center of the Pacific Ocean. It is the great American hub of trade on the Pacific, and, in direct proportion as the development of this coast has unfolded, so have the facilities of this great harbor been developed to meet without stint every requirement.



The Port of San Francisco serves a greatly diversified area. This may be best visualized when we realize that

this service includes all of Northern and Central California (which comprises three-fourths of the State), all of Nevada and, when San Francisco's association with the Orient and overseas Pacific ports are considered, the entire country.

This is the only combined river and bay port on the Pacific. Two giant rivers tap the inland empire (which is larger than all the states of New England) and San Francisco Bay is the only outlet for this vast territory. This is not only the "Gateway to the Orient" but also to these rich interior valleys which hold the bulk of the wealth of the State of California.

Best of all, there is a deal of stability enjoyed by the Port of San Francisco not shared by any other shipping center on this coast. This is due to the diversified cargoes received and sent forth and, also, to the huge tonnage of freight that either originates near the very side of the ship or else is received for processing preliminary to the ultimate shipment to the customer or consumer. In this connection, it is significant to note that over 75 per cent of the value of Seattle's imports is silk. The percentage of all imports received for transshipment is considerably more. More than 80 per cent of the exports from Los Angeles consists of petroleum.

San Francisco boasts of well-balanced cargoes including canned fruits and vegetables, dried fruits, cotton, leather, autos, minerals, coffee, sugar, copra, tea, fibres, tin, nitrates, peanuts, crab meat, gunnies, manufactured machinery and gen-

eral merchandise and other articles too numerous to recount.

It is not the total tonnage alone that must be considered as the real test of value to a city and port. The value of the tonnage handled in this port is second only to that of New York, and each year the total value,

proportionate to tonnage, continues to increase.

It is most significant that, as each anniversary rolls around, a greater percentage of the ship cargoes sent forth from the Port of San Francisco consists of merchandise and products

[continued on page 138]

## GREAT VALUE AND STABILITY OF SAN FRANCISCO'S FOREIGN COMMERCE

1865 - 1925

Supplied by W. B. HAMILTON, Collector of Customs, San Francisco.

	IMPORTS	EXPORTS	TOTAL
1865	\$15,802,226	\$ 9,987,516	\$25,789,742
66	16,568,416	27,226,419	42,794,835
67	18,064,911	11,555,241	29,620,152
68	15,685,337	13,558,680	29,244,017
69	15,117,604	12,273,700	27,391,304
70	15,482,549	13,385,991	28,868,540
71	15,978,295	12,494,102	28,472,397
72	27,222,270	9,685,388	36,907,658
73	32,679,791	24,225,520	56,905,311
74	26,735,461	24,415,007	51,150,468
75	24,677,243	23,266,395	47,943,638
76	28,435,128	22,478,350	50,913,478
77	29,646,873	28,927,528	58,574,351
78	26,575,610	20,937,040	47,512,650
79	29,111,744	30,280,402	59,392,146
80	35,221,751	31,845,712	67,067,463
81	37,043,635	34,412,380	72,356,275
82	41,001,636	52,772,340	93,773,976
83	45,702,530	44,139,303	89,841,833
84	35,857,698	36,194,488	72,051,186
85	35,040,530	37,082,520	72,122,870
86	37,142,117	29,564,561	66,706,678
87	40,707,708	32,027,995	72,735,703
88	46,692,905	27,207,609	73,900,514
89	48,425,760	37,043,100	85,468,860
90	48,751,223	35,962,078	84,713,301
91	50,943,299	40,168,771	91,112,070
92	47,135,684	40,737,044	87,872,728
93	45,291,099	31,144,180	76,435,207
94	38,146,626	24,903,009	63,049,635
95	36,269,637	24,873,148	61,142,758
96	41,400,317	31,582,910	72,983,227
97	34,375,945	39,647,906	74,023,551
98	42,822,945	41,223,759	84,046,704
99	35,746,577	30,214,904	65,961,481
1900	47,869,628	40,368,288	88,237,916
1	35,161,753	34,596,752	69,758,545
2	35,029,681	38,183,755	73,286,736
3	36,454,283	33,026,616	69,480,899
4	37,542,974	37,542,171	70,085,145
5	46,675,545	49,924,025	96,599,571
6	44,433,271	49,959,269	94,392,540
7	54,094,570	33,026,664	87,121,234
8	48,251,475	28,000,069	76,251,545
9	49,998,111	31,669,370	81,667,481
10	49,350,643	31,180,760	80,531,403
11	53,885,021	40,624,903	94,509,924
12	59,235,471	49,249,734	108,485,205
13	62,501,681	66,021,385	128,523,066
14	67,111,081	63,374,903	130,485,980
15	75,068,028	81,300,979	157,369,007
16	113,645,919	94,558,987	208,204,906
17	144,027,410	142,890,207	286,917,617
18	*269,107,408	*211,670,858	*480,778,266
19	*238,027,061	*240,530,765	*478,557,826
20	*211,928,222	*225,827,836	*437,756,058
21	97,129,057	129,110,857	226,239,914
22	170,814,723	145,098,619	315,913,342
23	166,776,496	160,432,622	327,209,118
24	146,335,252	173,441,076	319,776,328
25	197,375,410	183,013,778	380,389,188

\*Inflated Dollar Values following war period.

# San Francisco's Industrial Advantages

SEE CHARTS ON PAGES 135, 155 AND 157

**S**AN FRANCISCO most assuredly may be proud of her premier position in Pacific Coast finance. Our harbor is one of the finest in all the world, and the trade which courses through this port indicates dominion over the Pacific, but, great as this is, it is not as basic as industry. Our greatest assets are finance and trade plus industry. For instance, if all the green coffee shipped into this port were loaded on trains and shipped East, the payroll of longshoremen and train crews would be all the monetary value the huge importation of coffee would have for San Francisco.

But as it is, the coffee that comes in is intercepted and not allowed to move eastward until it is prepared for domestic use. This is industry and, in addition to the longshoremen and the train crews, we have the payroll of a much greater body of men and women—the payroll of the coffee industry.

With products for export made here in San Francisco, and a large portion of imported raw materials stopping here to be fabricated and sent on to the interior, we now have the additional activity that means growth, prosperity, and a great community future.

We have abundant acreage of the choicest kind for immense industrial growth. From the Ferry building, following the west shore of the Bay to the south end, we have forty-nine miles of the finest industrial waterfront property to be found any-

where. Nature has favored this side with deep water. In fact the only deep water channel in the Bay is on the west side and follows the shoreline throughout its 49-mile length. (See page 155.) And this is San Francisco's territory. Its logical area for growth. Here are not only vast acres for industry but abundant space and exceptional climate for ideal working and living conditions.

And in San Francisco proper there are still many locations of adequate acreage for large or small plants.

San Francisco has greater freight loadings, by far, than any other Bay point, and because of this it enjoys more frequent and hence faster freight service.

Again San Francisco, as is shown on the adjoining terminus map, is the terminus for all the seven railroads which serve this section of the Pacific Coast. This city being the starting point for all trains, our outgoing mail, express, etc., are accompanied, after arriving across the Bay, with outgoing mail and express from East Bay points, such shipments to any one point arriving at their destination at the same time. And yet in San Francisco, right at the door of hot industries, there is 68 per cent greater population within this switching limits than within the switching limits of any other Bay point. (See page 26.)

In addition to the above industrial advantages San Francisco has in her climate a factor that no other large city anywhere can surpass. In winter there is no freezing of pipes

with its attendant delays in the work carried on within the plant, while the outdoor worker never has to "lay off" a day on account of the cold. And in the summer sweltering heat is unknown, the shop and office forces being able to work vigorously throughout the cool summer with no thought of exhaustion due to heat.

And, finally, we should not overlook the factor of diversity when analyzing San Francisco's unique industrial position. There are certain cities in this country which have practically no industry aside from several very large plants all of which make the same type of product, such as shoes, or paper. These cities acutely reflect the "ups" and "downs" of the major industry that almost entirely supplies the payroll. Unlike such cities, San Francisco has hundreds of both small and large industries of varied products. Hence fluctuations in any one line scarcely affect the general prosperity.

The foregoing are the fundamental factors responsible for San Francisco's industrial supremacy. The incidental steps that have to be taken to carry out her program of progress keep us engrossed, but we must never lose sight of the fundamentals. Our people must assume an industrial consciousness. We must first learn for ourselves how great our resources are and then preach these to others. This attitude will cause us to foster the great, diversified industry we now have, and will be a big aid in bringing other industries to us.

## The Wealth of San Francisco—Continued from page 18.

The value of the raw materials consumed therein was \$147,000,000.

They gave employment to 29,000 workers, and the wages distributed for the year amounted to \$42,000,000.

If we add wages paid and cost of materials used, we have for the sum roundly \$190,000,000, which by simple subtraction leaves a net value for the manufacturing effort of \$73,000,000.

That is the sum which was distributed by these plants, 1,498 in profits on investment, and the wages of management.

But the total number of plants working that year were 2,090, and their gross output was valued at \$416,000,000, thus producing, on the same ratio, \$61,000,000 for wages

and some \$110,000,000 for profits.

For the state as a whole the wages paid industrial workers amounted that year to \$353,000,000; the cost of materials used in manufactures was \$1,285,000,000; the gross value of the products was \$2,216,000,000.

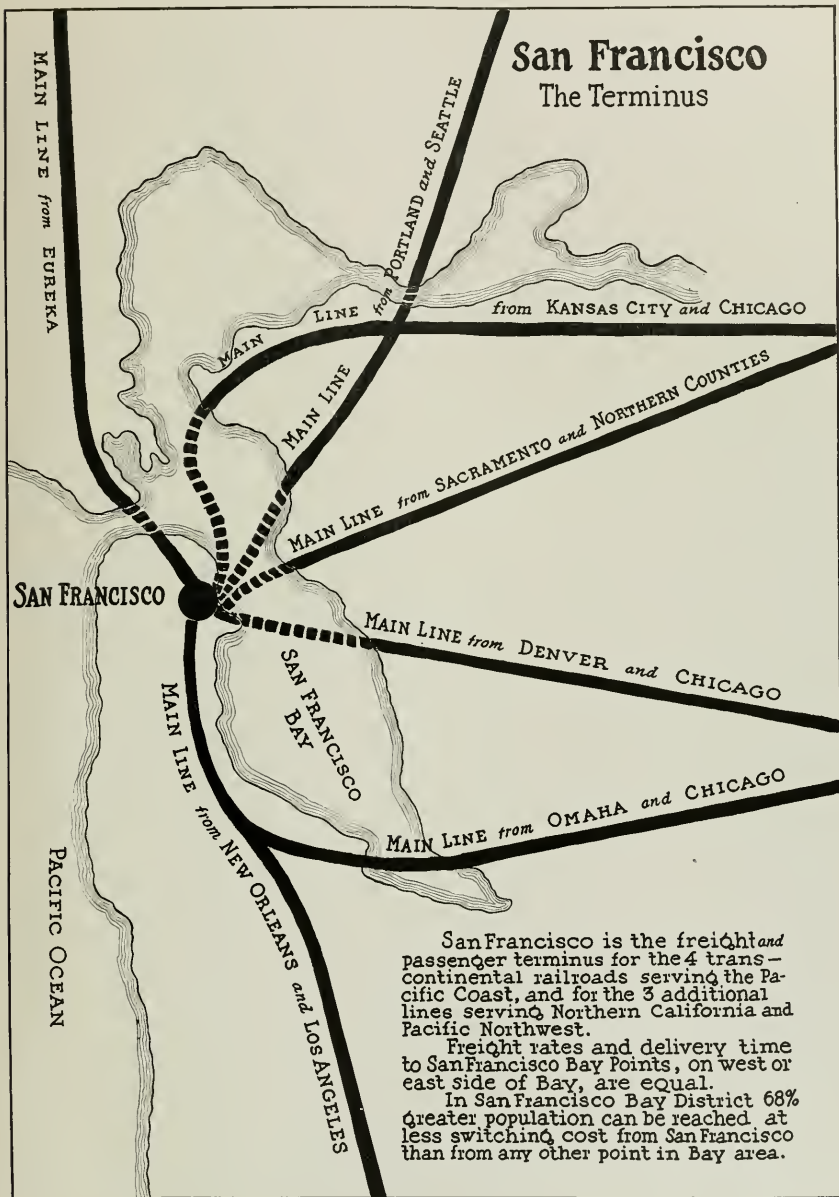
The value added by the process of manufacture alone, was thus \$931,000,000, out of which came the item of \$353,000,000 for wages, and out of which there remained for profit, interest on investment, cost of management, etc., \$578,000,000. (See Tables I. and II., page 18.)

The products of the California oil fields have gradually forced their way to first position, overhauling their nearest rivals, the products of the orchards and vegetable gardens in 1921. However, it is not likely

that oils will always lead, and within the next decade we may look for canning in fruit and vegetables to lead again.

Taken for the entire period here tabulated, the meat slaughtering and packing business has held steadily to third place, though for one year, 1919, it was displaced from this rank by shipbuilding, a meteoric industry for a few years, and by iron foundry products, also greatly stimulated by war orders. One observes that the products of the iron foundries and of the lumber mills run neck and neck in value.

Though shipbuilding shows the widest variations, there is considerable instability shown by a number of other industries, namely the rice milling, beet sugar and tanning.



San Francisco is the freight and passenger terminus for the 4 trans-continental railroads serving the Pacific Coast, and for the 3 additional lines serving Northern California and Pacific Northwest.

Freight rates and delivery time to San Francisco Bay Points, on west or east side of Bay, are equal.

In San Francisco Bay District 68% greater population can be reached at less switching cost from San Francisco than from any other point in Bay area.

**CHARACTERISTICS OF POPULATION OF 49 CITIES OR TOWNS WITHIN A 50-MILE  
TRADING RADIUS WHOSE POPULATION IS OVER 1000**

	TOTAL POPULATION*	NUMBER OF FAMILIES	NUMBER OF DWELLINGS	MALE BUYERS, 15 YEARS AND OVER	FEMALE BUYERS, 15 YEARS AND OVER	ADULTS 1924
San Francisco .....	551,558 906,676	134,598 123,349	99,352 90,132	244,106 224,704	201,991 185,109	92,965
Alameda .....	31,398 28,806	8,651 7,886	7,191	11,433 10,440	12,332 11,232	5,581
Alvarado .....	1,200 1,080	313 257	294 242	480 400	432 390	244
Antioch .....	2,354 1,906	613 504	576 474	1,042 837	790 576	722
Berkeley .....	2,864 2,693	761 716	694 653	1,259 1,184	911 857	371
Berkeley .....	64,069 56,036	17,332 15,159	14,791 12,936	22,651 19,810	26,852 23,484	13,433
Burlingame and Easton .....	3,416 4,107	1,332 1,162	1,489 1,114	1,915 1,452	2,015 1,828	1,970
Colma .....	2,000 2,000	560 560	561 561	611 611	760 760	879
Crockett .....	1,800 1,800	509 509	494 494	707 707	632 632	497
Hayward .....	3,869 3,487	1,031 929	966 871	1,387 1,250	1,392 1,254	2,596
Healdsburg .....	2,618 2,412	789 729	746 687	1,016 936	991 913	1,618
Livermore .....	1,916 1,916	542 542	526 526	752 752	673 673	1,088
Los Gatos .....	2,361 2,317	751 737	734 720	800 785	895 977	1,574
Martinez .....	4,755 3,858	1,147 931	995 807	2,008 1,629	1,463 1,187	1,520
Maryfeld .....	1,171 1,127	339 326	310 298	489 471	378 364	364
Menlo Park and Atherton .....	1,100 800	287 209	270 196	440 329	396 283	807
Mill Valley .....	2,555 2,534	765 765	728 728	889 889	1,016 1,016	627
Mountain View .....	2,262 1,888	634 529	628 524	880 699	837 669	1,364
Napa .....	7,254 6,757	2,021 1,882	1,798 1,675	2,790 2,589	2,727 2,540	2,663
Niles and Centerville .....	3,360 2,500	1,312 967	1,100 744	1,320 1,000	1,188 900	892
Oakland .....	24,266 216,261	64,569 55,793	37,373 47,297	101,153 87,404	92,365 79,813	50,334
Palm Alto .....	6,628 5,900	1,867 1,662	1,655 1,473	2,332 2,076	2,844 2,532	3,043
Petaluma .....	6,404 6,026	1,866 1,808	1,741 1,693	2,414 2,317	2,461 2,363	3,618
Pineole .....	1,054 967	221 203	249 228	323 388	328 296	209
Pittsburg .....	5,921 4,715	1,219 971	1,142 999	2,371 1,888	1,458 1,145	883
Pleasanton .....	1,080 991	261 259	245 243	400 396	360 357	484
Redwood City .....	4,833 4,020	1,241 1,032	1,212 1,008	1,812 1,597	1,637 1,362	2,172
Richmond .....	22,013 16,843	5,713 4,371	5,185 3,967	9,393 7,188	6,804 5,296	3,534
Rio Vista .....	1,217 1,104	287 260	255 231	488 443	373 331	545
San Anselmo .....	2,961 2,475	802 670	772 615	1,003 835	1,046 883	647
San Bruno .....	1,641 1,562	469 446	449 427	637 606	690 671	411
San Jose .....	45,149 39,642	12,151 10,669	10,695 9,391	16,515 14,391	17,580 15,436	16,111
San Leandro .....	6,852 5,703	1,713 1,426	1,609 1,339	2,477 2,062	2,368 1,971	1,704
San Mateo .....	6,800 5,979	1,736 1,526	1,667 1,466	2,458 2,161	2,138 1,938	2,210
San Rafael .....	5,512 5,512	1,490 1,490	1,399 1,399	2,067 2,067	2,107 2,107	1,696
Santa Clara .....	5,669 5,220	1,309 1,205	1,229 1,132	2,109 1,942	1,903 1,752	1,436
Santa Rosa .....	9,242 8,738	2,651 2,512	2,429 2,302	3,396 3,218	3,649 3,458	5,064
Sausalito .....	3,000 2,700	882 774	775 721	1,160 1,079	1,104 1,027	590
Sebastopol .....	1,627 1,493	465 427	445 408	652 580	595 546	1,620
St. Helena .....	1,346 1,346	406 406	395 395	534 534	540 540	761
Susun and Fairfield .....	1,867 1,777	485 463	478 457	697 664	613 643	956
Sunnyvale .....	3,400 1,673	600 423	800 414	1,258 610	1,090 537	691
Tiburon and Belvedere .....	1,196 1,097	342 314	327 300	464 425	421 401	383
Vacaville .....	1,294 1,284	348 337	338 328	512 512	421 408	879
Vallejo .....	26,136 21,107	5,754 4,647	4,779 3,859	14,951 12,074	6,876 5,553	3,415
TOTAL .....	1,120,427 999,087	283,608 252,670	228,928 203,605	468,529 417,929	410,702 366,752	234,931

\*1925 population estimates based on U. S. Census Figures, 1910 to 1920 (above), 1920 population U. S. Census Figures (below). These figures are very conservative. From authoritative sources the population of San Francisco in 1926 is estimated at 708,000.



WHOLESALE AND RETAIL DISTRIBUTION

PLACES OF 1000 POPULATION OR MORE	AUTOMOBILES	ACCESSORIES	BARBERSHOP SUPPLIES AND TOBACCO	BOOKS AND LEATHER GOODS	COBBLERS AND TOBACCO	CLOTHING, MEN'S	DRUGGISTS, WOMEN'S	CASEY AND SPORT DRINKS	COATS' AND HATS' MATERIALS	DEPARTMENT STORES	DRUGGISTS	DRY GOODS FOR SPECIAL AND APPLS.	GROCERIES, MEATS, FOODS	GUY'S MORE.	FUEL AND ICE	FURNITURE	HAY, HORSE AND ROAD GOODS	JEWELRY	MUSICAL INSTRUMENTS	NOVELTIES AND TOYS	PAINTS AND COLORS	PERFUMES	PRODUCE	SHOES AND OFFICE SUPPL.	TOTAL		
San Francisco, Cal.....	75	702	242	160	439	317	603	222	48	13	339	207	179	2504	22	106	223	217	101	247	6	197	164	203	1360		
Alameda.....	6	25	15	6	13	4	10	22	2		9	8	6	111	5	2	1	4	1	17	6	6	1	3	305		
Alvarado.....				1							3				3										14		
Antioch.....		2	5	1	2	7	1		2	1	2	2	1	14	1	1	2					2	4		53		
Benicia.....			1	1	2	7	2		2	1	2	3		15				1	1						41		
Berkeley.....	16	77	44	15	27	23	31	46	10	1	25	23	19	281	3	15	18	29	18	17	30	20	22	12	830		
Burlingame and Easton.....	2	10	5	3	1	3	4	4	2			5	9	23	2	1	6	7	2	1	4	1	7	1	106		
Colma.....		2	8				2	3				2	4	11	2			1							36		
Crockett.....	1	5	2	1	10	4		7	1		2	4	1	14	3	1	2	1	2	1					66		
Hayward.....	4	24	3	8	5	2	3	6	3		5	6	1	41	3	3	7	5	1	3	10	4	5	1	153		
Hendburg.....	4	17	4	4	5	1	3	4	1		7	1	1	19	2	2	4	3		1	4		1	2	90		
Livermore.....			13	2	3	1	7	11			2	2	10	4	2	1	3	2			5	2	3	1	74		
Los Gatos.....	1	17	3	2	3	2	2	3	1		3	2	6	14		1	5	2			4	5	3	1	80		
Martinez.....	5	8	2	1	3	3	1	7	3		3	3	2	28	1	3	2	2	4	1	4	4	2	2	95		
Mayfield.....			3	4	2	1	1				1	1	1	9		1	1				3				28		
Menlo Park and Atherton.....	1	5	2	1	3	2	2	2			2	2	11				1	1		1	4	5	2		45		
Mill Valley.....		3	3		3	1	1	3	1		2	2	3	11	2		1	1			1	5	1		44		
Mountain View.....	3	13	3	2	2	2	5	3			2	2	2	24	4	1	2	2	1		3	4	5	2	86		
Napa.....	6	29	4	5	8	5	4	18	2	3	5	2	3	42	5	4	6	5	4	1	13	5	6		186		
Niles and Centerville.....	1	8	2	3	1		6	1			2	1	1	10	2	1	1	3	2			4	2	1	52		
Oakland.....	58	442	154	80	161	120	126	308	6	11	121	87	93	1447	84	67	149	130	93	47	115	88	110	60	10	222	
Palo Alto.....	5	25	5	7	10	4	9	5	3		4	6	8	30	2	5	8	3	1	6	3	7	3	5	164		
Petaluma.....	3	27	5	7	12	5	7	5			5	5	3	43	2	1	4	8	4	1	3	9	5	8	173		
Pineville.....		3	1	3	4						1	1	1	5	1							1	1		21		
Pittsburg.....	2	4	5	1	6	5	2	8			3	4	3	36	10		3	5	3			2	1		103		
Pleasanton.....	2	4	3	3		1	6	3			1		4	4	1		1	1							32		
Redwood City.....	15	2	3	5	3	1	8	2			3	2	1	30	2	2	4	3		1	6	8	5	3	109		
Richmond.....	11	31	12	8	12	9	4	23	2	6	3	9	6	7	130	3	2	10	13	7	4	14	14	10	2	360	
Rio Vista.....	3	1	2	1	4						2	1	2	4	4	1			2						29		
San Anselmo.....	4	8	2	2			5	1			2	2	3	20	1	2	2	1	1		3	3	1	2	65		
San Bruno.....			4	2	1		3	1			2	2	15					3				5	2		40		
San Jose.....	32	103	30	23	4	53	19	35	6	5	27	15	21	284	24	18	26	23	24	14	30	25	21	8	13	883	
San Leandro.....	2	11	5	4	6	2	1	7	2		4	2	3	26	3	1	2	3	3			8	2	6	102		
San Mateo.....	1	11	6	2	1		5	3	2		1	7	5	28	3	1	2	5	3	3	1	7	2	2	104		
San Rafael.....	12	15	5	3	5	6	4	14	2		3	3	2	38	3	4	6	5	2	3	2	4	8	3	152		
Santa Clara.....	8	3	2	3	1		5				3	4	3	28	2	2	1	1	1	1	4	1	2		75		
Santa Rosa.....	5	60	15	11	15	8	13	10	3	2	2	6	8	11	84	1	2	10	16	4	5	8	17	8	11	4	336
Sausalito.....	11	2	1	2	4						1	2	3	16	1	1	2	1	2			1	5	1	156		
Sebastopol.....	7	2	4	2	2	3	2				2	3	1	8	5	1	1	3	2			1	3	2	57		
St. Helena.....	1	6	3	2		2	10	1	1	2	2	2	1	8	1		2	1							49		
Suisun and Fairfield.....	10	2	4	1		4	1				2	3	1	13	4	1	1	4	1		3	3	1		59		
Sunnyvale.....	4	2	2	1		2	3				2	1	1	14	1	1	1	2			2	2			44		
Tiburon and Belvedere.....	2		2		2						1	1	1	1	2										12		
Vacaville.....	7	2			2	3					1	2	13	3		2	1	2	1	1	6				47		
Vallejo.....	12	20	6	5	11	15	6	37	4	2	9	4	1	96	7	7	6	8	13	4	14	12	4	2	309		
All Others.....																											
TOTAL.....	23	12	41	61	59	61	29	297	68	91	8	193	4	18	76	167	71			16	40	332	59	1725			
	379	1815	614	359	801	617	576	1285	113	41	631	449	412	5617	235	254	511	548	466	206	314	295	494	300	322	17844	

Wholesalers Above. Retailers Below.

## OUR PORT — By WILLIAM A. SHERMAN — Continued from page 133

produced either on land within the shipping limits of the port or else is produced within the plants and factories situated in the bay area. In this connection it might be well to give an illustration associated with the departure for the Orient of one of the Dollar Line's big steamships several weeks ago—the vessel took away more than 3,000 tons of freight produced in this area valued at approximately \$1,500,000. It is estimated that one-half of this sum had been paid to local labor to produce

the merchandise. This meant that the labor of 100,000 workmen receiving compensation at the rate of \$7.50 per day was represented in this single shipment.

Twenty years ago this port had never welcomed a mighty cruise liner—one of the type that circles the globe with hundreds of tourists. It was only in 1912 that the trans-Atlantic liner *Cleveland* came here for the first time and repeated the venture a year later. Then came the war, and the *Cleveland* failed to ar-

rive. Now we have the annual visit of five of these great trans-Atlantic liners, each laden to comfortable cruising capacity with the hundreds of happy travelers who take this wonderful world jaunt. Wonderful as is this maritime achievement for the development of this great port, we have another and greater achievement of this character that belongs to the Port of San Francisco. This can best be illustrated by the following letter I have just received from Robert Dollar, head of the San Francisco steamship organization that has helped make it possible for this port to go ahead by leaps and bounds within a short span of time. Here is the letter:

"This will confirm information given you over the telephone this morning to the effect that the Dollar Line is the only American company operating ships on a schedule in an around-the-world service. Also, the Dollar Steamship Line is the only company of any nationality that maintains such a service.

"We have fortnightly sailings and San Francisco is our home port. These round-the-world liners touch at 21 ports situated in thirteen different countries, and with the exception of ports where the tide conditions govern, the ships are scheduled to sail at certain hours. This schedule is rigidly adhered to. Trusting this is the information you desired, I am,

"Yours very truly,

"ROBERT DOLLAR."

In addition to the regular around-the-world service, the other regular services, centering here, include those operating to the following countries in addition to that coming under the caption of **COASTWISE**: Australia, British Columbia, Europe, Hawaii, Intercoastal, South America, South Africa, Mexico, Central America, trans-Pacific, United Kingdom, bay and river, and tramp.

The Port of San Francisco is operated on a "Non-Profit" or "At Cost Only" basis. Port charges are reduced to that minimum sufficient for the efficient operation and maintenance of the port. San Francisco charges are the lowest of any port in the United States, and the harbor facilities have not cost the people of the city or state one dollar in taxes.

The investment in capital in San Francisco shipping is plainly evident in the construction of new liners for the Matson Navigation Company and the Panama Pacific line. It is also evidenced by the purchase of the numerous Shipping Board ships by San Francisco capitalists who have confidence in the future of shipping and the port.

Twenty years ago the Port of San Francisco and the waterfront was

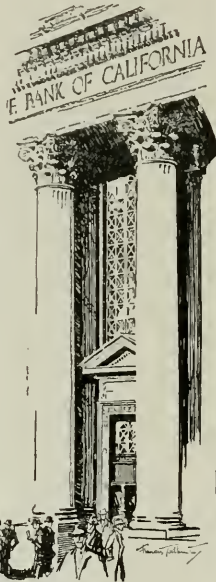
[continued on page 140]

*Associated for Three Generations with the Best Progress of the West*

**T**HE bigger the business the greater the need for a big bank. Forewarned, forearmed; to be prepared is half the victory.

Strengthened by the experience of sixty years of financial responsibility. The Bank of California, N. A., renders its clients adequate assistance in the largest enterprises.

And its unusually strong capitalization offers the best protection for its customers' interests.



### The BANK OF CALIFORNIA

National Association  
(A NATIONAL BANK)

San Francisco

COMPLETE  
BANKING  
SERVICE

COMMERCIAL  
TRUST  
SAVINGS ACCOUNTS

Capital, Surplus and Undivided Profits, over \$17,000,000— a guarantee fund for the protection of our depositors.

# San Francisco's Building and Finance

**T**HE YEAR 1925 marked a new milestone in San Francisco's progress. It became last year a Billion Dollar city, that is to say, its material wealth composed of land, improvements and the personal property recorded on the assessment roll exceeded one billion dollars in total valuation.

On the reasonable assumption that the assessed valuation represents not above one-half the market value of the property listed, San Francisco's material wealth now stands well over two billion dollars, which is not far from one-fourth of that of the state as a whole.

## 100 Per Cent Increase

The increase in material wealth over the twenty-year period since the fire of 1906, or, to be exact, the nineteen-year period, has been, if we cling to the assessment figures, roundly \$500,000,000, or just 100 per cent. As a matter of fact, one must make some very large additions to these figures to arrive at the true situation, for on the assessor's books there is shown but a very slight increase in that very important factor of land valuation, the increase in 20 years being only \$33,000,000.

We shall not attempt to make any correction of the figures, but merely point them out as evidence that the one billion dollar assessment, or a two billion dollar actual valuation of San Francisco's material wealth, is well below the true value, and therefore an understatement rather than an exaggeration of the facts.

The two factors which most readily reveal San Francisco's material growth since 1905 are Building and Finance, which constitute the subject matter of this chapter.

## \$590,000,000 Spent

Since 1905 the money spent on building operations, including the public as well as the private structures, has reached the significant total of \$590,000,000.

In that same period the resources of the San Francisco banking institutions, through which this huge building program has been so largely financed, marched forward from \$210,000,000 (for 1905) to \$1,519,000,000 (for 1925).

In 1905 on the assessor's books the improvements of real estate in

the buildings that stand upon the land, were valued at \$97,000,000—about one-third of the assessed value of the real estate.

In 1925, the improvements were valued by the assessor at \$275,000,000, an increase of about 300 per cent, and the improvements are now within \$53,000,000 of the value of the real estate. The increase in improvements has therefore been \$178,000,000 over the period since 1905, or \$185,000,000 if we add the improvements on operative property, now separately assessed for state taxing purposes only.

This sum, it will be seen, corresponds rather closely with the building operations for the period, if we allow as we must for the fact that under the law property is valued for assessment purposes at about one-half of its real value.

The rate of improvements for the entire 20-year period has been \$29,000,000 per year, the highest increase occurring in 1924 when building operations as shown by permits issued reached the total of \$57,000,

000. The second highest year was that of 1907, when the ravages of the fire were partly repaired, and when the value of buildings erected amounted to \$56,000,000. The lowest increase was in 1918, the climax of the war period, when the permits fell to \$7,000,000.

Both the disaster of the fire and the setback of the war must be taken into consideration in studying San Francisco's building activities.

On the assessor's books alone the fire wiped off \$149,000,000 of property values, of which sixty-seven millions were in real estate values, forty-seven millions in improvements and thirty-four millions were in personal property. The 1905 pre-fire level in values was not reached again until 1909, and then only through an arbitrary raise of 10 per cent applied by the State Board of Equalization. The normal increase did not bring up the pre-fire total until 1911, and by that time state and local taxes were separated, and San Francisco, which means mainly

[ continued on page 141 ]

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## OUR PORT — By WILLIAM A. SHERMAN — Continued from page 138

developed more or less intensively from Battery and Lombard streets on the north to Berry Street on the south. There were a few small wharves along Channel Street and in Central Basin. The permanent seawall was constructed only in part. There was a small section completed between Taylor Street and Mission and a short section at the foot of Berry Street. There were no wharves paralleling the waterfront between Taylor and Lombard streets and those in existence were of the old

timber type of construction. There were only thirty-three of these commercial piers exclusive of the smaller structures in Channel Street and Central Basin. Narrow piers predominated, only six being more than one hundred feet in width. Apparently the need for covered space was less at that time, only seventeen of the piers having covered sheds. The handling of coal was then an important industry, six of the piers being for this purpose. The last of the bunkers on Pier 15 is now being razed.

In comparison, the waterfront of 1926 is developed intensively for commercial purposes from Hyde Street on the north to Channel Street on the south. In addition, commercial piers have been constructed along the China Basin front south of the Channel, and considerable development has been started in the Islais Creek district, where grain, oil and lumber terminals are being provided.

The permanent seawall extends from Hyde Street to the Channel and is paralleled for almost the entire distance with a reinforced concrete apron wharf. The piers are larger and number forty-two. Eighteen are constructed of reinforced concrete. Their area totals 4,967,280 square feet, of which 3,120,394 square feet consists of covered sheds. Comparative figures for 1906 were 1,979,000 square feet and 911,000 square feet, respectively.

Only five of the piers had railroad tracks extended for the convenience of the shippers twenty years ago. Thirty-six of the present enlarged piers are equipped with tracks.

The seven passenger ferry slips at the ferry have been increased to ten adjacent to the foot of Market Street and two additional slips have been constructed and are being used at the north end of the waterfront for the use of the service between San Francisco and Marin County.

A total of 630,530 square feet of land comprising eighteen seawall lots had been reclaimed by the Harbor Board up to 1906. This reclamation has been continued until there are now twenty-nine lots with a total area of 1,275,442 square feet.

Freight traffic for the port in 1906 was 5,748,992 tons. It was 10,801,434 tons in 1925. There were 31,000 car movements in 1906 and 111,785 during the past year. The gross revenue in twenty years has leaped from \$1,066,000 to \$2,814,270; the Belt Line revenues from \$77,800 to \$416,511; the disbursements of the Harbor Board from \$1,021,500 to \$2,053,945.

The above represents an accurate recital of the achievement of the Port of San Francisco in twenty years. It will be noted that the progress is more than twofold. The greatest percentage of increase has been during the last half of this period. Great as has been the development and achievement during the past twenty years, it is reasonable to expect that the Port of San Francisco will make vastly greater strides during the next twenty years.



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## Building and Finance—Continued from page 139

all property was divided into two classes, the operative and non-operative.

San Francisco has since its earliest times been conspicuous among American cities for its banking strength. The effect of the gold-dust days has never been effaced. The habit of utilizing banking facilities then acquired by the population has never been forgotten. As the wealth factors of San Francisco have grown,

the banking resources have grown, and their growth has always been at a greater ratio. This is made clear both by study of the banking resources and by study of the bank clearings, the first being a true index of the fluid capital available for growth and business, the other an index of the rate at which it is utilized. The following table presents this fact in an interesting comparison:

YEAR	ASSESSED VALUATION	BUILDING OPERATIONS	BANKING RESOURCES
1905.....	\$ 524,000,000	\$34,000,000	\$ 210,000,000
1910.....	515,000,000	20,000,000	440,000,000
1915.....	656,000,000	13,000,000	566,000,000
1920.....	817,000,000	26,000,000	950,000,000
1925.....	1,049,000,000	50,000,000	1,519,000,000

If we turn now to the Clearing House records, we find there has been an increase in nine years of nearly 300 per cent, the average

[continued on page 142]

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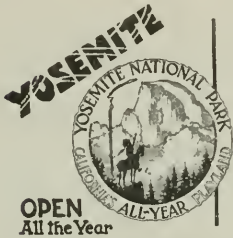
## BUILDING AND FINANCE

[continued from preceding page]

daily clearances in 1916 being \$11,599,000, and in 1925 \$31,388,000. In that same period bank balances increased from a daily average of \$351,000,000 in 1916 to \$1,900,000,000 in 1925. In the following tables are presented the detailed figures for the twenty-year period of the factors dealt with in this chapter:

## Comparative Statement of the Assessment Roll and Tax Rates of the City and County of San Francisco from 1905 to 1925

	ASSESSED VALUE				TOTAL TAX ON EACH \$100 VAL.
	VALUE OF REAL ESTATE	VALUE OF IMPROVEMENTS	VALUE OF PERSONAL PROPERTY	TOTAL VALUE	
1905.	\$304,135,385	\$ 97,830,965	\$122,264,586	\$521,230,936	1.654
1906	237,038,272	50,248,580	88,645,595	375,932,447	1.798
1907	200,657,806	66,816,201	102,137,611	429,611,618	1.86
1908	258,652,434	90,890,558	104,821,168	454,334,160	1.80
1909 Assessor	283,169,233	122,974,828	86,722,976	492,867,037	1.964
10% Raise State B.E.	311,486,156	135,272,311	92,374,508	539,093,065	1.9907435
1910	288,095,453	145,167,790	81,764,857	515,028,100	2.00
1911 Non-Oper.	260,290,025	135,230,645	57,335,111	461,855,781	2.05
1911 Operative	19,366,850	3,950,130	59,891,586	83,208,566	
				\$545,064,347	
1912 Non-Oper.	301,196,140	146,584,097	62,651,864	510,432,101	2.094
1912 Operative	22,518,920	23,246,100	48,616,128	94,381,148	
				\$604,813,249	
1913 Non-Oper.	303,903,155	157,378,977	64,965,494	526,247,536	2.242
1913 Operative	22,407,930	22,608,070	52,581,193	97,600,193	
				\$623,847,729	
1914 Non-Oper.	304,519,974	165,496,937	71,817,532	541,804,443	2.280
1914 Operative	21,477,260	27,378,191	55,457,629	105,313,071	
				\$647,207,514	
1915 Non-Oper.	304,288,151	172,536,727	61,878,872	538,703,750	2.26
1915 Operative	22,901,250	27,212,039	6,527,190	117,649,479	
				\$656,344,229	
1916 Non-Oper.	302,575,489	175,387,605	64,599,962	542,563,056	2.33
1916 Operative	8,046,400	4,498,670	200,780,848	213,325,918	
				\$755,888,974	
1917 Non-Oper.	302,301,310	180,316,860	72,132,000	554,750,170	2.29
1917 Operative	8,296,230	4,640,020	224,096,873	237,036,123	
				\$791,786,293	
1918 Non-Oper.	293,344,035	182,749,002	81,194,670	562,278,707	2.41
1918 Operative	9,324,010	5,266,120	203,581,928	218,172,058	
				\$780,450,765	
1919 Non-Oper.	297,744,425	184,756,781	84,311,981	566,813,187	3.08
1919 Operative	8,904,560	5,308,820	212,680,623	226,894,003	
				\$793,707,190	
1920 Non-Oper.	298,146,865	188,853,800	98,013,313	585,014,068	3.18
1920 Operative	8,876,140	5,327,820	218,473,894	232,677,864	
				\$817,691,922	
1921 Non-Oper.	297,625,295	204,402,007	107,884,462	609,911,764	3.47
1921 Operative	8,945,620	5,492,220	242,783,623	257,221,463	
				\$867,133,227	
1922 Non-Oper.	296,998,570	212,462,451	105,854,076	615,315,097	3.47
1922 Operative	8,976,850	5,375,870	225,995,057	240,347,777	
				\$855,662,874	
1923 Non-Oper.	303,170,530	230,371,461	110,620,662	644,162,653	3.47
1923 Operative	8,981,760	5,430,070	257,504,706	271,916,536	
				\$916,079,189	
1924 Non-Oper.	309,976,590	252,747,908	121,375,422	684,099,920	3.47
1924 Operative	9,421,520	5,611,170	289,535,555	304,568,245	
				\$988,668,165	
1925 Non-Oper.	328,345,480	275,483,311	129,994,189	733,729,367	4.13
1925 Operative	9,711,060	7,088,270	269,333,889	316,133,219	
				\$1,049,862,586	



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# Building and Finance—Continued

## AMOUNT EXPENDED FOR BUILDING IN SAN FRANCISCO 1906-1925 INCLUSIVE

YEAR	CLASSES A. B. AND C.	FRAME	PUBLIC BUILDINGS	GRAND TOTAL	
1906	\$ 16,295,092	\$14,458,894	Figures kept separate in these years.	\$ 34,947,886	
1907	35,355,800	18,120,449		36,378,844	
1908	14,406,357	15,122,198		31,528,555	
1909	12,438,149	12,257,683		26,184,068	
1910	11,226,350	8,007,152		20,508,556	
1911	10,965,270	8,345,956		20,915,474	
1912	12,777,465	8,561,669		23,338,563	
1913	12,036,617	7,242,271		21,037,264	
1914	5,391,738	6,669,723		14,020,740	
1915	4,347,002	6,075,675		1,929,823	13,990,704
1916	7,583,214	6,561,000		2,680,986	18,837,173
1917	6,115,554	3,549,698		3,918,901	15,633,219
1918	3,673,722	1,594,973		773,158	7,924,319
1919	6,931,646	4,968,942		495,636	15,163,242
1920	13,844,185	5,843,792		2,558,790	26,729,992
1921	7,922,813	8,964,934	1,698,142	22,244,672	
1922	15,158,329	16,792,812	2,202,077	45,327,206	
1923	19,295,063	21,396,756	1,025,261	46,677,079	
1924	18,922,226	28,063,901	4,688,863	57,852,973	
1925	13,850,049	28,186,403	3,765,743	50,392,793	
GRAND TOTAL (20 YRS.)	\$248,836,631	\$230,771,881	\$39,758,120	\$509,103,531	

NOTE:—Classes A. and B. include all business, industrial, hotel and apartment house construction of brick, concrete and stone.  
 Class C. are 84 feet height limit buildings of heavy timber frame and exterior walls of brick, stone or concrete.

### SAN FRANCISCO BANKING STRENGTH

#### SAN FRANCISCO STATE BANKS

YEAR	SAVINGS DEPOSITS	COMMERCIAL DEPOSITS	TOTAL RESOURCES
1905	\$163,180,195	\$ 74,896,872	\$124,864,921
1910	155,701,351	32,937,704	232,048,736
1915	204,286,784	42,720,939	309,288,508
1920	336,436,992	102,798,906	524,455,650
1925	627,764,074	283,489,616	1,173,644,625

#### SAN FRANCISCO NATIONAL BANKS

1905	\$ 33,208,995	\$ 86,094,138
1910	82,478,734	208,807,483
1915	105,162,723	257,342,396
1920	196,278,000	426,118,000
1925	140,322,000	346,160,000

#### TOTAL STATE AND NATIONAL BANKS

1905	\$163,180,195	\$108,105,867	\$210,959,059
1910	155,701,351	115,416,438	440,856,219
1915	216,099,962	147,892,682	566,631,104
1920	361,940,992	299,076,906	950,573,050
1925	693,212,074	423,811,616	1,519,804,625

Sources:—State and Federal Banking Departments.

The following statement was prepared by the Statistical Department of the San Francisco Federal Reserve Bank on San Francisco banking conditions, but is not complete in that it embraces only the reporting banks, 14 in number, including all the large banks of the city.

### STATEMENT OF REPORTING MEMBER BANKS IN SAN FRANCISCO\*

	DEC. 30, 1925	DEC. 31, 1924
1. Total Investments	\$688,822,000	\$610,451,000
2. Total Loans and Discounts	501,130,000	419,510,000
3. Total Investments	187,692,000	194,431,000
4. Total Deposits	632,067,000	585,406,000
5. Demand Deposits	325,560,000	309,268,000
6. Time Deposits	287,426,000	266,825,000
7. Borrowings from Federal Reserve Bank	18,808,000	8,695,000

\*14 banks reporting.

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## Building and Finance—Continued

### CLEARINGS AND BALANCES—1876 to 1925, inclusive

The Clearing House, which was organized February 4, 1876, began clearing March 11, 1876, from which date until December 31, 1925, inclusive, the Clearings aggregated \$117,452,101,288.64, and the Balances aggregated \$17,855,800,803.72.

The total Clearings and Balances, also the average daily Clearings, for each year during the last ten years are tabulated below:

YEARS	CLEARINGS	BALANCES	DAYS	AVERAGE DAILY CLEARINGS
39 years, 92½ mos. . . . .	\$ 48,297,809,728.34	\$ 6,012,675,305.64	...	...
1916 . . . . .	3,479,862,482.31	351,947,186.16	300	11,599,541.61
1917 . . . . .	4,837,854,596.20	611,167,600.35	302	16,019,386.08
1918 . . . . .	5,629,321,142.41	841,568,976.75	300	18,764,463.81
1919 . . . . .	7,286,339,237.36	1,127,822,953.73	301	24,297,107.10
1920 . . . . .	8,122,064,916.94	1,322,835,556.97	300	27,073,549.72
1921 . . . . .	6,629,501,337.10	1,149,773,545.03	302	21,951,991.25
1922 . . . . .	7,274,069,242.78	1,302,775,592.22	299	24,327,990.78
1923 . . . . .	8,049,583,490.74	1,574,775,370.48	301	26,742,802.29
1924 . . . . .	8,366,230,636.14	1,658,206,304.41	300	27,887,435.45
1925 . . . . .	9,479,464,458.32	1,902,249,411.98	302	31,388,955.16
TOTALS . . . . .	\$117,452,101,288.64	\$17,855,800,803.72	...	...

Clearings for 41 years 92½ months to December 31, 1917, totaled \$56,615,526,806.85. This sum was *exceeded* by clearings of the next eight years ended December 31, 1925, which aggregated \$60,836,574,481.79.

The record of highest clearings is:

Day . . . . .	Dec. 16, 1925 . . . . .	\$ 47,981,710.73
Week . . . . .	Dec. 19, 1925 . . . . .	236,671,461.84
Month . . . . .	December, 1925 . . . . .	909,212,963.46
Year . . . . .	1925 . . . . .	9,479,464,458.32

#### TOTAL DEBITS

For several years Clearing House Members and Non-Member Clearing Banks have reported weekly the amount of "Total Debits" which include total debits to accounts of individuals, firms, and corporations *other than banks*, debits to accounts of the United States Government, including War Loan deposit accounts, debits to savings accounts, payments from trust accounts and certificates of deposits paid. (Debits in settlement of clearing house balances, debits to bank accounts, payments of cashier's checks, charges to expense and miscellaneous accounts, corrections and similar charges are *excluded*).

The yearly totals for seven years last past are now reported in round amounts as follows:

1919 . . . . .	\$ 9,118,012,000	1923 . . . . .	\$ 9,481,864,000
1920 . . . . .	11,367,537,000	1924 . . . . .	9,767,847,000
1921 . . . . .	9,288,703,000	1925 . . . . .	11,496,447,000
1922 . . . . .	8,637,958,000		

## San Francisco Hotels

By ERNEST DRURY

SAN FRANCISCO has more "little and big" hotels in proportion to its size than any city in America.

From the days when the fame of San Francisco's Bohemian restaurants and early hotels first spread to the four corners of the earth till the present, when picturesque pre-Volstead atmosphere has given place to substantial dignity, the city has been consistently preeminent among the hotel centers of the country.

There are now in the city 1,500 buildings which are classed as hotels in the municipal records and thousands of handsome apartment houses, the number of which is increasing almost daily. The growth in the number of hotels and apartment houses in the past three years has been phenomenal and more amazing still is the fact that each of these houses is doing splendid business.

There are two outstanding char-

acteristics of the San Francisco hotel situation. First is the high standard of accommodations and service in proportion to the rate charged. In other words that a dollar buys more in hotel accommodations in San Francisco than in any other large city of the United States. The second outstanding feature is the fact that San Francisco hotels have never failed to absorb comfortably any convention crowd.

The great Shrine convention of three years ago and the Democratic Convention of 1920 are notable examples. This comfortable housing with no gouging of rates has made San Francisco the great convention city.

### Build for Community

Hotels in building their own business build for the community, for, according to D. M. Linnard, in the matter of converting the transient visitor into a permanent resident of any community, the visitor's hotel is the town's first emissary.

Linnard maintains that "according to the comfort and pleasure of his first stay in California, so the tourist carries away with him pleasant memories and plans to return to build a permanent home here."

## San Francisco Libraries Among Finest in the United States

SAN FRANCISCO is the site of three large libraries open to the public, the Public Library, occupying a million dollar structure at the Civic Center, the Mechanics Institute Library, in a nine-story building of its own on Post Street in the heart of the downtown section, and the Sutro Library, a part of the State Library, now housed in the main public library at the Civic Center. These libraries contain some of the most valuable special collections of books in existence. For the convenience of research scholars and students of special subjects, there are also available the libraries of Leland Stanford University at Palo Alto, and the University of California at Berkeley, the latter having in addition to its own extensive university library, the great special collection of books in the historic Bancroft Library. There are in addition here also many private and quasi-public libraries devoted to law, history and scientific subjects.





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**T**HE United States Rubber Company is the largest single producer of crude rubber in the world.

Every pound of rubber that comes from our great plantations in Sumatra and Malaya is treated from the time it leaves the tree with a distinct view to the type of product into which it will be made—and the service which that product must perform.

In 1911 we started our own plantations in Sumatra, Dutch East Indies. Today, the United States Rubber Company operates the largest rubber plantation in the world, with over seven million trees in actual cultivation.

A recent report by Herbert Ashplant, noted rubber authority and Government Rubber Mycologist of Southern India, states:

“Of all the rubber areas visited none produced so much unusual information as the Plantations of the United States Rubber Company in Sumatra. Kisanan, headquarters of these plantations, has become the Mecca of all planters who wish to keep abreast of recent rubber research.”

We have been growing rubber on our own plantations for fifteen years. Today, the finest rubber produced anywhere in the world goes into the products carrying the famous “U.S.” trade-mark.

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# The Retail Dry Goods Association of San Francisco

RETAIL trade is a basic branch of industry—one of the great functions of business—in that it contacts the public in the final transaction of selling.

Upon it rests, therefore, the moral responsibility of meeting the public need and meeting it fairly and squarely with courtesy and fair service.

Twelve great captains of industry have pronounced the outstanding accomplishment of business in the first quarter of the twentieth century to be the spiritual uplift—the moral obligation to the customer, which has supplanted the old *caveat emptor* method.

# San Francisco Chinatown—By CHEE S. LOWE

**W**HEN gold was discovered in California, the Chinese ear was not slow to catch the feverish news that was spreading around the world in spite of a span of 6,000 miles separating the sons of the Celestial Empire from the center of excitement. A number of adventurers from southern China were attracted, and at once set out to gratify their desire for riches in that corner of America where gold was free for all those who with willing hands helped themselves in their quest of fortune, as so often told in fables.

After months of torturing tossing at sea, the first Chinese gold-seekers entered the Golden Gate, and landed themselves on a spot which they named "Kum Shan" meaning "Hills of Gold." This spot of their first landing in America was the nucleus of the "Chinatown" of San Francisco.

Today the Chinese population of San Francisco is approximately 10,000, mostly merchants and members of their families.

The Chinese community of San Francisco before the conflagration of 1906 was a concentrated embodiment of all the elements and conditions of China. The small area covered with small shops displaying native wares; congested tenement houses decorated with strictly Chinese objects of art; children and women seen in the streets arrayed in native garments of dazzling prismatic colors; inhabitants chattering in native tongue, without the least worry of not understanding any other language but their own; high-colored business signs of intricate designs and characters; and overhanging balconies of the buildings, created a very colorful, typical Oriental atmosphere of Chinatown, furnishing unlimited curiosity and amusement to sight-seeing tourists.

The historical San Francisco fire of twenty years ago swept away forever the antiquated and quaint picturesqueness of the old San Francisco Chinatown including its customs and traditions. In its place there has arisen a new and modern group of structures of more or less Chinese architecture that bear mere suggestions of the old sights. The spacious modern stores offer to the eye well studied displays of imported products of Chinese artists and artisans. Here and there, one may still see native jewelers fashioning pure gold and jade stones into intri-

cate designs by the patient mind through deft fingers. A stroll along the main business street, namely Grant Avenue, one is greatly impressed by the twenty-odd magnificent association buildings and "family" halls, outlined with graceful curves and sharp angles of Chinese architecture, and illuminated with electric and flood lights, at night time.

Scattered through the small area of eleven blocks are a modern hospital built and equipped with a quarter of a million dollars of Chinese donations, five daily newspapers published in the Chinese language, and an up-to-date Y. M. C. A. Building equal to any other "Y" in any city, six or more temples of Confucianist and Buddhist creeds, and eleven Christian churches, ranging from the Catholic to the Seventh Day Adventist. There is ample religious influence to invite all and every one to follow the "straight and narrow path," yet the trouble seems to be that many are confused as to which door they shall enter by, and through hesitation, many are still outside of the "fold."

The 1,500 children of school age during the day flock to the Commodore Stockton School, the only American public school in Chinatown for Chinese children, where American ideals and studies are imparted to them in English exclusively. In the evening between the hours of seven and nine, these

same children attend the ten or more different private schools where they are drilled in the Chinese language, literature, and history. When the Chinese youths are hard at work, other American children are listening to fairy-tales or reading fictions for relaxation.

The Chinese in San Francisco, (and this is largely true of those of elsewhere in this country) are rapidly adopting American ideals and the customs of the land in which they have settled.

The marvelous advancement made by the Chinese in this country in the last two decades may be attributed to three outstanding causes: First, the long and closer contact with Americans has given them a more comprehensive knowledge of the ideals and customs of the Americans; second, the change of the Chinese government from an empire to a republic has awakened a consciousness in the Chinese people in general that the nations of the world would progress more peacefully, not by antagonism or holding aloof from others, but through a better understanding of one another; and last, the American public has withdrawn to a great extent the prejudice which they have so long held against the Chinese people, and has generously extended to them greater opportunities in business and social intercourse, which is the spirit of true Americanism.

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# General Description of San Francisco

## Location

The city of San Francisco is built upon the northern tip of a peninsula that has an extreme length of about fifty miles, and a base line of about forty miles. The site occupied by the city is broken in character, and marked by many hills, bay indentations and some tidal swamps. Excepting on the southern side the site is surrounded by water.

Entrance from the Pacific Ocean to the Bay of San Francisco is through the Golden Gate, a channel having a depth of 63 fathoms and a width of one and one-eighth miles. This romantic name was given to the channel by General John C. Fremont because of its resemblance to the Golden Horn at Constantinople, and has received realistic significance, first because of the great gold rush, and second because of the golden sunsets.

The city covers an area of 461 $\frac{1}{2}$  square miles of land and 80 $\frac{1}{2}$  square miles of water. Within the city limits are numerous hills that vary in elevation from 150 to 938 feet. The highest of these is Mt. Davidson (938 feet), the second highest Mt. Sutro, formerly known as Blue Mountain, 920 feet, and the third Twin Peaks (South Twin and North Twin) each of which has an elevation of 919 feet.

The following are the names of the most prominent hills:

Telegraph Hill	Twin Peaks
Russian Hill	Mt. Davidson
Nob Hill	Mt. Olympus
Rincon Hill	Buena Vista
Bernal Heights	Strawberry Hill
Potrero Hills	Lone Mountain
Larsen Peak	Lincoln Park

All of these hills afford excellent views of the surrounding country, and from the higher ones on clear days an incomparable panorama of hills and valleys and water, including a considerable part of San Mateo, Alameda, Contra Costa and Marin counties, and on the west the Pacific Ocean.

The most conspicuous feature, because of its nearness, is Mt. Tamalpais in Marin County, directly north, having an elevation of 2,596 feet and by air line only fourteen miles away. Mt. Diablo, on the east, rising from behind the Berkeley Hills, with an elevation of 3,849 feet, is 32 miles away.

The shoreline nearly surrounding the city is varied in its character

from the sandy shingle beach of the ocean on the west to the rugged bluffs on the north. East and south, where the bay formed tidal flats and marshes, years of labor at reclamation work and the construction of seawalls and piers has converted miles of waterfront into wharfs and docks for the use of shipping that makes up the water carriers of its vast commerce and ferry traffic.

An interesting feature of the bay are the numerous islands, of which Angel Island, Yerba Buena and Alcatraz are the most important. The bay has an area of 450 square miles, of which 79 square miles are of safe anchorage, with water at the docks from 18 to 60 feet deep.

San Francisco is in latitude 37° 48' N., longitude 122° 23' W. from Greenwich. When it is noon in San Francisco it is 3 p. m. in Washington, D. C., 8 p. m. in Greenwich, 9:29 p. m. in Honolulu, 3:37 a. m. of the next day at Hong Kong, 4:04 a. m. at Manila, 5:19 a. m. at Yokohama. In standard time San Francisco is 3 hours earlier than New York, 2 hours earlier than Chicago and 1 hour earlier than Salt Lake

City. The time in common use in San Francisco is that of the 120th meridian, a difference of 9 minutes and 32 seconds later than correct meridian time.

## Climate

The United States Weather Bureau is located in the Merchants Exchange Building. Extra instruments are exposed on the floor of the Chamber of Commerce and in addition a continuous record of the outside or street temperature is obtained. The records reveal a climate that is invigorating in summer and mild in winter.

The temperature varies but slightly throughout the year, the mean annual temperature based upon records for the last 53 years, or from 1871 to 1926, being 56° F. The average temperature in summer is 59 degrees and in winter 51 degrees. The average number of days of sunshine throughout the year is 280. The coolest months are January, February, July and August. The highest temperature ever recorded in San Francisco was on September 8, 1904, when the ther-

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Successful men of affairs say "No."

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Trust Department services have been created to take over this work.

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## General Description of San Francisco—Continued

monometer reached 101° F., which was during a prolonged spell of warm weather. The lowest temperature ever recorded since 1871 was on January 15, 1888, when the mercury fell to 29° F.

**Winds** The prevailing winds are from the west and northwest. The wind charts show that 75 per cent of the summer winds are from these directions, with 15 per cent calms, and the winter winds west to northwest 30 per cent, south and southwest, 22 per cent, east and southeast, 17 per cent, and 13 per cent calms. High winds usually occur in January and February, and winds of medium velocity all summer.

**Rainfall** Mean annual rainfall from 1849-50 to 1924-25 was 22.23 inches. The season of heaviest rainfall recorded was in the winter of 1861-62 when 49.27 inches fell, and the lightest for the year 1850-51 when 7.42 inches fell.

**Discovery** San Francisco Bay and site were discovered in the year 1769 by Don Gaspar de Portola, Governor of Lower California, who had left San Diego with sixty-five followers for the purpose of finding and making a settlement at Monterey Bay. His only guide was a map showing

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Monterey Bay made by the Spanish explorer Sebastian Vizcaino in 1603.

Year	POPULATION	
	San Francisco	California
1925		
(Estimated) 1925	708,391	4,075,360
1920	506,676	3,426,861
1910	416,912	2,377,549
1900	342,782	1,485,053
1890	298,997	1,213,398
1880	233,959	864,694
1870	149,473	560,247
1860	56,802	379,994
1850	Records lost in fire.	

**Government** San Francisco is both a city and a county, and in its local government combines features of both these types of political forms under the laws of California.

The chief public utility owned and operated by the city is a portion of the street railway system.

**Civic Center** Architecturally, the feature of San Francisco is its Civic Center, where are located the City Hall, City Library, Civic Auditorium, and State Building, all facing a center

square or plaza. For its creation a bond issue of \$8,800,000 was voted in 1912, the proceeds of which paid

[continued next page]

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to firms desirous of availing themselves of this opportunity to buy or sell merchandise, make connections, appoint representatives or procure agencies.

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Irving Bank-Columbia Trust Co New York	First Nat. Bank at Pittsburgh	Pittsburgh
Shawmut National Bank Boston	First National Bank	Philadelphia
Union Trust Company Chicago	First National Bank	Los Angeles
National City Bank Cleveland	Mercantile Trust Company	Sao Francisco

ESTABLISHED CHICAGO 1901

## General Description of San Francisco—Continued

for the necessary land and the construction of the City Hall and Public Library.

The plaza embraces two square blocks of land. The City Hall covers two square blocks of land, and contains four stories and a basement. The building is of granite, of a beautiful center-dome type and cost \$3,500,000. The cost of the library was \$2,000,000 and of the auditorium, built out of exposition funds, \$1,250,000. The State Building cost was \$1,500,000.

Another important municipal building not located at the Civic Center is the Hall of Justice, fronting on Portsmouth Square in Kearny Street, which houses the police department, the criminal and police courts, the city morgue. Its cost was \$1,300,000.

### Parks and Playgrounds

Golden Gate Park, one of the mu-

While San Francisco is widely known as the site of

nicipal beauty spots of the whole world, it has in all forty parks, squares and playgrounds, distributed through the business and residence districts, and which have an area of 645 acres. Golden Gate Park alone has an area of 1,013 acres. Among the larger of these parks and squares are:

	Acres
Lobos Square . . . . .	12.69
Mission Acres . . . . .	12.50
Alamo Square . . . . .	12.70
Jefferson Square . . . . .	11.29
Alta Plaza . . . . .	11.90
Lincoln Park . . . . .	150.00
Mountain Lake . . . . .	20.00
Ballboa Park . . . . .	9.00
Lafayette Park . . . . .	9.49
Sunset Square . . . . .	7.57
Civic Center . . . . .	4.60
Union Square . . . . .	2.60
Duboce Square . . . . .	4.36
Washington Square . . . . .	2.24
Portsmouth Square . . . . .	1.29
Franklin Park . . . . .	4.40
McKinley Park . . . . .	4.40
Garfield Park . . . . .	2.86
Bernal Park . . . . .	2.20
Sunnyside . . . . .	3.46
Columbia Square . . . . .	2.52
South Park . . . . .	.75
Buena Vista . . . . .	.36

## Are You Helping San Francisco to Solve Its Traffic Problems?

Auto Parking Seriously Interferes  
With Auto Travel

Busy streets are made essentially for  
**MOVEMENT**  
of vehicles and not for free parking  
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You Can Do Your Bit by Leaving Your Car  
**AT HOME**  
and Riding the Green Cars with the  
Numbers

## Market Street Railway Company

SAMUEL KAHN  
Executive Vice President

### Sixteen Playgrounds

There are sixteen playgrounds as follows:

Name	Acres
Excelsior . . . . .	1.6
Hamilton . . . . .	6.5
M. S. Hayward . . . . .	2.75
Jackson . . . . .	4.41
Mission . . . . .	1.78
North Beach . . . . .	2.5
Presidio . . . . .	.44
Richmond . . . . .	.89
Southside . . . . .	3.5
Spring Valley . . . . .	.44
James Rolph . . . . .	2.84
Glen Park . . . . .	10.433
Funston . . . . .	6.33
Total (16) . . . . .	44.403

In addition to the parks and playgrounds should be listed the Presidio, the Government's military reservation, containing 1,542 acres, which has a golf course and is in part at least a public park, and the Fleishacker playfield and swimming pool containing 60 acres, under the jurisdiction of the Park Commission. There is also a summer camp in Hetch Hetchy valley of 50 acres for city tourists.

## General Description of San Francisco—Continued

### Harbor and Harbor Facilities

The Port of San Francisco is a public project publicly owned and managed, the physical plant of which alone is valued at \$50,000,000. Its center feature is the Ferry Building, which houses the depot facilities for all the ferry lines and transcontinental railroad terminals. It is a two-story structure 656 feet long, that cost \$1,000,000 to erect, and in its center supports a tower of 275 feet high modeled after the famous clock tower of Saville. The building was erected in 1892, and through its portals each year pass upwards of 50,000,000 people.

The port facilities otherwise consist of 40 piers and adjacent bulkhead wharves, which furnish 5,528,000 square feet of cargo space. There are 15.7 miles of berthing space alongside accommodating at one time 210 vessels averaging 400 feet in length. There are also six car-ferry slips, 12 passenger ferry slips and 56.6 miles of belt line railway, equipped with 8 locomotives and one locomotive crane. At Islais Creek is a large terminal grain warehouse, and on Channel Street a newly completed state warehouse of gigantic proportions.

The piers vary in size from 100 feet by 600 feet, to 200 feet by 900 feet, with docks between varying in width from 146 feet to 220 feet. The cargo volume handled in 1925 exceeded 12,000,000 tons.

### Streets, Sewers, etc.

San Francisco has 514 miles of paved streets, 870 miles of streets laid out and mapped, including both paved and unpaved streets, and 398 miles of pipe sewers, which cost up to 1920, \$15,000,000.

It is famous the world over for its boulevards and scenic drives and has some of the widest paved streets in the world, among them being, the Park Panhandle, 275 feet wide, Sloat Boulevard, 135 feet, Van Ness Avenue, 125 feet and Market Street, 120 feet.

From its industrial value the most important project now underway is the reclamation of Islais Creek marsh, comprising 200 acres, all of which will be available for industrial sites, immediately adjacent to both tide water and direct rail connection. The cost of the project is estimated at \$1,460,000, which includes a seawall costing \$835,000, \$450,000 for

dredging in materials as fill, and \$175,000 for a sewer.

Municipally, the most important project underway is the building of the Hetch Hetchy water and power project in the Sierra mountains, from which ultimately the city will draw its main water supply, now derived through the Spring Valley system from Alameda and San Mateo counties. For the Hetch Hetchy project bonds for \$55,000,000 have been voted, and mostly spent.

### Miscellaneous

**Wharves**—Fifteen miles of wharves and piers with every modern facility for handling freight and passengers, with additional wharves and improvements provided for.

**Banks**—More than forty banks, exclusive of more than fifty-five branch banks.

**Bank Clearings** (1925)—\$9,479,311,406.

**Building Permits** (1925)—\$50,392,793, covering the issuance of 11,087 permits.

**Hospitals**—Twenty-nine.

**Real Estate Sales** (1925)—18,250 transactions involving \$182,500,000.

**Postal Receipts**—San Francisco ranks tenth among cities, with \$8,132,898.

**Public Utility Connections**—Gas, 161,111; electric, 169,705; water, 92,404; telephone, 215,466.

**Automobile Registration** (up to February, 1926)—94,453 autos; 5,188 auto trucks and 14,038 pneumatic trucks.

**Political Organizations** (seventeen)—Association Against the Prohibition Amendment, Better America Federation, California Anti-Saloon League, Women's State Democratic League, Constitutional Rights Association of San Francisco, Ex-Service Men's Antipomus League, Good Government League, Italian-American Political Club, League of California Municipalities, League of Nations Non-Partisan Association, League of Women Voters, League of Railroad Unification, Republican County Central Committee, Republican State Central Committee, Anti-Vivisection Society, United Voters, Women's National Association for Personal Liberty.

**Military Establishments**—Presidio, headquarters for Thirtieth Infantry and other military units, cantonments, parade grounds, officers' quarters, golf courses, Crissy flying field and Letterman General Hospital, one of the largest of its kind in the United States. Forts Baker, Barry, Funston, Mason, McDowell and Miley, manned by the Sixth Coast Artillery and the anti-aircraft unit of the Sixty-third Artillery, an approximate force of 850 enlisted men

# GHIRARDELLI'S Ground Chocolate



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SAN FRANCISCO      SINCE 1852

## General Description of San Francisco—Continued

and fifty officers. The United States Disciplinary Barracks on Alcatraz Island and the United States army transport docks and quartermasters' headquarters. The Ninth Corps Area

Headquarters of the Army also are located in San Francisco.

Voters—There were 232,186 voters registered in San Francisco in November, 1925.

Courts—Fourteen civil courts, two criminal courts, four police courts (including a women's court), six justices' courts, one juvenile court, three United States District courts, two United States commissioners.

City Government Bodies—San Francisco has a Mayor, Board of Supervisors, Horticultural Commissioner, Bureau of Supplies, Board of Public Works, City Engineer, Bureau of Architecture, Superintendent of Public Buildings, Building Inspection Bureau, Fire Commissioners, Police Commissioners, Department of Electricity, Department of Elections, Civil Service Commission, Department of Public Health, Park, Playground and City Planning Commissions, Sealer of Weights and Measures, Board of Education, Adult Probation Board, Auditor, Treasurer, Assessor, Tax Collector, Coroner, Recorder, City Attorney, District Attorney, Public Administrator, County Clerk, Sheriff and Public Defender.

Exports—\$173,452,704.

Imports—\$146,729,427.

Population—694,535.

Area—Forty-two square miles.

Assessed Value of Property—\$1,050,485,716.

Railroad Terminals—Southern Pacific, Western Pacific, Santa Fe and Northwestern Pacific.

Ferry Boat Service—Four companies operating passenger and automobile carrying ferries, exclusive of other companies not having terminals in San Francisco and five companies operating freight and passenger boats to Petaluma, Mare Island and Vallejo, Sacramento and Stockton and other Sacramento and San Joaquin rivers points.

Bay Area—420 square miles.

Parks—There are thirty-nine parks in San Francisco with an aggregate area of 2,340 acres. Many of them are situated in the heart of the business and residential districts. Golden Gate Park, the principal park, has an area of 1,013 acres.

Taxicabs—There are approximately fifty taxicab and auto livery companies operating in San Francisco. One company alone operates 500 cabs.

Street Car Track Mileage—San Francisco has two street car companies, the Market Street Railways Company and the Municipal Railway. The total trackage of these two companies is in excess of 337 miles. For the year ending June 1925, from passenger and miscellaneous revenue, the city obtained a total revenue of \$3,281,498.23.

Bay Ferry Traffic—Bay ferry passenger traffic increased 14 per cent last year. A total of 57,322,124 passengers and vehicles were transported on all bay lines during 1925 as compared to 50,112,366 in 1924.

Golfing—Aside from its privately owned courses, San Francisco has two municipal courses of eighteen holes each. One is the Lincoln Park course from which an impressive view may be obtained of the Golden Gate, and the other is the new Harding Golf course.

Clubs—San Francisco is noted for its club activities as carried on by its more than ninety clubs—social, educational, musical and athletic.

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Alliance Insurance Company  
of Philadelphia

Yorkshire Insurance Company  
of England

Northern Insurance Company  
of New York

La Salle Fire Insurance Company  
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# Activities of Chamber of Commerce Committees

## INDUSTRIAL

By GEORGE R. GAY, *Chairman*

**C**ERTAIN outstanding accomplishments can be checked up to the credit of the Industrial Department of the San Francisco Chamber of Commerce for 1925 and these, together with many other activities and instances of service rendered, make up a year's work of which the members of the Chamber of Commerce may well feel justly proud.

### Islais Creek Reclamation

The Islais Creek section is a natural industrial section by location but at present it is a tide flat. Work of the Industrial Department secured from the Legislature the necessary legislation to reclaim the swamp area. The bill became a law on August 24, 1925. When the work is completed 291 acres will have been reclaimed for industrial purposes.

### Apparel Center Building

Recognizing the need for unification among wearing apparel manufacturers, as a first step towards promoting the use of San Francisco-made goods, the Industrial Department carried through a program which resulted in federating the different wearing apparel units with result that they agreed to undertake not only plans to work in harmony but the erection of a building in which members of the Federation would be located.

This entire program was carried through to a successful issue and the eleven story, steel frame Apparel Center Building is now in process of construction on Fourth Street between Market and Mission. This building is comparable in importance to the Furniture Exchange in that it will centralize buying in the apparel industry.

### Trap Car Service

Owing to the fact that certain bay communities were provided with trap-car service which the railroads did not provide for San Francisco industries, the Industrial Department cooperated with the Traffic Bureau of the Chamber of Commerce to secure the institution of trap-car service for San Francisco and as a result of hearings, the Railroad Commission has sustained the contention of the San Francisco Chamber of Commerce and ordered service to be rendered at \$2.70 per

[continued next page]

## TRAFFIC BUREAU

**T**HE outstanding accomplishment, during the past year, of the Traffic Bureau of the San Francisco Chamber of Commerce, is the establishment, effective March 25th, of the so-called "trap-car" or less than carload switching service at San Francisco and all other principal stations in California.

Following a complaint filed with the California Railroad Commission by the Traffic Bureau, the rail carriers have been directed and authorized by the Commission to establish this service at a charge of \$2.70 per car and to provide for interchange of less than carload freight by the various carriers at interchange points throughout the state.

The establishment of this service will mean a large saving to the shippers of the whole state of California.

### Opposed Gooding Bill

The Traffic Bureau was very active in opposition to the so-called "Gooding Bill" which was defeated in Congress last month. The bill proposed to deny the rail lines charging less for a longer than a shorter haul over the same line or route in the same direction to meet water competition.

Had this bill become a law, it would have had a serious effect on our Pacific Coast rate situation as the rail rates are all based to some extent on water competition; such as the rates from San Francisco to Portland, Seattle, Tacoma and Los Angeles, to say nothing of the trans-continental movements as influenced by the traffic through the Panama Canal.

The Traffic Bureau was also instrumental in preventing a cancellation of a tariff provision allowing twelve months' time for reprocessing or repacking import tea at the Port of San Francisco, which is of very decided benefit to our local tea importers.

The Bureau has been very active, during the past year, in the agitation to provide a faster passenger train schedule between San Francisco and Chicago, also taking a very active part in the General Freight Rate Investigation and the application of the Western Rail Lines for an increase of rates, both of which are now under consideration by the Interstate Commerce Commission.

## MEMBERSHIP

By LEON M. VOORSANGER, *Chairman*

**C**ORRELATE activities! Banish individualism! San Francisco has progressed and will continue to progress by reason of her natural advantages; but how its pace might be accelerated if our business men would think and work collectively instead of individually!

San Francisco is blessed with many hundred splendid organizations, each a separate entity, each anxious to serve our beloved city. Who can tell the economic waste represented by duplicated effort, uncoordinated energies and unrelated planning?

We must set up an instrumentality that will harness the tremendous power possessed by a loyal, enthusiastic business community, continuously pulling together for the achievement of definite ideals.

With this in mind, the Membership Committee has organized a body of key men, representing each commercial and industrial group in the city, with the hope that coordinated effort may result, and San Francisco's problems be intelligently brought to the attention of the Chamber; that proper programs may be undertaken, and beneficial objectives attained.

### Key Man Organization

Our Key Man Organization forms direct contacts with all groups. It will knit more closely together the entire membership and bring about a working medium through which all interests may be quickly consulted on any problem.

In a Chamber of Commerce, the Membership Department is the Sales Department. Its prime function is a representative one. It follows, therefore, that every action and accomplishment of the Chamber is directly related to membership and that membership success reflects Chamber performance.

The character of the membership is dependable and growing. The departmental and committee organization is at full strength and sound.

We have a membership structure with a firm foundation and look forward to continued dependable advancement.

## Activities of Chamber of Commerce Committees—Continued

car provided the line haul charge amounts to \$15 or more.

### Spur Track Facilities:

The Industrial Department has been active during the past year in securing additional spur tracks in sections industrial in nature but without these facilities. Special attention has been given to the district served by the line of the old Ocean Shore Railroad and the Paul Avenue tract. In both sections spur tracks were laid at the instigation of this department.

### Airport Preliminaries:

The need for an airport, in order to insure San Francisco her proper place in the new field of aerial transportation, has been recognized and the Industrial Department is at work to secure the necessary facilities. The project was only initiated in 1925, but it is hoped that definite results will be obtained during the coming year.

The department concerns itself with the industrial welfare of the city, this activity ramifying into various channels such as the garbage question, reclamation of areas such as Islais Creek, provision of spur tracks as indicated above, etc., all of which will make industrial growth more natural and rapid.

### Industrial Expansion and New Industries:

San Francisco industries prospered greatly during 1925 with over 45 major expansions of old established industries, and an average of one new industry located here each week. The combined output of some 2,198 major industries brought the estimated value of manufactured products for the year of 1925 for the city of San Francisco, alone, up to \$529,000,000 or a gain of \$56,000,000 over the year 1924. The figures are based on the premises that the growth from 1923 to 1925 has been as rapid as from 1921 to 1923 (the latest census figures available). These premises are borne out quite closely by the known factors such as earload movements, savings bank deposits, building permits, real estate sales and bank clearings.

### Engineering:

The department furnished industrial prospects with engineering reports, which, according to the United States Chamber of Commerce are "the best in both form and substance we have received from any Chamber anywhere."

During the year, ninety-five of these special engineering reports

have been prepared for executives seeking location of plant or branch headquarters on the Pacific Coast. In addition to these fifty-four special general engineering reports have been prepared for local people—leaders in advancement of the San Francisco Bay region.

### Services:

The department works not only to secure new industries but to aid present industries in every way possible. Frequently aid is necessary where industries are expanding and need a new location for growth. The work of the department has prevented the loss of several such industries during the past year by assisting them in securing adequate room for expansion.

The department is steadily at work on the preparation of a more comprehensive commodity index. When completed this index will enable any inquirer to know just where locally a desired article can be purchased. This type of service is required constantly of the department and the completion of the Commodity Index will be a distinct achievement.

## MARINE

**D**URING 1925 the Marine Department of the San Francisco Chamber of Commerce reported 6,655 vessels and delivered 2,258 docking orders to inbound vessels without an error being made and without a single complaint being registered.

These figures are not only indicative of the rapid expansion of San Francisco's port activities, but serve as well as an indication of what is being done, day and night, month in and month out, by the Marine Department of the Chamber of Commerce.

The extension of service to shipping by the Marine Department begins from the time a vessel first is sighted by the department's lookout at Point Lobos until the ship clears this port for another harbor. A summarization of the department's activities will show they are manifold and include:

Keeping members posted on the movements of all vessels bound to and from Pacific Coast and Hawaiian ports; reporting arrivals and departures at foreign and domestic ports; advising members of mishaps and disasters to shipping; the registration of vessels entering this port; reporting the arrival of vessels

owned by members; advising marine insurance companies and adjusters of marine disasters, services for which they pay monthly. Incoming vessels are boarded by a representative of the Marine Department who obtains the master's or purser's report of the voyage, a recapitulation of the cargo, the passenger list and any other information that might be of interest to members and ship-owners.

General shipping information is furnished to all San Francisco newspapers.

The department is recognized generally by shipping interests as an efficient and distinctive unit in the San Francisco Chamber of Commerce ever on the alert to render the maximum of intelligent service.

## FOREIGN TRADE

**S**AN FRANCISCO, second only to New York among American ports, is essentially a commercial community depending upon interchange of commodities with many foreign countries as well as with other sections of the United States for the profitable business which gives to San Francisco per capita wealth of \$3,606, the highest in the United States. In order to insure the free and uninterrupted flow of commerce and to assist in increasing its volume a central agency is necessary to represent the many individual traders as a group in those matters which must necessarily or can most expeditiously be handled by concerted action. The Foreign and Domestic Trade Department of the Chamber of Commerce functions to accomplish these purposes.

As an example, the standardization of trade practices has been one of the objectives consistently advocated and supported by this department. Hundreds of letters have been exchanged with foreign Chambers of Commerce urging their official acceptance of the India House definitions of C. I. F., F. O. B. and other price quotations. A great many favorable replies have been received and thousands of copies of a specially printed Spanish-English edition of these definitions have been distributed in cooperation with the foreign trading houses of San Francisco. This will insure the free flow of commerce and forestall disputes due to misunderstanding and consequent loss of good will and profitable business.

# SAN FRANCISCO

*The Home of Industry  
The Center of Pacific Slope  
Population & Distribution*

*A City Without Limitations  
Whose Future Growth and  
Industrial Development  
Defy Estimate ~ ~ ~*

GOLDEN GATE  
to ORIENT

PACIFIC  
OCEAN

SAN FRANCISCO  
PENINSULA

SAN FRANCISCO BAY

49 miles of  
undeveloped  
deep water shore  
line, with thou-  
sands of acres  
for industry

DEEP WATER FOR THE FULL LENGTH

Westward  
from the Industrial water-  
front to the Ocean is  
the World's finest Play ground  
where Hills, Parks, Homes,  
Beaches, Country Clubs and  
Golf courses, not to speak of  
Climate, make Life a Joy...

SAN FRANCISCO

Write Industrial Dept CHAMBER of COMMERCE

## Activities of Chamber of Commerce Committees—Continued

Again, the Foreign Trade Department discovered that the Government regulation which allowed Canadian motor tourists only 30 days bond-free time in the United States did not give them enough time to visit California. Foreign tourists are desirable, not only because of direct expenditures during their stay, but also because personal contact between peoples is the best basis for international understanding and leads to an increased, mutually profitable interchange of commodities. The Foreign Trade Department took up this matter with the proper Government officials and due largely to its efforts the bond-free time limit has been extended to ninety days. This is just an instance of many matters of this kind coming up continually for the attention of the Department.

### Questions of Policy

Questions of policy, especially on matters of considerable importance are determined by the action of committees. The Foreign Trade Committee sponsored the clause in the recently enacted Revenue Bill which exempts from income tax American business representatives living in foreign countries. The Foreign Trade Department then cooperated with other agencies in supporting this measure as a step to encourage American efforts in foreign markets.

The very successful Fourth Annual Convention of the Pacific Foreign Trade Council held in San Francisco, March 4th to 6th, was organized by and had its headquarters at the Foreign Trade Department. These meetings are important in bringing foreign traders together to discuss questions of common interest, typified by the slogan "Pacific Coast Unity for World Trade Expansion." They are also very beneficial in educating public opinion along foreign trade lines.

### Assists Sound Commerce

The Foreign Trade Department can render practical service at all times to local and foreign firms and it is ever alert to assist the growth and development of sound commerce for the port of San Francisco.

### INFORMATION BUREAU

THE Information Bureau is, both literally and figuratively, the Front Door of the Chamber of Commerce. It is here that hundreds of tourists and San Franciscans become acquainted with the organization, utilize its facilities, and judge its efficiency. It is here that an average of one hundred and sixty people phone daily, asking as many different questions, and are given the desired information. It is to this bureau that from twelve to sixteen

hundred people write monthly, from all over the world, and are answered quickly and accurately.

Every kind of question within the stretch of human imagination comes to this bureau. A New York merchant wishes live California crabs shipped by air mail; a child in the Tennessee mountains needs "a pamphlet" about San Francisco; all are given courteous and correct answers and many write back to tell of real business resulting.

The bureau also functions as the Statistical Department of the Chamber, keeping up-to-date records of all the city's business indices, as well as comparative statistics of other cities and states. The bureau assists local business houses, newspapers, advertising agencies, and numerous others with figures for reports, questionnaires, and market surveys, and answers several hundred out-of-town inquiries of the same type annually.

There is nothing particularly spectacular in the work of the information bureau, but its steady day-in, day-out service in a multitude of small ways makes, in the aggregate, a total in friends and satisfied customers that is impossible to calculate.

### EXECUTIVE

Widely experienced and trained in management requiring knowledge of accounting and finance, is open for position. Is responsible and trustworthy as auditor, comptroller, treasurer or secretary of large corporation. Is able to act as Pacific Coast or District Manager for Eastern concern. Is married, young, active and progressive. Is a California C. P. A. and a Mason. Address Box 345, SAN FRANCISCO BUSINESS.

### LOSS INSURANCE

Accounts analyzed to check losses. Accountant with A 1 local record desired position. Monthly P. & L. A/C furnished where inventory known or estimated. Thoroughly competent to take full charge of accounts and office.

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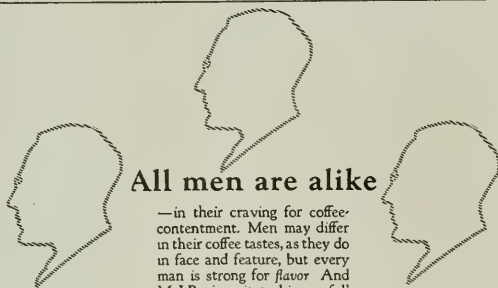
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No Branches

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### All men are alike

—in their craving for coffee-contentment. Men may differ in their coffee tastes, as they do in face and feature, but every man is strong for flavor. And M·J·B gives it to him in full man-measure.

Drink it as you like [strong, medium or mild] there's nothing tame or weak-kneed about the flavor of M·J·B. It lets you know you're drinking—  
Every time!

M·J·B

meets every taste in

Coffee



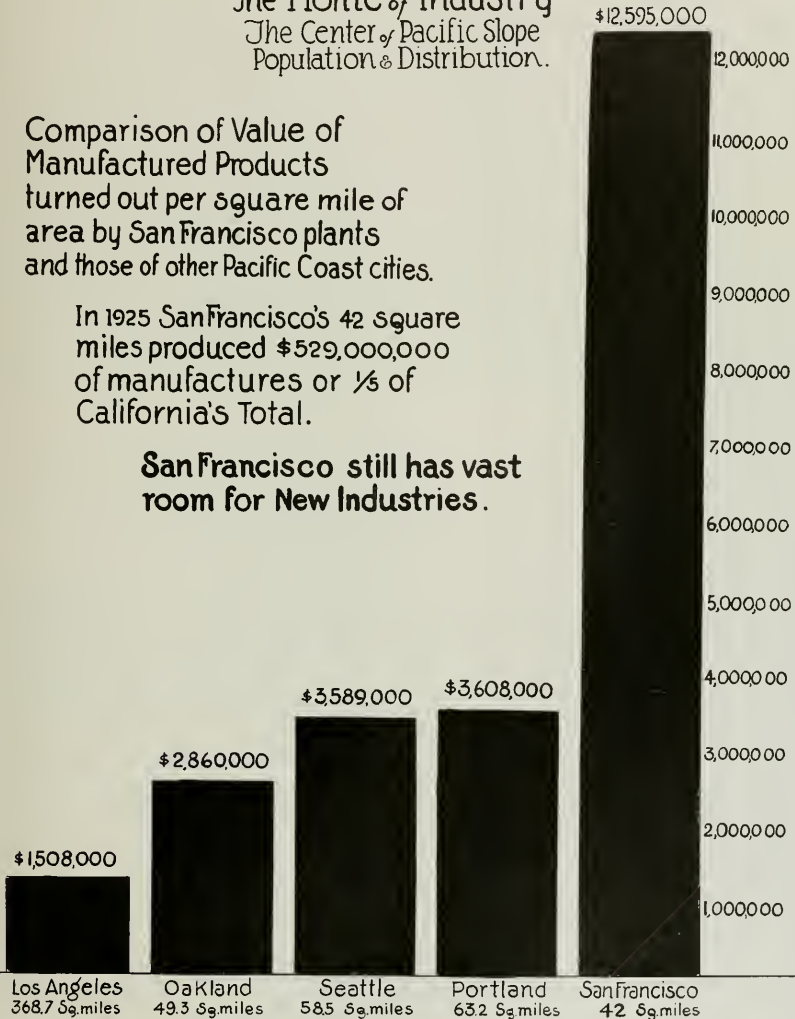
# SAN FRANCISCO

The Home of Industry  
The Center of Pacific Slope  
Population & Distribution.

Comparison of Value of  
Manufactured Products  
turned out per square mile of  
area by San Francisco plants  
and those of other Pacific Coast cities.

In 1925 San Francisco's 42 square  
miles produced \$529,000,000  
of manufactures or  $\frac{1}{5}$  of  
California's Total.

**San Francisco still has vast  
room for New Industries.**



Write Industrial Dept **SAN FRANCISCO CHAMBER of COMMERCE**

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## This is the house that Service built for Sunset Press



FOR SIXTY years Sunset Press has specialized on printing service in San Francisco. (Today, as a result of that service, there is building and rapidly nearing completion a printing plant that promises to be the finest our West can boast. (Customers from every state west of the Rockies brought their selling and printing problems to Sunset Press. This they did knowing that Sunset Press was more than an assembly of the most up-to-date printing machinery and skilled printers. Experts in selling, in lay-outs, in art, in engraving, as well as in printing, working together under the

same roof, made up the Sunset printing service staff. These customers knew that their problems would be studied and analyzed, their ideas reinforced with those gained from our own wide experience, and the whole developed into a successful selling unit or campaign. (Sunset's plant has always been the most complete in the West but Sunset printing service has caused Sunset Press to out-grow even the best plant in the West. Hence this new home for Sunset Press, being built now at Sansome and Vallejo Streets in San Francisco. It will be the best that science, industry, mechanics, the arts and money combined can produce. It is the House That Service Built for Sunset Press.

## Sunset Press

ABBOTT-BRADY PRINTING CORPORATION

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[at 1045 Sansome Street]} San Francisco, Cal.

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*Advertising*

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CLEVELAND · DENVER · CHICAGO · MONTREAL · TORONTO

## THE LARGEST RAILWAY SYSTEM IN AMERICA

It is only natural that this gigantic transportation system, reaching from Coast to Coast, should seek an advertising service equally extensive.

The H. K. McCann Company meets that requirement.

Alaska and Triangle Tour advertising, prepared in San Francisco, national magazine advertising, prepared in New York, and Canadian advertising, prepared in Montreal — all appear simultaneously, wisely co-ordinated, and meeting the sales problems of each separate territory.

Only a truly National advertising agency can render such service. Other clients find it equally valuable. So might you.



**CANADIAN  
NATIONAL  
RAILWAYS**

THE BEST ADVERTISING SERVICE IS  
THAT WHICH ACCOMPLISHES THE  
MOST SALES FOR *the fewest advertising dollars*



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

APRIL 21, 1926

NUMBER 15

## Our Float at Fresno's Raisin Festival



A reproduction of Old Fort Gunnybags and the original bell that summoned the Vigilante Committee in 1856. This float was the entry of the San Francisco Chamber of Commerce in Fresno's annual pageant last week. The delegation from the San Francisco Chamber included more than thirty business men.

### CHAMBER MEMBERS HEAR NEW RULES GOVERNING TAX APPEALS

**M**ETHODS of procedure for San Francisco taxpayers planning appeals under the revised 1926 Revenue Act were explained at a luncheon given by the Chamber of Commerce in the Commercial Club Tuesday. Three members of the United States Board of Tax Appeals, who will conduct hearings in San Francisco during the next two weeks, were the guests. They were Logan Morris of Utah, acting chairman, C. Rogers Arundel and W. C. Lansdon.

Creation of the board, which was vigorously recommended by the San

### NOTICE

*Members desiring Extra Copies of the 1926 Year Book Edition of San Francisco Business should communicate their orders to the Publicity Department, Kearny 112, as early as possible. There are a limited number of copies still available.*

Francisco Chamber of Commerce, relieves San Francisco taxpayers of the necessity of going to Washington to present their appeals. The present hearings are being conducted in the Supreme Court Chambers at the State Building.

### SAN FRANCISCO HARBOR IMPROVEMENT FUND TO BE RE-ALLOTTED

**W**ORD just received from the Washington Bureau of the San Francisco Chamber of Commerce brings assurance that the \$150,000 allotted to San Francisco Harbor improvements, and temporarily withdrawn to meet immediate demands for improvements at Toledo Harbor, will be re-allotted from funds to be appropriated in the pending War Department Appropriation Bill. This is gratifying in view of the local Chamber's interest in the matter and insures the completion of our own improvements for which the money was originally appropriated.

## Chamber of Commerce Brings Another Indus- trial Plant to San Francisco

ONE more step towards making San Francisco the wool-manufacturing center of the Pacific Coast is accomplished with the location of a new industry, the Maypole Dye Works at 19th and Bryant streets, by the San Francisco Chamber of Commerce.

San Francisco has a wool-scouring plant, and is the most important knitting center of the West Coast, but until the Chamber of Commerce secured this new industry the knitting concerns suffered long delays waiting for shipments of yarn of the exact shade needed.

"With the establishment of this new plant, the knitting industry of San Francisco—turning out sweaters, bathing suits, athletic goods and other articles made of yarn—finds that a long-felt need has been filled," said Roy T. Bishop, president of the Maypole Company. "For instance, the style in knitted goods changes frequently and the manufacturer of these goods must be able to serve the retailer promptly. If a certain shade becomes popular the local manufacturer cannot afford to wait for weeks before securing his supply from distant factories. Now the trade will have at its door a plant which can, on short notice, turn out any desired color of yarn."

The new plant will be the largest of its kind on the Pacific Coast. There are thirty-nine knitting mills on the Pacific Coast, thirty of which are in California, five in Washington and four in Oregon. Of the fifteen in the San Francisco metropolitan area nine are in San Francisco.

## Chamber Delegation at Cotton Convention

A delegation representing banks, foreign trade houses and transportation lines left San Francisco under the auspices of the Chamber of Commerce to attend the annual convention of the California-Arizona Cotton Association in Fresno, April 19 and 20. Major problems in connection with the financing and shipping of the cotton crop were discussed, and the local Chamber's participation in the convention was an indication of its keen interest in the development of successful marketing and increased production.

# LEADS for NEW BUSINESS

Accountants—Cass & Weller, Balfour Bldg  
Accountants and Appraisers—National Audit & Appraisal Co. Lester O. Weller, Jas M. Galvin and I. C. Bordner, 801 Claus Spreckel Bldg  
Appraisers—Fidelity Appraisal Co., 681 Market  
Architects—A. J. Warwick, 681 Market; A. T. Fremont, Ross Bldg; to Myron Bldg; 1645 1/2 West Co. 1 Montezuma  
Artist—N. A. Witten, 349 1/2 Batters, to Bulletin Bldg  
Associations—California Peach & Fig Growers Assn., 119 California  
Attorneys—Edw. Mick Light, 225 Bush, to 551 California, John S. Hogan, 68 Post to 593 Market  
Pool Clubhouse, 245 to 249 Montezuma, L. H. Thompson, 1 Montezuma to Mills Bldg; W. G. Beecher, 628 Montgomery, to 622 Washington; Morris S. Siler, 230 Montgomery to 485 California  
Auto Accessories—T. S. Erey, 1940 to 1540 Van Ness Ave  
Automotive—Nick Schavi, 1212 Mission; Sunset Batters & Tire Co., 1851 Lincoln Way; Pacific Auto Repair Co., 770 Pacific; Western States Automobile Service Assn., 68 Post  
Auto Repairing—C. K. Bergen, 1349 Larkin to 1910 Van Ness Ave; Greenleaf Auto Repair Shop, 6057 Mission; McNeil & Van De Pool, 2911 Geary; C. E. Roy, 2141 Geary  
Baths—Mission Health Baths, 1728 Mission, soon  
Beauty Parlor—Maracret Cronin, 2150 Mission  
Brokers—Alfred J. Zaidig & Co., 200 Davis to Maroon Bldg; M. Rosenberg, Russ Bldg to Chancery Bldg; C. E. Hudson, 235 to 155 Montgomery  
Building and Loan Association—Standard Building & Loan Assn., 176 Sutter to 255 Montgomery  
Candy—F. Dimichis, 570 Monterey  
Commission Merchants—Balschner Bros., 111 to 28 Washington  
Clothing—John Douglas in New Pantages Theatre Bldg., soon  
Contractors—West Construction Co., 760 Market; Peter Satorio, 1849 Chestnut to 2440 Greenwich  
Contractors and Engineers—Ben C. Gerwek, Inc., 112 Market  
Covers—Mrs. J. B. McPerv, 209 Post to 765 Pine  
Creamery—N. C. Kirichenko, 1609 O'Farrell  
Dry Goods—K. Nakajima, 1018 Stockton  
Electric Appliances—Chas. A. Kingsley (General Appliance Corp. Products), 120 8th to 436 Call Bldg  
Electric Signs—Hotchner Bros., 200 9th to 8th and Howard  
Electrical—North Electrical Mfg. Co., 515 Market  
Electrologist—H. J. Strieckroth, 1200 Masonic Ave to 1166 Haibt  
Embroideries and Laces—Star Trading Co. K. Komerito, 376 Sutter  
Engravers—Process Engraving Co. of Chicago, 703 Market  
Express and Transfer—Sutter Express Co., 2222 Sutter to 453 Hayes  
Foreign Money—Hugo Lundecker, 321 Bush to 457 Montgomery  
Furniture—Colonial Furniture Co., 717 Vallejo to 607 Broadway; Gains, Walrath Co., Inc. (A. D. Pitts, Mgr.), will be opened June 1st, 366 Post; Edw. Cowman (renaming), 281 Harvard  
Furriers—Pacific Fur Co., 376 Sutter  
Garages—New Pacific Garage, 506 Pacific  
Hatters—Clow Gastean Agency, 571 Mission  
Hosiery—Mrs. E. B. Simon (Candlerella Hosiery Co.), Pacific Bldg  
Ice Cream—Royal Velvet Ice Cream Parlor, 550 Divisadero  
Importers—Goodman's Importing & Exporting Co., 429 Market, Fryer Trading Co., 24 California

Importer and Exporter—M. J. Colum, 214 Front to 310 California  
Insurance—General Exchange Insurance Co. and Interstate Auto Underwriters Agency, Inc. 23 Sansone  
Investments—Schille & Co., 525 Market  
Jewelry—Leon Van Vleet (precious stones), 704 Market; Brilliant Jewelry Co., 707 to 760 Market  
Language Teacher—Marie A. Lemare, 2434 Jackson  
Leather Goods—M. J. Abrams, 251 Geary to Commercial Bldg  
Manufacturers Agents—Geo. T. Crandall, 589 Howard to 620 Market; A. J. Simonds, 154 Sutter; P. S. Bohard, Pluturon Bldg; C. C. Butler & Co., and Koopman & Co., Williams Bldg; M. W. Wainthorpe, 181 Market to 786 Mission; Ross & Mores, 927 Howard  
Novelties—N. T. H. Co. (Chas. Erickson), 1536 Ellis  
Office Supplies—Walter Willoughby, Inc., 436 Call Bldg  
Oil Load Operators—La-Honda Oil Fields Assn., 341 Montgomery to 414 California  
Organizations—Community Chest, 55 New Montgomery to 20 24, soon; Architectural Club of San Francisco, 77 O'Farrell to 523 Pine  
Oysters—Pacific Coast Oyster Co. (Chas. Shippey), 90 to 349 Serrano  
Painters—Geo. H. Batchelor & Son, 2222 Sutter to 459 Hayes  
Printers—Reeves Publishing Co., 509 to 447 Sansone  
Produce—L. C. Acimovich Co., 402 Battery to 529 Front  
Publications—Western Truck Owner (W. A. Otis), Clame Bldg  
Public Stenographer—Jennie Johnson, 235 Montgomery to 369 Pine  
Radio—Radio Distributing Co., 821 Market; Kelli Clark & Co., 343 Columbus Ave.; Geneva Radio Supply Co., 974 Geneva  
Railroads—Chicago & Eastern Illinois Railway, Menard Bldg  
Real Estate—Daniel Bros., Russ Bldg to 110 Sutter; Franito Realty Co., 481 Market; Juniper Lake Properties Co. (F. W. Thompson), 690 Market; Cook & Poley, Phelps Bldg; Morgan Realty Co., Russ Bldg to 127 Montgomery; Chas. E. Taylor, 58 Sutter; Elmer B. Stone, 235 Montgomery to Hobart Bldg; Equitable Realty Co., 304 Bush to 105 Montgomery; W. E. Boody & Co., 308 Bush to 251 Geary; Harold Scheier & Co., 219 Kearny; J. P. Martin & Co., 345 Montgomery to 127 Montgomery; Percy I. Meyer, 219 Kearny; E. T. Goldsmith, 333 Pine to 2005 Irving  
Realists—Leo G. Kaufman & Co., 235 to 240 Montgomery; S. Caro, Russ Bldg to Chancery Bldg  
Restaurants—Wintergarden Cafe, 202 3d; Pachita Mexican Restaurant, 1215 Stockton; Henry's Dairs Lunch, 1490 Polk; California Quick Lunch, 48 1/2; Progress Grill, 1600 Market  
Rice—W. O. Hendrick, 214 Front to 306 California  
Roofing—L. S. Case, 2325 Cabrillo to 651 Market  
Sanding Machines—Ponwell Floor Machine Co., Underwood Bldg  
Signs—Nelson Sign Co. (C. C. Nelson), 57 Jackson; E. F. Twomey Co., 690 Market  
Stocks and Bonds—L. H. Van Wyck, 316 to 364 Bush; Cooper & Cooper, 409 Pine to 364 Bush  
Stoves and Ranges—General Stove Co., 3416 Mission  
Tailors—Max Donig (2055 Mission), 690 Market; Nick Fatio, 658 Vallejo to 511 Columbus Ave.; L. J. Borek, 19 Stockton to 175 O'Farrell  
Teas—Merchants Tea House, 1559 Ellis  
Tools—Garage Tool Co., 501 Sheldoa Bldg., soon  
Trimmiings—C. R. Bartels, Commercial Bldg  
Woodwork—Pacific Mill & Cabinet Co., 70 Oak Grove

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10191—San Francisco, Calif. San Francisco agents of a large soap company handling a full line of TOILET SOAPS are particularly anxious to offer their line of merchandise to San Francisco exporters to the Far East.

10192—Manila, P. I. Manufacturers of CIGARS desire to effect a connection with San Francisco importers who at the present time are not handling this commodity.

10193—Oakland, Calif. Gentleman, traveling in Mexico, wishes additional lines—PAPER HOUSES, PAPER BAGS, NEWSPAPER SUPPLIES and STATIONERY, and kindred lines.

10194—Sonora, Mexico. Party wishes to communicate with a San Francisco company or individual interested in a placer property in Mexico which will bear investigation.

10195—Panama, Costa Rica. Gentleman desires to purchase an UNEQUIPPED LAUNCH and wishes to communicate with builders of sailing and motor ships.

10196—Ponce, Porto Rico. Commission merchant desires to establish connections with a California firm for the sale of RICE and BEANS in Porto Rico.

10197—Valparaiso, Chile. Gentleman is desirous of securing the exclusive agency in Chile for American manufacturers of RAW MATERIALS for industries, CHEMICALS and DRUGS. Has connections with a Chilean engineer and chemist in charge of the sales of drugs and chemicals having connections with the large factories and drug dealers in that country.

10198—New York, N. Y. Firm has a stock of MADAGASCAR HATS in Europe; are attractive in design and come both in white and a number of desirable colors, price is moderate. They wish to communicate with interested wholesaler or retail houses and will send samples to firms desiring same.

10199—Roumania. A manufacturer of PERSIAN RUGS in Roumania desires to establish a market for his products in California.

10200—Bremen, Germany. Old established firm dealing in Food Products wishes to establish connections with first class manufacturers and exporters of California CANNED and DRIED FRUITS. Representative now in San Francisco.

10201—Bremen, Germany. Exporter of Westphalia HAMS, BOLOGNAS and CANNED MEAT PRODUCTS, quoting attractive prices, desires to establish connections with San Francisco importers and dealers. Representative now in San Francisco.

10202—Leipzig, Germany. Manufacturer of SMALL DRILLS (hand and breast drill) wishes connection with San Francisco firms.

10203—Dresden-Tolkewitz, Germany. Manufacturer of ARTIST'S WRITING BAGS, BAGS OF STUFFING BOXES FOR WATER, STEAM, HYDRAULICS, wishes connection with San Francisco firms.

10204—Leipzig-Gohlis, Germany. Manufacturer of HORN and BONE WARE (salad servers, meat and cheese knives, spoons, etc.), wishes representative in San Francisco.

10205—Frankfurt, M., Germany. Manufacturer of TANNING MACHINERY and of MACHINERY for MANUFACTURING SHOES and DRIVING BELTS wishes representative.

10206—Bad Oeynhausen, Germany. Manufacturer of IRON STRUCTURES, DREDGERS, TRANSPORTING and CONVEYING DEVICES, MACHINES for the CERAMIC INDUSTRY, and CRUSHING MACHINES, wants representative here.

10207—Elberfeld, Germany. Manufacturer of CELLULOSE BUTTONS for gloves wishes to appoint a suitable representative in this territory. Sample of buttons on file with Foreign & Domestic Trade Department.

10208—Schnitz-Saxony, Germany. Buying agent working on a commission basis for American houses wishing to purchase GERMAN and CZECHOSLOVAKIAN MERCHANDISE offers his services to San Francisco firms. Has had extensive experience in this business and can offer lowest prices owing to connections with the manufacturers' Commission moderate.

10209—Berlin, Germany. Firm is interested in importing AMERICAN AGRICULTURAL MACHINERY, OIL for MACHINERY and MOTORCARS, PETROLEUM and GASOLINE; also CALIFORNIA FRUITS of ALL KINDS.

10210—Munich, Germany. Manufacturers of highest and medium quality TOILET BRUSHES with celluloid backs in either ivory or tortoise shell finish, RUBBER PAD BRUSHES with pins in steel or aluminum, TOOTH BRUSHES, SHAVING BRUSHES, etc., desire to appoint a suitable representative to handle the sale of their products in this territory. They allow their agents 10% commission.

10211—Antwerp, Belgium. Exporter of STEEL, WINDOW GLASS and CEMENT desires to establish connections with interested San Francisco importers of these commodities.

10212—Antwerp, Belgium. Firm desires to act as agents for California producers and exporters of DRIED PRUNES; RAISINS, APRICOTS and HAWAIIAN PINEAPPLES.

10213—Zurich, Switzerland. Gentleman wishes to establish business connections with California exporters of CANNED LOBSTER and SALMON.

10214—San Francisco, Calif. Swedish business man, now visiting San Francisco, wants to establish connections for exporting to Sweden.

10215—Stockholm, Sweden. Party is interested in receiving prices on IMITATION PEARLS from American firms.

10216—Marseille, France. Large manufacturers specializing in MINERAL COLORINGS (red, yellow and brown oxide of iron, extra fine French yellow ochre) wish to communicate with interested importers and users of these colors. Are interested in appointing an agent to represent them on a commission basis.

10217—Buenos Aires, Argentina. Suppliers of surplus BRITISH WAR GOODS, such as SHOES, ARMY BLANKETS, KHAKI FLANNEL and KAKHI WHIPCORD (sample on file with Foreign Trade Department), desire to establish connections with San Francisco exporters interested in exporting these materials to the Orient and Far East.

10218—Reus, Spain. Exporter of ALMONDS, HAZELNUTS, WALNUTS and PINEUTS desires to establish connections with a suitable San Francisco commission agent in a position to handle the sale of his products here.

10219—Trieste, Italy. Party offers for sale a quantity of HUNGARIAN PAPRIKA (red pepper).

10220—Trieste, Italy. Exporters of PUMPKIN SEEDS wish to find a market for this commodity in San Francisco. They are at present shipping a considerable quantity to New York.

10221—Naples, Italy. Firm is very desirous of representing an American manufacturer of TYPEWRITERS not already represented in Italy.

10222—Venice, Italy. Manufacturers of VENETIAN GONDOLAS, which have been selling in Florida, are interested in determining whether or not there is a market for these boats in California.

10223—Murano, Italy. Manufacturers of VENETIAN GLASS BEADS, BEAD FRINGES, "RULLI" in colored glass, ARTISTIC GLASS LUSTRES, etc., wish to appoint a San Francisco representative or establish connections with importers and users of these glass products.

10224—Firenze, Italy. Manufacturers of ARTISTIC ALABASTER BOWLS of superior quality for lighting purposes desire to enter into business relations with firms handling such bowls and lighting fixtures in this territory. Illustrations of several

alabaster bowls on file with Foreign and Domestic Trade Department.

10225—Adelaide, Australia. Representative of an established house-furnishing company is now in San Francisco for the purpose of purchasing, or of securing representation for Australia, of soft furnishings, such as: UPHOLSTERY COVERINGS, WINDOW DRAPES, BED and BOLSTER COVERS, FLOOR COVERINGS, and MATRESSES; also HOUSEHOLD HARDWARE, CUTLERY, PIANOS, RADIOS and TALKING MACHINES, STEEL OFFICE FURNITURE and EQUIPMENT. He is also interested in handling furniture manufacturers' supplies to be sold to the furniture manufacturing trade in Australia.

10226—Auckland, New Zealand. Established firm of manufacturers' representatives desire to act as agents for American firms wishing representation in New Zealand.

10227—Wellington, New Zealand. Party having the exclusive right for a number of years to export VENISON (mostly red) and FALLOW DEER from New Zealand, can quote for any quantity, all the year round, frozen in the skin, weighing 50 to 250 lbs. per carcass, young and road quality. Is in a position to ship about 1000 carcasses monthly.

10228—United Kingdom. Large tile manufacturers wish to interest San Francisco firms in their products. They produce tiles of all descriptions.

10229—Tientsin, China. Manufacturers' representative, with branches throughout North China, desires to secure the representation of California manufacturers of MEN'S, WOMEN'S and CHILDREN'S UNDERWEAR, HOSIERY, SHIRTS, PIECE GOODS and SUNDRIES, wholesale and retail.

10230—Kobe, Japan. Large exporters of SILK ARTIFICIAL FISHING GUTS wish to establish a market for their products here and will supply interested firms with samples and prices.

10231—Tokyo, Japan. Manufacturers of confectionery desire to purchase the following commodities from San Francisco exporters: POPCORN, GLUCOSE, MOLASSES, BITTER CHOCOLATE and VANILA. They solicit prices from interested suppliers of these goods.

10232—Denver, Colorado. Party wishes to communicate with San Francisco importers of JEWELRY, BEADS and NOVELTIES.

## Domestic Trade Tips

D-2067—San Francisco, California. San Francisco firm is in the market for scrap or strips of SILK, COTTON VELVET and PLUSH, and MOHAIR PLUSH in any quantity.

D-2068—Berkeley, Calif. Industrial chemist, inventor of ROCK-WOOD ROOFING, which fire-proofs wooden shingles by copper or zinc plating through a new metallurgical process, wishes to get in touch with a San Francisco plant equipped to manufacture his product. The shingles are not expensive, very attractive and non-breakable. Also applicable to marine piling, boat hulls, etc. U. S. and foreign patents applied for.

D-2069—San Francisco, Calif. Party wishes contact with manufacturer. Has capital to invest in a going concern.

D-2070—San Francisco, Calif. Sales executive desires to take charge of distribution of products for local manufacturer or manufacturer's agent. Can invest capital. A-1 banking credentials.

D-3071—Merced, Calif. Party's installing a swimming and boating resort at the old Yosemite Reservoir is interested in receiving prices on amusement features, such as SLIDES, SPRING-BOARDS, RINGS and PICNIC APPARATUS.

D-2072—New York, N. Y. Firm handling a SAND TOY is anxious in place same with a good San Francisco toy jobber.

D-2073—Seattle, Wash. Gentleman with extensive experience in selling is very anxious to establish connections with some San Francisco agent or broker representing Eastern COTTON FABRICS, SILKS, HOSIERY and LADIES' READY-TO-



# SAN FRANCISCO BUSINESS

APRIL 21, 1926

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## Domestic Trade Tips

(continued from page 3)

WEAR milk who desire to have their lines represented in the Northwest by a resident agent.

D-2074—Portland, Oregon Party is desirous of making a connection with a San Francisco concern in the capacity of representing them in the Portland territory for a line of both domestic and imported NUTS.

D-2075—Portland, Oregon Manufacturers of HANI-WOVEN SCARVES for men and women wish to establish connections with San Francisco jobber interested in handling the line of merchandise. Samples, prices, etc. will be forwarded to interested parties.

D-2076—Los Angeles, Calif. Manufacturer desires to represent San Francisco gentlemen or importers of ELECTRIC LIGHTING FIXTURES and SUPPLIES for the building trade. Would handle the Southern California territory.

D-2077—New York, N. Y. Firm handling BUAL ORANGE AND OTHER GENUINE FRUIT SYRUPS, who sell to druggists, confectioners and beverage stands, desires to appoint a San Francisco distributor to handle its product.

D-2078—New Orleans, La. Manufacturers of NON-ALCOHOLIC COGNACs, such as Oyen Cocktail, Martin Cocktail, Manhattan Cocktail, Creme de Menthe, Creme de Cocoa, Gin, Peach, Benedictine, Grenadine, Absinth, etc. are interested in marketing their products in San Francisco and wish to appoint a suitable representative.

D-2079—Keams Canyon, Arizona. A licensed I. S. Indian trader wishes to communicate with San Francisco firms interested in handling NAVAJO RUGS and other INDIAN CURIOS.

D-2080—Oakland, Calif. Party desires to make a financial investment with some established concern dealing in BUILDING MATERIALS, SAND, GRAVEL or CEMENT.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with subsistence supplies and delivering same at San Francisco, for shipment to Manila, P. I., on or about June 1, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 7, 1926.

For furnishing the War Department with subsistence supplies to be delivered at San Francisco on or about June 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco and will be opened May 13, 1926.

Bids are requested on the purchase of Navy surplus radio material, located at the various naval bases. Bids should be submitted to the Officer in Charge Central Sales Office, Navy Yard, Washington, D. C., where they will be publicly opened on May 7, 1926. Extra copies of catalogs on file with Foreign and Domestic Trade Department.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with trailers, pipe, pipe fittings, screws, conduit, fuses, detector tubes, valves, hinges, latches, door knobs, screen-door springs, staples,

wood handles, brushes, sprinkling cans, ear seals, door slings, rats, glue, tins, crayons, transfer cases, pens, hydrochloric acid and concrete mixers. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C.

The U. S. Engineer Office, 24 San Francisco District, San Francisco, California, invite bids on the purchase of the U. S. Sternwheel Steamer "Bear" or the machinery therefrom, located at the Sacramento Weir, near Sacramento, Calif. Bids are to be submitted to the above office, 85 Second Street, and will be opened at 11 a. m., Saturday, May 15, 1926.

## AUSTRIA

Maximum Content of Sulphur Dioxide Permitted for All Dried Fruits

By order of the Austrian Ministry of Public Health, effective February 17, 1926, the maximum quantity of sulphur dioxide permissible in all dried fruits imported into Austria has been increased from 350 milligrams to 1,250 milligrams per kilo.

## U. S. Intercoastal Conference Westbound Rate Decker

Bulletin No. 44, post-dating date April 14, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than April 26, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-586—Egg beaters, steel nested, Item 345. Request for reduction in rate to \$1.35 per 100 lbs. I. C. L. R-536, leathers (chicken and turkey) Item 2905. Request for the establishment of a C. L. rate of \$1.50 C. L. Minimum weight 20,000 lbs. R-347, wool tops, Item 3851. Request for reduction in C. L. rate to 90c, I. C. L. \$1.10; R-538, drawing boards and tables. Request for reduction in rate and also C. L. nature; R-539, tile, quarry or promenade, unglazed, not figured, crated, Item 750. Request for reduction in C. L. rate of 30c per 100 lbs. R-540, graphite, Item 1375. Request for reduction in C. L. rate. Measure thereof not stated; R-541, paper cordage—paper rope, Item 3574. Request for reduction in C. L. rate to 84c; R-542, syrup, root beer, Item 3330. Request for reduction in C. L. rate to 50c; R-543, root beer extract, Item 1070. Request for reduction in C. L. rate to 60c.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than April 22. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6737—Inedible grease and cottonseed oil, foots, C. L. westbound; 6738, oiled fruit wrapping paper, C. L. westbound; 6739, mineral fertilizer (ground phosphate rock and sulphur), C. L. westbound; 6740, soap, doors and lumber in mixed carloads, eastbound; 6741, incense, L. C. L. westbound; 6742, machinery, C. L. westbound; 6743, milk (condensed or evaporated), liquid, L. C. L. eastbound; 6744, magnesite, C. L. eastbound; 6745, distomaceous earth, C. L. eastbound; 6746, live poultry, C. L. westbound; 6747, macaroni, noodles, Italian pasta, spaghetti and vermicelli, C. L. eastbound; 6748, casein, C. L. westbound.

## Banquet of All Nations

Arrangements are complete for the fifth annual Banquet of All Nations, to be held in the Commercial Club, May 5. The banquet, which will be attended by 125 students representing practically every nation in the world, is given annually under the auspices of the Foreign Trade Department of the Chamber of Commerce.

## Revenue Freight Loading

Loading of revenue freight the week ended April 3 totaled 928,092 cars, according to reports filed by the carriers with the car service division of the American Railway Association.

This was an increase of 4,692 cars compared with the corresponding week last year, and 66,102 cars over the corresponding week in 1924.

The Traffic Bureau of the Chamber has filed a brief with the Interstate Commerce Commission opposing the application of the rail lines in Central Western territory for a general increase in rates.

The Interstate Commerce Commission has ordered the rail lines involved to establish on or before June 25 through routes and joint or proportional rates with the Nelson Steamship Co. between points in California and points in Oregon, Washington and other states served by the rail lines.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF OCTOBER 3, 1917, "SAN FRANCISCO BUSINESS," PUBLISHED WEEKLY AT SAN FRANCISCO, CALIFORNIA, FOR APRIL 21, 1926.

State of California )  
County of San Francisco ) ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared L. P. Boyce, managing editor, and business manager, and Publisher San Francisco Chamber of Commerce, George L. North, San Francisco, Calif. Editor, and said that he is the Advertising Manager of "San Francisco Business," and that the foregoing is a true and correct statement of the ownership, management, and circulation of said publication, and that it is a daily paper, the circulation, etc., of the aforesaid publication at the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 3434, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager, are: Publisher San Francisco Chamber of Commerce, San Francisco, Calif.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

3. That the office of the publisher is: Merchants Exchange Building, Robert Newton Lynch, vice president and manager, Merchants Exchange Building.

4. That the names and addresses of all stockholders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

—None.

5. That the two paragraphs next above, giving the names and addresses of stockholders and security holders, if any, contains not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; and that the said two paragraphs contain statements embracing ownership and control, in so far as to the circumstances and conditions under which stockholders and security holders do not appear upon the books of the company as trustees, hold of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

6. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the month preceding the date shown above is: (This information is required from daily publications only.)

L. P. BOYCE.  
Sworn to and subscribed before me this 25th day of March, 1926.

MINNIE V. COLLINS,  
(My commission expires April 14, 1929.)



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

APRIL 28, 1926

NUMBER 16

## Our Airport Case Presented

### CHAMBER OF COMMERCE ASKS APPROPRIATION OF \$500,000

**F**OLLOWING up its campaign for the immediate creation of a municipal airport for San Francisco, the Chamber of Commerce petitioned the Finance Committee of the Board of Supervisors on Tuesday of this week to appropriate \$500,000 toward that end.

Representatives of the Chamber presented facts to the city officials that cannot well be ignored if this city is to keep pace with others on the Pacific Coast in the development of airmail and commercial aviation. The delegation, composed of the aerial affairs committee, made their presentation of San Francisco's need in this regard, following a letter previously addressed to the board by Clay Miller, president.

Among the many important points emphasized at Tuesday's meeting was the fact that one corporation alone is prepared to establish a \$350,000 aircraft factory in San Francisco once the airport is acquired.

The Chamber of Commerce, in urging this very necessary improvement, was unanimously supported by the local press, and editorials calling upon the supervisors to approve the project were introduced.

Colonel Frank P. Lahm, commander of the Air Service, Ninth Corps area, and a member of the Chamber committee, reviewed the technical advantages of California, and particularly San Francisco, as a flying place because of the climate. He said that reserve officers in the Air Service had done more flying here than in any other part of the country.

Others who represented the Chamber of Commerce were Dr. Sterling Bunnell, Captain C. W. Saunders and C. A. Fleming.

The board took the matter under advisement.

### *New Industries in San Francisco*

**WILLEY-ELLIS COMPANY.** Another Eastern manufacturing concern, the Willey-Ellis Company of Philadelphia, manufacturers of laundry machines, has chosen San Francisco for its distributing center for the Pacific Coast.

"Our firm has chosen San Francisco as its Pacific Coast headquarters," said H. H. Bucholtz, local manager, "because we are confident that not only today is San Francisco the center of Pacific Slope population and distribution, but it is destined to continue to be such.

"Whenever a man from the East, who is accustomed to the older industrial sections, sees a vast virgin industrial acreage such as is to be found today down the peninsula, he at once recognizes the possibilities for great future growth and development.

"San Francisco has every essential for industrial greatness."

According to Mr. Bucholtz, the Willey-Ellis Company already has about 100 machines in operation on the coast and will maintain at the factory branch a full stock of machinery to serve the Pacific Coast trade.

The branch is located at 1128 Mission Street.

**ALL-IN-ONE GOLF CLUB CORPORATION.** One of San Francisco's newest industries, the All-in-One Golf Club Corporation, at 60 Federal Street, is practically ready to begin marketing the "Novak Club." This patented golf stick may be adjusted so that a player may play the entire game with one club.

[continued on page 3]

### SECRETARY WORK TELLS GREAT BENEFITS OF BOULDER DAM

**D**OCTOR HUBERT WORK, Secretary of the Interior, believes in government ownership and government operation of public projects only when they cannot be owned and operated as well and as economically by private enterprise. Broadly speaking, he says, "The Government is doing too many things now—things that might better be handled locally."

The occasion of these remarks was a luncheon in the Commercial Club on Tuesday, at which Dr. Work and Dr. Elwood Mead were guests of the Club and the Chamber of Commerce.

Three hundred San Francisco business men heard Dr. Work discuss the great Boulder Dam.

Introduced by President Clay Miller, who presided, Dr. Work said: "I would be willing to have a corporation take over this great \$125,000,000 project if a company big enough to handle it could be found. I find that the people of Southern California are all of one mind on the Colorado Dam question, and that the people of the North are equally sympathetic. My investigations have convinced me that there is no Western state that will not be benefited by the proposed dam."

Dr. Mead, U. S. Commissioner of Reclamation, said that there have been many cases where the Government has had to supplement private enterprise in great reclamation projects. "But the Government," he said, "is gradually getting away from the actual operation of them by turning them over to co-operative organizations of farmers."

Both Dr. Work and Dr. Mead voiced encouraging statements, not only on the Boulder Dam project, but on the \$50,000,000 salt water barrier for the upper bay.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keary 112, list numbers being given.

## Foreign Trade Tips

10234—Kingston Jamaica. R W I Food product merchants wish to get in touch with San Francisco suppliers of BUNDS suitable for packing dried fruits; also PAPER used for dried fruit packing.

10234—Stratford, New Zealand Party wishes to receive catalogs and prices on PICO WORK MACHINES, POINTS, etc.

10235—United Kingdom. Firm is desirous of appointing an agent in this district for the sale of its manufactures, principally STAINLESS CUTLERY and other stainless commodities.

10236—Kyoto Japan. Manufacturers of SILK FISH LINE desire to get in touch with San Francisco importers of this product.

10237—Yokohama, Japan. Importers are in the market for WOOLLEN YARN and WOOLLEN KNITTED GOODS WASTE. Request samples and quotations.

10238—Havana, Cuba. General commission merchant desires to establish connections with San Francisco exporters of ONIONS and GARLIC.

10239—Mayaguez, Porto Rico. Gentleman wishes to communicate with San Francisco producers or exporters of FOODSTUFFS wishing to sell their products in Porto Rico.

10240—Santos, Brazil. Import-export house desires to get in touch with San Francisco exporters of WHITE FLOUR with whom he might do business.

10241—Guatemala, C. A. Party about to exploit quantities of KAOLIN (China clay) wishes to sell this commodity to interested San Francisco firms. Clay is near rail transportation.

10242—Catania, Italy. Manufacturers of MANDOLINS desire to market their products in San Francisco. They would be interested in appointing a representative to develop their business in this line here.

10243—Marseille, France. Exporters of ALFA, KAPOK, RAFFA, DRIED VEGETABLES and DRIED FRUITS, ESSENTIAL OILS, MEDICINAL HERBS, SEEDS, SPICES, SOAP, TEA-LEAF, and VEGETABLE OILS, wish to establish connections with San Francisco importers interested in these commodities.

10244—Besancon, Doubs, France. Commission agent, having good connections in Marseilles and Le-Havre, as well as other parts of France, desires to communicate with San Francisco firms interested in marketing their DRIED FRUITS, NUTS, and CANNED SALMON, in that country.

10245—Holland. Firm is desirous of exporting their SALTED PICKLES, PICKLED ONIONS and FRUITS and FRUIT PILLS to San Francisco.

10246—New York, N. Y. New York corporation wishes to get in touch with San Francisco firms which might be interested in importing CZECHOSLOVAKIAN BENTWOOD CHAIRS and FRENCH FLOOR TILE.

10247—Germany. Manufacturers and exporters of WING PUMPS wish to communicate with San Francisco importers interested in this line of merchandise.

10248—Hamburg, Germany. Gentleman with 10 years' experience as manager of the canned goods department of a Hamburg firm, is now establishing his own business and is desirous of representing a California packer of CANNED FISH (erabrant, salmon, etc.) and CALIFORNIA CANNED FRUITS.

10249—Breslau, Germany. Manufacturer of MOTOR ROAD ROLLERS wishes connection with San Francisco firm.

10250—Hamburg, Germany. Company wishes connection with exporter of CANNED and DRIED FRUIT and HAWAIIAN PINEAPPLE canners.

10251—Viernheim-Mannheim. Wholesale exporter of WOOL FAT (lanolin) wishes representative in California.

10252—Sweden. A SAFETY MATCH company desires to appoint a suitable representative to handle the sale of their product on the West Coast of the United States.

10253—Copenhagen, Denmark. Manufacturers of WOODEN TOYS and WOODEN HOLES. H. J. JENSEN, LTD. wish to market their products in San Francisco.

10254—Salonika, Greece. Import-export and commission merchant is desirous of getting in touch with California FISH packers wishing to market their products in Greece.

10255—Penang, Straits Settlements. Firm is in the market for considerable quantities of SPENT PEPPER and SPENT COFFEE. Solicit samples and quotations.

10256—Rangoon, Burma, India. Company is interested in importing the following articles: WHITE CANVAS SHOES, BROWN CANVAS SHOES, RUBBER SHOES, BOOT and SHOE ACCESSORIES, SPECTACLES (cheap line), POCKET LAMPS.

10257—Calcutta, India. Firm wishes to purchase RESIN and is prepared to give immediate orders for a minimum of 200 casks per month. Quotations per ton with samples are solicited.

10258—Calcutta, India. Firm is in the market for WASTE PAPER. Would purchase approximately 250 tons per month of old newspapers, packed in bales of 500 pounds each. Samples and quotations requested.

## Domestic Trade Tips

D-2081—Mesquite, Texas. An R C A Radiolu dealer desires to represent some other line of RADIOS, preferably manufacturers of sets without storage batteries. Solicits catalogs from interested San Francisco firms.

D-2082—Long Beach, Calif. Supplier of DRIED SHARK FINS wishes to communicate with interested San Francisco purchasers.

D-2083—Evanston, Ill. Manufacturers of toys are desirous of receiving price quotations and descriptive literature on a MOTOR GENERATOR SET for electroplating plant, and generator to deliver 750 A-6 V or 375 A-12 V.

D-2084—Los Angeles, Calif. Company states that their clients in Mexico are interested in purchasing TALLOW and WAXES in quantities of from one to two carloads per month.

D-2085—Los Angeles, Calif. Company is in the market for a quantity of COTTON CAKE, cracked corn size, for feeding sheep, to be transported by boat to the Aleutian Islands.

D-2086—Dee, Oregon. Supplier of ALDER LUMBER wishes to communicate with a furniture manufacturer or other plant interested in purchasing same.

D-2087—St. Louis, Mo. Manufacturers of an AUTOMOBILE TRANSMISSION LOCK and an AUTOMOBILE SPARE TIRE LOCK, suitable for use on all types of cars, desire to get in touch with San Francisco automobile accessory distributors who would be interested in handling their devices.

D-2088—Fresno, Calif. Party is interested in establishing connections for representing some organization or person wishing to develop their interests in the vicinity of Fresno County and the San Joaquin Valley. Has excellent connections in that territory, and is particularly qualified along agricultural and commercial lines. Will supply references if interested parties.

D-2089—Lake Worth, Florida. Established manufacturers' agents and commercial brokers, with headquarters in Lake Worth, intend to cover the State of Florida and Island of Cuba, and are desirous of representing California producers of CANNED GOODS, DRIED FRUITS, JAMS, etc.

D-2090—Rutherford, New Jersey. Manufacturers of ELECTRICAL INSULATIONS wish to get in touch with San Francisco jobbing houses interested in carrying the materials they manufacture.

D-2091—Detroit, Mich. Manufacturers of METAL FINISHING MATERIALS, such as METAL CLEANERS, TRIPOLI, NICKEL COLORING, BRASS COLORING, EMERY CANK, and a complete line of COTTON BUFFS, POLISHING WHEELS, etc., as well as ZINC CHLORIDE, SOLDBRING FLUX, wish to establish connections with a San Francisco dealer or agent to handle their line. They cooperate with their agent or dealer by having their sales and service engineer work with them, calling on the trade.

D-2092—Cleveland, Ohio. Manufacturers of ELECTRIC CONTROLS, ELECTRIC BRAKES, FLEXIBLE COUPLINGS and similar apparatus, are interested in appointing agents to handle their products in this territory.

D-2093—New York, N. Y. A CHEMICAL corporation is very desirous of appointing a suitable representative in this district.

D-2094—New York, N. Y. Firm desires to get in touch with San Francisco houses interested in acting as distributors and importers of ARIASIVES, also firms interested in purchasing GLASS TOWEL BARS and GLASS SHELVES in large quantities.

D-2095—New York, N. Y. Company wishes to get in touch with parties who would be interested in the formation of a California corporation to take over a new and exclusive process for the extraction of MERCURY from cinabar ore, which process is fully covered by United States letters of patent. The process is particularly applicable to the types of low grade cinabar ore found throughout California and can be operated at approximately 50 per cent of the cost of present methods used here.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department and delivering to the U. S. Engineers, Rio Vista, California, 1,100 feet of plow steel wire rope. Bids are to be submitted to the District Engineer, 85 Second Street, San Francisco, and will be opened May 1, 1926.

For furnishing the War Department with miscellaneous estimates, men, plates and exhibit, to be delivered to the U. S. Engineers, Rio Vista, Calif. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, and will be opened May 1, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco on or about June 1, 1926, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 3, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco on or about June 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 7, 1926.

For furnishing the War Department with granulated sugar, to be delivered at San Francisco on or about June 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 20, 1926.

For furnishing the War Department with beef and mutton (fresh), to be delivered at Manila, P. I. Bids are to be submitted to the Purchasing and Contracting Officer, Office of the Commanding Officer, Philippine Quartermaster Depot, Manila, P. I., and will be opened June 17, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco about June 1, 1926, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 7, 1926.

The War Department invites bids for repairing the U. S. A. T. CABLESHIP DELLWOOD, which may be inspected at Pier 11, Seattle, Washington,

# SAN FRANCISCO BUSINESS

APRIL 28, 1926

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## LEADS for NEW BUSINESS

**Accountant**—D. I. R. Pratt, 750 Pacific Bldg., soon.

**Alarm Systems**—Americo Burglar Alarm Co., 235 to 26 Montgomery.

**Artichoke Hearts**—Antonelli Packing Co., 48 Jackson.

**Automotive**—Auto Sales & Finance Co., 1117 Van Ness Ave.

**Auto Repairing**—Madden's Auto Repair Shop, 1401 Pine; Stevens Auto Repair Shop, 1620 Pacific Ave.; W. E. Jordan, 1075 to 849 Golden Gate Ave.

**Batteries**—Sunset Battery & Tire Co. (L. W. Green and Leo Verber), 1851 Lincoln Way.

**Beauty Parlor**—Harmony Beauty Shop, 536 Geary.

**Cabinet Makers**—B. Tanklage & Co., 70 Oak Grove.

**Campaign Headquarters**—C. C. Young (for Governor), 95 E. Market.

**Cleaning and Dyeing**—Albright & Hognanson, 3186 16th.

**Clothing**—Joseph & Co. (wholesale), 32 Battery.

**Creamery**—M. D. Jensen, 2015 Balboa.

**Dancing Pavilions**—Transton School of Dancing, 1268 Sutter.

**Electrical Appliances**—Torrington Co., 136 Taylor.

**Engineer**—E. A. Julian (consulting), 620 Market to Montgomery.

**Furniture**—Wm. F. Kraehl (Mfr. Novelty and Antique), 305 Holloway Ave.; Quality Made Upholstering Co., 2303 Mission.

**Grocers**—John Teirlis, 600 Broderick to 1798 McAllister.

**Investments**—Hub Investment Co. and Investment & Construction Co., 235 Montgomery to 333 Kearny.

**Jewelry**—New business, 2520 Irving, soon; Wm. F. Assmussen, 209 to 492 Post.

**Laces**—Stores, 3227 and 3229 22d.

**Manufacturers Agents**—Kettmann & Ten Eyck Sales Co., 296 9th to 381 Brannan; R. E. Doyle, Wells Fargo Bldg. to 760 Market.

**Metaphysician**—James E. Dodds, 177 Post.

**Notary**—Mrs. Grace Sonntag, 25 Van Ness Ave. to 485 California.

**Physician**—Chas. Robert Elliott, Golden Gate Bldg. to 291 Geary.

**Radio**—Moot-Eton Radio Laboratories, 2186 Market.

**Real Estate**—J. R. Coryell, Russ Bldg. to 593 Market; W. P. Huth & Co., Inc., 464 Kearny to De Young Bldg.; E. J. Downing, 105 Montgomery;

Herman Essner, Russ Bldg. to Hobart Bldg.; E. W. Melville, 5100 Mission; Realty Syndicate Co., 1095 Market; B. B. Lee & Co., 235 to 26 Montgomery;

Marchisio Realty Co., 26 Montgomery to 68 Post.

**Restaurant**—Crystal Restaurant, 3015 Mission.

**Stocks and Bonds**—L. H. Norris & Sons, 58 Sutter to 341 Montgomery.

**Tailors**—Henry Bros., 576 Market to 310 Post; B. Berkowitz, 587 5th Ave.

**Miscellaneous**—Philippines Products Co. (H. F. Connolly, C. N. Edwards), 24 California; Acme Stahl'zer Co., 235 Montgomery to Choise Bldg.;

Nelson-Rude Co., St. Clair Bldg. to 63 Clay; Pacific Engineering Laboratory, Call Bldg.; Mahr Mfg. Co. and Mechanical Devices Co., 589 Howard to 620 Market.

## Notice

American business men visiting in London and desiring temporary office services there may be interested in Hamilton Chambers, a new office service, especially designed to meet the needs of American business men on their visits to Britain. Hamilton Chambers are situated at 47-48 Berners Street, Oxford Street, London, W. 1., and offer complete office facilities.

## Revenue Freight Loading

Loading of revenue freight, the week ended April 10, totaled 929,506 cars, according to reports filed by the carriers with the car-service division of the American Railway Association. This was an increase of 11,106 cars, compared with the corresponding week last year, and 48,569 cars over the corresponding week in 1924.

## U. S. Intercoastal Conference Westbound Rate Docket

Bulletin No. 45, Posting date April 21, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than May 3, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket R-544—Cast iron cinema pedestals, K.D. Request for establishment of an LCL rate of \$1.50; R-545, toys, children's velocipedes, vehicles and scooters, K.D. Flat iron and steel or iron, steel and wood combined. Item 335. Request for reduction in CL rate to \$1.05 at CL minimum of 15,000 lbs.; R-546, lamp standards. Request for the addition to Item 1350 of a specific entry to cover lamp standards, electric or gas, without shades in crates; R-547 pillows filled with floss and covered with cretonne, or other cotton fabric. Request for reduction in rate; R-548, artificial fruit. Request for reduction in rate.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than May 6. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6763—Soap, LCL, eastbound; 6764, wood pulp bldg, CL, westbound; 6765, mineral mixtures (feed, animal or poultry), CL, westbound; 6766, woven lume bags, LCL, eastbound; 6767, letters and numerals, CL and LCL, westbound; 6768, potatoes, CL, eastbound; 6769, fresh meats and packing house products, CL, westbound; 6770, celery and cauliflower, CL, eastbound; 6771, silica sand, CL, westbound, 6772, milling and manufacturing of lumber in transit, eastbound; 6773, Mississippi Export Railroad. Request for representation as participation carrier in Tariffs 2-T and 4-T and to provide for rates from and to all stations on that line, also to amend Tariffs 1-Y and 3-T to provide for rates from and to all stations on that line; 6774, copper smelter products, CL, eastbound; 6775, fresh fruits and vegetables, CL, eastbound; 6776, plant ventilators, stairways and stairs w/ gates, CL, westbound; 6777, loose leaf binder metal parts, LCL, westbound; 6778, plate glass, CL, westbound; 6779, benzol, in tank cars, westbound; 6780, agricultural implements, CL, westbound; 6781, cinchabar ore, CL, eastbound; 6782, corn oil, CL, westbound; 6783, pig iron, CL, westbound, 6784, saw trimmers, LCL, westbound; 6785, filter presses, CL, eastbound; 6789, (Amended) mineral fertilizer (ground phosphate rock and sulphur), CL, westbound.

## New Industries and Expansions in San Francisco

(continued from page 1)

Joe Novak, the manager of this new San Francisco industry, is himself a professional golf player which means that the product should be practical enough to meet the requirements of golf enthusiasts. According to Mr. Novak, there are already more orders on the books of the firm than they can fill at the present time.

## Expansions

Proof that San Francisco fosters its industries until they are forced to expand and seek larger quarters are forthcoming each week.

1. One instance of this is to be found in the new \$150,000 plant of the SUNSET PRINTING COMPANY on Sansome Street between Vallejo and Green. This plant, built along the latest lines of industrial architecture, is about half completed and will, when complete, make a most creditable addition to the long list of industrial plants in San Francisco.

2. ANDREWS WILLIAMS BISCUIT COMPANY, makers of crackers and cakes, because of increased business, are building a new \$45,000 plant at 1026 Mission Street which will greatly increase the facilities of the plant.

3. CALIFORNIA SAWWORKS, 721 Brannan Street, makers of saws, knives, and machinery, are increasing their factory and warehouse at a cost of \$20,000. The work of this industry will be expedited and the capacity increased materially by this expansion.

4. SIMMONS COMPANY. Alterations and improvements in the plant of the Simmons Company, Bay and Powell streets, to the extent of \$60,000, are now being made to keep this large and important San Francisco industry up to the highest efficiency.

5. HERMANN SAFE COMPANY. At the northwest corner of Main and Howard streets a new building is being erected to house the factory and sales offices of The Hermann Safe Company. The new facilities will double the capacity of the plant and will be ready for occupancy about July, 1926. The total amount entailed in this expansion, not including equipment, will be about \$200,000. The Hermann Safe Company is now located at 232 Fremont Street.

# Who's Who Among The New Members



*We take pleasure in introducing to you this week the following:*

## WEST MADE DESK CO.

MANUFACTURERS, WHOLESALERS AND RETAILERS OF OFFICE FIXTURES—525 Market St.

## PORTER ELECTRIC CO.

ELECTRICAL CONTRACTORS—1500 Church St.

## WEEDEN & CO.

INVESTMENT BANKERS DEALING IN HIGH GRADE SECURITIES—315 Montgomery St.

## CURRAN THEATRE

SAN FRANCISCO'S WELL KNOWN PLAY HOUSE, featuring the latest Eastern successes.

## P. LIONEL DAVIS, Jr.

DISTRIBUTOR OF IMPORTED CONFECTIONERY AND NOVELTIES—525 Market St.

## BENJ. J. OLDER

GREEN COFFEE—Balfour Bldg

## ROBERT O. BOSSINGER

WHOLESALE SUPPLIES AND EXPORT—406 Sharon Bldg.

## NEWELL-EMMETT CO.

ADVERTISING AGENCY—525 Market St.; Mr. H. T. Weeks in charge.

## JOHN I. BUJAN

INSURANCE BROKER—1055 Monadnock Bldg.

## A. J. AMES

GRAIN—536 Merchants Exchange Bldg.

## BUFFALO FORGE CO.

HEATING AND VENTILATING FANS AND BLOWERS, EXHAUSTERS, AIR WASHERS, PUNCHES AND SHEARS—307 Flatiron Bldg.

## HERMAN ELSBACH & SONS

DRY GOODS IMPORTERS—1609 Fillmore St.

## W. B. FAVILLE

ARCHITECT—1 Montgomery St.

## RALPH E. GRAY

MANUFACTURERS AGENT—241 Phelan Bldg.

## KEYSTONE ELECTRIC CO.

ELECTRICAL CONTRACTORS AND SUPPLIES—708 Mission St.

## E. J. KRAUSE

DEALER IN FOREIGN SECURITIES—319 Crocker Bldg.

## McKILLOP BROS.

REAL ESTATE OPERATORS AND BUILDERS—46 Kearny St.

## JULIUS OPPENHEIMER

GREEN COFFEE—Balfour Bldg.

## O'KEEFFE & CO., Inc.

WHOLESALE DRY GOODS AND HOTEL LINENS—788 Mission St.

## NOB HILL CONFECTIONERY & DELICATESSEN

LUNCH ROOM—1148-52 Taylor St

## PACIFIC RESEARCH BUREAU

INVESTIGATION OF STOCK SCHEMES—Room 519-24 California St.

## SAN FRANCISCO AUTO TOURS CO., Inc.

AUTO HIRE—585 Post St.

## TRANSBAY MESSENGER CONCERN

FAST MESSENGER SERVICE IN THE BAY AREA—24 California St.

## YELLOW CANARY SANDWICH SHOP—

At 36 Sansome St.



# SAN FRANCISCO BUSINESS

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MAY 5, 1926

NUMBER 17

## July 31

is the last day on which voters can register for the Primary Elections to be held on August 31.

THE CHAMBER OF COMMERCE urges all citizens to register NOW AND TO GO TO THE POLLS ON ELECTION DAY.

### A MASS MEETING

THREE thousand representative business men of San Francisco met in the Assembly Hall of the Chamber of Commerce last Monday morning to discuss problems arising from the present labor controversy in San Francisco. Statements were made by Clay Miller, president of the Chamber of Commerce; Frederick J. Koster; Albert E. Boynton, managing director of the Industrial Association, and Atholl McBean, former president of the Chamber.

A resolution presented by Mr. Koster was seconded by Mr. George Boardman, president of the Real Estate Board, and unanimously adopted by those present. This urged the Board of Supervisors to reconsider its resolution previously passed, asking the Chief of Police to decline further police protection in premises disturbed by the present strike. This resolution was communicated to the Board of Supervisors by representatives of many civic organizations that had attended the morning meeting. The Board, after hearing arguments from both sides, declined to change its position.

The resolution presented by Mr. Koster follows:

"Whereas, since the inauguration of the carpenters' strike on April 1, 1926, hired agents of the International Brotherhood of Carpenters and Joiners of America have assaulted and beaten and in many instances severely injured, more than fifty carpenters, contractors and owners, most of them permanent citizens of San Francisco; and whereas, the Police Department of San Francisco, in performing its duty to maintain law and order, has incurred the enmity and animosity of the International Brotherhood of Carpenters and Joiners of America, with head-

### President Miller's Statement

*Following is the statement of Clay Miller, president of the San Francisco Chamber of Commerce, with reference to the present labor controversy in San Francisco:*

I HAVE a certain responsibility in voicing an official statement from the San Francisco Chamber of Commerce at this time. The long list of men who have formed the backbone for this institution have never failed to rise with firm resolve in every succeeding emergency bravely and justly to meet conditions which have imperiled the welfare and progress of San Francisco.

The purposes for which the Chamber of Commerce was formed and for which it is maintained are to advance, foster and encourage domestic and foreign trade, commerce and industry and to promote the public and commercial interests and welfare of the city of San Francisco and the State of California.

The Chamber of Commerce cannot fail to take very serious cognizance of the present situation. The public and commercial interests and the welfare of the city are in jeopardy. The Chamber of Commerce is not opposed to unions as such nor to the organization of men who labor. The progress and development of the men who work with their hands and of their families is of prime importance to the welfare of any community. If there be any union man within sound of my voice he knows or can ascertain the many occasions in the past when I have been in a position to show some understanding and much sympathy with the orderly efforts of union men to better their condition. But when any group of men, union or otherwise, take the stand that they are above the law, they then are undermining and jeopardizing their own very existence; they are jeopardizing the welfare of the community in which they exist, and they must be halted in such effort.

The question which we are here considering is not a proposition to deny the right of orderly association of men into lawful unions. There is here no question of hours or pay involved.

quarters at Indianapolis; and whereas, the Board of Supervisors of San Francisco on Monday, April 26, passed a resolution condemning the Police Department for its efforts to preserve law and order in this city; and whereas, said resolution is up for reconsideration before said Board of Supervisors on this afternoon, Monday, May 3, 1926; now, therefore,

The Chamber of Commerce maintains the principle that no body of men or organization has the right to deprive other men of the opportunity to work. The fixed and historic promise of America is equality of opportunity. When that promise fails America ceases to be a land of freedom. It was Herbert Hoover who said that we shall safeguard to every individual an equality of opportunity to take that position in the community to which his intelligence, character, ability and ambition entitle him; that we shall keep the social solution free from frozen strata of classes.

Here to day in San Francisco a small group of misguided men, by intimidation, threat and violence, are seeking to down this great American principle.

The Chamber of Commerce stands for industrial peace, for the tranquility of our people and for law and order. These principles have been violated and outraged. Our people are aroused. A great building program is before us. The work will proceed. There has been introduced in the Board of Supervisors an ordinance denying the Chief of Police protection of our people against disorder and illegality—denying him the right to protect life and property in premises disturbed in this dispute.

We have a right, as law-abiding and interested citizens of San Francisco, to demand the upholding of the laws and the protection of life and property by the duly constituted authorities. We have a right to demand that our judges perform their sworn duty without favor and without prejudice. There is no compromise with the rights of free men; there must be no interference with the orderly progress and upbuilding of San Francisco. Law and order are demanded. The industrial freedom of San Francisco will not be throttled.

"Be it resolved that this public mass meeting of thousands of business men of San Francisco, in the interest of the citizens whose lives and property are endangered by reason of the lawlessness now being practiced by the agents of the International Brotherhood of Carpenters and Joiners of America, does vigor-

[continued on page 4]

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## LEADS for NEW BUSINESS

6-2

**Accountants**—Owens Mercantile Co., 11 E. Owens, Western State Life Bldg.

**Adjusters**—Tupia & Harding, Inc., Ross Bldg to Balfour Bldg.

**Aeronautics**—Pacific Air Transport, Inc., 593 Market.

**Architects**—John K. Brunner, 231 Kearny to Shreve Bldg. Sylvester A. Lessing, 58 Sutter.

**Association**—Home Builders' Assn., 159 Sutter to 620 Market.

**Attorneys**—C. R. Gordon, 220 Montgomery. Julius Macdonald, 1022 Geary to 625 Market, L. H. Shapiro, 593 to 625 Market; L. C. Patoloni, 255 Montgomery; W. A. Callaghan, J. A. Tracy, 85-24 to Consular Bldg.; E. Banche, Jr., to 604 Montgomery; Josephine M. Lyons, Chancery Bldg., R. I. Isaac, 58 Sutter; Horace S. King, 550 Montgomery.

**Auto Accessories**—National Equipment Co. (C. F. Pratt), Pacific Bldg., Speedometer Service Co., 510 to 50 Van Ness Ave.

**Automotive**—Granfield Tire & Supply Co., 1628 Market to 12th and Howard.

**Auto Rent Cars**—Yellow Drivers-H Stations, Inc., general offices, 25 Taylor.

**Auto Tires**—Thos. J. Jones, Tom's Tire Shop, 1716 Mission.

**Bacteriologists**—Edw. I. Shearman Laboratory, Butler Bldg. to 516 Sutter.

**Bakery**—Vienna Debraetessen & Bakery, 881 Sutter. Olden's Bakery about 2310 Polk, when building is completed. Harris Bread Shop, 3636 Balboa. Abramson's Bakery, 1100 McAllister.

**Banks**—Beutherhold Investment Co. to occupy old Kohler & Chase Building, 26 O'Farrell, July 1.

**Batteries**—W. M. Watson, 1327 Geary.

**Beauty Parlors**—Royal Court Beauty Parlor, 884 Bush; Flora-Mae Gift & Beauty Shop, 2015 Irving to 312 Fillmore.

**Blacksmiths**—Burke & Killelea, 928 Folsom.

**Brokers**—Rank Edwards & Connelly, 24 California; Wm. J. Kutz (outs.), 30 Front; Wm. H. Hannan and Geo. Searle, 245 to 155 Montgomery.

**Builders**—Baker & Watson, 1111 Church.

**Building Materials**—Norton C. Hulme (tile), Call Bldg.

**Campaign Headquarters**—C. C. Young for Governor Henderson, 964 Market.

**Candy**—Blossom Candy Factory (G. Manetta), 683 Folsom; New store to open in Martin Stelling, Jr.'s new building, about 2318 Polk; Wm. Cohen, 911 Valencia; W. N. Gregory, 3052 16th; Mrs. M. Mercier, 2941 16th; W. Klor (wholesale), 512 34 Ave.

**Cigars**—John Murray, 3848 24th.

**Cleaners**—May Pyle Dry Works, 2097 Bryant; Frank Messner, 263 7th Ave.; Alexander Gladstone, 414 Mason; Louis Pollack, 1202 Divisadero.

**Clothing**—Mrs. R. Goldberg (second hand), 966 Mission to 169 6th.

**Commercial Artist**—C. S. Duncan, 451 to 728 Montgomery.

**Commercial Paper**—Western States Acceptance Corp., 582 Market to Exchange Bk.

**Commercial Photography**—Huge Studio, 1119 Market to Hansford Bldg.

**Commission Merchants**—T. J. Pierce & Co., 322 Front to 425 Washington.

**Confectionery**—Bowers, Haight and Fillmore.

**Contractors**—Lindsay Construction Co. (Clyde W. Leffers), 550 Jonest.

**Contractors**—Ceroghini & Sons, 180 Geary; Mangels Bros., 363 to 445 West Portal. Clarke & McDonald, 150 Geary.

**Corsets**—M. E. Hoard, 734 Bush to 855 Pine.

**Cotton Goods**—Vias Mercantile Co., 680 Howard to 788 Mission.

**Cracker Factory**—Andrews Williams Biscuit Co., 1131 Polk; to new bldg. to be erected, 1026-1032 Mission.

**Dairy Produce**—Parkside Snow White Creamery branch in new bldg. about 2351 Polk.

**Dancing Pavilion**—Puckett's College of Dancing, 1268 Sutter to 1138 Market.

**Dentists**—Dr. Geo. J. Gallagher, 261 to 307 Valencia; Dr. W. J. Schwarz, 1045 Clement to Butler Bldg.; Dr. T. E. Gaston, 3223 Mission.

**Diamond Setter**—Michael Sebastian, 760 Market.

**Drayage and Hauling**—Consolidated Motor Freight Lines, Inc., 199 2d to Pier 19.

**Drugs**—A. M. Ward, Ward's Pharmacy, 1100 Irving; Collins Drug Co., 1307 48th Ave. to 4504 Irving; Louis K. Laggett Co., now open 3001 16th; Jonas Drug Co., branch 1998 Union; Max Sobel, 505 Bush; Ward's Pharmacy, 1100 Irving; Abrams Drug Co. to open in Martin Stelling, Jr.'s new building, Polk and Geary.

**Electrical**—Geary Electric Co., 602 Geary; Gilbert Electric & Supply Co., 760 Market to Kamin Bldg.; Balboa Radio & Electric Shop, 3650 Balboa.

**Employment Agencies**—Western Hotel Employment Agency, Pantages Bldg.

**Envelopes**—Field-Ernest Envelope Co., 25 to 45 Fremont.

**Express and Transfer**—Key Transfer Co., 1673 Market.

**Florists**—Golden Gate Florist, 640 Jackson.

**Fruit and Produce**—Eureka Fruit Market (Facelli Secondo), 2776 Mission to 1127 24th.

**Fruit and Produce**—Frank L. Turner, 601 Division.

**Furniture**—Golden Gate Furniture Mfg. Co., 4221 20th; Pterse Jensen Furniture Co., 2183 Bryant to 215 Florida; Grand Rapids Furniture Co. to Spear and Mission; H. C. Keller, 77 O'Farrell to 2101 Bush; Bell Chesterfield Co., to 1263 Market.

**Furniture Repairing**—D. H. McKell, 1504 to 1624 Valencia.

**Garages**—McAllister Garage, 1690 McAllister.

**Gas and Electric Appliances**—T. G. Arrowsmith Co., 145 Montgomery to 691 Howard.

**General Merchandise**—Lee Yick Co., 519 Pacific.

**Gift Shop**—Mason Gift Shop, 465 Post.

**Gloves**—Handy Glove Co., Gillette Bldg.

**Grocers**—M. Lyons, 3189 16th; Julius Lazzerini, 7119 Mission; M. M. Vogtmann, 1903 Fulton; John Shalutin, 1280 Eddy; H. P. Herrmann, 1091 Dolores; J. D. McVulfe, 245 11th to 1460 Howard.

**Hardware**—W. E. Mann, 1301 to 1454 48th Ave.

**Hats and Caps**—United Cap Works, 1205 Divisadero to 1045 Eddy.

**Heating**—Bryant Heater Mfg. Co., Frank Mosher, 710 to 1048 Polk.

**Herbs**—Bong Sang Co., 303 Pacific.

**Importers**—Humboldt Trading Co., 235 Montgomery to 510 Battery.

**Insurance**—A. E. Sum, 58 Sutter to 681 Market; W. W. Tomlinson & Co., Fire Bldg.; Old Life Insurance Co. of America, Heart Bldg. to 369 Pine; Western Title Insurance Co. (R. F. Chilcote), 176 Sutter to 250 Montgomery; Federal Land Value Insurance Co., First National Bank Bldg.

**Interior Decorator**—John Quinn, 525 Sutter.

**Jewelry**—Philip Klein, 535 to 519 Grant Ave.; Norman Jewelry Co. (Norman Carr), 3490 30th.

**Knit Goods**—Dieker & Morrison, Grant Bldg.

**Laboratory Supplies**—Lippold & Wagner, 171 2d to 960 Mission.

**Leases**—Store, 1026 Alameda; Store, 2131 Polk; Four store, 801 to 811 Mission.

**Leather Goods**—Western Mfg. Co., 812 Kearny.

**Libraries**—Gold Star Circulating Library, 430 Sutter.

**Lumber**—Ward & Pennwell, Tare and Geneva; T. A. Bonner (wholesale), Nevada Bank Bldg.

**Machinery**—H. H. Plummer & Co., Nonadcock Bldg. to Traders Bldg.

**Machinework**—Edwin Fichtner, 361 Hayes to 515 Gough.

**Manufacturers' Agents**—Don E. Campbell, Heart Bldg. to 905 Mission; Geo. A. Kieffer, 141 Fremont; M. W. Woesthoff, 681 Market to 786 Harrison E. C. Osborn (hardware), Call Bldg.

**Marble Work**—Roy Cook Marble Co., 180 Jessie.

**Markets**—Lombard Quality Market, 2246 Lombard; Palmer Market, 400 24th; Tip Top Market, 3004 Mission.

**Medicines and Remedies**—Vapo Products Co., Inc., Call Bldg.

**Men's Furnishings**—Dentoni & Perasso, 567 Broadway to 1433 Stockton.

**Motion Pictures**—Visual Education Foundation (Geo. E. Stone Laboratories), Shreve Bldg.

**Music**—Albert F. Ross, 2063 Union.

**Nonna**—Metropolitan Chain Stores, Inc., 961 Market.

**Novelty**—C. P. Heining & Co., 639 Guerrero to 1009 Treat.

**Office Supplies**—Golden State Ribbon & Carbon Co., Williams Bldg.

**Oil**—Carbide-Oil Co. (C. A. Carlisle), Underwood Bldg.

**Optometrists**—Geo. H. Boekman, 1034 Market.

**Organizations**—California Water Resources Assn., Mission Bldg.; California of Railway Conductors (G. G. McLennan), 681 Market.

**Overalls**—San Hop Co., 578-5 Washington.

**Painters**—W. F. Lenzen & Co., 1887 to 1915 Union.

**Paint and Wallpaper**—J. A. Adams, 843 Clement.

**Pens and Pencils**—Ingersoll Dollar Pen Co., Gillette Bldg. to 770 Mission.

**Plumber**—Geo. Zaro, 441 Clementina to 1311 Harrison.

**Printing**—Victor F. Pollack Printing Co., 509 Sansome; Willits Printing Co., 3986 23rd to 515 Folsom.

**Publishers**—Golden West Publishing Co., 622 Washington.

**Public Stenographer**—Isabel Panella, 233 Post.

**Radio**—R. H. Harris, 855 Cole; Imperial Radio Co., 220 Stockton.

**Real Estate**—Cox Bros., 1309 9th Ave. to 1950 Irving; W. Swift, 1636 Market; Smith Realty Co., Grant Bldg.; E. W. Melville, 901 Geary to 5100 Mission; Home Realty Co., 5739 Mission; Russ Estate Co., 255 to 315 Montgomery; Keers & McCain, Heart Bldg.; Cushman & Davall, 2315 Irving; Armando Realty Co., Grant Bldg.; Bay Realty Co., 5051 to 3014 Geary; J. N. Grant, 525 Market; Franalto Realty Co., 681 Market; Pacific Home Realty Co. (R. C. Poor), 1 Montgomery; Alanson Bros., 251 to 406 Montgomery; Cushman & Deval, 2315 Irving; Sullivan & Bufford, 2015 Irving; J. F. Kirshing, 200 19th Blvd.; Kalla Realty Co. (M. K. Kalla), 3312 Mission; Louis Foerster, to 117 Montgomery; Emil Seuhle, 171 34; Jos. Holt, 105 Montgomery; C. M. Eagleton, Jr., Phelps Bldg.

**Restaurants**—American Restaurant, 188 4th; New Davis St. Coffee Shop, 304 Davis; Mission Coffee House, 3520 20th; Florence Restaurant, 639 Montgomery; Palace Cafe, 901 Howard; Honey Bee Coffee Shop, 2619 Mission; Grand Dairy Lunch, 1018 Fillmore; Lombard Sandwich Shop, 1937 Lombard.

**Roofing**—Knight Roofing Co., 1476 Valencia to 3425 23d.

**Safes and Vaults**—Herrmann Safe Co.'s new building, N. W. Main and Howard, ready about July 1.

**Show Findings**—L. R. Grimm & Co., 1989 Mission to 1702 Mission.

**Show Repair**—De Patta Show Renewing Co., Fairmont Show Renewing Co., 837 Powell; C. M. Hansen, 4535 to 4411 Cabrillo.

**Shoes**—Pacific Shoe Co., 340 Sansome; Gallenkamp Stores Co., branch 70 34; Seamless Shoe Co., Grant Bldg.

**Show Cases**—Majestic Show Case Co., 532 McAllister.

**Sporting Goods**—Golf Club Exchange (Fred Campbell), 714 Market; Jigger Golf Shop, 5716 Geary.

**Stocks and Bonds**—Lundberg & Co. (Edw. R.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10259—Woodburn, Oregon. Proprietor of a bargain store desires to receive descriptions and prices of JAPANESE and CHINESE PARASOLS from San Francisco importers.

10260—Shanghai, China. Exporters of sundries, such as SILK TASSELS, CHINA BESSWARES, CHINA EARTHENWARES, SEA GRASS and RATTAN FURNITURE, RUGS, BUTTON BLANKS, PONGEES, EMBROIDERIES, etc., desire to get in touch with interested San Francisco importers.

10261—Shanghai, China. Firm desires to become sole selling representative on a salary or commission basis for San Francisco exporters of PIECE GOODS, PAPER, GENERAL HARDWARE, BUILDERS' HARDWARE, BUILDING SUPPLIES, PLUMBERS', PUMING and HEATING SUPPLIES, DRUGS and PATENT MEDICINES, PROVISIONS, TOILET ARTICLES, SANDRIES, etc.

10262—Shanghai, China. Exporters of Chinese products, such as TEA, TALLOW, LARD, PEANUTS, FEATHERS, WALNUTS, HOG-CASINGS, SILK PIECE GOODS, LACE, EMBROIDERIES, HAND-MADE LINENS, BRASS WARES, CARPETS, CURIOS and PARASOLS, wish to act as buying agents for San Francisco importers of these lines.

10263—Tokyo, Japan. Trading company is in the market for BBSN. Desires to establish connection with producers if possible. Solicits quotations and samples on all qualities, although they are particularly interested in H. quality, fair yellow, for use in paper-making.

10264—Sweden. Manufacturer of an IMMERSION HEATER for heating and cooking fluids, is very desirous of appointing a San Francisco distributor to handle his product. The authorized agent of this manufacturer is in San Francisco and will call upon interested parties, giving a demonstration and supplying prices. Samples of immersion heater on file with the Foreign Trade Department.

10265—Goteborg, Sweden. Firm wishes to import American SMALL COFFEE ROASTERS, for roasting coffee samples; ROASTING MACHINES for coffee in quantities of about 10 kilos; ELECTRIC APPARATUS for COFFEE ROASTING and COOKING.

10266—Steinbach-Halleberg, Germany. Manufacturers of CURING IRONS and LAMPS for heating same desire to export their products to San Francisco. Illustrated price list on file with Foreign Trade Department.

10267—Schlesien, Germany. Manufacturer of LINEN sheeting, table cloths, handkerchiefs, toweling, SHIRTING CREPE, SCARFS, DRESS GOODS, etc., wishes representative in San Francisco.

10268—Berlin, Germany. Gentleman wants agency of leading California export and import firms for Germany.

10269—Markneukirchen, Germany. Manufacturer of VIOLIN BOWS and STRINGS wishes connection with California firms.

10270—Veekenhagen, Germany. Manufacturer of PAINTS and VARNISHES wishes representative in San Francisco.

10271—Dortmund, Germany. Large manufacturers of STEEL STRIP, BAND SAW STEEL, SPRING STEEL, SPRING WIRE, HEDDLE WIRE and WIRE CABLE, desire to appoint a suitable representative for the Pacific Coast, to act on a commission basis.

10272—Berlin, Germany. Firm is interested in SMALL UNIVERSAL ELECTROMOTORS of 1/50 to 1/3 H. P. for direct and alternating current. Motors are to be built to household utensils, therefore, it is important for the firm to get detailed descriptions as to construction and size of the motors.

10273—Schmiehdelf, Germany. Large manufacturers of THERMOMETERS, BAROMETERS, HYDROMETERS, CHEMICAL GLASSWARE, SURGICAL GLASSWARE, HOLLOW GLASSWARE, etc., are desirous of getting in touch with a firm or individual in a position to handle the sale of their products on the Pacific Coast. Descriptive price list on file with Foreign Trade Department. Firm is old established and manufactures quality products.

10274—New York, N. Y. Firm wishes to get in touch with San Francisco houses in a position to handle an imported line of ABRASIVES. They desire to establish connections with a firm having sufficient organization and financial standing to push the sale of this line.

10275—Genoa, Italy. Export agents of large manufacturers of PEELED TOMATOES, TOMATOES, CONSERVED PEAS, GREEN BEANS, and other vegetables in vinegar, desire to establish connections with San Francisco houses interested in these commodities.

10276—Patras, Greece. Exporters of CURRANTS, OLIVES and FIGS, wish to appoint a suitable representative in this territory.

10277—Maillevalle, B. C. Firm of manufacturers' agents desire to get in touch with manufacturers of WOUND DRESSING REQUISITES (bandages); also OXIDE MUSLIN for linoleum manufacturers; CALICOES for cable manufacturers; and ROUGH MUSLIN for coarction. They have extensive business relations in Europe and believe they could establish quite a trade in these articles between America and Europe and Canada.

10278—Lilloet, B. C. Party wishing to introduce CALIFORNIA DRIED FRUITS in British Columbia desires to communicate with packers and exporters of these products.

10279—Victoria, B. C. Company controlling an excellent site for the location of a plant for the seining of pilchards for the reduction of oil and fertilizer, desires to get in touch with a San Francisco concern in a position to handle this business and who would be interested in supplying the necessary capital for same.

10280—Liverpool, England. Firm desires to establish business connections with a San Francisco exporter of DRIED and EVAPORATED FRUITS and RAISINS with a view to acting as their agents in the Liverpool territory.

10281—Wagga Wagga, Australia. Purchasers of large quantities of OREGON, PIN WOOD in various sizes and thicknesses, and also of full ranges and styles of DOWEL DOORS, desire to get in direct communication with California manufacturers of these products with a view to purchasing same.

10282—Buenos Aires, Argentina. An American firm, established in Buenos Aires in the import and export business, is anxious to act as representative either as buyer or seller for American firms. They are particularly interested in the exportation of Argentine products, such as BUTTER, CHEESE, MEATS and ANIMAL BY-PRODUCTS.

10283—Havana, Cuba. Firm is desirous of representing a San Francisco exporter of BEANS, AUSTRALIAN BROWN ONIONS, and packers of SARDINES and FRUITS (canned).

10284—Mayaguez, Porto Rico. Experienced commission merchant desires to represent a San Francisco exporter of BEANS wishing to do business in Porto Rico.

## Domestic Trade Tips

D-2096—Ash, Oregon. Party having a quantity of myrtle and maple wood, which he is working up into novelties and furniture, desires to get in touch with San Francisco firms interested in purchasing these products. Will send samples of the wood to interested parties. Prefers making novelties principally.

D-2097—New York, N. Y. The American sales agents of 32 European factories manufacturing DECORATIVE ARTIFICIAL FLOWERS wish to market their flowers in San Francisco. Their line is carried by department stores, gift shops, florists, etc., and they also carry items which sell to hotels and restaurants.

D-2098—Waco, Texas. Manufacturers of the "Perfection" table, hand and bowl NUT CRACKERS, are very anxious to secure the services on a commission basis of a factory representative to handle the sale of their products on the Pacific Coast.

D-2099—Newton, Mass. Manufacturers of a SPORT WEAR LINE, including BATHING SUITS, SPORT COATS, DRESSES, FANCY VESTS, etc., wish to appoint a suitable sales agent to represent them on a strictly commission basis.

D-2100—St. Petersburg, Fla. Firm of packers' and manufacturers' agents desire to establish business connections with California packers and shippers of CANNED FRUITS and VEGETABLES, DRIED FRUITS, BEANS and PEAS.

D-2101—Philadelphia, Pa. Gentleman desires to get in touch with a progressive California or Pacific Coast manufacturer or distributing concern that wants to open eastern headquarters and take advantage of the opportunities that Philadelphia and his business experience of over 20 years have to offer.

## Specifications Available

The following specifications covering bids received for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with blasting powder and delivering same at Sacramento, Calif. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened May 8, 1926.

For furnishing the War Department with forage and delivering same to the various units of the Washington National Guard, Fourth Quarter. Bids are to be submitted to the Commanding Officer, Seattle Co. M. I. Depot, 405 Bay Bldg., Seattle, Washington, and will be opened May 10, 1926.

For furnishing the War Department with subsistence supplies and delivering same at various posts listed, from June 10 to 20, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 12, 1926.

For furnishing the War Department with subsistence supplies and delivering same at San Francisco, Calif., on or about June 1, 1926, for shipment to Panama, Canal Zone. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 14, 1926.

For furnishing the War Department with subsistence supplies and delivering same at Army Transport Wharf, Fort Mason, San Francisco, as required during the month of June, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened May 15, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with air compressors, pipe fittings, lead bands, ball joints, valves, cocks, drinking fountains, reamers, stocks and dies, drills, bits, files, back-saw blades, machetes, wrenches, vises, jack planes, steel tapes, index boxes, cardboard and adding-machine paper. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened May 11, 1926.

## NOTICE!

*A copy of the Rivers and Harbors Authorization Bill now pending in the House of Representatives is on file in the offices of the Chamber of Commerce and is available to members and others who may be interested.*



## New Industries in San Francisco

A WEEKLY REVIEW OF  
INDUSTRIAL EXPANSION

Prepared by the  
INDUSTRIAL DEPARTMENT OF THE  
CHAMBER OF COMMERCE

**ANTONELLI PACKING COMPANY** has recently established headquarters at 48 Jackson Street, where the firm is packing, in glass containers, artichoke hearts. Later, it is planned to pack other lines of food products.

**SAN FRANCISCO MATERIALS COMPANY**, organized January 8, 1926, has completed a new plant at 3070 Twenty-third Street, land, building and machinery costing about \$40,000. This plant handles lime, cement, plaster, and manufactures lime putty.

### Expansions

**AMERICAN BISCUIT COMPANY**. Additions and extensions to the plant of the American Biscuit Company, northeast corner of Battery and Broadway, entailing expenditure of \$150,000, will be completed shortly. This expansion will increase the capacity of the plant 25 per cent.

**F. A. LORENZ**, 465 Natoma Street, maker of bank, store and office fixtures, is increasing output of the plant 50 per cent over former capacity and is spending \$22,000 for land, building, and equipment to make possible the expansion.

**NEW BALBOA MILL COMPANY** (planning mill), after having been in business in San Francisco about three years, has found it necessary to build an entirely new plant, located 1321 Eglert Avenue, and costing about \$30,000. This plant has been in operation about two months and enables the New Balboa Mill to turn out twice as much product as before.

**AMERICAN BRASS AND BRONZE WORKS**, 124 Juniper Street, has completed an addition, the cost of which, together with land, amounts to \$6,000. This company makes chandeliers and builders' hardware.

**GRANFIELD TIRE AND SUPPLY COMPANY**, 1628 Howard Street, is building a new office and warehouse building at the southeast corner of 12th and Howard streets at a cost, including land, of \$46,000, which will increase their present space 300 per cent.

### Revenue Freight Loading

Reports filed by the carriers with the car-service division of the American Railway Association showed that loading of revenue freight for the week ended April 17 totaled 964,935 cars.

This was an increase of 41,091 cars compared with the corresponding week last year and 88,019 cars over the corresponding week in 1924. Compared with the preceding week, the total for the week ended on April 17 was an increase of 35,429 cars, increases being reported in the total loading of all commodities except coke.

### Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than May 13. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6788—Prepared roofing, CL, westbound; 6787, labbitit and type metal, CL, westbound; for export; 6788, modeling clay, CL, westbound; 6784, tomatoes, CL, eastbound; 6780, lines, iron or steel, for ball, tube or rod mills, CL, westbound; 6791, Chattahoochee Valley Railway; Request for representation as a participating carrier in Tariff 2-T and Tariff 3-T, 6792, nursery or florist's stock, CL, eastbound; 6793, radiators and radiator castings, CL, westbound; for export; 6794, cotton, eastbound; 6795, veneered fir lanner, CL, eastbound; 6796, roofing tile, CL, eastbound; 6797, processed sand, CL, eastbound—6798, paper and paper articles, CL, eastbound; 6799, rig irons, CL, westbound; 6800, shelled nuts and nut meats, CL and LCL, westbound; 6801, children's vehicles, CL, westbound; 6802, roast-coffee, CL, eastbound; 6803, fresh berries, CL, eastbound; 6804, well points or well strainers, CL and LCL, westbound; 6805, Chicago, South Shore and South Bend Railroad; Request for representation as a participating carrier in Import Tariff 30-N; 6806, shoes, CL, westbound; 6807, rugs, mats, matting, etc., CL and LCL, import; 6808, pneumatic rubber tires and rubber tires, CL, westbound; 6809, pneumatic rubber tires, CL, westbound; 6810, dried beans, CL, eastbound; 6811, green coffee, CL, import; 6812, pig iron, CL, westbound; 6813, fruit and vegetable packages, CL, westbound; 6814, manganese ore, CL, westbound; 6815, cotton hull fibre and cotton hull shavings, CL, westbound; 6816, macaroni, noodles, Italian paste, spaghetti and vermicelli, CL, westbound.

### Leads for New Business

[continued from page 2]

**Lundberg**, 319 First National Bank Bldg.; Jas. Gartland, 205 to 153 Montgomery.

**Tailors**—Peter Longo, 631 to 364 Larkin; Geo. Schreter, Postages Bldg.; Glantz, 2059 Polk.

**Theatrical Enterprise**—Samuel H. Levin, to 1182 Market.

**Tile and Roofing**—Mastercraft Tile & Roofing Co., 136 McAllister.

**Upholstery**—Benseo Upholstery Mattress Co., 834 Stanyan; Lamar Mattress Co., 1671 Haigt.

**Waterproofing Materials**—Minwax Co., Inc., 22 Battery to 136 McAllister.

**Window Shades**—American Shade Co., 1533 Pine to 1819 Market.

**Woodturner**—D. Downard, 136 Main to 157 Mina.

**Miscellaneous**—International Mercury Corp., 620 Market; Pacific Sales & Finance Co., 995 Market; Keystone Construction Co., 16th and Stotwell; Hollywood Productions Co. (L. E. Kloesterman), Grant Bldg.; Horace C. Brown & Co., 454 Turk; Bernard Mfg. Co. (B. J. Karpen), 1155 Mission; Service Polishing Co., 112 Market to 16 Sberman.

## Chamber of Commerce Election May 11 1926

Twenty-one directors will be chosen at the annual election of the San Francisco Chamber of Commerce to be held Tuesday, May 11.

Business leaders, representative of the diversified interests making up the commercial groups of the city, unanimously nominated by the special Nominating Committee, to be balloted upon as directors by the membership, are:

James A. Baegalupi, W. L. Beedy, Jacob Blumlein, Kenneth Bowerman, F. W. Bradley, J. B. Brady, H. C. Cantelow, J. V. Costello, John J. Cuddy, S. P. Eastman, Edward L. Eyre, Philip J. Fay, George R. Gay, J. R. Hayden, Clay Miller, Almer M. Newhall, Capt. C. W. Saunders, R. S. Shainwald, W. W. Stettheimer, Walter H. Sullivan, L. M. Voorzanger.

Frederick J. Koster served as chairman of the Nominating Committee. Others acting with him in the selection of the nominees were R. W. Colstello, Milton H. Esberg, Charles W. Fay, Rudolph Volmer, J. B. Levison and Walton N. Moore.

Judges of election, appointed by President Clay Miller and confirmed by action of the Board of Directors, are E. B. Cutter, E. Mayer and L. A. Kelley.

April 29, 1926.

### Mass Meeting

[continued from page 1]

ously protest against the lawlessness and crime being perpetrated in our midst; and that as citizens of San Francisco we further protest against the passage by the Board of Supervisors of said resolution as being calculated to destroy the morale of the police force, thus encouraging the thug and gangster and increasing crime and violence in our city; and we demand that said resolution be rescinded by the Board of Supervisors at its meeting on this afternoon, Monday, May 3, 1926; and

"Be it further resolved that we demand of the duly constituted authorities of the City and County of San Francisco the strict maintenance of law and order; and

"Be it further resolved that we do hereby publicly pledge ourselves to take any measures necessary to enforce the law and stamp out the wave of violence and crime that has been and is now threatening the peace, progress and prosperity of our city and the safety of its citizens."



SAN FRANCISCO

FILE COPY  
INFORMATION BUREAU

# BUSINESS



**May 12 • 1926**

# RADIOGRAMS



## Reply Swiftly to Hawaii

HAWAII, the prospering cross-roads of the Pacific, bought more than 5,000 automobiles and trucks from the United States in 1925. And Hawaii is a good market for rubber tires and tubes.

Men of enterprise—knowing how easily sales slip to a competitor—reply promptly to all price inquiries. Radiograms—direct to Hawaii—combine accuracy with the coveted speed.

Always mark your Radiograms

**“Via RCA”**

File messages to Hawaii, Japan and the Dutch East Indies at any Western Union office; or phone for a Western Union messenger. And to Europe, the Near East, South America and to ships at sea at any RCA or Postal Telegraph office; or phone for an RCA or Postal Telegraph messenger.

Radiograms go direct from America to:

Hawaii, Japan and the Dutch East Indies		
England	Poland	Norway
France	Italy	Sweden
Germany		Argentina

and to ships at sea

### Radio Corporation of America

SAN FRANCISCO

28 Geary Street

Garfield 4200

LOS ANGELES

453 So. Spring Street—Tucker 6761

SEATTLE

512 Maritime Building—Eliot 3719

# Outdoor Life in California



YOSEMITE FALLS  
*One of Nature's Masterpieces*

WILL BE THE  
*Featured Theme*

of

## SAN FRANCISCO BUSINESS

IN THE ISSUE OF JUNE THE NINTH

*The fascination of Rivers,  
Mountains and Seashore,  
Playground for Vacationists,  
with the year around allurements  
for Motorists will be  
vividly pictured*

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PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

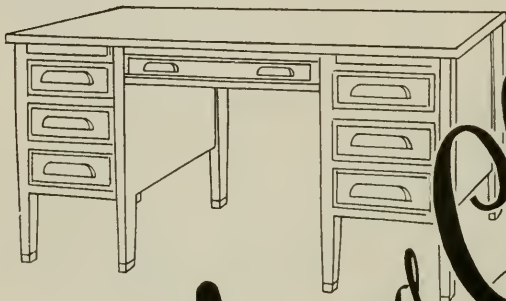
465 CALIFORNIA STREET

*Telephone*  
KEARNY 112

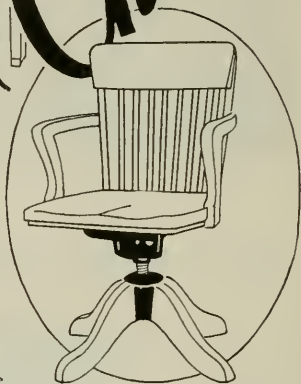
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# COMPLETE OFFICE EQUIPMENT

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*Desks and Chairs*



Furnishing a new office, the first things you think of are desks and chairs. Then come the tables, files and the rest of the requirements for modern business. You'll find them all here—better in quality—better in value and a Deferred Pay Plan that will suit your convenience.

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SAN FRANCISCO



# Pictures by Wire, a New Service

By WALTER S. REED, *Pacific Telephone and Telegraph Co.*

THE electrical transmission of pictures has attracted the attention and curiosity of scientists and engineers for a great many years. The reduction to successful practice, however, required the perfection of methods for the faithful transmission of electric signals over a long distance, and the development of special apparatus and methods which have become a part of the communication art within the last few years. Prominent among newer developments which have made transmission possible are the photoelectric cell, the vacuum tube amplifier and electrical filters and the use of carrier currents.

In the year 1847 an attempt was made to make two cylinders rotate at opposite ends of a telegraph line at the same rate of speed. A metal stylus at the sending end propelled a similar stylus at the receiving end. A sketch indented on a sheet of tinfoil actuated the transmitter and a chemically treated sheet of paper became stained by the current at the place of reception. The method was crude, limited as to possibilities and not adapted to photography.

For years the Research Laboratories of the American Telephone & Telegraph Company and the Western Electric Company have been working on a practical and commercially feasible way of sending real photographs. Picture transmission has not been achieved through the inventiveness of any one genius but by the teamwork of many fine minds focussed on a single purpose.

The first demonstration of Telephotography was brought to the attention of the public during the Inauguration Exercises, held on March 4, 1925, in Washington, D. C. Special picture transmitting equipment was installed at that time and pictures of the ceremonies were transmitted from Washington to New York, Chicago and San Francisco simultaneously, and were published in the papers almost before the function was over.

The results of the pictures were amazing to the public and went down in history as the eighth wonder of science.

When we reduce the transmission of pictures to its simplest elements we find that there are three essential factors which must be taken into consideration.



Amundsen stows away the essential freight for N25. He is passing to Riser Larsen in the cockpit the collapsible boat. Nearby are skis and food.

Picture taken by North American Newspaper Alliance and transmitted by Telephotograph from New York to San Francisco.

The first is some means of translating lights and shades of a picture into some characteristic of electric current; the second is an electrical transmission channel capable of carrying the characteristics of the electric current faithfully to the required distance; the third is a means of re-translating the electric signals as received into lights and shades corresponding in relative values and positions with those of the original picture.

Analyzed for purposes of electrical transmission a picture consists of a large number of small elements each of a uniform brightness. The transmission of an entire picture necessitates some method of tracing these elements on the film. The method used with the present apparatus is to prepare the picture as a transparent film which is bent in a form of a cylinder. The cylinder is then mounted on a carriage which is moved along on its axis by means of a screw at the same time the film cylinder is rotated. The small spot of light thrown upon the film is thus caused to traverse the entire film area in a long spiral. The light passing into the interior of the cylinder then varies in intensity with varying shades of the picture. The operation and movement of this cylinder

may be visualized in your mind as similar to that of the old type of Edison cylindrical phonograph record. In order to obtain music it was necessary to have a needle traverse the entire surface of the record in a long spiral manner; in place of using the needle to scan the entire surface of the film transparency for picture transmission a fine point of light is used.

The task of transforming this light and varying intensity into a variable electric current is performed by means of a photoelectric cell which consists of such chemical properties as potassium and alkali.

Under illumination the alkali metal gives off electrons, so that when the two electrodes are connected with an external circuit the current flows. This current is directly proportional to the intensity of the illumination and the response to variations of light is instantaneous. This cell is placed inside the cylinder formed by the photographic film which is to be transmitted. As the film cylinder is rotated and advanced the cell throws off electrons in accordance with the varying density of the picture. The telephone line then carries the electric current to its required destination and at

[continued on page 17]



## SAN FRANCISCO CHAMBER OF COMMERCE

H. CLAY MILLER, *President*      C. W. SAUNDERS, *Vice President*      PHILIP FAY, *Vice President*  
 ROBERT NEWTON LYNCH, *Vice President and Manager*      W. W. STETTMEIER, *Treasurer*  
 Entered as second-class matter at the Post Office, San Francisco, California, under the act of March 3, 1879.  
 Subscription \$4 a year      L. P. BOYCE, *Advertising Manager*  
 GEORGE L. NORTH, *Editor*

Vol. XII

SAN FRANCISCO, CALIFORNIA, May 12, 1926

No. 18

## Every Voter Must Register Before July 31

**R**EGISTRAR Harry Zermansky tells us that San Francisco's registrations to date approximate 140,000. Press reports from Los Angeles estimate the registrations in the southern metropolis at more than half a million.

\* \* \* \* \*

This disparity does not represent the difference in the populations of the cities, nor does it reflect the civic-mindedness of their peoples.

Los Angeles' tremendous registration is the result of an aggressive, cooperative campaign carried on by all of its civic organizations. It is the result of an intensive drive in which every interest, big and little, in the city has done its part.

\* \* \* \* \*

The people of San Francisco have no civic duty that is more important at this particular time than to vote, and they cannot vote unless they have re-registered this year.

The Chamber of Commerce has urged, and again urges, that each of its members register *now*. Registrations for the primary elections will close on July 31, and, as said before, no one can vote in these elections who has not registered specifically for them.

*The Annual*  
**DINNER and RALLY**  
*of the*  
**CHAMBER of COMMERCE**

A great civic rally and annual dinner of the San Francisco Chamber of Commerce will be held in the Palm Court of the Palace Hotel on Tuesday evening, June 1st, at 6:30 o'clock. All members of the Chamber of Commerce are urged to attend. There will be discussion of matters vital to San Francisco, which demand the attention of the business community and citizenship generally.

The following announcement has been sent to all members:

*You are invited to attend*  
*The Annual*  
**Dinner and Rally**  
*of the*  
**San Francisco Chamber of Commerce**  
*to be held in the Palm Court, Palace Hotel*  
*Tuesday Evening, June First*  
*at 6:30 o'clock*

Informal—Four dollars per plate

San Francisco has before it a great program of development and many definite problems. Coordination of vital community forces is necessary at this time. Matters of utmost and timely importance to the present and future welfare of San Francisco will be discussed by speakers of note.

Single reservations and for group tables accommodating seven or nine will be made strictly in order of receipt of application.

# Celebrating the Victory Highway

By D. V. NICHOLSON, Assistant Secretary California State Automobile Association

**M**ARKING the opening of a new era of motor tourist travel to Northern and Central California, a great motor caravan organized by the leading civic and commercial organizations in this section of the state will leave San Francisco on June 9 for a tour over the Victory Highway to Salt Lake City.

The caravan, a business man's sociability event, will be in the nature of a dual celebration. It will review the accomplishments in improving the Victory Highway through Nevada and western Utah as the result of financial assistance given by Northern and Central California through the Utah-Nevada-California Highway Association and, at the same time, it will celebrate the official opening of the famed Truckee River State Highway project between Donner Lake and the Nevada state line.

## Ready for Tourists

The idea of the caravan, which will call nation-wide attention to the fact that the Victory Highway is now ready to carry motor tourist travel directly to this section of California and give widespread publicity to the completion of the scenic Truckee River Highway, was originated jointly by W. H. Goodin of Lovelock, Nevada, president of the Overland Trail Club, and Wally B. Gelatt of Donner Lake. It is being organized by civic leaders and good roads enthusiasts of Northern and Central California.

Co-operating in the organization of the caravan are Frederick H. Meyer, chairman of the Good Roads Committee of the San Francisco Chamber of Commerce and president of the Utah-Nevada-California Highway Association; Carl Lannus, chairman of the Good Roads Committee of the Sacramento Chamber of Commerce; George S. Forderer, director of the California State Automobile Association and of the Utah-Nevada-California Highway Association; H. J. Brunner, chairman of the Automobile Association's Highways Committee, and C. C. Cottrell, manager of its Highways Bureau.

Among the organizations and individuals that have been invited to participate in the caravan or send delegations are the following:

Californians, Inc., San Francisco

## ITINERARY

# Motor Caravan

from SAN FRANCISCO to

SALT LAKE CITY

(June 9th to June 12th, inc.)

### W. H. GOODIN, Director General

C. C. COTTRELL, Manager California Section

W. H. GOODIN, Manager Nevada Section

GEORGE J. MARTIN, Manager Utah Section

### June 9—FREDERICK H. MEYER, Captain

7:00 A.M. Leave San Francisco

12:00 noon Arrive Sacramento

6:30 P.M. Arrive Donner Lake

### June 10—HARVEY M. TOY, Captain

8:00 A.M. Leave Donner Lake for inspection Truckee River route

10:00 A.M. Official opening of Truckee River Highway at State Line by Harvey M. Toy, Chairman California Highway Commission

12:00 noon Barbecue at Exposition Park, Reno, under auspices Reno Chamber of Commerce

6:30 P.M. Arrive Lovelock

### June 11 and 12—W. H. GOODIN, Captain

7:30 A.M. Leave Lovelock

12:00 noon Arrive Battle Mountain—Lunch. Visit Betty O'Neal Mine.

5:30 P.M. Arrive Elko, Nevada

7:00 P.M. Banquet and reception by Elko Chamber of Commerce

6:30 A.M. Leave Elko

12:00 noon Arrive Wendover, where caravan will be welcomed by Governor Dern and Utah's leading civic and commercial organizations—lunch

### June 12—W. D. RISHEL, Captain

5:30 P.M. Arrive Salt Lake City

6:30 P.M. Dinner given by Salt Lake City Chamber of Commerce, to be followed by big highway meeting in which caravan from Denver will participate.

# Replacing Another Old Landmark

**A**NOTHER landmark eloquent of the San Francisco of an earlier day is gone, but the spirit and purposes to which it was dedicated will be given new and magnified expression in the structure that is to arise on its site.

Already the outlines of the new structure are beginning to take shape at the strategic site it will occupy at the northwest corner of California and Montgomery streets, intersection that has ever been the financial hub of San Francisco and thus the Pacific Coast. Gone is the last vestige of the stone building—the historic old Parrott Block—that housed Wells Fargo's first office and which served as a clearing house for shipments of gold mined in the Sierra.

Only a memory now remains of this unique structure, erected in 1851, which—as the tourist-guide always pointed out to his all-absorbing auditors—was cradled in China, where the stone blocks which fashioned it were hewn from quarries. The same Chinese stone workers, it was invariably added, came across with the cargoes in clipper ships, and for the standard wage of a pound of fish, a pound of rice, and a dollar a day, put the blocks into place.

Fired by the same resolute spirit and comprehending vision that inspired the pioneers of the early '50s, a group of San Francisco business men recently incorporated in this state the California-Montgomery Company and have undertaken the erection of a modern, fifteen-story, class "A" office building, which will be called the Financial Center Building, a name richly deserved in view of its broad frontages in both California and Montgomery streets. The structure, when completed, will have a value, with the real estate, in excess of \$3,000,000.

To finance the construction an issue of \$2,000,000 first mortgage bonds was recently underwritten by a strong group of investment bankers headed by Peirce, Fair & Co. and Bond & Goodwin & Tucker, Inc., and distributed through a large group of security dealers. The bonds, which are serial, will be a closed mortgage on the property. Thus, another important forward step has been taken in the modernizing of Montgomery Street and in stressing anew the dominating place this pivotal corner occupies in the realm of finance. The building is scheduled



The fifteen-story Financial Center Building now under construction at California and Montgomery Streets

to be ready for occupancy early next year.

Those who have undertaken this important enterprise include Louis Bloch, president Crown Willamette Paper Co., Gustave Brenner, capitalist, Felix Kahn and Allan MacDonald of MacDonald & Kahn, R. S. Shainwald, vice-president and general manager Paraffine Companies, Inc., and James Tyson, president Charles Nelson Co. The architects of the building are Meyer & Johnson and the contractors, MacDonald & Kahn.

The ground floor corner will be occupied by the brokerage house of Logan & Bryan, whose offices were in the same situation in the old structure.

## New Industries in San Francisco

LACTEIN COMPANY, 640 Sixth street, presents an interesting instance of a local concern creating a new industry to manufacture a by-product which would otherwise go to waste. A new plant, costing \$50,000, with an annual capacity of 700 tons, has been constructed to manufacture lactic acid. So far as is known, this is the first commercial lactic acid plant on the Pacific Coast.

[ continued on page 23 ]



## Caravan to Advertise Victory Highway to The Nation

[continued from page 7]

Motor Car Dealers' Association, Down Town Association of San Francisco, San Francisco, Oakland, Sacramento, Stockton and San Jose Chambers of Commerce, San Francisco Board of Supervisors, Harvey M. Toy, chairman California Highway Commission, Marshal Hale, vice-president Victory Highway Association, and the boards of supervisors and civic and commercial organizations in all the Northern and Central California counties.

Among those especially urged to take part in the caravan are the civic and commercial organizations, the firms and individuals that contributed money to the fund which has made possible the construction of the Wendover cut-off and the improvement of the Victory Highway across Nevada. This trip will give them their first opportunity to see first hand just what has been accomplished with their money.

### Leaves San Francisco June 9

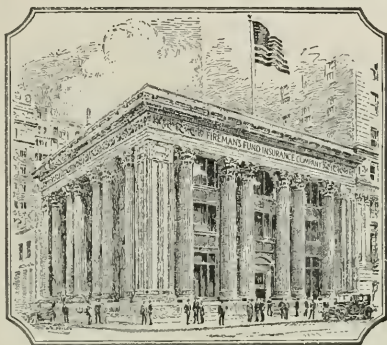
Leadership in the organization of the caravan in California has been undertaken by the California State Automobile Association at the invitation of W. H. Goodin, who originated the plan of the caravan. George S. Forderer, director of the Automobile Association who accepted the invitation on behalf of the Association, has designated C. C. Cottrell, manager of the Association's Highways Bureau, to undertake the active work of organizing the caravan and making detailed arrangements. Mr. Goodin is in charge of the organization work in Nevada, and George J. Martin, director of the Salt Lake City Chamber of Commerce and Commercial Club, is making the arrangements for the tour of the caravan through Utah.

According to plans announced this month by Mr. Cottrell the caravan will leave San Francisco on the morning of June 9. Frederick H. Meyer, captain of the day, will pilot the caravan of cars to Sacramento where luncheon will be served at noon by the Sacramento Chamber of Commerce, and on to Donner Lake where the party will spend the first night.

### Truckee River Highway

On the following morning, Harvey M. Toy, chairman of the California Highway Commission, will lead the party over the Truckee River High-

[continued on page 19]



## Another California Product with an International Market

Vessels and cargoes in every port of the world, homes, factories, stores and merchandise in every city of the United States and Canada, automobiles on every highway from the Atlantic to the Pacific are today being protected by policies of the Fireman's Fund.

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# FIREMAN'S FUND

## INSURANCE COMPANY

# Reviewing the Work of the Board of Trade

By ELFORD EDDY

**H**ORACE GREELEY was right. He gave the young man good advice when he urged him to go West.

Businessmen of the West, less hidebound by tradition and prejudices than their Eastern brethren, perhaps, are steeped in the pioneer spirit which blazed new trails in the days of the Argonauts. They do not demand precedent for everything they do. And they don't wait for the other fellow to start things.

In San Francisco, since the gold rush days the commercial center of the Pacific Coast, your merchant ever has been a progressive. He has foresight, sagacity and courage. Without these qualities one cannot do business and succeed.

About six years ago two brothers, Ben and Lester Rice, met in a St. Paul hotel and hatched a get-rich-quick scheme that would have given Wallingford a post-graduate degree in chicanery. Lester Rice owned a knitting mill at Winnipeg, Manitoba. In the summer and fall of 1921 Ben Rice, on behalf of the French Shop,

Inc. of Phoenix, Arizona, purchased goods of a value of more than \$150,000, mostly in the East. He came to San Francisco and purchased about \$20,000 worth of merchandise.

By forced sales Ben Rice quickly converted his merchandise into money and sent the greater part of it by his wife to his brother Lester in Winnipeg. The merchants from whom the goods were purchased were not paid.

The San Francisco Board of Trade took action. It was proposed that all the merchants who had sold to Rice and had not been reimbursed assess themselves to raise a fund to institute court proceedings. Eastern merchants, the heavy losers, refused to co-operate. Perhaps they thought it would be sinking good money on top of bad. They turned in \$800 to the fund—a bagatelle. The San Francisco merchants, who had lost only \$20,000, assessed themselves \$4000. The Board of Trade of San Francisco spent \$22,000 and recently won a clean cut victory, a judgment in favor of the trustee in bankruptcy for \$75,000 having been rendered.

In the bankruptcy proceedings the referee found a shortage of \$88,000, which he ordered paid over to the trustee.

At the suggestion and through the efforts of the attorney for Board of Trade, Joseph Kirk, suit was instituted in Winnipeg against Lester Rice for an accounting of all money or property received by him. There was a vigorous contest on the ground that the Canadian courts lacked jurisdiction, the suit having been instituted by an American bankruptcy court trustee. The court ruled favorably to the trustee, establishing another precedent—that a fraudulent American debtor cannot place the proceeds of his dishonesty beyond the pale of his American creditors by conveying the proceeds to Canada.

Then this situation developed: Ben Rice quarreled with Lester over division of the stolen gains and finally made clean breast of the entire conspiracy. Ben Rice and his wife testified in the trustee's suit against Lester Rice. The action occupied the attention of the court for several months and became a *cause celebre*.

The recovery of the money stolen from the merchants of San Francisco and the merchants of New York could not have been accomplished except by court action, and the fact that the Easterners, who had the most to gain—or recover—contributed only \$800 to the fund raised for that purpose, and the further fact that the court proceedings were handled by the Board of Trade of San Francisco, leads logically to the conclusion that but for the San Francisco merchants the Rice brothers would have gotten away with murder—not literally, of course, but figuratively speaking.

There are adjustment bureaus called boards of trade in the East, but there might not have been if the West had not invented the system. And here again the San Francisco merchants were the pioneers.

The Board of Trade of San Francisco is not only the oldest institution of its kind in the United States but also does the largest volume of business. It was founded in 1877 and was known for the first year or so as the Merchants' Protective Association. In those days San Francisco was a pioneer city, more or less isolated, the center of a well defined territory. It was a large job-

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bing center and debtors who were unable to pay their bills used to come to town and make the best settlements they could with their creditors. They might pay one man, who was "easy," 40 cents on the dollar, and another, who was "hard" 60 cents.

To cure this condition as well as to protect themselves in bankruptcy proceedings by making thorough examinations of bankrupts, and to make sure the creditors' rights were conserved, the wholesale merchants of the city formed an association. Other Pacific Coast cities followed San Francisco's lead—Los Angeles, Portland, Seattle, Spokane. In recent years the plan has been taken up by the cities of the East.

Although a non-profit sharing co-operative association, during the forty-eight years of its existence, the Board of Trade has accumulated a treasury fund of \$176,779.94. This fund is a guarantee for those who file the claims with the board and an assurance of the stability and continuity of the organization. It is a fund that is drawn on whenever necessary to investigate fraudulent failures and prosecute dishonest debtors. It is a very large and powerful organization—all the big wholesale houses of the city stand back of it. The board stands for integrity in business. It will not countenance an out-of-court settlement unless the failure was an honest one. At the same time, it is the principle of the board to assist and conserve honest debtors. Its members will not act individually.

If a retail merchant fails for lack of sufficient capital or because of too keen competition or because he lacks capacity as a merchant—achieves an honest failure, in other words—the Board of Trade steps in for the protection of its membership and for the protection of the man who has gone to the wall as well. He is not forced into court, is not compelled to go through bankruptcy if that can be avoided. Out of court adjustments can be made at far less expense than in court. The last annual report of the board, for the year ending March 31 last, rendered by W. M. Levensaler of Dunham, Carrigan & Hayden, who was at that time its president, shows the expenses of administration through all Board of Trade cases averaged 9.3 per cent; expenses of administration through Board of Trade transfer cases—analogue to bankruptcy—averaged 15.4 per cent, and expenses of administration by the bankruptcy courts averaged 31.9 per cent.

The financial condition of the board not only is shown by the treasury balance of \$176,779.94 but also by the fact that while \$20,959.50 was spent last year for prosecution of fraudulent debtors—\$5,000 more than was spent for the same purpose during 1924—there was an increase in surplus last year of about \$11,000.

That the way of the transgressor is as hard as a concrete highway is indicated by the history of the fraud cases prosecuted last year by the board. The outline of the French Shop case has been given. Ben Rice has lost all of his ill-gotten money

and Lester Rice asserts he has been bankrupted by the litigation. His knitting mill company has been forced into liquidation and wound up. Criminal charges against the Rices and some of their attorneys are pending and extradition proceedings loom.

The Nathan Stein case and the Chinese cases furnish further examples of the accomplishments of the board during 1925.

Stein began doing business with \$15,000, purchased more than \$50,000 worth of goods, and bankruptcy

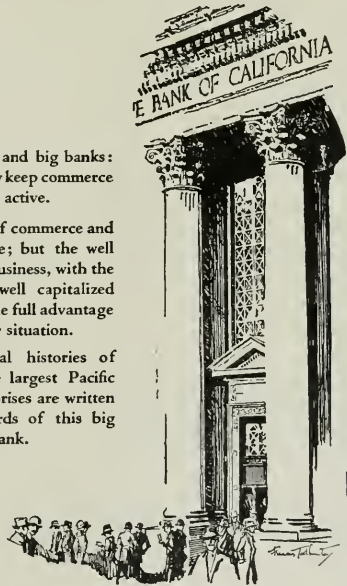
[ continued on page 16 ]

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# Problems of Communication on the Pacific

By V. S. McCLATCHY

THE Directors of the San Francisco Chamber of Commerce have been interested for some years in the subject of improvement of communication facilities on and across the Pacific, and particularly in securing adequate service and a low rate for news, realizing that only by such means can there be established and maintained daily news reports of an adequate, independent and reliable character, and that upon such reports must depend the maintenance of friendly understanding and the development of commercial relations between the United States and the countries of Asia. In addition our interests in Alaska, Hawaii and the Philippines must suffer, obviously, without communication of the character referred to.

In the matter of news reports the Pacific is singularly handicapped as compared with the Atlantic. Across

the latter ocean 16 cables and a number of radio circuits, with prompt service and a general news rate of seven cents per word, insure the interchange of adequate news reports between this country and the various countries of Europe. For communication across the Pacific, however, this country is dependent on a single cable from San Francisco to Shanghai, via Honolulu, Guam and Manila, with a Japanese connection from Guam to Tokyo. The rate for transmission of news by this cable is from twenty-seven cents to thirty cents per word without any guarantee as to delivery, and delay in consequence which, with the prohibitive rate, prevents establishment of news reports. Radio communication between San Francisco and Tokyo is maintained under joint arrangement between the Radio Corporation of America and the Communication Department of Japan, with a rate of twenty-seven cents per word for news. Because of this situation, and to maintain communication with the Philippines, Congress has authorized the use of Navy radio for news communication with Manila at six cents per word since 1920.

## Special Committee

In view of the importance of the subject the Directors of the Chamber recently appointed a special Committee on Communication to make an investigation of conditions on the Pacific and recommend to the Chamber from time to time suggestions as to measures for improvement of the service. The attention of the committee at present is concentrated on two matters—the restoration by Congress of authority to the Navy to use its radio facilities on the Pacific for transmission of commercial messages between points not served by privately operated stations, an authority withdrawn in 1925; and the adoption of a proposed low news rate for radio transmission between San Francisco and Tokyo.

The inability to use Navy radio for transmitting commercial messages will have serious consequences. At present, pending an opinion from the U. S. Attorney General, the Communication Department of the Navy is rendering this service when called upon, but it is understood the anticipated opinion will necessitate

discontinuance of the service in absence of affirmative action by Congress. It was believed the necessary provision would be contained in the general radio bill, but that bill was passed by the House without the necessary amendment. Through efforts of Senator Hiram W. Johnson an amendment of the character required has been inserted in the Senate substitutes for the bill, and it is understood the House conferees will accept this amendment. There is doubt, however, as to passage of any one of the general radio bills, notwithstanding the urgent necessity therefor, in view of the chaos which would otherwise ensue in broadcasting. There is a difference of opinion as to where the control of radio broadcasting should rest, whether with the Secretary of Commerce, or with some existing commission, or in a new special commission to be created.

## The Army and Navy

Our communication with Alaska is dependent on co-operation between the communication departments of the Army and Navy, the Army transmitting by cable from Seattle to Seward, Alaska, and distribution of messages being made from that point to the interior by Army radio and to coast points by Navy radio. Should the Army cable be out of commission temporarily, the Navy would transmit by radio from San Francisco to Seward, and distribution be made as indicated. Should the single cable to Manila be out of commission temporarily, as has happened at times in the

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past, the Navy radio would offer the only means of direct communication between the United States and the Philippines.

**News Communication**

In the matter of news communication with Japan the cable connection furnishes transmission for news, without any guarantee as to delivery sufficient for news purposes, at thirty cents per word. News may be sent by radio with better service at twenty-seven cents per word. Either rate is prohibitive for regular news reports. Recently the Directors of the Radio Corporation of America, at the instance of the President, General Harbord, awakened to a realization of the fact that commercial relations between this country and Japan and incidentally their own traffic, can best be built up by an interchange of regular news reports impossible under the existing rate. Accordingly, an offer has been made on behalf of the corporation to establish a deferred rate of ten cents for news between Tokyo and San Francisco, if the Communication Department of Japan will consent thereto. This rate, under the proposition, would subject matter sent to a possible delay of forty-eight hours in the event of congestion in commercial traffic created by excess of news offered.

**Makes a Precedent**

While the plan therefore does not offer ideal conditions for news reports it would insure transmission of adequate reports on most days in the month at least and would establish a precedent which would undoubtedly pave the way for unrestricted service and delivery at this established rate.

It is with this idea that the Chamber of Commerce is calling the matter to the attention of Japanese diplomatic and commercial interests in this country with the suggestion that they make investigation thereof and advise the Japanese Government of the manifest advantages to Japan's interests which would follow inauguration of the plan. In this matter the Chamber is enlisting cooperation of other Chambers on the coast, and of other interests.

**YOU CANNOT VOTE**  
unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

# Adolph M Schwarz

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The Midland Bank	Mercantile Trust Company	San Francisco

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[continued from page 13]



*dramatized!*  
by  
photographic illustration

*T*HE water is Lake Merritt at Oakland. The background and mountains are near Lake Tahoe. The twelve vacationists are in reality but six models (one girl appears in three different boats). Eight separate photographs were used to make this one composite. The boat photographs were all made in our Studios. These dramatized photographic illustrations were made for the King Boat Company.

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proceedings were begun when it was found \$43,000 was owing creditors, with only \$20,000 worth of merchandise on hand. G. W. Brainard, secretary of the board, as trustee in bankruptcy, brought suit to recover \$38,000 from a number of merchants who were charged with having obtained goods of that value from Stein. When Henry Ach, chief counsel for the trustee, died, Francis J. Heny, famous prosecutor of the graft cases in San Francisco, was appointed as his successor. Last summer Stein, Paul Schainman and others were indicted by the Federal Grand Jury for conspiracy to defraud the Stein creditors and his bankruptcy trustee and this charge will be pressed to trial shortly.

A reading of the Chinese cases, deeply involved, brings to mind Bret Harte's poem concerning the "heathen Chinese." It is sufficient to say that certain Chinese merchants of Stockton, Sacramento, Modesto and Vallejo were prosecuted civilly in the Federal Courts by Judge I. M. Golden in the name of the bankruptcy trustees and that while the cases have not been finally adjudicated there is every reason to believe the result will be favorable to the board. Indictments against the Chinese merchants are pending in the Federal Court.

Horace Coffin, secretary of the Baker, Hamilton and Pacific Company, is the new president of the Board of Trade and the other officers are: George Makins of the Makins Produce Company, first vice-president; E. F. Fahrbach of L. Dinkelspiel Company, second vice-president; R. N. Carson of the Carson Glove Company, treasurer; G. W. Brainard, secretary; and Joseph Kirk, attorney. The directors are: Samuel W. Burtchall, Dolliver & Brother; R. N. Carson, Carson Glove Company; Horace Coffin, Baker, Hamilton and Pacific Company; Eugene S. Elkus, The Elkus Company; E. F. Fahrbach, L. Dinkelspiel Company; Albert Hirschfeld, Levi Strauss & Co.; W. M. Levensaler, Dunham, Carrigan & Hayden; George Makins, Makins Produce Company; W. B. Maxwell, Blake, Moffitt & Towne; J. H. Neubauer, J. H. Neubauer & Co.; Horace B. Sperry, Sperry Flour Company; Frank Triest, Triest & Co.

The death of Henry L. Smith about two months ago deprived the Board of Trade of a man who for forty-five years labored to make the institution the outstanding success that it is. For thirty-three years he was secretary and for twelve years advisory secretary.

# Business of Sending Photos by Telephone

[continued from page 5]

this distant point it is necessary to have the third element, which is a device for re-translating the electric current into lights and shades. This is accomplished by the device which is termed a light valve. The latter consists of a narrow ribbon-like conductor lying in a magnetic field in such a position as to entirely cover the small aperture. The incoming current passes through this ribbon which in consequence deflects to one side by the interaction of the current with the magnetic field, thus exposing the aperture; the light passing through this opening is thus varied in intensity. It then falls upon a photographic sensitive film bent into a cylindrical form synchronized with the cylinder at the transmitting end. The film will be exposed by amounts varying in proportion to the lights and shades of the original picture.

The process in developing the received picture is carried on in the same manner as the development of any other photographic film.

The actual time for the transmission of a picture from New York or Chicago to San Francisco is just seven minutes. The standard size picture prepared for transmission is 5x7 inches.

This simple manner of picture transmission has been put to use by the public in a great many commercial ways, although it might be said that the newspapers at the present time are using the service to a greater extent than any other line of business. This is due to the fact that the public is no longer satisfied with news in story form alone, preferring pictures of events which have a wider appeal, and are perhaps more impressive than the use of ordinary text.

The most rapid means in the past years of getting pictures to the local newspapers has been by carrying them by regular mail, air mail, or special airplane service between the points concerned. This process involved so much delay that in most cases the news value of the picture was largely lost before it could be printed, the story having been printed from one to several days earlier, but telephotography eliminates delays as experienced in the past, and gives the public the pictures with the story.

On October 3, 1925, the American Telephone and Telegraph Company demonstrated to United States Government Army officials the possibility of using telephotography in

connection with war maneuvers. Special transmitting equipment was set up at Fort Leavenworth, Kansas. Thirty-seven minutes after the camera clicked in the government airplane flying over Fort Leavenworth, the picture was in the hands of Commanding Generals in New York, Chicago and San Francisco. This was made possible by a new type kodak which took the picture and developed it in the air. The film was then dropped from the airplane over the telephotograph operating room at Fort Leavenworth and transmitted to the three cities mentioned simultaneously.

Bond dealers are showing a great deal of interest in the subject as they recognize the possibilities of the service in connection with the transmitting of bond circulars and advertising matter.

Bond dealers state that telephotography expedites the release of bond circulars to the public, saving from two to four hours. The possibility of errors and delays which occur in using any other method of communication is eliminated.

It is the common expression of the men connected with telephotography that anything that can be photographed can be transmitted, such as hand writing, printed matter, line drawings, maps and many other subjects which may be brought to your attention.

The value of electrically transmitting pictures in connection with police work has been recognized since the earliest days of experiments in the transmission of pictures.

Besides transmitting portraits of wanted individuals to all distant points it is now possible to send finger prints as well.

In July, 1925, the New York City Police Department selected the finger

print of a criminal whose complete identification data was on file in the Police Department in San Francisco. This single finger print together with the exact description of the prints of all fingers was transmitted to San Francisco and identified by the experts there almost instantly.

Advertising companies have found the service to be of great advantage in their work when correction of advertising copy is called for at a distant city. In this event the corrected copy can be made up, and the picture transmitted to the city waiting for verification, thereby enabling them to carry on their advertising campaign without delay.

It is the intention of the American Telephone and Telegraph Company within the very near future to expand the service and install equipment in other cities other than New York, Chicago and San Francisco where the apparatus at the present time is operating on a commercial basis.

## Announcement The Yellow-Checker Cab Company

is pleased to announce  
the appointment of

**Mr. John J. Cuddy**

as Assistant to the  
President of the Company,  
as of May 1st, 1926.

**Arthur O. Smith**  
President  
Yellow-Checker Cab Company

San Francisco  
May 1st, 1926

## An Exceptional Opportunity

NEW, MODERN

# STORE ROOM

Suitable for Department Store

ATTRACTIVE LEASE TO DESIRABLE TENANT

This is in one of the most substantially prosperous, rapidly developing districts in California.

Address: CHAMBER OF COMMERCE, Yuba City, Calif.

# The Fifth Annual Banquet of All Nations

FOR the fifth successive year the business men of San Francisco entertained the foreign students graduating from the universities and colleges of the San Francisco bay region, at the Fifth Annual Banquet of All Nations. The Foreign Trade Department of the San Fran-

cisco Chamber of Commerce arranged for the function which took place Wednesday evening, May fifth, in the Commercial Club.

Literally, China, India, Egypt, Switzerland, France, Spain, Russia, Australia, Japan, Armenia, Holland, the Philippines, Germany, Finland, Syria, Belgium, Canada, Guatemala, New Zealand, Mesopotamia, Palestine, Roumania and a dozen other nations met and dined with the business men of San Francisco. Nearly four score of students were present, including a number of co-eds. There were students of commerce, banking, transportation, civil engineering, mechanics and electrical engineering, doctors, lawyers, dentists, nurses, scientific agriculturists, and those training for diplomatic service. For each student there was a host or hostess representing San Francisco.

Milton H. Esberg, toastmaster, was introduced by President Clay Miller of the Chamber of Commerce. The toastmaster greeted and congratulated the student graduates. "The influx of foreign students to

the United States tends to bring about a more sympathetic understanding between this nation and other countries of the world," said Mr. Esberg. The response for student graduates was made by Raymond K. Nagayama of Japan, graduate of the University of California, who is returning to his native land as the representative of a large American automotive manufacturing company. "The United States is the biggest customer of Japan in its foreign trade and the students who go back to their homes in Japan will carry with them a message of good will," said Mr. Nagayama. "We want to solve the problems of economy in Japan and we want to assist all Asiatic nations to adopt a new position in our political relations that will be founded on mutual respect."

The next speaker, Frederick J. Koster, spoke on "Messengers of Good Will." In introducing Mr. Koster, the toastmaster pointed out that he is particularly qualified to give an address on behalf of the business interests of California, since he is in the highest sense of the word a "Captain of Industry." The place of foreign trade as an agent of international good will was brought out by Mr. Koster. The interchange of commodities tends toward broader understanding, appreciation of different points of view, and the dissemination of knowledge. The graduating students returning to their homes after receiving their degrees in American colleges are "messengers of good will" who know us from a point of view of four years intimate association. These students are bound to become the leaders of their own countries within a few years and the knowledge they have gained of the life and thought in the United States will react in a highly favorable manner to the security of world peace and the increase of world prosperity.

A student from Latin-America, Angel D. Aguerrevere, of Venezuela, who is graduating from Stanford University, talked on his impressions of American life and educations. "The United States is 50 years older and consequently a more advanced republic than are the republics of Latin-America," said Mr. Aguerrevere, "but we are following right in the footsteps of you North Americans. The points of similarity be-

## Business and Industrial Books

We carry in stock the  
BUSINESS, INDUSTRIAL,  
TECHNICAL and  
SCIENTIFIC BOOKS of

RONALD PRESS COMPANY  
D. VAN NOSTRAND COMPANY  
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J. B. LIPPINCOTT COMPANY  
E. P. DUTTON & COMPANY  
CHEMICAL CATALOG COMPANY  
PRENTICE HALL, INC.

We can supply the  
BUSINESS and TECHNICAL  
books of all Publishers.

TECHNICAL BOOK CO.  
525 Market Street Phone Garfield 19

*To look well—  
you must dress well—*

*Clean clothes  
will do it*

[We are as near as your telephone ]  
[JUST PHONE—WE'LL CALL ]

**United States Laundry**

*"The Careful Laundry"*

1148 HARRISON STREET

Telephone MARKET 1721



## Norwegian Consul Here Tells of Unusual Growth of Oslo

By NILS VOLL, Norwegian Consul

OSLO, the present capital of Norway, was founded in the year 1047. It is estimated to have 265,000 inhabitants, but if the population of greater Oslo and suburbs be included it stands at about 500,000.

The foreign trade of Oslo is of great importance, the value of the same having in 1924 reached 875 millions of kroner, of which the imports amounted to more than 667 millions.

Oslo has splendid communications with the outside world. Railway lines run in all directions—inland to Breivik, Kongsberg, Valdres Valley, Aandsloms, Trondhjem and Sunnan etc., and abroad to Stockholm, Gothenburg, Copenhagen and the continent.

As it is universally known, shipping is one of the principal trades in Norway, and Oslo's share in it is preponderant. Apart from the regular services to the Norwegian cities along the coast, there are regular steamship lines from Oslo to the Baltic, to all the countries round the North Sea, and the Mediterranean, to the Far East, Africa, Australia, and to both the Atlantic and Pacific coasts of North and South America.

### Has Modern Equipment

Oslo has an excellent harbor with modern equipment, and is never closed by ice. The length of the quays available for ocean-going steamers is more than 12,000 metres, and the floor area of the various warehouses is about 50,000 square metres. Without payment of port duties goods may be entered in bond, laid up and even manipulated. No harbor in the world is better protected by nature. No heavy storms or tidal disturbances can interfere with the traffic.

The country about Oslo is one of the richest and most fertile parts of Norway. The industrial development of that part of the country is of great importance, as cheap electric power for industrial and other purposes is available. Consequently many raw materials are needed and imported from abroad. But the imports of Oslo do not only serve for use in Norway; many of the imported products are sent to other lands for consumption.

A circle with a radius of 300 miles, drawn with Oslo as center, covers an area in Norway, Sweden and Denmark with from seven to eight million inhabitants. If you draw the circle so as to have a radius of 500 miles it will include the Baltic States, Northern Germany, Northern England and Scotland. This proves that Oslo is an ideal distributing center for the trade of Northern Europe. The geographical situation, the natural resources and the climate of that part of the North seem to indicate that Oslo is predestinated for a great commercial development.

### To Importers of Animal Fertilizers

According to advices received by the Foreign and Domestic Trade Department of the San Francisco Chamber of Commerce, the Bureau of Animal Industry has issued an amendment modifying Section 9 of B. A. I. Order 286, governing the importation of animal fertilizers, bags used as containers, and empty bags. This amendment is to be effective July 1, 1926. Full information regarding it can be secured from Dr. H. H. Hicks, Inspector in charge of the local office of the Bureau of Animal Industry, 216 Customhouse, or from the Foreign and Domestic Trade Department of the Chamber of Commerce.

### Sanitary Associations of Osaka Plan Big Exhibit There

There will be an exhibition of sanitary equipment in Osaka, July 15 to August 30, 1926, according to information received by the Foreign Trade Department from the Japanese Consul General. Foreign exhibits, especially those of the United States, will be very welcome. All freight and other charges on exhibits sent by government and public institutions will be borne by the Federation of Sanitary Associations of Osaka, which is holding the exhibition with the sanction of the government. Exhibits of medical and sanitary supplies by commercial organizations will be free except for ocean freight to and from Osaka. All goods may be sold at the close of the exhibition.

Further information can be obtained from the Foreign Trade Department.

Every Voter Must Register  
Before July 31st



# NEW FLOORS OVER NIGHT

## USE NITROKOTE FOR FLOORS

Shabby, old floors tonight—bright, new floors by morning. That's the miraculous transformation NITROKOTE for FLOORS works without interfering in any way with business routine of store or office.

This new lacquer finish—made by W. P. FULLER & CO.—is particularly suitable for use on wood, concrete or linoleum floors. It produces a hard, tough, water-proof surface that will withstand severe wear and abuse. It can be applied on new or painted surfaces with equally satisfactory results.

NITROKOTE for FLOORS is manufactured in six pleasing shades and clear—one of which will meet your particular needs.

W. P. FULLER & CO.

301 MISSION STREET  
SAN FRANCISCO

Branches in 26 Pacific Coast Cities.  
Factories in San Francisco, Los Angeles and Portland.  
Distributors of VALSPAR on the Pacific Coast.

# FULLER

PAINTS & VARNISHES

PIONEER WHITE LEAD

77 years' experience—your assurance of Fuller quality.

## Improvement Planned for Incoming Tourists

**T**OURISTS and others arriving in San Francisco will no longer be subjected to antiquated methods of handling taxicabs if an improvement sought by the Chamber of Commerce, particularly with reference to the Third and Townsend streets station, is agreed upon by the Southern Pacific, Market

Street Railway Co., taxicab operators and other interested parties.

At present incoming passengers desiring taxicabs are obliged to walk half a block from their trains, and then wait (often in the rain) for the machines which are parked on the opposite side of railroad tracks.

In all other large cities throughout the country, travelers can step from their trains into waiting taxis, and in many cases driveways for this service are extended into the depot buildings.

Three plans have been formulated by the Traffic Bureau of the Chamber of Commerce following meetings during the last two months with representatives of the railroad company and others. One calls for the parking of taxicabs in the space directly in front of the depot on Third Street, now reserved for hotel busses. A second plan is contingent upon the removal of the Market Street railway spur track on Townsend Street which now obstructs parking on that street; and the third, and possibly most logical, plan proposes the construction of a semi-circular driveway into the Townsend Street side of the depot building. This latter plan will necessitate the removal of the baggage room to a new location.

With reference to the operation of hotel busses, the Traffic Bureau of the Chamber of Commerce points out that San Francisco is practically the only large city in the United States that continues their use. These busses, according to the Chamber, are no longer considered a service to hotel guests and are an unnecessary expense to their operators.

### Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than May 20. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket 6817—Canned fish, CL, eastbound; 6818, steel beating boilers in mixed carloads with radiators, westbound; 6819, boxes, cans and bottles, paper, LCL, westbound; 6820, camp furniture and camp stoves, in mixed carloads, westbound; 6821, chairs, CL, westbound; 6822, cereal coffee filler, CL, westbound, 6823, machinery and metal automobile parts in mixed carloads, westbound; 6824, wrapping paper and paper bags, CL, westbound; 6825, wall cases, CL, eastbound.

### United States Intercoastal Conference Westbound Rate Docket

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than May 17, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-554—Barn or poultry house cleaners. Request for the establishment of an LCL rate of \$1.05 per 100 pounds; R-555, salt-peter, Item 2920. Request for reduction in CL rate to 40 cents; R-556, wet nitro cellulose. Request for establishment of a CL rate of 90 cents; R-557, oxide of antimony. Request for establishment of a CL rate of 50 cents, minimum weight 36,000 pounds.

## Chamber's Importance Told By S. F. Editor

[Continued from page 19]

up the numerous and important business groups in our city life. They have been unanimously nominated by the special nominating committee to be balloted for as directors.

"Frederick J. Koster served as chairman of the nominating committee, and in the selection of the nominees there co-operated with him, R. W. Costello, Milton H. Esberg, Charles W. Fay, Rudolph Volmer, J. B. Levison, and Walton N. Moore.

"This body of men is a credit to the community and to the whole state. The Chamber of Commerce of San Francisco is one of the most important bodies in public life today. It deserves the high regard of the community for the work which it has accomplished and is already noted throughout the world for the admirable skill which it has shown in the recent development of this city.

"If we regard the future, it may be said without exaggeration, that upon the work of the San Francisco Chamber of Commerce depends in a great degree the progress and the wealth of the whole Pacific Coast; for, as this city conducts itself, so will the power of the state and nation grow. The future is with us and we are fortunate to have guidance so sagacious."

## BISHOP & BAHLER

New Address 365 FINE STREET  
Phone Sutter 1849

Our increased business has compelled us to move to more spacious quarters. Our offices are now in Rooms 418 to 423 Exchange Block, 365 Pine Street, San Francisco, where, with our augmented force of highly efficient traffic talent, we are in position to offer to our patrons "Bigger and Better" service than ever before. We invite consultation by all shippers and receivers of freight. No charge unless we perform a paying service. Phone or write—our representative will call.

## BISHOP & BAHLER

Incorporated September 16, 1914

Traffic Managers

Originators of  
"TRANSPORTATION ECONOMY"

E. W. HOLLINGSWORTH  
Commerce Counsel

## Motorists Save 27 Miles

**DIRECT FERRY**  
Vallejo-San Francisco  
Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Black and News Service

**Monticello Steamship Co.**

North End of Ferry Building Phone Sutter 371

## Prompt service

Modern methods—complete handling equipment—an organization imbued with the will to help—  
—at your command.

*W. J. Gibson*  
PRESIDENT  
**LAWRENCE**  
**WAREHOUSE**  
**COMPANY**

EXECUTIVE OFFICES  
37 Drumm Street, San Francisco.

## SACRAMENTO

and Sacramento Northern R. R.

Points

Observation and Parlor Cars.  
Dining Cars leave 7:40 a. m. and 5 p. m.

## SACRAMENTO SHORT LINE

FORT SUTTER THE CAPITAL CITY

## SACRAMENTO



From  
**Jackson Street Pier No. 3**  
DAILY EXCEPT SUNDAY  
AT 6:30 P. M.

**PALATIAL STEAMERS**  
Suites with Bath—Barber Shop

Fare \$1.80 One Way \$3.00 Round Trip

Try Our Famous 50 Cent Dinners

Phone Sutter 3880 for Reservations

California Transportation Company

(continued from page 8)

Commercial lactic acid is used in the tanning industry and in the dyeing of textiles. The refined product is used in making soft drinks, jams and jellies.

The original plant of the Lactene Company which itself is comparatively a new industry here, having begun business in San Francisco in March, 1923, uses waste milk products, such as skim milk and buttermilk, together with low-grade waste sugar, manufacturing these into a poultry food. The lactic acid described is a by-product resulting from the manufacture of the poultry food.

**STEEL CONSTRUCTION COMPANY.** This company was organized last December and has leased a new plant located 200 Paul Avenue. This new industry fabricates structural steel, steel for bridges and jail work and, in addition makes Ralston trailers.

#### Expansions

**GRAND RAPIDS FURNITURE COMPANY.** In addition to the building occupied 101 Kansas street, this firm has leased the entire building at Spear and Mission streets, formerly occupied by William Cluff & Company—wholesale grocers—adding 40,000 square feet to their floor space. This expansion has doubled the firm's facilities for handling business. The new building will be used principally for show rooms and offices.

**KINGAN & COMPANY,** 446 Drumm street, meat packers, have found their brand so popular that they have been forced to expand and are spending \$35,000 to install cold storage facilities and a ham boiling plant. The increased facilities will give this San Francisco industry a capacity of from twelve to fifteen million pounds per year.

**W. P. FULLER & CO.** This large San Francisco concern, at 301 Mission street, is now constructing a three story shop building at its plant in South San Francisco at a cost of \$75,000—this being an addition to the color department. The new addition will be completed about August 1st.

**EASTMAN KODAK COMPANY,** 241 Battery. Another proof that San Francisco is the logical distribution center for the Pacific Coast is found in the recent expansion of the local plant of the Eastman Kodak Company at a cost of \$150,000 exclusive of land. The addition, together with the finishing of the third floor of the old unit, has doubled the capacity. The entire third floor will be devoted to a laboratory for the finishing of home mov-

ing picture films. This laboratory will develop these films for the entire Pacific Coast. When the addition is completed, about June 1, the building will have three street frontages.

**J. G. POMEROY CO.,** 51 Federal street, electrical supplies, are about ready to occupy their new warehouse on Folsome street near Sixth which has been constructed at a cost of \$18,000.

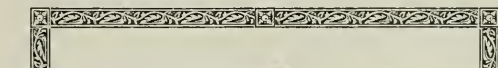
#### Revenue Freight Loading

Revenue freight loading the week ended April 24 totaled 973,304 cars, as compared with 964,935 cars the preceding week and 961,186 and 978,387 cars in the corresponding period of 1925 and 1924, respec-

tively, according to the car-service division of the American Railway Association.

The Traffic Bureau of the Chamber of Commerce is in receipt of a Bulletin from the National Diversion and Reconsignment Committee announcing a hearing in Chicago, May 20th, on the proposal of the rail carriers to publish tariff charges of \$2.25 and \$2.70 per car on grain, seeds, hay and straw held for inspection at points other than tracks which are designated as *final delivery* for the shippers involved.

Interested shippers can secure further information, if desired, at the office of the Traffic Bureau, Room 204 Merchants Exchange.



## MORE MILES TO THE GALLON



# It takes in all three

What do you want from the gasoline you use? Quick starting? Power? Mileage?

If your wants are the same as those of 999 out of every 1000 motorists, your answer will be: "a combination of the three without the sacrifice of any one."

That's the Associated formula: a perfect coordination of these three results—due to a distinctive chain of boiling points. Associated Gasoline is always associated with "more miles to the gallon."

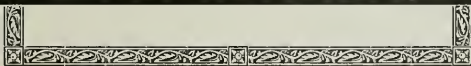
ASSOCIATED OIL COMPANY

## ASSOCIATED GASOLINE



SUSTAINED QUALITY PRODUCTS

109-MS





## Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

### Foreign Trade Tips

10255—Columbus, Ga. Wholesale drygoods store is interested in purchasing 12 MOMME JAPANESE PONGEE from San Francisco importers.

10286—Tokyo, Japan. Importers and wholesalers of PHARMACEUTICAL and INDUSTRIAL CHEMICALS desire to get in touch with San Francisco manufacturers and wholesalers of these commodities, with a view to establishing business connections with them.

10267—Yokohama, Japan. Importers solicit samples and prices on SPEEDLESS RAISINS. Have connections with numerous buyers of raisins in their territory.

10288—Tientsin, China. Import house is interested in securing information regarding MOTION PICTURE MACHINES WHICH MAY BE OPERATED IN DAYLIGHT; also a machine to be held in the hand to check the number of people in an audience. They are also desirous of communicating with producers and exporters of CRYSTALLIZED PINEAPPLE and OTHER CANDIES.

10289—Tientsin, China. Company wishes to get in touch with concerns interested in importing MOTION PICTURES made in China by Chinese artists with Chinese and English wordings.

10260—Holland. Exporters of HERRINGS desire to appoint a suitable representative to handle the sale of their product in San Francisco.

10291—Stockholm, Sweden. Old established agents having excellent connections with Swedish importers of California fruits are very desirous of securing the representation for a California producer or exporter of DRIED FRUITS.

10292—Hamburg, Germany. Exporters of IRON and STEEL MATERIAL wish to establish business connections with San Francisco importers of these products.

10293—Hamburg, Germany. An established agent desires to act as representative for San Francisco exporters wishing to market their products in Germany. He is particularly experienced in handling leaf tobacco, gum copal, shells, copra cake, hata, honey, pigment, etc.

10294—Hamburg, Germany. An import and export broker established in Hamburg, with agents throughout Europe, desires to establish connections with San Francisco importers and exporters wishing to take advantage of his services.

10295—Ulm, Germany. Importers wish to establish business connections with producers and exporters of CALIFORNIA SODA BLEACHED THOMPSON SULTANAS.

10296—Brussels, Belgium. Party wishes to communicate with San Francisco importers and exporters of CEMENT.

10297—Paris, France. Buying representatives, operating on a commission basis, desire to establish connections with San Francisco importers of the following: LACES and EMBROIDERIES, LINENS, DRESS GOODS, BLOUSES, HOSIERY, UNDERWEAR, KNIT GOODS, MILLINERY SUPPLIES, GLOVES, FURS and SKINS, ARTIFICIAL FLOWERS, FEATHERS, NOTIONS, THREADS, MEN'S WEAR, NOVELTIES, WOOLENS, YARNS, CHINA and CROCKERY WARE, HOME and HOTEL REQUISITES and FURNISHINGS, JEWELS, SILVERWARE, and SILK YARNS.

10298—Patras, Greece. Firm wishes to import TABLETS FOR THE PURPOSE OF REINFORCING GASOLINE for use in automobiles, motorcycles, etc.

10299—Piraeus, Greece. Firm desires to establish business relations with San Francisco TANNERIES, as well as manufacturers of TANNING EXTRACTS.

10300—Seattle, Wash. Merchandise brokers wish to get in touch with San Francisco importers of HAWAIIAN HONEY who would be interested in selling in the Seattle market.

10301—Los Angeles, Calif. Manufacturers of a new auxiliary HEAD and FOG LIGHT for automobiles, called "TRIPLE-LITE," desire to establish foreign markets for their product, and wish to communicate with San Francisco automobile accessory exporters who would be interested in handling their light.

10302—San Francisco, Calif. Quantity of RADIO SETS of high quality manufacture available in San Francisco for immediate shipment. Can be sold for exportation only but at a particularly good price. Stock divided amongst six models and can be purchased in part or whole.

10303—San Francisco, Calif. Gentleman, leaving early in June for Chile and Bolivia, where he will remain about two years, desires to represent San Francisco manufacturers while in that territory, or will transact business matters for firms requiring such service.

10304—Piraeus, Greece. Firm with large commission department is very desirous of establishing business connections with San Francisco producers or exporters of FLOUR, GRAIN and CANNED FISH, particularly SARDINES IN TOMATO SAUCE, SALMON, SHRIMP, LOBSTERS, CRABS, etc.

10305—San Francisco, Calif. Radio sales engineer with up-to-date knowledge of broadcast and commercial markets, going to Vancouver, B. C., desires to represent an American firm for the Vancouver territory. Will posted technically. At present with San Francisco wholesaler. Reference given.

### Domestic Trade Tips

D-2102—Imperial, Calif. Producer of a large quantity of SNAP BEANS wishes to establish connections with a San Francisco commission house in a position to handle the sale of these beans.

D-2103—Berkeley, Calif. Industrial chemist, inventor of ROCK-WOOD ROOFING, which fireproofs wooden shingles by copper or zinc plating through a new metallurgical process, wishes to get in touch with a San Francisco plant equipped to manufacture his product. The shingles are not expensive, and are very attractive and non-breakable. U. S. and foreign patents applied for.

D-2104—Denver, Colorado. Large manufacturers of an AUTOMATIC OIL BURNER for heating homes are very desirous of appointing a suitable party to represent them in San Francisco. Descriptive circular on file with Foreign and Domestic Trade Department.

D-2105—Lincoln, Nebraska. Manufacturers of a P'USHLESS LAWNMOWER, called BOB-A-LAWN, wish to appoint a sales agent to introduce their product in this territory. A sample is available in San Francisco and upon the establishment of suitable arrangements with a San Francisco organization or individual it could be delivered immediately. Illustrated circular on file with Foreign and Domestic Trade Department.

### Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

The United States Veterans' Bureau invites bids for the purchase of surplus army goods, such as: Office furniture and equipment; medical elastic

[continued next page]

## MITSUI & COMPANY

LIMITED

(Incorporated in Japan, Ltd.)  
Cable Address: "MITSUI"

GENERAL IMPORTERS  
EXPORTERS

Coal Suppliers Ship Operators  
Shipowners Ship Builders  
Etc., Etc., Etc.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

Other Branches—New York, London,  
Seattle, Portland, Lyons, Hamburg  
and all other important centers  
of the world

## THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed . . . . . Yen 100,000,000  
Capital Paid Up . . . . . Yen 100,000,000  
Reserve Fund  
(Surplus) . . . . . Yen 83,500,000.00

Exporters and Importers are Invited to avail themselves of our services, especially with the Orient.

San Francisco Branch

415-429 Sansome Street  
K. KOJIMA, Manager

## REWARD

\$50 will be paid for information leading to a position by A. I. Accountant with excellent local record. Monthly P. & L. statements.

Address  
Accountant, Room 365, 564 Market St.

## PATENTS

TRADE-MARKS, FOREIGN PATENTS

MUNN & CO.

Suite 601 Hebart Bldg., San Francisco

## PROTECT YOUR TRADE MARKS

Mida's Pacific Coast Trade Mark Bureau Affiliated with MIDA'S, Incorporated Chicago, Ill. Washington, D. C.

Complete Records to date of all U. S. Patent Office Registrations and Copyright Attorney Associates throughout the world.

Have any of your Trade Marks expired? Are you using a trade mark or trade name that has not been registered or investigated? If so, can same be registered? Is it being infringed? Have you had the records searched? Security costs but little. Send for literature, RAPID—RELIABLE—REASONABLE  
112 Market Street San Francisco Telephone Sutter 3199



## Ecuador Consul General Issues Statement on Bank Closing

THE Foreign Trade Department of the Chamber of Commerce has received a statement from the Consul General of Ecuador, José Y. Seminario, which throws some light on the complicated financial situation following the closing of the Banco Comercial y Agrícola of Guayaquil, and the attendant difficulties experienced by local exporters.

The statement reads: "I beg to state that this Consulate has received absolutely nothing authoritative in regard to the closing of the Guayaquil banks. Nevertheless we understand through private communications that the following is more or less the true state of affairs.

"The Ecuadorian Government permits the emission by the banks of two paper sueres for every gold suere deposited in its vaults. Owing to various reasons it was felt that this law was being evaded and some of the banks had exceeded this ratio of two to one in issuing bank notes.

"Also due to the fact that circulating mediums have been scarce the

banks have used a system of certified bank checks for paying depositors. The Government advised that this was illegal and gave the bank notice that these checks should be withdrawn from circulation. This was done by most of the institutions, but four did not comply within the limited time set by the state and were ordered closed until the law was complied with. Within forty-eight hours all the banks with the exception of the Banco Agrícola, had resumed operations complying with the law; the exception, the Banco Agrícola Comercial either refused to obey the law or was unable to meet payments without recourse to these checks and so has remained closed. Its assets and liabilities are being investigated and its collections, payments, and other business are being handled by the Bank of Ecuador. The Government considered this closure a safeguard, stating that should the bank be sound, investigation would not hurt its standing, and should there be found evidences of an excess in the emission of bank notes the people will be protected by having the assets of the bank used to back up the value of the bank notes given without authorization."

for each shipment. The third copy, duly verified, is to be mailed by the collector of customs at the point of shipment to the collector at the point of entry in Mexico, in accordance with Article 1 of the convention between the United States and Mexico for the prevention of smuggling. This convention was signed in Washington on December 23, 1925, was promulgated in a Mexican decree of March 26, 1926, and became effective April 20.

### Animals and Animal Products Subject to Sanitary Inspection.

The importation and exportation of animals and animal products will be subject to strict veterinary inspection, in accordance with the terms of a decree issued in Mexico on March 25, 1926.

**YOU CANNOT VOTE**  
unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

### Business Opportunity

I am in the importing business, well established. Want partner with \$2000. Will give half interest. Must be A1 salesman and speak English and Spanish. Can make \$10,000 a year. Full particulars: W. L. Smart, Box 350, Guadalajara, Jal., Mexico.

### Specifications Available

(continued from page 24)

goods; dental equipment; pie viewing box for X-ray film, mercury dip; miscellaneous books. Bids are to be submitted to the Chief, Supply Section, Room 425, 883 Market Street, San Francisco, and will be opened May 17, 1926.

For furnishing State Purchasing Department with crash, chevots, damask, denim, cotton flannel, galatea, hickory shirting, indian head, muslin, Otis checks, Palmie napped suitings, pequot, scrim, spreads, ticking, hose, socks, underwear, to be delivered at Ferry Building, not later than July 1, 1926. Bids are to be submitted to State Purchasing Dept., Stores Division, Ferry Building, San Francisco, and will be opened May 17, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco, on or about June 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened May 20, 1926.

For furnishing the War Department with gasoline and oils, to be delivered at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened May 24, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with model metal, drill rods, steel tubing, boat nails, rollers and hangers (for box cars), ladders, tackle blocks, car-seat webbing, culture diabe, calcimine, fish oil, red paint, dry vermilion, white lead, umber, and primer. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened May 14, 1926.

### MEXICO

Three Copies of Export Declaration Required on Shipments to Mexico.

Shippers to Mexico must hereafter furnish an export declaration in triplicate instead of 10 duplicate

### BUYER WANTED

Buyer wanted for a wholesale grocery firm. Must be well experienced with thorough knowledge of manufacturers and packers of fruit products. Address Box 365, San Francisco Business, 466 California St.

## WANTED

... Experienced salesman who has a successful record for selling food supplies to restaurants and institutions. Apply to The Jell-O Company, Inc., 465 California St., San Francisco, Calif.

**WM. SPENCER**  
Room 404, Nevada Bank Bldg.  
Phone Kearny 3825  
makes a specialty of collecting  
**JUDGMENTS MORE  
THAN 5 YEARS OLD**  
in the State of California

## "MANY COPY" Carbon

Light 4-lb. weight, in black, blue, or purple, 8 1/2 x 11, per 100 sheets - \$2.33

42 Grades Carbons and Ribbons.  
Moderate prices. Get samples.

**C. H. MILLER CO., 717 Market St.**  
Phone Douglas 1898

## OFFICE HELP



PHONE  
**KEARNY  
2800**  
67 SUTTER ST.

## What Makes a Man Valuable to You?

**A**RE not these the things you appreciate most—loyalty, dependability, ability to do things right without requiring constant attention, initiative equal to emergencies?

I am a high school graduate, 29 years old, capable of meeting the public. Experienced in accounting, correspondence, advertising, typewriting, etc. A permanent connection is desired. Will start at \$150 a month.

I am willing to make your business my life's work.

Box 370, San Francisco Business  
465 California Street

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET  
Telephone GRAYSTONE 7101

## DECKELMAN BROS., Inc.

Wholesale and Retail

Barbers' Supplies, Cutlery  
and Beauty Parlor  
Equipment  
Koken Barber Chairs

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## SURE-FOOTED



### KEATON Non-Skids

Made in San Francisco

A high-grade tire built for the severe requirements of the West and embodying the Sure-Footed Keaton Non-Skid Tread for protection on the crowded streets and highways. See us for liberal offer to exchange your present tires.

INGERSOL-KEATON SALES AND SERVICE  
Removed to 524 Van Ness Ave.  
Phone Hemlock 4774

GEO. S. MERWIN CO.  
1940 Park St., Corbett Pacific  
Phone Graystone 752

REGAN TIRE & REPAIR CO.  
688 Turk St., Near Van Ness  
Phone Prospect 6485

GERARD BATTERY & TIRE CO.  
4090 Geary St., Cor. 10th Ave.  
Phone Evergreen 2194

BEHRMANN TIRE & RIM CO.  
1375 Golden Gate Ave., or, Fillmore  
Phone Walnut 2663

VIADUCT TIRE CO.  
4298 Mission St., Opp. Silver Ave.  
Phone Randolph 4135

COLUMBUS VUL. & TIRE CO.  
704 Filbert, Cor. Columbus  
Phone Kearny 3794

OAKLAND RIM & TIRE CO.  
2511 Broadway, Oakland  
Phone Lakeside 126

[continued from page 18]

tween the republics of North and South America are much more numerous and of far greater consequence than are the points of variance, despite the Anglo-Saxon background of the one and the Iberian background of the other."

Dr. Remsen D. Bird, president of Occidental College, spoke on foreign students at American universities. He illustrated his theme of world interchange of ideas by a story told to an American schoolmate by a Chinese boy. The Chinese told of using chop sticks twelve feet long at a great banquet. The American boy asked how it was possible to get food to one's mouth with such long utensils, to which the Chinese boy replied that there was no difficulty involved since everyone reaches into the big bowl in the center of the table, picks out the choicest piece and gives it to his friend across the table. "We may by analogy extend the story to include the Pacific and to apply to international education," said Dr. Bird. "There are now more than 10,000 students in American universities and since the war the number grows every year as foreign students are seeking learning in the United States instead of going to continental universities of Europe as in the past. These students do not represent a desire for self-distinction or self-development as much as they do devotion to an ideal of promoting unity among the nations of the earth. Many of them sacrifice themselves in going back to their native lands but they do it to foster that peace which is built on intelligence."

The toastmaster next introduced Dean Frank H. Probert of the College of Mining, University of California, who delivered the farewell address to the foreign graduate students. Dean Probert told the students that deep devotion to the true interests of their respective countries should be their highest ambitions, and would in the aggregate best serve the interests of the whole world. Then he bid them farewell.

Clay Miller closed the banquet by expressing the appreciation of the San Francisco Chamber of Commerce for the honor accorded the Chamber by the students for allowing the business community of San Francisco to be host to them at their graduation. He requested the students to take home with them the good will of the entire community and to bring us messages from their countries when next they visited ours.

## Montague Pipe & Steel Co.

Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Steel Flumes, Siphons, Stacks, Montague Well Casing, Water Tube Safety Boilers.  
Works: 17th and Kentucky Sts.  
Phone Market 6909, San Francisco  
Office: Hobart Building  
Phone Kearny 698-699, San Francisco

## YOUNG MAN WANTS TO INVEST IN BUSINESS

Young man 20 years old would like to purchase interest in some substantial paying business; desires to take active interest and learn the business. Address Box 355, SAN FRANCISCO BUSINESS.

## EXECUTIVE

Widely experienced and trained in management requiring knowledge of accounting and finance, is open for position. Is responsible and trustworthy as auditor, comptroller, treasurer or secretary of large corporation. Is able to act as Pacific Coast or District Manager for Eastern concern. Is married, young, active and progressive. Is a California C. P. A. and a Mason. Address Box 315, SAN FRANCISCO BUSINESS.

## COLLECTIONS

Expert collection man wants position. University education; 39 years old. Commercial, legal and bank references.

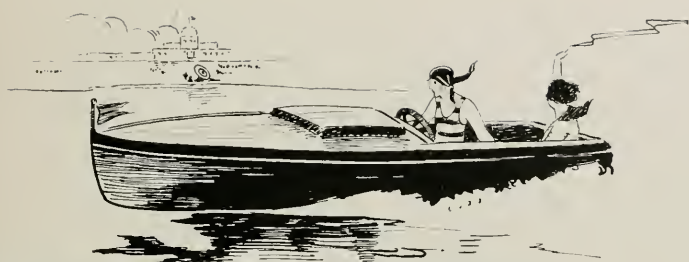
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San Francisco Business

*Promise!*

No account that shows promise of development is too small for us to handle — no account that lacks it is big enough!

Advertising Counsel—  
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Advertising Agency  
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SAN FRANCISCO



## VACATION TIME IS *play* TIME

WHETHER you choose the roar of the waves on the seashore or the whisper of the trees in the mountains you will want to enjoy your play time to its fullest.

Carefree days are happiest—a few moments over the Long Distance telephone to your home or business will give you that reassurance so necessary to a day of complete enjoyment.

“Your reservations are as arranged by Long Distance”—welcome words from your hotel at the end of a day’s journey. Your reservations, no matter where you intend to go, will be just as you wish them when arranged for in advance by Long Distance.

Attractive Day, Evening and Night rates are listed in the front pages of your telephone directory. If the point you wish is not listed in the directory call your Long Distance Operator and the rates you desire will be fully explained.



The Pacific Telephone and Telegraph Company

Strange desert formations, great cities, three countries and two oceans—see a hundred new sights on this greatest of all vacation trips this summer.



# Around the United States

...for only a little more than  
a roundtrip to New York City

Southern Pacific's "Great Circle Tour"—a wondrous swing around the entire United States—for but a few dollars more than the roundtrip direct route fare to New York City. Summer reduced fares in effect May 22 and good until October 31 make it easily available to you. Greatest of all vacation trips.

From California, down through the gorgeous southland—Arizona's fascinating places, spectacular Apache Trail, Tucson, Phoenix, Casa Grande Ruins, El Paso, San Antonio, Houston in Texas, with sidetrip from El Paso into Old Mexico at Juarez.

New Orleans, city of romance and old-world atmosphere; then by boat for a five-day cruise, down the Mississippi and up the Atlantic coast to New York—meals and berth included in the fare.

Sidetrips to eastern cities, world-famous playgrounds; then into Canada and west, or, across New York state to Niagara Falls. Westward again—the Great Lakes, Chicago, Minneapolis and St. Paul, then returning over northern United

States or Canadian lines through a marvelous scenic country to the Pacific Northwest.

Here is a section of the country so different from any other, so distinctive in its charm as to furnish the thrill of a foreign land.

Vancouver and Victoria in British Columbia, Seattle, Tacoma, Mount Rainier, Portland and the Columbia River highway, unique Crater Lake in Oregon, Mount Shasta and home.

Here is the trip of all trips. Do it in a few weeks or take all summer. Liberal stopover privileges all along the route. The finest travel accommodations; convenient connections everywhere.

Mail the coupon today. Have our agents help you plan for your finest vacation trip.

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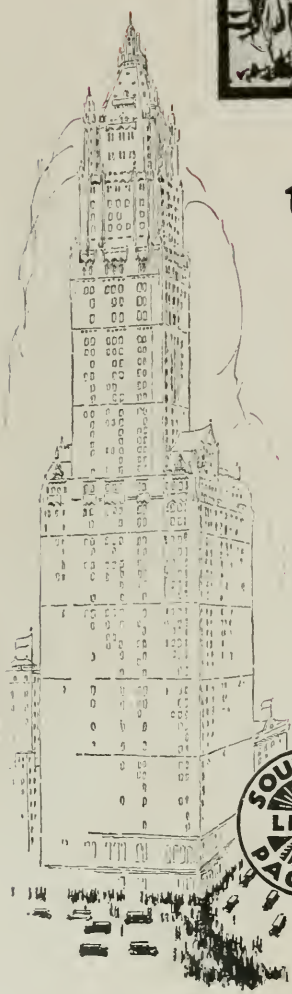
**Southern Pacific Lines**  
F. S. McGinnis, Passenger Traffic Manager  
Dept. T, San Francisco

Please send me your free new illustrated booklet about your Circle Tour of the United States and the low roundtrip fares in effect this summer.

Name \_\_\_\_\_

Street \_\_\_\_\_

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# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

MAY 19, 1926

NUMBER 19

## Four New Cutters for Pacific

**HOUSE PASSES BILL;  
\$3,609,000 SHIPS TO BE  
BUILT ON COAST**

**F**OLLOWING an intensive campaign conducted by the Chamber of Commerce, the House of Representatives has passed a bill making provision for four additional coast guard cutters on the Pacific.

If the bill passes the Senate, and it is believed here such action will result, the four new cutters will be constructed in Pacific Coast shipyards at a cost of \$3,600,000.

The total appropriation is for \$9,000,000, covering the cost of ten new cutters. Six of the number will be assigned to districts other than the Pacific Coast.

### LUNCHEON FOR KEY MEN

L. M. VOORSANGER, chairman of the Membership Committee, has called a luncheon meeting of the Key Man Organization next Monday at the Commercial Club at 12:15 o'clock.

### LYNCH AT KLAMATH FALLS

ROBERT NEWTON LYNCH will deliver the inspirational address at the annual meeting of the Klamath Falls, Oregon, Chamber of Commerce Friday night.

### R. O. T. C. UNITS COMPETE

CONTINUING its co-operation with R. O. T. C. units of San Francisco, the Chamber of Commerce was represented at the seventh annual competitive drill and exhibition held recently at the Exposition Auditorium. Platoons from Mission, Polytechnic, Lowell, Gallelo and Commerce High Schools competed, the lion's share of the honors going to the Mission units.

### NEUSTADT HEADS CLUB

RICHARD NEUSTADT, managing director of the Retail Merchants Association, was unanimously elected president of the San Francisco Advertising Club at the recent annual meeting.

### NEW AIR MAIL ROUTE

AIR MAIL SERVICE between Dallas and Chicago opened May 12. It is being utilized by Texas houses to reach Pacific coast areas, connecting with west bound service at Chicago.

## Make Reservations Now for Annual Dinner at Palace, June 1

*Invitations to the Great Civic Rally and Annual Dinner of the Chamber of Commerce to be held in the Palm Court of the Palace Hotel on Tuesday Evening, June First, are in the mail today.*

*Members are urged to make reservations at once. Group tables accommodating seven or nine will be made strictly in order of receipt of application.*

*The Dinner is informal. Plates are four dollars.*

## Clay Miller Re-elected President

CLAY MILLER was elected president for second term at the organization meeting of the newly-elected board of directors of the Chamber. Philip J. Fay is first vice-president, Samuel P. Eastman second vice-president, Robert Newton Lynch third vice-president and manager, Edith M. Bryan assistant secretary, Lewis E. Haas assistant manager and comptroller. Members of the Board of Directors are:

James A. Bacigalupi, W. L. Beedy, Jacob Blumlein, Kenneth B. Bowerman, F. W. Bradley, J. B. Brady, H. C. Cantelow, Joseph V. Costello, John J. Cuddy, Samuel P. Eastman, Edward L. Eyre, Philip J. Fay, George R. Gay, J. R. Hayden, Clay Miller, Almer M. Newhall, Capt. C. W. Saunders, R. S. Shainwald, Sr., W. W. Statheimer, Walter H. Sullivan, L. M. Voorsanger.

## Chamber Luncheon Host To Statewide Leaders

**T**HE Chamber will be host at luncheon Thursday noon at the St. Francis Hotel to the officers, directors and committee workers assembled at the statewide conference under the auspices of the California Development Association.

President Clay Miller will preside and welcome the guests. The response will be made by R. B. Hale, president of the California Development Association.

Inspirational talks will be made by Frederick J. Koster and Joseph R. Knowland of Oakland.

The two-day conference convened Wednesday morning and continues throughout Thursday.

Conservation, industrial and agricultural problems form the themes for discussion.

Out-of-town leaders in attendance include Harry Chandler, Maynard McFie, Clinton E. Miller, E. W. Murphy, Frank Ryan, of Los Angeles; Claus Spreckels, San Diego; Emory Wishon, Fresno; Fred W. Kiesel, Sacramento; C. C. Teague, Santa Paula; Dudley Sachtzer, Redding.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10036—Oakland, Calif. Manufacturers of high grade COTTAGE CHEESE, half-gallon and four-ounce sizes, foreign agents.

10037—Crescent City, Calif. Sawmill producing REDWOOD and RED FIR. PINE. TIMBER desires to establish business connections with San Francisco firms interested in purchasing RAILROAD TIES for export trade.

10038—Georgetown, Demerara, British Guiana. Producer of BROWN GREENHEART LUMBER from about 10' x 10' to 23' x 23' up to 60' long wishes to get in touch with a San Francisco hardwood broker, agent, or merchant who would be interested in handling this business.

10039—Fort-de-France, Martinique. Manufacturers to get in touch with large shippers of CANNED SALMON and CANNED and DRIED CALIFORNIA FRUITS who would be interested in marketing their products in Martinique and neighboring islands.

10040—Vancouver, B. C. Established manufacturers agent is desirous of obtaining some good American FURNITURE lines for his territory. Wishes to get in touch with San Francisco furniture manufacturers.

10041—Vancouver, B. C. Trading firm wishes to get in touch with San Francisco manufacturers of PEANUT CRACKING TOIL.

10042—Tokyo, Japan. Trading company is looking for a good connection with an American exporter of ALFAFA HAY who would be interested in doing business with them.

10043—Osaka, Japan. Large established importers and exporters of MILLINERY and HAT MATERIALS, ACCESSORIES and SUPPLIES of every description, desire to establish business connections with San Francisco purchasers and suppliers of this type of merchandise.

10044—Sakai, Japan. Manufacturers of VELVET, TEX, CORDUROY, SATEN, etc., wish to market their products in San Francisco and solicit inquiries from interested importers.

10045—Stevens Point, Wis. Party supplying a large clientele with articles for bazaars, wishes to get in touch with direct importers of CHINESE and JAPANESE GOODS suitable for sale at church and lodge bazaars. Claims his business will be of large volume and that he will pay cash.

10046—Vienna, Austria. Importer desires to establish business connections with San Francisco producers or exporters of CALIFORNIA PRODUCTS, such as FRESH, DRIED, CANNED and CONSERVED FRUITS, etc.

10047—Eichlede, (Hanover) Germany. One of the largest manufacturers in Europe of ASBESTOS CEMENT SHINGLES for roofing and wall purposes, desires to get in touch with San Francisco buyers of this material. Descriptive price list on file with Foreign and Domestic Trade Department.

10048—Paris, France. Manufacturer of furniture, formerly established in San Francisco, now acting as traveling buyer in Europe for the account of several decorators, is interested in purchasing FURNITURE for San Francisco firms on a small commission basis.

10049—Paris, France. Firm of buying agents offer their services to San Francisco importers of FRENCH GOODS.

10050—Bordeaux, France. Company desires to represent a California producer and exporter of PRUNES.

10051—Candie, Crete. Large exporters of LEAF TOBACCO and CRETAN CIGARETTES wish to get in touch with American importers and consumers of these products.

10052—Habana, Cuba. General commission merchant desires to represent in his territory a California producer or exporter of BEANS.

10053—Navolato, Son., Mexico. Large producer of BLACK EYE BEANS and GARBANZOS wishes

to market this crop in San Francisco and desires to hear from interested purchasers.

10054—San Luis Potosi, Mexico. A producer of PEACH PEAR CONFECTIONS, QUESO DE TELVA, desires to market his product in San Francisco. Solicits inquiries from interested firms.

10055—Hamburg, Germany. Party wishes to get in touch with California producers or exporters of HONEY. He would be in a position to act as exclusive representative in his market or would buy on his own account.

## Domestic Trade Tips

D-2100—New Orleans, La. Firm desires to purchase CANNED SQUIDS.

D-2107—Newton, Mass. Manufacturers of a SPORT WEAR LINE, including BATHING SUITS, SPORT COATS, DRESSES, FANCY VESTS, etc., wish to appoint a suitable sales agent to represent them on a strictly commission basis.

D-2108—Detroit, Mich. Large manufacturers of MATERIAL HANDLING EQUIPMENT, ELECTRIC and HAND CRANES, ELECTRIC and AIR HOISTS and FORK LIFT EQUIPMENT desire to appoint a suitable San Francisco individual or concern to represent them in the sale and distribution of their products in this territory. Illustrated folder of this equipment on file with Foreign and Domestic Trade Department.

D-2109—Eric, Pa. Manufacturers of a full line of ALTERNATING and DIRECT CURRENT MOTORS, MOTOR-GENERATOR SETS, GENERATORS, SYNCHRONOUS MOTORS, ELECTRIC ARC WELDING EQUIPMENTS and UNIVERSAL MOTORS, practically all power requirements in all classes of manufacturing industries, office buildings, hotels and theaters can be taken care of, desire to appoint a suitable sales agent in San Francisco to handle their line.

D-2110—Philadelphia, Pa. Manufacturers of steady selling EQUIPMENT FOR INDUSTRIAL PLANTS wish to appoint one or more suitable representatives in this territory. Are interested only in those who are now selling to industrial plants.

D-2111—Mount Vernon, Iowa. Party desires to locate a market for POP CORN in ear—hard lots. Corn is of high quality.

D-2112—Tulsa, Okla. Large oil company wishes to communicate with San Francisco oil jobbers as they desire to arrange a distributor's agreement for a designated territory.

D-2113—San Francisco, Calif. Consulting electrical and mechanical engineer, with an established office in the heart of San Francisco, wishes to represent Eastern or local manufacturers of ELECTRICAL and MECHANICAL EQUIPMENT. He is able to design and superintend installations.

D-2114—Oakland, Calif. Manufacturers of high-grade COTTAGE CHEESE desire to seek out-of-town agents.

D-2115—Santa Cruz, Calif. Party having SAND deposit (both fine and coarse) directly on main line of railroad, loading conditions and freight rate very favorable. Will consider handling on royalty or other basis.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with miscellaneous supplies to be delivered, unless otherwise specified, F. O. B. Seattle, Washington. Bids are to be submitted to the Office of the Commanding Officer, Seattle Q. M. I. Depot, 405 Bay Bldg., Seattle, Washington, and will be opened May 21, 1926.

For furnishing the War Department with miscellaneous supplies. Bids are to be submitted to the Quartermaster Supply Office, San Francisco Gen-

**YOU CANNOT VOTE unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!**

eral Intermediate Depot, Fort Mason, San Francisco, and will be opened May 24, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco on or about May 29, 1926, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened June 10, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with iron, steel corrugated roofing, pipe, frame fittings, tubing, copper, brass, bronze, tin, solder, wire rope, steel wire mesh and cotton rope, marine, wire-rope, track spikes, steel rails, fire-bricks, bricks, trucks and chain blocks, drinking fountains, slip seats, hose, laundry bags, varnish, paint ingredients, burning oil, cylinder oil, essicos of lubricating grease, furnace cement, boiler lagging, bituminous solution, quicklime, resin, calcium carbide, acetone lumber, tie plugs, and granulated coal. Bids are to be submitted to the office of the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened May 28, 1926.

## Revenue Freight Loading

The railroads of this country in the first eighteen weeks this year, that is, from January 1 to May 1, inclusive, handled 16,777,076 cars loaded with revenue freight, as the car service division of the American Railway Association.

This is the heaviest freight traffic, so far as a loading of revenue freight is concerned, that has ever been moved by the rail carriers in any corresponding period, exceeding the same period last year by 283,761 cars or 1.7 per cent and the same period in 1921 by 777,285 cars or 4.6 per cent.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than May 27. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Bucket No. 6826—Clay, CL, eastbound; 6827, Pteridium flowers, CL, eastbound, import; 6828, coral chests, CL, westbound; 6829, folding floor screens, LCL, eastbound, import; 6830, sugar, CL, eastbound; 6831, folding canvas boats and parts, CL, eastbound; 6832, lawn and porch swings, CL, eastbound; 6833, pianos, LCL, westbound; 6834, fruit and vegetable packages (hampers), CL, westbound; 6835, magazine display stands, LCL, westbound; 6836, cast iron pipe, CL, westbound.

## BUDGET CONTROL BOOKLET

"THE RETAIL Inventory Method and Store Budget Control" is the title of an intensely interesting booklet written by Ernst & Ernst. Merchandising problems are discussed. Copies are being distributed by A. Z. Howe of the local Ernst & Ernst office.

## EXPAND EASTWARD

ARTEMUS MESLER, president of the Moss Glove and Hosiery Company, Inc., announces the company will open a chain of ten stores in Chicago within a month. Later Detroit, Cleveland, St. Louis, Kansas City and Pittsburgh will have Moss stores. The company now maintains 26 stores on the Pacific Coast.

# SAN FRANCISCO BUSINESS

MAY 19, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## LEADS for NEW BUSINESS

★

Accountants—G. L. Diehl & Co., 821 to 582 Market.

Architect—Edwin J. Symmes, 1 Montgomery to Shreve Bldg.

Art Goods—Der Ling Importing Co., 363 Sutter to 426 Powell.

Artist—Marguerite Ciprico, Spreckels Bldg.

Automobiles—Rolls Royce of America, Inc., 461 Post.

Auto Repairing—C. W. Kriens, 125 Stevenson.

Bakers' Supplies—International Co. of Baltimore, 900 Battery to 216 Pine.

Band Instruments—Pacific Coast Keefer Co. (Geo. E. Brenner), 277 Eddy.

Beverages—Jennessey's Ginger Ale Works (S. S. Millard), 359 Jones.

Candy—Simpson's Candies, 100 Clement; Bowers Candy Store branch 494 Haight; Louise Norton, 1310 Ocean Ave.

Cigars—P. M. Hare & Sons, 139 Eighth to 737 Mission; Zarr Cigar Store, 148 Broadway.

Cleaners—C. G. Bieble, 510 to 382 Valencia.

Commission—Lemos & Hanson, 429 to 324 Washington.

Decorators—Gray & Relfe, 1225 Divisadero.

Dentist—Dr. R. M. Van Nante, 2202 Fillmore. (Mr. Byrne), 2880 Mission, soon.

Dry Goods—M. G. Colman Linen Co., Gillette Bldg. to Postal Tel. Bldg.

Electrical—Wholesale Electric Co., 817 Mission to 1175 Howard.

Electrical Supplies—Popular Electric Co., 860 Divisadero to 819 Divisadero.

Engines—Pacific Diesel Engine Co. (E. Y. Winter), Insurance Exchange Bldg. to Matsuo Bldg.

Feed—Wm. H. Egan, 1598 Okdale Ave.

Fruits—Coast Fruit Packing Co., Chmie Bldg.

Fruits and Vegetables—New business, 50 Taylor, soon.

Grocers—New business, 3456 Mission, soon; Sunshine Market, 1000 Larkin.

Health Foods and Whole Wheat Products—Mission Health Food Store and Whole Wheat Bakery (Mr. Byrne), 2880 Mission, soon.

Heaters—Oil-O-Matic Co. of Cal., 135 New Montgomery.

Heating Systems—Birchfield Boies Co. (C. C. Stiehl), 532 Natoma to 681 Market.

Insurance—W. H. Brierley & Co., Exchange Bldg. to 114 Sansome; John A. Whalley & Co. (Geo. A. Beanson, Mgr.), 433 California.

Interior Decorators—Goldberg & Barry, 3372 Nineteenth.

Iron and Steel—Inland Iron Co. (Geo. St. Bragg), 693 Mission to 74 New Montgomery.

Jewelers—J. J. Gardner (retail), 90 Turk.

Ladies' Furnishings—Kiwian Bros., 11 Seventh to 220 Jones.

Leases—New tenants, 1265, 1269, 1308 20th Ave. New tenants, 1927, 1939, 1943, 1947 Irving; new tenant, 603 Post.

Lintype Composition—Whir Lintotyping Co., to 156 Second.

Livestock—San Francisco Horse Exchange Co., 317 Broderick.

Luggage—Northwestern Trunk & Case Co., 255 Fourth.

Macaroni—Shanghai Noodle & Macaroni Mfg. Co., 706 Sansome.

Manufacturers' Agents—West Coast Sales Co., 769 Market.

# New Industries, Expansions

**DOIDGE-KOREN PAINT COMPANY.** This company has been recently organized for the manufacture of paints and varnish and is located in new buildings at northeast corner of Dickinson and San Bruno Avenue. The new buildings and land represent an investment of about \$35,000.

**VILLA MORET, INC.** The diversity of San Francisco industries has been increased by the addition of a sheet music publishing industry located at 935 Market Street. While this concern has been in operation for some months, it is still new and worthy of being mentioned in the "New Industries" column. Villa Moret are the publishers, among other compositions, of "Moonlight and Roses" and "Thanks for the Buggy Ride." They state that their business has grown to such an extent that they have now opened a branch in Chicago.

## Expansions

**WELLS MANUFACTURING COMPANY,** 673 Folsom Street, has just completed a mezzanine addition to their factory building to take care of increased business. The plant makes the Wells Waffle Baker, an electric waffle iron made in sizes for home and restaurant use; Wells Motor-starting Switch; a theatre aisle light known as "Tescolite"; and it is also doing die casting of aluminum and white metal, both to serve their own manufacturing needs and for other manufacturers on a contract basis.

**MERCANTILE BOX COMPANY,** 1515 Third Street, has recently completed a new manufacturing unit for the purpose of making wooden boxes and box shoo. While this concern maintains general offices in addition to this manufacturing unit on this side of the bay, it also manufactures wooden boxes in the East Bay district.

**Merchandise Brokers—L. E. Pearson Co.,** 900 Battery to 216 Pine.

**Orange Juice—San Gabriel Orange Juice Co.,** 191 Valencia.

**Oriental Goods—Mrs. Dolie Munroe,** 363 Sutter.

**Product—W. L. Hoyt Co.,** 423 Front to 310 Clay.

**Radio—Central Radio Repair Shop,** 1863 Market.

**Real Estate—Sullivan Realty Co. (D. J. Sullivan)** 1714 Taraval; Herzog & Lafette Realty Co., 1945 Ocean Ave.; Pacific Home Realty Co., 1 Montgomery to 525 Market; Crisp & Reilly, Inc., 325 Bush; F. T. Desmond, 220 Montgomery; Gensler Pearce

Real Estate Co., 117 Montgomery; Eggers-Goldstein Realty Co., 530 Divisadero; W. Lyford & Co. (281 Mission); 41 Sutter; Angle American Land

Co., 68 Post to 46 Kearny; Sunset Realty Co. (M. L. Bark), Taraval cor. 15th Ave.; Happy Home Realty Co. (Hardeman and O'Connor), 3786 Mission; Jeffers, Tene & Wiseth (also Home Builders),

3573 16th.

**SPICKY POLISH CORPORATION,** making Spicky Cleanser at 1401 Third Street, is adding two new lines of manufacture. A grinding machine has been installed for the purpose of grinding flour silica which, in addition to its use in making Spicky Cleanser, is sold to the trade for use in the manufacture of hand soap, paint-filler, tile flooring, and for water filter purposes. The second product about to be put on the market is the Spicky Special Stove Cleanser to be used in cleaning the new type lid tops for gas ranges, restoring the light gray buffed finish which the stove has when it is put out of the factory. This is also said to clean the white enamel on the stove doors that may have become stained.

**WESTERN FURNACE & CORNICE COMPANY** have just moved into their new plant 90 Lansing Street which has been completed at a total cost, including equipment, of \$50,000. The new plant has increased the firm's capacity 300 per cent. The company makes "Kalamine" woolen-metal doors, cornices, skylights, puttyless skylights, Underwriters' fire doors, light and heavy sheet metal work of all kinds.

**SCHLAGE LOCK COMPANY** has just completed and is occupying its \$100,000 Administration Building at 20 Bay Shore Ave. The new type of Schlage lock, the sole article manufactured by the Schlage Lock Company, is a patent button lock, the demand for which is said to be increasing very rapidly. The company reports an output of 60,000 locks a month. All parts, excepting the glass knobs, are made in the plant.

**ELECTRIC STORAGE BATTERY COMPANY.** A model factory building is being completed to house the assembling plant of the Electric Storage Battery Company,

[continued on page 4]

**Restaurants—Cosmopolitan Restaurant,** 31 Jackson; Coffee Shop, 2639 Union, May 20.

**Sausage Casings—San Francisco Casing Co.,** 1509 Evans Ave.

**Syrups—Consolidated Flava Co.,** 316 Clay.

**Tailors—Morris Baum,** 510 to 582 Valencia; Opening, 1418 Hyde.

**Tapestry Patterns—Mayflower Tapestry Club** (Thos. Churchill), 132 25th Ave.

**Wall Beds—Rip Van Winkle Wall Bed Co.,** Sharon Bldg. to 51 Second.

**Miscellaneous—Dearborn Oil Co. (P. C. Queco),** 483 Beale; Bankers Gold Exploration Trust, 57 Post; Phillips Sales syndicate, American Bank Bldg.; San Francisco Panache Oil Co., Merchants Exchange Bldg.; Pacific Mercantile Co., 105 Front; Ferguson & Sanborn Co., 855 Geary; Western States Automobile Service Assn., 68 Post; California Trimming Co., 1238 to 1424 Fillmore; Elkfonte Products Co., Inc. (Ferd Beaudoin), 112 Market

# New San Francisco Federal Building Near

CONFERENCE REPORT IN  
SENATE ADOPTED;  
\$1,000,000 AIM

**P**LANS launched by the Chamber of Commerce to obtain a new federal building for San Francisco were further advanced this week when the United States Senate adopted the conference report on the new \$165,000,000 public buildings bill.

Mrs. Julius Kahn, congresswoman, replying to telegrams from the Chamber as to progress of the building program, stated that she has had several conferences with James A. Wetmore, supervising architect of the treasury department, and that the latter is cognizant of San Francisco's need of a new federal building.

The Senate's action in adopting the report as amended in conference brings final passage near. Amendments authorize the secretary of the treasury to allocate \$100,000,000 intended for new buildings to the various states on the basis of area, population and postoffice receipts.

San Francisco's chances of obtaining a new federal building are regarded as excellent.

As the premier port of the Pacific, with extensive federal activities requiring quarters, San Francisco's postoffice receipts for 1925 amounted to \$8,132,898.75.

A conference of local federal officials and leaders in commercial affairs held here several months ago agreed the Appraisers Building, in the Washington and Battery street district, is in need of \$75,000 repairs and an entire new building is needed, probably in the district near Seventh and Mission, to relieve congestion of Government quarters in the present structure at Seventh and Mission streets. The cost of such a building is placed at \$750,000 or \$1,000,000.

The possible sale of the old sub-treasury property at Pine and Sansome streets, also has figured in preliminary conferences.

## TO RALLY VOTERS

The Chamber has appointed a committee to stimulate interest in the registration of voters in San Francisco, and to impress them with the responsibilities of citizenship. The committee is composed of Jesse Steinhart, John J. Cuddy and J. V. Costello.

## Who's Who Among the New Members

We are pleased to announce this week the election of the following:

ANDREWS BREEDING CO. Direct Advertising 830 Market St.	CHARLES E. HUDSON Broker 155 Montgomery St.
BROWN & PENGILLY, INC. Electrical Engineers 1264 Folsom St.	A. KNOWLES Contracting Plasterer Call Bldg.
CALIFORNIA-OREGON METALS CO. Metallurgy 1001 Santa Fe Bldg.	OTTO G. KUKLINSKI Lawyer 402 Humboldt Bank Bldg.
CHASE & WHILLER Accountants and Auditors 351 California St.	R. S. MARTIN, Managing Director Retailers' Credit Association 25 Taylor St.
DE LAKE RADIANT LITE THERAPY CO. Deep Therapy Lamps 511 Flood Bldg.	V. S. McCLATHY, Secretary California Joint Immigration Committee, 785 Market St.
CHAS. B. DUNHAM, Tires 898 Van Ness Ave.	MILES & SCOTT, INC. Direct Mail Advertising 582 California St.
EVER READY RUBBER PRODUCTS CORP. Dress Shields 1058 Mission St.	NIPPON YUSEN KAISHA Shipping and Transportation 551 Market St.
HELEN FRANCIS Skin and Scalp Specialist 150 Powell St.	GRACE L. STEVENS Public Stenographer Hobart Bldg.
HICKMAN PRODUCE CO. Food Jobbers 910 Harrison St.	TOWLINSON & CO. Insurance and Adjusting Fife Bldg.
J. P. HOLLAND, INC. Contractors 540 Brannan St.	JOHN F. TWIGG Boat Building 694 Illinois St.
HOWARD-COOPER CORP. OF CALIFORNIA Distributors, Fire Engines and Road Equipment, 1246 Howard St.	H. WERGAT & SON Citrus and Deciduous Fruits 217 Drumm St.

## TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

### CURRENT VOLUME OF BUSINESS INDEX

	Week Ending May 12, 1926	Previous Week	One Year Ago
San Francisco	\$217,976,000	\$264,769,000	\$180,905,000
Los Angeles	192,371,000	192,141,000	181,649,000
Seattle	48,866,000	48,282,000	42,924,000
Portland	47,481,000	43,914,000	37,908,000
Oakland	35,963,000	38,889,000	31,336,000

[Federal Reserve Bank]

### BUSINESS FAILURES

	Week Ending May 13, 1926	Previous Week	One Year Ago
<b>SAN FRANCISCO</b>			
Number Failures	6	3	6
Net Liabilities	\$25,082	\$16,119	\$37,277
<b>LOS ANGELES</b>			
Number Failures	14	8	12
Net Liabilities	\$146,164	\$39,992	\$74,787
<b>SEATTLE</b>			
Number Failures	3	10	6
Net Liabilities	\$3,365	\$44,176	\$46,865

## New Industries and Expansions

[continued from page 3]

makers of "Exide" batteries, at 6051 Third Street. This new building will increase the firm's facilities about 50 per cent and will be completed about August 1st. While the cost of the

plant is not disclosed, it represents an approximate investment of \$250,000.

(The Industrial Department is always interested in receiving and printing news of above character.)



# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

MAY 26, 1926

NUMBER 20

## Chamber's Annual Rally June 1

**T**HE annual dinner and rally of the Chamber of Commerce at the Palace Hotel next Tuesday evening promises to be the most impressive and representative gathering of business and industrial interests in the city's history. Within a week of the issuing of notices and with practically no mention of it in the local press, more than seven hundred members mailed in their reservations. Acceptances are pouring in with every mail and there is little doubt that the attendance will exceed one thousand.

### Of Unusual Significance

This meeting has greater significance than the mere gathering of an organization's members for the sake of meeting one another. It is an opportunity for the entire membership to express its united mind in the solution of the most vital problems of its city.

San Francisco never was so prosperous as today, nor faced a future so bright with opportunity. And she never needed, so urgently, the co-ordinant effort of her people.

That the individual members of the Chamber realize their responsibilities and stand ready and eager to meet them has been shown by their quick response to the call.

That is why this will be the greatest civic rally in the city's history.

## Register *TODAY!*

A deputy registrar of voters has been assigned to the main offices of the Chamber of Commerce and will remain on duty daily during business hours until the last day for registering, July 31.

Having initiated the movement to secure as large a registration as possible within the city, the Chamber urges each of its members to register and to induce others to do so at the earliest possible date.

Only those who have re-registered this year will be eligible to vote at the primaries in August and in the general election in November.

It is the foremost duty of every citizen of San Francisco to register—and then VOTE.

## New Industries in San Francisco

T. G. SCHMEISER CO., 1611 Mission street, has organized a new industry to make the Selmeiser Car Boudoir and certain attachments for the Fordson Tractor. The Selmeiser Car Boudoir is a special form of camp equipment for use on the Dodge sedan. With this equipment the car is converted into a bed with a small dressing room in connection.

CALIFORNIA COMMERCIAL COMPANY, 555 Clay street, has been organized to commercialize a new process for temporary preservation of fruit and vegetables during shipment. The company states that this process has been developed by a member of the firm. It is stated that the fruit and vegetables intended for shipment are placed in tin containers, the containers then being filled with bicarbonate gas which, combined with the oxygen in the container, becomes inert gas—the cans then being sealed. Berries, which ordinarily will last only 24 hours, under this method will last from 5 to 15 days, while peaches, apricots, etc., will last from 40 to 60 days. The fruit is picked ripe

since it does not change after being treated. The process is said not to affect the flavor of the fruit in any way. Fruit so packed is now being shipped to Australia and China.

### EXPANSIONS

PACIFIC ELECTRIC MANUFACTURING CO., 5815 Third street. This comparatively new industry is already expanding its factory plant by building additions to house the shipping department and to afford warehouse space. The additions will increase the facilities of the plant about 20%. The plant makes the Pacific Circuit Breaker, Pacific Air Brake Switches, high voltage switch gear, transformers, and special apparatus and equipment for public service corporations. The output is shipped all over this country as well as to foreign countries.

CALIFORNIA POULTRY CO., INC., at 315 Washington street, is building an addition at a cost of \$110,000, exclusive of land, which will double the firm's capacity. The

[continued on page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10326—United Kingdom. A firm of British manufacturers is desirous of appointing a representative in this district for the sale of ARTISTIC STAINED GLASS, suitable for churches, etc.

10327—United Kingdom. A firm of British manufacturers desires to appoint a representative in this district for the sale of WOOLLEN AND WORSTED STIFFINGS, BLUES AND BLACKS AND COSTUME CLOTHS.

10328—Houston, Texas. A consulting petroleum technologist leaving in about two months for a several months stay in Germany, wishes to create business connections between American and German exporters and importers of RAW MATERIALS and CHEMICAL PRODUCTS. He does not wish to act as a direct salesman, but would prefer to be the technical representative and investigator for American concerns requiring such service.

10329—Vienna, Austria. Purchasers of HOUSEHOLD AND KITCHEN ARTICLES, HOUSEHOLD MACHINES, PRACTICAL ARTICLES FOR USE IN HOMES, and NOVELTIES of all kinds, desire to get in touch with manufacturers of these lines in San Francisco and vicinity.

10330—Hamburg, Germany. Manufacturers representatives desire to establish business connections with California producers or exporters of DRIED FRUITS wishing an agent or representative in Germany.

10331—Hamburg, Germany. Party wants agency of San Francisco export and import firms for Germany.

10332—Hamburg, Germany. Firm desires agency of San Francisco exporters of DRIED FRUITS and HONEY for Germany.

10333—Crimmitschau, Germany. Firm wishes a representative in San Francisco for CHEVROTS, fishmeal and unfished WOOLLEN.

10334—Denmark. Large manufacturers of high grade, internationally known, HORSESHOE NAILS, wish to get in touch with interested San Francisco importers of this product. Samples available in San Francisco.

10335—Vlaardingen, Holland. Old established exporters of SALTED HOLLAND HERRINGS in barrels, kegs and tins desire to get in touch with San Francisco wholesalers interested in importing this commodity. They would be interested in appointing a San Francisco firm to represent them on a commission basis.

10336—Lezborn, Italy. Exporters of BAKERS' AND CONFECTIONERS' SUPPLIES, GLACE FRUITS, DRAINED AND CANDIED CITRUS, PEEL, and fruit in general, wish to establish connections with importers of these commodities in America, and would be interested in appointing a representative in San Francisco to handle their products.

10337—Trieste, Italy. Firm is seeking to secure the exclusive agency for Trieste and surrounding territory for a California packer of SALMON and CALIFORNIA DRIED FRUIT.

10338—Kansas City, Mo. Gentlemen wishes to purchase JAPANESE MERCHANDISE direct from a San Francisco importer.

10339—Yokohama, Japan. An old established American organization desires to get in touch with San Francisco importers interested in handling COTTON PIECE GOODS (white, colored and printed cotton crepe).

10340—Kobe, Japan. Exporters of MARINE AND NATURAL PRODUCTS and CANNED GOODS desire to establish connections with San Francisco purchasers of this line of goods. They have direct connections with the foremost suppliers of their country.

10341—Dairin, Manchuria. Firm is in the market for from one to ten thousand pounds of BEESWAX from time to time and solicits prices and samples from San Francisco producers or exporters of this commodity.

10342—Tientsin, North China. Exporters of excellent line of CHINESE ART GOODS desire to act as buying representatives for San Francisco firms in the market for such Chinese merchandise. Illustrated catalog and price list on file with Foreign Trade Department. Will operate on a commission basis.

10343—Chicago, Illinois. Food products broker wishes to get in touch with San Francisco importer of EGGNS from China; is also interested in obtaining a CHEESE account as well as other food specialties.

10344—China. Suppliers of BAMBOO in any size and quantity desire to get in touch with direct consumers of this product.

10345—New York, N. Y. Company wishes to communicate with San Francisco FERTILIZER dealers or importers who can give suitable quotations on large quantities of material.

10346—New York, N. Y. Lumber company requests a rate on rough CALIFORNIA WHITE PINE LUMBER from San Francisco to Cape Town, South Africa. Requests this information from some steamship company or broker who secured freight for the steamer.

10347—Antofagasta, Chile. Selling representative—commission agent, in Chile, Bolivia, Peru and Ecuador, offers himself to manufacturers and general exporters for the sale of their articles on a commission basis. Is particularly interested in rice, salsino, sardines, etc., and textiles of silk, wool and cotton.

10348—Quito, Ecuador. Firm desires to get in touch with producers of CAUSTIC SODA, SILICATE OF SODA, BORIC ACID and finest grade CAUSTIC POTASH. Solicits samples of these commodities together with prices. Will be in the market for quantities of these products if prices compare favorably with those of New York.

10349—Mexico City, Mexico. Gentleman desires to represent a California exporter of CANNED FRUITS AND VEGETABLES. He now represent several American concerns in the food product line in Mexico City. Will supply references.

10350—Tunis, Tunis. Manufacturers of POTTERIES AND TILES wish to communicate with San Francisco firms capable of representing them in the sale of their products in this territory.

## Domestic Trade Tips

D-2116—Chicago, Illinois. Established food products broker and manufacturers' agent are adding to their line of food products to be sold to the wholesale trade and are particularly interested in obtaining new accounts of CANNED and SMOKED FISH, also CANNED FRUITS AND VEGETABLES. He also seeks CHEESE accounts (both foreign and domestic) and any other food specialties.

D-2117—Detroit, Mich. Firm is anxious to secure sales representation in San Francisco who would be in a position to handle some fast selling SMALL PRODUCTION TOOLS which are produced by responsible manufacturers. They do not care to handle them through jobbers but through direct sales representation.

D-2118—Adrian, Mich. Manufacturers and distributors of NECKWEAR, BELTS, SUSPENDERS, GARTERS, HOSE SUPPORTERS and ARM BANDS wish to appoint a suitable representative for Northern California to call upon general stores and men's furnishing stores to handle the sale of their line of merchandise.

D-2119—Los Angeles, Calif. Trading corporation desires to get in touch with dealers and consumers of OLIVE OIL.

D-2120—Richmond, Va. Inventor of an AUTOMATIC DOOR PROP for holding garage doors open, offers for sale his manufacturing rights on a royalty basis. At present one can secure state or district territory on terms set forth in circular on file with Foreign and Domestic Trade Department, if he prefers that method. Device retails at \$1.70

# YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with miscellaneous supplies, and delivering same at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Office, 8, F. G. I. D., Fort Mason, San Francisco, Calif., and will be opened June 1, 1926.

For furnishing the War Department with wire rope, to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, California, and will be opened June 1, 1926.

The War Department requests bids on the purchase of certain corded Government property, such as assorted articles of hardware; manila rope; rubber boots, hose; auto and motorcycle tires; inner tubes; rubber gloves; aerop rubber; pipe and scrap metal. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened June 11, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Bulk Motor-Grade Gasoline. Bids are to be submitted to the Office of the General Purchasing Officer of The Panama Canal, Washington, D. C. and will be opened June 1, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Bulk Motor-Grade Gasoline. Bids are to be submitted to the Office of the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened June 10th, 1926.

## AUSTRALIA

### Duties on Canned Asparagus Tips Increased

Certain increases in the duties on canned asparagus tips imported into Australia have been made with effect from March 27, 1926, by action of the Australian Parliament.

The new rates of duty are as follows:

(a) Quarter pints and smaller sizes, per dozen, 1s. 3d. general rate, 9d. British preferential rate; (b) half pints and over quarter pints, per dozen, 5s. general, 3s. preferential; (c) pints and over half pints, per dozen, 7s. 6d. general, 4s. preferential; (d) quarts and over pints, per dozen, 8s. 6d. general, 5s. preferential; (e) exceeding a quart, per gallon 3s. general, 1s. 9d. preferential.

The British preferential rates of duty on these products are extended only to the United Kingdom, the Union of South Africa, and New Zealand. Such products from the United States and all other countries are subject to the general rates.

# SAN FRANCISCO BUSINESS

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

MAY 26, 1926

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## LEADS for NEW BUSINESS

**Accountants**—Mcneary & White, 842 Pacific Bldg.  
**Aeronautical**—Aero Coast Express Co., United Bank Bldg.

**Art Goods**—Nicholas Torrieri, 1208 Mason to 1161 Grant Ave.

**Artist**—Stanley Sullivan, Spreckels Bldg.

**Association**—California Institute of Steel Construction, 235 Market to 604 Mission.

**Attorneys**—Robt. M. Sears, Mills Bldg. to Standard Oil Bldg.; M. C. Lerhart, Clunie Bldg.; F. A. Cobb and W. T. Fitzgerald, Alaska Commercial Bldg. to 620 Market; Edgar D. Turor, Jr., Mills Bldg.; J. H. Beeman, 142 Sansome; T. W. Slavco, 68 Post.

**Auctioneers**—Moffitt & Edwards, Williams Bldg.

**Automotive**—Center Auto Electric Service, 227 Ash to 50 Van Ness Ave.; Butterer Auto Repair Shop, 1200 Sacramento; Roy Gordou Auto Top Co., 780 Ellis; Radiator Service Co., 645 Van Ness Ave.; New Mission Auto Co., 1152 Valencia.

**Auto Repairing**—Carl Borgeno, 1549 Larkin to 1910 Van Ness Ave.; Biagini & De Michel, 735 Montgomery.

**Auto Supplies**—J. F. Millwood, 255 9th to 800 Post.

**Auto Tops**—Weber & Appleby, 1717 California.

**Bakeries**—Mrs. J. Dower, 5 Clement.

**Barber**—A. Petrovich, 1470 Market.

**Belting**—Chicago Belting Co., 216 Pine to Spear and Mission.

**Birds and Animals**—Erikson's Bird Store, 1177 Market.

**Bolts and Nuts**—Grip Nut Co., Monadnock Bldg.

**Brokers**—Shaw Bros., 216 Montgomery; R. L. Cunningham, Dollar Bldg. to 508 Washington; Alfred Gabrielsen, 112 Market.

**Building Materials**—Guarantee Tile Co., 575 Haight.

**Cabinetmaking**—F. A. Lorenz, 182 5th to 465 Natoma.

**Candy**—Louis Pappas, 1423 Fillmore; Margaret Buraham's Candy Cottage, 1300 Polk; Ediaoo Sweet Shop (Mrs. D. Larchese), 3548 22d.

**Caps**—Fit-Rite Cap Co., 252 Hyde to 5354 Mission.

**Carpet Cleaning**—Banner Carpet Cleaning Co. (Theo Reker), 3506 10th to 63 Sanchez.

**Cheese**—Mahr Cheese Co. (Kraft Cheese Co.), 755 Sansome.

**China**—Gift Shop China Shop, 231 Fillmore.

**Church Goods**—Mission Catholic Store, 2705 Mission.

**Cigars**—J. S. Hill, 901 Valencia to 3593 20th; Wm. Lewis, 1718 to 1400 Fillmore; Philip Howell, 454 Pine to 383 Bush.

**Cleaners**—Vogel Cleaning & Dyeing Works, 581 Ellis; Expert Cleaners & Dyers, 1212 McAllister; Chicago Cleaning & Dyeing Works (M. Hudekawa), 500 5th Ave. to 339 Anza; Elite Cleaners, 245 Clement to 3215 Geary.

**Clothing**—Wm. F. Ryan, 154 Sutter; Harry Shane, 735 Howard to 184 3d; Joseph & Co. (wholesale), 57 to 32 Battery.

**Collection Agencies**—B. B. Stimmel, 465 California to United Bank Bldg.

**Commercial Paper**—Granada Finance Co., 174 Golden Gate Ave. to 1125 Van Ness Ave.

**Confectioners**—New business to 1682 Market, soon; Glen Confectionery (C. H. Cassa), 402 Balboa.

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending		Previous Week	One Year Ago
	May 19	May 12		
San Francisco	\$239,290,000	\$217,976,000	\$190,080,000	
Los Angeles	194,089,000	192,371,000	174,427,000	
Seattle	48,737,000	48,856,000	41,936,000	
Portland	42,483,000	47,481,000	36,620,000	
Oakland	40,938,000	35,963,000	29,459,000	

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending		Previous Week	One Year Ago
	May 20	May 13		
<b>SAN FRANCISCO</b>				
Number Failures	2	6	7	
Net Liabilities	\$18,900	\$26,182	\$44,050	
<b>LOS ANGELES</b>				
Number Failures	13	14	14	
Net Liabilities	\$13,634	\$146,154	\$238,492	
<b>SEATTLE</b>				
Number Failures	3	3	2	
Net Liabilities	\$16,550	\$3,356	\$6,895	

[R. G. Dun & Co.]

**Consulting Engineer**—Mark C. Cohn, 68 Post to 461 Market.

**Contractors**—Stephenson Construction Co., Heart Bldg.; S. E. Merenbach, 703 Market to 1116 Fillmore; Christenson Construction Co., Inc., Chaucery Bldg. to 1755 San Bruno Ave.

**Creameries**—Parkside Snowwhite Creamery, branch 3644 Balboa.

**Delicatessen**—M. Malloy, 261 4th; August Warmhold, 848 Taraval.

**Dentist**—Dr. W. C. Meyer, 1670 Market.

**Draperies**—Ewald & Schroder, 5223 Geary.

**Draysage**—J. Barrere Co., to 46 Shipley; Savage Drayage Co., to 46 Shipley; Steel Drayage Co., 107 Texas to 1239 17th.

**Drugs**—Lovotti - Rossi Pharmacy (Frederico Lovotti), 348 Columbus Ave.; Cykman's Prescription Pharmacy, 1919 Sutter to 1590 O'Farrell.

**Electrical**—Steping Electric Co., 182 5th to 465 Natoma; Universal Electric Co. (G. H. Curtis), 137 5th to 1175 Howard.

**Engineers**—Richard D. Wyckoff Analytical Staff, 68 Post.

**Engravers**—K. G. Nauman, 40 Market; Harry M. French, 130 Geary.

**Fertilizer**—Pioneer Compost Co., 1 Drumm.

**Finance**—Peoples Finance Co., 760 Market; Bioessio Finance Co., Heart Bldg.; General Acceptance Corp., 333 Pine to 142 Sansome.

**Food Products**—Vitacreme Cereal Mill, 2880 Mission.

**Fruits**—A. Mahin, 842 Taraval; J. George & Co. (wholesale), 350 Davis to 225 Washington.

**Fuel and Feed**—J. A. Dallas, 468 to 136 Valencia.

**Furniture**—Kiel Furniture Co., 1045 17th; London Furniture Co., 1939 Irving; Mrs. E. Sherwood, 1226 Stockton; Office Furniture Co., 1053 Mission; Bell Mfg. Co., 1265 Market; Argyle Furniture Co., 1646 Ellis.

**Furriers**—Excel Fur Shop, 165 Post.

**Grocers**—O. Siederlund, 298 Ocean Ave.; Italian American Grocery, 137 Clement; Michael McClure, 454 Main to 326 Tehama; J. Holtzman, 1334 Golden Gate Ave.; M. D. Linderman, 1396 La Playa; Natoma St. Grocery, 1528 15th.

**Haberdashery**—Carle Hat Store, 984 Market.

**Hardware**—Eklants Hardware and Variety Store, 1150 Geneva Ave.; F. G. Norman & Sons, 806 to 800 Valencia.

**Hardware Novelties**—E. J. Chubbuck Co., 731 to 785 Market.

**Hats**—Carle Hat Store, 890 Market; Martin Donnelly, 94 Clement.

**Heating Systems**—Schwaria Electrical Appliance Corp. (Wm. J. Schwaria and J. W. Henry), 1500 Church.

**Hosiery**—Paterson Mutual Hosiery Mills, Inc. (E. H. Simon), 742 Market to 82 1st.

**Ice Cream Parlors**—New Bryant Ice Cream Parlor, 2400 Bryant; A. Baccelli, 756 Columbus Ave.

**Importers-Exporters**—Westera Export Co., 214 Front.

**Industrial Engineers**—W. H. Thomas, Hobart Bldg. to 153 Kearny.

**Insurance**—Federal Land Value Insurance Co. (W. P. Netherton, Pres.), 419 First National Bank Bldg.; John C. Moore Co., Pacific Bldg. to 87 Post; Ben Leverhoff, Phelan Bldg. to Pacific Bldg.; Steele Bros., 235 Montgomery to 46 Kearny; Olds & Stoller, branch Sheldon Bldg.; Snodgrass & Myers, Inc., Insurance Exchange Bldg. to 142 Sansome; Columbia Fire Insurance Co. (John T. Beske) 132 Sansome.

**Iron and Steel**—A. Milne & Co., 112 Market; Mason Steel Joint Co. (J. L. Clymer), Rialto Bldg.

**Jewelers**—Max Colton, 704 Market; Oscar Simon, 559 Haight to 247 Fillmore; Peters & Pernickoff, 760 Market to Gillette Bldg.; J. Kallman, 1116 Market; A. J. Wondras, 759 to 1054 Market.

**Jewelry Supplies**—Val Molkenbush & Co., 704 Market to 140 Geary.

**Ladies' Furnishings**—Anna Hittman (dresses), 465 Post; Corset and Lingerie Shop, 5344 Geary.

**Leases**—New tenants, 1026-1032 Mission; Store, N. W. O'Farrell and Mason.

**Lumber**—Ward & Penniwell, 135 Tara.

**Macaroni**—Panama Canal Ravioi Factory (1957 Union), 1358 Grant Ave.

**Machinery**—Crenn & Bates, 38 Stanford to 57 Zoe Manufacturers' Agents—Horstman & Hudson, 821 Market to Crocker Bldg.; Chas. Bloch, 133 Kearny.

**Market**—University Mound Market, 2600 San Bruno Ave.

**Meats**—Victory Market reopening soon, 801 Union.

**Medicines**—Pawnee Indian Medicine Co., 3566 20th to 3542 Mission.

**Military**—Pacific Flower & Feather Co., Pacific Bldg. to 1155 Market.

**Millwork**—McKay & Horr, 211 Mfg. Co.

**Motors and Gears**—D. O. James Mfg. Co. (Chicago, Ill.), 82 Natoma.

**Music**—E. S. Florentine Music Co., 137 Powell News Service - Newsprint Enterprise Assn., 1126 Folsom to Daily News Bldg.

**Nurseries**—Cortland Ave. Nursery (G. Galaz), 1455 Cortland Ave.

**Oil**—W. E. Harman & Sons (Mead Curnell Co.), 1128 Howard.

**Optometrist**—Dr. C. Kallunan, 1116 Market.

**Ovens**—Middleby-Marshall Oven Co., 731 to 783 Market.

**Painters**—Philip Gau & Sons, 841 Florida to

[continued next page]



## LEADS for NEW BUSINESS

[continued from page 3]

351 Fair Oaks; Maundrell & Bowen, 230 Hayes to 1285 Fulton.

Paints—Doige-Koren Paint Co., 2065 San Bruno Ave.

Paper Containers—W. B. Godfrey, 593 Market to 200 Davis

Plumber—J. Dickson, 5223 to 5921 Geary

Printing—Beahm Printing Co., 1725 Post; Allan Press (R. Naimon), 780 Mission to 183 Jessie; Curtis Printing Co., 343 Fort.

Produce—Cogliandro & Colapietro, 622 Montgomery.

Publications—The Inspector, 68 Post to Sheldon Bldg.; Western Canner & Packers, 617 to 417 Montgomery; Kmann-El Publishing Co., 519 California to 222 Kearny; Twin Peak News Co., Inc., 153 7th to 1142 Howard; Ashbury Heights Journal, 91 Frederick.

Radio Apparatus—Klyman Corp., 803 Class Spreckels Bldg., soon.

Real Estate—Theodore Highway Park Co., 57 Post; R. E. Marshall, 333 Kearny; Raymond D. Smith (Co., branch 5900 Mission); Phil Noonan Realty Co., 105 Montgomery; Keira & McGain, Hearst Bldg.; Sullivan & Burford, 1511 Haight to 2015 Irving; Geo. Di Metro, 2332 4th Ave.; Pacific Home Realty Co., 1 Montgomery to 525 Market; J. F. Kirling, Sloat Blvd. and 19th Ave.; W. E. Doud & Co., 306 Hume to 226 Kearny; Mm. Real Estate Co., 5498 Mission; L. I. Lovett, 3501 Geary to 3258 Fillmore.

Refrigeration Systems—V. H. Wattlea (electrical), 907 Mission.

Restaurants—A. Sandwich Shop, Market west of Jones, soon; Coffee Shop, opening 62 3d; Dairy Lunch, opening 77 3d; Courtesy Coffee Shop, 579 Geary; Golden State Lunch, 327 Front; Commission Cafe, 530 Front; U. S. Restaurant & Coffee Shop, 431 Columbus Ave.; Sanitary Restaurant, 211 Valencia; Royal Sandwich Shop, 1436 Polk; Phillips Sandwich Shop, 30 3d; Doray Dairy Lunch, 77 3d; New California Restaurants—23d St.

Sheet Metal Products—Nash Sheet Metal & Furnace Works, 808 McAllister.

Sheet Metal Works—John Ohe, 1148 Howard.

Shoes—Lapet Adler Shoe Co. (J. R. McNierney), Pacific Bldg.

Shoe Cards—John Morales, 1112 Market.

Signs—Meyerhold Co., 703 Market to 112 Market; Universal Sign Co., 160 South Park to 401 4th.

Stage Equipment—Edwin H. Flagz Studio (Daniel Fitzke, Mgr.), 1961 Mission to 1060 Polk; Stationery—Miss McJunkin, 1640 Union; V. B. Antchhoff, 1915 Sutter to 1675 O'Farrell.

Stocks and Bonds—L. D. Marks, Insurance Exchange Bldg.

Studio—Otis Oldfield, 1160 Paqe.

Tailors—American Tailors, 339 Kearny; Scroggs & Co., 522 Market; F. B. Zumpano, 3238 Fillmore.

Tamales—Toreador Tamale Inc., 709 Larkin.

Tires—Produce Tire Service, 402 Battery; Hewin's Tire Store, 1100 Polk, soon.

Trade Mark Bureau—Jackson & Webster Co., 112 Market to 651 Market.

Transportation—Transcontinental Passenger Assn., Moogdoek Bldg.

Upholstering—E. Johnson, 2091 Folsom.

Waters—Blisk Mineral Water Co. (C. H. Widemann), 470 Ellis.

Miscellaneous—De Fourche System, 240 Stockton; Golden West Products Co., Inc., 3218 Fillmore; W. J. Wilkins Co., 1179 Market; Star Trading Co., 311 Grant Ave.; Universal Products Mfg. Co., 690 Post; Clay Corp. of Cal., 116 New Montgomery; Eugene MacLean, 1126 to 827 Folsom; T. F. Denman (Los Angeles Fruit Products Co.) (Glo Distributing Co.), 191 Valencia; Macdonald Service Co., 417 Montgomery to 433 Sacramento; San Francisco News Bureau (Industrial Publication service), 728 Montgomery; North California Fibria Co., 606 Montgomery; Beth Shop, 3449 22d; Brugiere Co., 530 Montgomery to 582 Commercial; Siracode Signal Corp. (F. H. Fries), 354 Pine; United Improvement Co., Liberty Bank Bldg.; Kavanagh White & Malpas, Chancery Bldg.; Racer Skate Co., 125 Myrtle; O. B. McClintock Co.; American Bank Protection Co. and Burglary Pro-

tection Co., 310 California; Robert I. Schwern & Co., 605 Market; McCullough Distributing Co., 140 Spear; Manufacturers' Credit Bureau, 465 California; Astor & Kilger, 2050 Geary; Blanchard Co., Chancery Bldg. to 990 Market; Gilman Mfg. Co. (K. O. Duncan, J. R. Elmondorf), 58 Sutter.

## Revenue Freight Loading

Revenue freight loading the week ended May 8 totaled 996,527 cars, as compared with 995,641 cars the preceding week and 983,034 and 908,203 cars in the corresponding periods of 1925 and 1924 respectively, according to the car-service division of the American Railway Association.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than June 3. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6837—Cotton seed products, CL, westbound; 6838, electrical appliances, CL, westbound; 6839, tractor engine parts in mixed carloads with automobile engines and automobile engine parts, westbound; 6840, mustard lades, wooden spoons, tongue depressors, applicators, candy sticks and skewers, CL, westbound; 6841, metal waste baskets, CL, and LCL, westbound; 6842, sheet iron and steel, CL, westbound, for export; 6843, berries, fresh, in water or in their own juice or sugared for preservation during transit, in bulk in barrels, CL, eastbound; 6844, rolling mill rolls, CL, westbound; 6845, carbonated beverages, CL, westbound; 6846, horae, CL, westbound, for export; 6847, mouldings in mixed carloads with lumber, westbound; 6848, floor wax, CL and LCL, westbound; 6849, lump globes, LCL, westbound; 6850, wooden fish net floats, CL, eastbound; 6851, power lawn mowers, also parts thereof, CL, westbound; 6852, pencils, LCL, westbound; 6853, lumber, to stations on the St. L-S F. Ry., CL, eastbound; 6854, copper tubes, bush plates and monkey coulers, LCL, westbound; 6855, copper rail bonds, CL and LCL, westbound; 6856, eroseote oil in tank cars, westbound; 6857, eggs, CL, eastbound; 6858, creosote oil, CL, westbound; 6859, malted milk when sweetened or flavored, CL and LCL, westbound; 6860, pie preparations, CL, eastbound and westbound; 6861, bamboo racks, LCL, eastbound, import; 6862, myrtle logs, CL, eastbound; 6863, rail or cross tie fastenings, LCL, westbound; 6864, lumber to stations on the Illinois Central R. R., CL, eastbound; 6865, bed ends, bed rails and beds (institution), iron, CL, westbound; 6866, water, plain, mineral or carbonated, including mineral or plain water concentrated or fatigued, CL, westbound; 6867, glass containers, eastbound; 6868, sheep, CL, eastbound; 6869, wrapping paper, CL, eastbound; 6870, ice skates, CL, westbound; 6871, cocoa syrup, CL, westbound; 6872, metal automobile parts, CL, westbound; 6873, metal office furniture, CL, westbound; 6874, turpentine, CL, westbound; 6875, photographic supplies (dry plates, film and photographic paper), CL, westbound; 6876, rubber battery boxes, CL, westbound; 6877, sprayers, felds or oreard, CL, eastbound; 6878, paper towels and toweling, CL, westbound; 6879, canned goods, CL, eastbound, for export; 6880, merchandise paper bags, CL, eastbound; 6881, nitrate of soda, CL, eastbound; 6882, mattress covers, CL and LCL, westbound; 6883, bridge builders' erection outfit and locomotive cranes on own wheels, eastbound and westbound; 6884, porch shades, CL and LCL, westbound; 6885, backup latches, LCL, westbound.

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 48, Posting Date May 26, 1926

The following subjects have been referred to the Standing Rate Committee and will be proposed for consideration prior to June 7, 1926. Full information concerning the subjects listed may be had upon inquiry

Citizens' Training Camp  
Opens June 27

Attention of members is called to the opening of the C. M. T. Camp for Coast Artillery at Fort Winfield Scott on June 27. The camp will be in operation until July 26. Fort Winfield Scott is situated on the Presidio reservation immediately above old Fort Point and is the headquarters post of the Harbor Defense Command. The number of men to be trained is 170. Courses of instruction are: (a) basic—age limit 17 to 24; (b) red—17 to 25; (c) white—18 to 28; (d) blue—19 to 31.

The candidates will be housed in concrete barracks during their stay in camp. Not only will they be trained in citizenship and basic military drill, but they will also conduct target practice with six-inch seacoast rifles at Fort Barry.

## New Industries in San Francisco

[continued from page 1]

addition provides increased storage and refrigerator facilities.

HUNT BROS. PACKING COMPANY, No. 2 Pine street, is building a \$100,000 addition to its Hayward warehouse which will give them a capacity for additional storage of 250,000 cases of canned fruit.

WM. H. TAYLOR, 256 Perry street, wood turner, has built a new building to take care of increased business and has moved from 479 Bryant street.

P. GRASSI & CO., 1945 San Bruno Avenue, has completed a warehouse at a cost of about \$20,000 which facilities will double the capacity of the concern. This plant makes Travertite—used in lieu of marble and granite.

## Advertising Agency Extends Service

The Norman F. D'Evelyn Advertising agency has expanded and now operates a publicity department which is under the direction of Ralph H. Cromwell, former city editor of the San Francisco Chronicle. The agency which specializes in financial advertising has moved to new and larger quarters in the Balfour Building.

at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-558—Metal novelties. Request for the addition to Items 490 or 495; R-559, CL boards. Request for reduction in rate to \$1.05; R-560, Carbonate of magnesium. Request for reduction in rate to a parity with asbestos both CL and LCL rates; R-561, Cod liver oil. Request for reduction in rate to same basis as Item 2580; R-562, Shredded vegetable material. Request for the establishment of a LCL rate of 65¢; R-563, Casters—composite containers fibro body, tin top and bottom. Request for reduction in rate from CL \$1.85 to \$1.40; R-564, Paper cartons folded flat. Request for reduction in CL rate from 65¢ to 50¢.



# SAN FRANCISCO BUSINESS

*Published Weekly by San Francisco Chamber of Commerce*

VOLUME XII

JUNE 2, 1926

NUMBER 21

## For Progress, Law and Order!



### *Nine Hundred Business Leaders Attend Annual Dinner and Rally of the Chamber of Commerce*

**T**HE builders of San Francisco, the background of its great industrial, business and commercial importance!"

This was the characterization given by Clay Miller to the nine hundred business men assembled in the Palm Court of the Palace Hotel Tuesday evening for the annual dinner and rally of the Chamber of Commerce.

#### **Uphold Law and Order**

Possibly the most significant gathering of business leaders in the city's history, these men, by their applause of the message of their president, pledged their individual and collective strength to the proposition that law and order and the peace and

prosperity of their community shall be upheld.

It was a gathering such as is seen in San Francisco only in the hour of emergency—when men meet to face fearlessly the problem that for the time shadows the common good. Addressing these men Mr. Miller said: "The present and future of your city are in your hands. It is only right that you should gather here to discuss the basic problems which confront the city at this time.

"In the seventy-five years of its history San Francisco has had its share of trouble. It has been abused and betrayed. Three times it has virtually been destroyed. But in every emergency that has confronted it and threatened its future and its

progress its people have risen magnificently to the crisis and registered a splendid victory over every untoward fate."

And referring specifically to the present labor controversy in San Francisco, Mr. Miller enunciated the Chamber of Commerce policy as follows:

"It does not involve and cannot involve any question of sympathy with employer or employed. No question exists save the question of law and order or unbridled license. It is inconceivable that neutrality should be maintained between order and outrage."

Following Mr. Miller were addresses by Chester H. Rowell and James A. Emery.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10352—Königschlag, Olden, Germany. A manufacturer of TOOLS, TOYS, CHESTS, STEEL WARE, FISH BOXES, HOLIDAY, HAIR CUTTING MACHINES, etc., wishes representation in San Francisco.

10353—Hannover, Germany. Well-established business agent desires to establish connections with San Francisco importers of Central European products. He operates on a commission basis and furnishes references from American firms which he is now representing. He can purchase clocks, watches, handwood furniture, wicker baskets, cracker and other products of Central Europe.

10354—Copenhagen, Denmark. Firm desires to represent Central European packers and exporters of DRIED FRUIT in this territory.

10355—Paris, France. Exporters of ATOMIZERS, Perfume, POWDER BOXES, POWDER PUFFS, PERFUMES, SMOKING ARTICLES, GAMES, TOYS, IMITATION JEWELRY, and all French novelties and specialties suitable for sale in all shops, department stores, drug stores and men's retail shops, desire to establish business connections with San Francisco wholesalers and importers of this line of articles.

10356—Trieste, Italy. Importer house is interested in large quantities of CANNED FISH, particularly CANNED SALMON, and desires to communicate with the packers. They also offer for sale to the agent and fish packers of this territory, PAPRIKA, or Hungarian Red Pepper for sprouting.

10356—London, England. Manufacturers of LINEN HANKIES, TOWELS and LINEN PIECE GOODS are desirous of appointing an agent in this district to handle the sale of their products.

10357—London, England. A firm of British manufacturers is desirous of appointing an agent in this district for the sale of GOLF GOODS, such as, BAGS, STICKS, BALLS, etc.

10358—San Francisco, Calif. Business man having just returned from London, England, after 25 years residence there and having excellent business connections in England, wishes to establish connections with an American firm desiring to introduce their goods in England.

10359—Shanghai, China. Firm desires to get in touch with San Francisco importers of FLOUR, SPAR for use in iron and glass works; also dealers in SCRAP PAPER and SHREDS OF GENERAL PRINTING, and NEWS PAPERS, for use in mills.

10360—Tientsin, North China. Old established exporters of TIENTSIN and PEKING WOOL CARPETS desire to develop a market for their products in San Francisco. They are shipping large quantities regularly to New York and wish to communicate with interested San Francisco importers.

10361—San Juan, Puerto Rico. Broker and manufacturer agent wishes to establish business connections with a manufacturer of TOILET PAPER, PAPER TOWELS, in rolls and packages, with cabinets for same, PAPER NAPKINS; SANITARY DRINKING CUPS; SANITARY CONES PLATES; SPOONS; and FOLDED SANITARY DRINKING CUPS and napkins.

10362—Havana, Cuba. Trading company is in the market for BRONZE PAPER in card lots.

10363—Guayaquil, Mexico. Manufacturers of HAND MADE ZARAPILS blankets desire to communicate with San Francisco merchants handling Mexican circus souvenirs, drawwork, etc., and any other firms which would be interested in importing their product.

10364—Havana, Cuba. Established commission agent desires to represent a California manufacturer or exporter of the TEXTILE and DRY GOODS line, or other products which are in demand in Cuba; also interested in MOTOR POWER and ELECTRICAL SUPPLIES.

10365—Kamao City, Mo. Firm wishes to purchase PORCELAIN BEADS 1/4 inch in diameter, directly from San Francisco importers.

10366—Auckland, New Zealand. Government establishing an importing business in the market for SHOP and STORE WINDOW FITTINGS for displaying electric fixtures, toys, goods, etc. Also ELECTRIC LAMP BRACKETS, SHADES, etc. Sellers illustrated catalogs and price lists from interested manufacturers and exporters.

10367—Suldan, Germany. Manufacturer of WARDEN and METAL PAINTS of all types, desirous of getting in touch with San Francisco importers of these articles.

10368—Gand, Belgium. Exporters specializing in ASBESTOS SHINGLES, ASBESTOS CEMENT SHEETS and BELGIAN PORTLAND CEMENT wish to get in touch with San Francisco importers interested in these products.

10369—Spartanburg, Greece. Importers of BOSTON STEEL, particularly of brass, wish to get in touch with American manufacturers and exporters. See their catalogs and price lists from firms handling this line.

10370—France. Established firm having connections throughout France and the French Colonies, desires to obtain the agency for the sale of the French market of a California producer of DRIED and PRESERVED FRUIT.

## Domestic Trade Tips

102921—Party acting for the owners of a large REDWOOD LUMBER tract desires to get in touch with interested lumber brokers. He desires to secure an outlet for approximately 70 million feet of lumber.

D-2122—Anchorage, Alaska. Company intending to operate a 1000-ton boat between Anchorage, Alaska, and San Francisco, bringing out coal and taking back general merchandise, building material, etc., would like to get in touch with wholesale firms dealing in the above.

D-2123—Chicago, Illinois. Manufacturers of the "Bon-Hur Colt," an attractive and amusing TOY EXERCISER, desire to place the sale of this toy in the hands of some San Francisco concern or individual interested in securing a new toy of excellent sale possibilities.

D-2124—Chicago, Illinois. Manufacturers of "Marb-L-Cote" PLASTIC PAINT, STUCCO, and LIQUID MARBLE PAINT, desire to appoint suitable distributors in San Francisco and surrounding territory. Descriptive circular and price list on file with Foreign and Domestic Trade Department.

D-2125—Camden, N. J. Firm desires to get in touch with an advertising specialty company interested in representing them as agents in the territory of the sale of "PITCHER'S SOAP." This product is switch-back or pumice soap, bearing the label or trade-mark of the advertiser, which mark will not disappear, but will remain throughout the life of the soap.

D-2126—Port Huron, Mich. Manufacturers of BRASS FORGINGS, BRASS SAND CASTINGS, BRASS RODS, BRASS and COPPER TUBING and FITTINGS, ALL BRASS AUTOMOBILE and ICELESS REFRIGERATOR PARTS, and BRASS FITTINGS OF ALL KINDS, desire to establish a sales agency in San Francisco.

## Specifications Available

The following specifications concerning bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

The U. S. Veterans' Bureau offers for sale and requests bids on approximately 60 buildings located at Camp Kearney, San Diego County, California. Specifications may be secured, not later than June 9, 1926, from the Special Representative in Charge, U. S. Veterans' Hospital No. 64, Camp Kearney, Calif., and bidders will be allowed ten days after distribution of specifications to return their proposals.

## YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

Sold bids for following listed Indian lands will be opened at 10 a. m., June 15, 1926, at the Indian Agency, Room 308 California Fruit Building, Sacramento—Calif. 626. Nima Quinn, 51-08 N 2 Lots 6 and 7, 1/2 of SW 1/4 of Sec. 1, Twp. 38 N. R. 7 E. M. D. M. Calif. 116 85 acres.

612, Anne Brown, 83-227 00 SW 1/4 of NW 1/4, lot 5, Sec. 6, Twp. 48 S. R. 7 E. M. D. M. Calif. and SW 1/4 of NE 1/4 and NW 1/4 of NE 1/4 of Sec. 1, Twp. 38 N. R. 6 E. M. D. M. Calif. 153 1/2 acres.

643, Agate Brown, 55-34 50 SW 1/4 of SW 1/4 of Sec. 1 and N 1/2 of NE 1/4 and NE 1/4 of NW 1/4 of Sec. 12, Twp. 38 N. R. 6 E. M. D. M. Calif. 100 acres.

For supplying the War Department with forage supplies and delivering same at Fort Mason, San Francisco, Calif. Bids are to be submitted to the San Francisco General Intermediate Depot, Quarterster Section, Fort Mason, San Francisco, Calif., and will be opened June 7, 1926.

For supplying the War Department with subsistence supplies to be delivered at San Francisco, Calif., on or before June 30th, for shipment to Panama Canal Zone. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened June 10, 1926.

For furnishing the War Department with processes to be delivered to the U. S. Engineers, Rio Vista, Calif. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened June 15, 1926.

For furnishing the War Department with subsistence supplies for delivery at San Francisco about August 10, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened June 28, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal Atlantic port or Balboa Pacific port, Canal Zone, Isthmus of Panama, with southern yellow pine and Douglas fir lumber, timbers and creosoted piles, and white maple lumber. Bids are to be submitted to the office of the General Purchasing Officer, The Panama Canal, Washington, D. C., and will be opened June 11, 1926.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than June 10. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6886—Packages (fruit, vegetable and canned goods), wood, C. L. westbound; 6887, wooden piece goods, blankets and robes, L. C., eastbound; 6888, bulbs, C. L., eastbound; 6889, packing, L. C., westbound; 6890, cysters, C. L., westbound; 6901, Radio (China clay), C. L., westbound; 6892, pears, C. L., eastbound; 6731 (amend) tinware and stamperware, C. L., westbound; 6845 (amend) carbonated beverages, C. L., westbound.

# SAN FRANCISCO BUSINESS

JUNE 2, 1926

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## LEADS for NEW BUSINESS

**Accountant**—Chas. P. Rupp, 209 California to Marvin Bldg.

**Adding Machines**—International Adding Machine Repair Co., 501 Mission

**Adjusters**—Associated Adjusters, 38 1st.

**Advertising**—Pacific Outdoor Advertising Co., Loews Bldg

**Amusement Brokers**—Caldwell Amusement Agency, Postages Bldg., to 285 Ellis

**Art Goods**—Emma Nelson Sines, 459 Post.

**Attorneys**—B. B. Crawford and C. F. Stanley, 821 Market to United Bank Bldg.; Daniel Barton, 275 Montgomery to 704 Market.

**Automotive**—Van Ness Ave. Auto Supply Co., 16 Van Ness Ave.; Elliott's Auto Rental Co. (H. R. Elliott), 1325 Market

**Auto Supplies**—Western Auto Supply opens new store 10th and Market, July 1.

**Bakeries**—Aunt Mary's Doughnut Place, 2980 10th to 5th Valencia.

**Battery Service**—Home-side Battery Service (H. J. Day), 3083 20th.

**Brokerage**—Kynoch Brokerage Co., Consular Bldg.

**Candy**—John Doukas, 1190 Market; Page & Shaw, Inc. (120 Maidee Lane), to open in New Koller & Chase Bldg.

**Chinese Herbs**—Louie Chong Chinese Herb Co., 635 Kearny

**Cgars**—Schoene & Baar, 484 Pine; J. Sanchez, 428 Union

**Clothing**—London Clothing Co. (Peter Deligiannis), 282 3d to 329 3d.

**Commercial Paper**—Metropolitan Finance & Sales Co., 727 Van Ness Ave.

**Contractors**—Wedel Electrical Co., 235 Montgomery to 340 Sansome; J. F. Dowling & Co., 235 Montgomery to 251 Kearny.

**Dentist**—Dr. J. H. Decker, 760 Market to 783 Market.

**Electrical**—Union Electric Co., 1495 Ellis.

**General Merchandise**—Wolfe Inc. Co., 832 Kearny.

**Groceries**—Home Grocery, 777 Union.

**Hats and Caps**—Benj. Cohen, 343 Kearny, soon

**Heating**—Gernhardt-Strohmeister Co. (2263 Mission), 3530 18th.

**Insurance**—Stephen Goldzieher, 235 Montgomery to 340 Sansome.

**Investments**—R. N. Nason, Exchange Bldg.

**Jewelers**—Morton Jewelry Co. (retail), 2444 Mission

**Knit Goods**—Knit Shop, to 2430 Mission

**Leases**—Stores, 72 E. 14th, 120 Eddy; 167 Mason; 103 Post; 1342 Haight; Second Floor 77 Fremont; 1633 Market

**Machine Work**—Madsen Machine Shop, 752 Bryant to 119 Perry

**Men's Furnishings**—Chas. Frank, 110 Powell to 640 Market, July 1.

**Millinery**—Broadway Millinery Co., 714 Market to 135 Mason.

**Patternmaking**—United Pattern Works (Bernard O'Donnell), 47 Clementina to 283 Fremont.

**Petroleum Products**—Garland Petroleum Co., 220 Montgomery

**Photographers**—Pacific & Atlantic Photos Inc. (B. W. Hellings), 10 3d to 812 Mission

**Physician**—Dr. L. B. Crow, 391 Sutter to Flood Bldg.

**Plating**—Progress Plating Co., 741 Gough

**Plumber**—W. J. Nebel, 5338 Mission

**Real Estate**—Service Investment Co., 507 Spreckels Bldg.; Geil & Cameron, 1745 Taraval; Spreckelmeyer & Hansen, 5498 Mission; Rivers Bros., 760 Market to 310 Sansome; Bruno-Lupton Co., 2127 Union; White & Chais, 501 Worcester Ave.; Redwood Estates Co., 1182 Market; Hootley Realty Co., West Portal Ave. corner Sloat Bldg.; Walter Swift, 1636 Market

**Restaurant**—Pantry Lunch (Mrs. T. B. Towle), 4296 San Bruno Ave.

**Scales**—Pacific Peerless Weighing Machine Corp. 50 Main to 1286 Folsom

**Stationery**—John Wright (wholesale), 235 Montgomery to 222 Kearny

**Storage**—Becker Storage Co., main office to 1636 Market.

**Tailors**—Victor Cohen, 520 Leavenworth; American Tailors, 339 Kearny, soon

**Toilet Articles**—Kobayashi Co., 443 3d.

**Tools**—Garage Tool Co., Sheldon Bldg.

**Trucks**—Kennedy Dump Truck Co., 388 5th to 608 Octavia.

**Typewriters**—L. C. Smith & Corona Typewriters Inc., 103 Post

**Upholstery**—Bernard's Upholstering Studio 3548 Geary to 1120 Clement.

**Welding**—Eight Street Welding Works (B. H. Coffey), 336 8th

**Miscellaneous**—Cliff Mfg. Co., 310 Sacramento; Golden Gate Premium & Trading Co., Wells Fargo Bldg.; Schlesinger Specialty Co., 268 Market; Calixid Co., 995 Market to 772 Harrison; Workingman's Building Co., 3490 20th; Universal Carloading & Distributing Co., 2 Pine to 681 Market

## 708,391 Estimate of City's Population Is Conservative

THE Department of Commerce estimates San Francisco's population at 567,000. The Chamber of Commerce estimate of 708,391 is conservative, based upon every available source of information, including telephones, bank clearings, building permits and what not. While the figures of the Chamber are admittedly unofficial and of necessity an approximation, those of the Department of Commerce are based upon the city's growth between the years of 1910 and 1920. This is an injustice by reason of the fact that the city's growth from 1920 to 1926 was more rapid than it was from 1910 to 1920. The following figures may be of interest.

Thirty-two years ago, in 1894, the year of San Francisco's Midwinter Fair, the city's population was 316,509. If the Department of Commerce figures are to be accepted, the growth in thirty-two years has been 251,000. During that period the number of telephones in the city has increased from 5,061 to 215,446. Bank clearings have increased from six and one half million dollars in 1894 to nine and one half billion dollars in 1925; an increase of eight billion, eight hundred and twenty thousand dollars. Building permits have proportionately increased from five million dollars to fifty million. In brief, the statistics from which population figures are generally derived, show an increase from 1894 to 1925 of from one thousand to fifteen hundred per cent. The Department of Commerce allows San Francisco an increase during the thirty-two years of seventy-five per cent. From these figures it would appear that a conservative compromise might easily give San Francisco the 708,391 claimed for it by the Chamber and still leave room for a consistent growth during the coming ten years.

### Revenue Freight Loading

"For the first time for any one week so far this year, loading of revenue freight exceeded one million cars the week ended May 15," says the car-service division of the American Railway Association. The total for the week was 1,050,162 cars. This is the earliest period in any year on record that one million cars of revenue freight have been loaded in any one week.

## New Industries and Expansions

COMPILED WEEKLY BY THE INDUSTRIAL DEPARTMENT

FARRELLY'S, 2880-25th street, has just organized a new industry which has been running a few weeks and which markets on a commercial basis cord-tire patches and refiners. This firm buys old automobile tires and separates the fabric from the rubber thread, selling the rubber and using the fabric after it is properly refined and treated by special process for the making of patches and refiners. These patches and refiners are then sold direct to the vulcanizers, and, according to Mr. D. H. Farrelly, this product, used in connection with the vulcanizing machine, will greatly prolong the use of the old tires.

The product is made either to order or sold by the gross.

INTERNATIONAL ELECTRIC DEVELOPMENT CORPORATION, 234 Ninth street, is a new San Francisco industry just established to manufacture the Krisk automatic electric waffle baker for restaurants and hotels. The waffle iron contains a timing device to regulate the baking automatically. The corporation states that within thirty days they will be also manufacturing an automatic electric toaster. This industry has already established

[ continued on page 4 ]



# The Value of San Francisco's Cargoes

## SAN FRANCISCO FREIGHT VALUES EXCEED THOSE OF 3 OTHER PORTS

**T**HE value and tonnage of cargo passing over the wharves of San Francisco Bay in 1925 was more than equal to the tonnage and value of the commerce of the three other competitive Pacific ports combined, Seattle, Portland and Los Angeles, according to analysis of official statistics just completed by the Foreign Trade Department of the Chamber of Commerce.

A huge total of 38,395,634 tons of cargo was carried on the bay to and from foreign and domestic ports in 1925. Los Angeles' shipping amounted to 22,441,000 tons of cargo; Portland 4,199,000 and Seattle, 7,848,000 tons. San Francisco thus shipped nearly four million tons of cargo more than the other three leading Pacific ports combined. It is not, however, only the amount of cargo tonnage that determines the relative importance of a shipping center, but value of cargo as well. It is manifest that a great bulk of low-grade cargo would not make a prosperous seaport. Here the pre-eminence of San Francisco Bay is even more striking. In 1925 the value of commodities shipped and received at this port totaled \$2,316,202,029. The total commerce of Los Angeles for 1925 was worth \$741,911,000; Seattle, \$772,832,000, and while official figures for Portland are not yet available the value of Portland's commerce is estimated at something less than \$400,000,000. The commerce of San Francisco Bay, it appears, is valued at four hundred million dollars more than the value of the combined commerce of Seattle, Portland and Los Angeles and has a high unit value of \$60.32 per ton.

### THE LEADING PORT

Shipping in and out of the Golden Gate accounts for 28,066,615 tons of all cargo handled or nearly three-fourths of the total tonnage. The remaining 10,329,019 tons is made up of bay and river shipments and receipts. All ports having a river system tributary to them receive river shipments, which swell the total port commerce.

There is no essential difference between cargo received from Sacramento or Singapore. It is all handled in like ways and is all similarly destined for manufacture, distribution or consumption. The only legitimate objection to river commerce is that often it is low-grade cargo, sand, rock, gravel, bricks, ore, etc., such as is barged or shipped on the Hudson and Mississippi rivers and the Great Lakes. It is highly significant therefore to note that the internal commerce of San Francisco Bay has a higher unit value, \$66.20 per ton, than has the deep water commerce. Our deep water commerce unit value of \$58.16 is somewhat depressed by our petroleum shipments as is the case in Los Angeles where the unit ton value is \$33.06, due to the heavy preponderance of bulk oil cargo.

San Francisco Bay in 1925 has more firmly established itself as the leading Pacific Port and as second only to the Port of New York among the seaports of America.

### ECUADOR FOOD DUTIES

Food stuffs going to Ecuador are exonerated from all duties according to cable information received by the Foreign Trade Department of the San Francisco Chamber of Commerce from Jose I. Seminario, Consul General of Ecuador. The cable reads as follows:

"Exonerate from import duties wheat, barley, oats, corn, potatoes, nutritious tubers of prime necessity, lentils, beans, leguminous grains of all kinds. These duties are consular fees, import duties and local charges on entry. Service charges on the custom house wharf are not removed."

### RATE INVESTIGATION

The Traffic Bureau of the Chamber is in receipt of advice that the Interstate Commerce Commission has entered on a general investigation of rates on furniture, minimum weights, packing and loading requirements, and all other elements and factors necessary to a determination of whether the rates, charges, and ratings between all points in the United States are unreasonably high or unduly low, unduly prejudicial to or preferential of particular localities, persons, or descriptions of traffic, or in any other respect in violation of the Interstate Commerce law.

## New Industries

[continued from page 3]

branch offices in New York and Chicago, but the home office and plant are in San Francisco.

### EXPANSIONS

**PACIFIC ROLLING MILL COMPANY**, 17th and Mississippi streets, is completing a one-story building for the fabrication of structural steel. This building will increase the facilities of the plant 25% and total investment in land and building will be in the neighborhood of \$100,000.

**A. KNOWLES**, Call Building, has just completed a new factory building for the fabrication of ornamental plaster used in decorating churches, banks, theatres, etc. The firm formerly occupied a leased shop but with the new shop is increasing facilities 50%. Total investment is \$15,000.

**PERSIAN RUG CLEANING COMPANY**, 465 Tenth street, is completing a new plant at 170 Otis street running through to Jessie, which together with land and equipment will represent an investment we are informed, of \$250,000. This industry is about two years old and is already forced to greatly increase its capacity. The special work done is processing of new imported rugs. The raw imported rug must be processed before it is ready for the American home. The Persian Rug Cleaning Company works with the importer and in this way is building up San Francisco as a rug center—all imported rugs heretofore coming through the Port of New York, according to the company's secretary, where they could be processed. The processing includes setting of the colors, perhaps toning them down, and giving the rug a soft silky appearance.

**PROGRESS PLATING COMPANY**, 741 Gough street, an expansion of the Progress Enameling Company, 442 Grove street, has been organized to do nickel, silver, gold and all types of metal plating. This means doubling the capacity of the original firm.

**SOUTHERN PACIFIC COMPANY** is completing an automobile unloading platform on the block bounded by Jones, Leavenworth, North Point and Beach streets. This is specially designed and built for expediting the handling of automobile shipments and represents a very considerable investment.



# SAN FRANCISCO BUSINESS



Vacation Number

June 9 · 1926 *File Copy*



PHOTO BY UNDERWOOD & UNDERWOOD

See New York, the greatest of all of the world's great cities. Other sights, too, the memories of which will last a lifetime. Niagara, the Canadian Rockies, the strange and colorful western desert — the variety, the thrill of a world tour!

*Mail This Today!*

### SOUTHERN PACIFIC LINES

F. S. McGinnis, Passenger Traffic Manager  
San Francisco, California

Please send me by return mail your free booklet, "GREAT CIRCLE TOUR OF THE UNITED STATES," with complete details about reduced summer fares.

Name \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# Vacation Circle Tour

## •• around the United States



Southern Pacific  
S. S. *Monius*



Mt. Robson,  
Canadian Rockies



**G**Reat cities, famous resort places; storied scenes of romantic and historic appeal; see three countries and two oceans. All this for but a little more than the direct roundtrip fare to New York City.

California — never finer than in summer; the *Sunset Route* journey through the colorful Southland; New Orleans — quaint southern metropolis; then by train east and north or by Southern Pacific steamship to New York City [100 golden hours at sea]. Meals and berth included in your fare.

Convenient side-trips along the eastern seaboard; then westward over any route you choose, Niagara Falls, the Great Lakes, back over northern United States or Canadian lines to the scenic Pacific Northwest. Vancouver and Victoria, B. C., Seattle, Tacoma, Portland; Mt. Rainier, the Columbia River highway, blue Crater Lake; and then down over the delightful *Shasta Route*, and home.

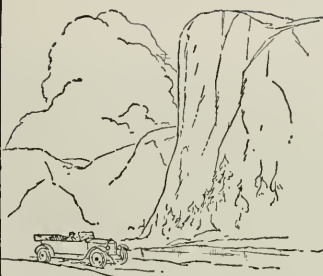
Here is your finest vacation trip. Make it in a few weeks or take all summer. Stopover privileges all along the route. The superior service and equipment of the world's most famous trains are features that make for your comfort.

Mail the coupon today. Any Southern Pacific agent will gladly aid in planning your trip.

# Southern Pacific Lines

MILEAGE RECORD			
Los Angeles-Yosemite Economy Run			
May 21-22			
Class	Car	Driver	Miles per Gal.
1-A	STAR 4 Touring	C. L. Hudnett	29.09
2-A	STAR 6 Touring	Roy Rogers	23.60
3-A	FLINT Coach	JuliusDuesevoir	25.48
4-A	FRANKLIN Sedan	Charlie Carr	20.
5-A	*DUESENBERG 8 Touring	Joe Borzani	19.86
Closed Car	STUTZ 8 Sedan	Beotto Terrise	16.74

\*SWEEPSTAKES WINNER



# Here are the Red Crown mileages that won the YOSEMITE ECONOMY RUN

Note above how the great Red Crown mileages piled up in the 10th Annual Los Angeles-Yosemite Economy Run—48 years of Standard Oil experience have *put* them there, and expert drivers know it.

The Annual Los Angeles-Yosemite Economy Run—the major event of its kind in the United States—is a highly competitive run in which the winners are the cars showing the greatest mileage economies under each classification.

It will pay you to train *your* car's speedometer on the miles and miles in Red Crown gasoline!

Make a point of calling for it at Standard Oil Service Stations and at dealers—your nearest Red Crown dealer is a specialist on miles!



The Red Crown Mileage Card will start you on an economy run of your own—ask for it. Tells what to do for your motor—about carburetor adjusting—just how to drive for maximum mileage!



STANDARD OIL COMPANY OF CALIFORNIA



## So He Tipped the Bell Boy 50c

His old bag didn't quite do him justice. The bell boy eyed it with knowing disdain. To hide his embarrassment he tipped the fellow a half a dollar. But he swore he'd never pay "excess luggage tax" again. The next day he bought a handsome new bag from us. It was a reasonable investment too, for the smart leather goods at Crocker's don't cost nearly so much as their good looks might lead you to suspect. In fact you'll be surprised how inexpensively priced our complete line of quality bags, portmanteaux and fitted cases really are. They will add to the success of your vacation. Step into either of our two convenient stores and see them today.

**H. S. Crocker Company, Inc.**

565-571 Market Street 242 Montgomery Street

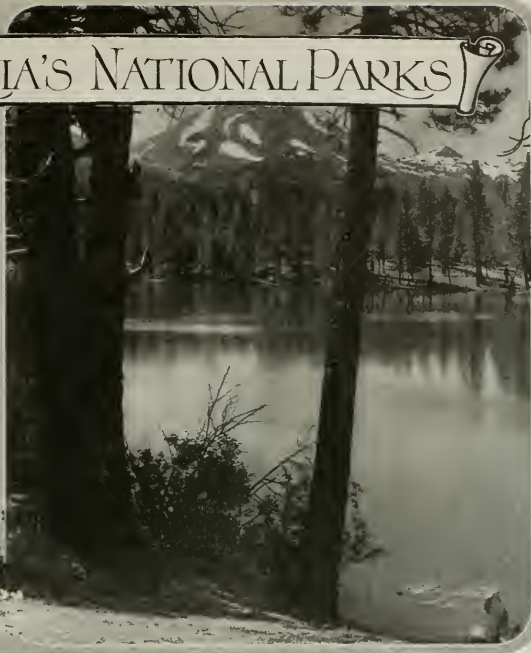
SAN FRANCISCO



# CALIFORNIA'S NATIONAL PARKS

By  
STEPHEN  
T.  
MATHER

DIRECTOR  
NATIONAL  
PARK  
SERVICE



ALIFORNIA is fortunate in having within her borders four of the nineteen national parks. In these there is interesting and unusual scenery to meet all tastes. Beautiful valleys vie with

rugged mountain country, snow-capped peaks with steam-crowned volcanic cones. Dashing waterfalls and placid lakes offer contrasts, and minute alpine plants hiding high in the snows emphasize the majesty of the mighty Big Trees, the oldest and largest of nature's living things.

Largest of the four, and nearest to San Francisco, is the Yosemite National Park, which last year was visited by over 200,000 people, many of whom came from San Francisco and other nearby cities. Blessed indeed are the inhabitants of the bay cities, with their every-day lives carried on in view of the mighty mysterious sea, and the Yosemite with its majestic mountain scenery lying almost at their very doors and offering an ideal vacation land.

With the completion of the new highway to El Portal, at the eastern edge of the park, all-year motor travel will be assured, and this, together with the improvement of the roads on the floor of the Valley, will



doubtless bring an increasing number of automobilists to the park. The new road will be completed the end of July and will be dedicated and formally opened to travel July 31.

Several changes occurred in the operation of the park last year which will make for more effective service to the public. One of these was the consolidation of the two hotel operators under one management with the new name of Yosemite Park and Curry Company. Improved accom-

modations of various kinds are now available.

Another change that makes for greater efficiency in administration is the moving of Yosemite Village from its old site on the south side of the Merced River to the north. Here, with magnificent Yosemite Falls for a background, an artistic village lay-out has been installed. The public operators have given the National Park Service the fullest co-operation in erecting well-designed buildings that blend harmoniously with their background.

An interesting development of the past few years is the installation of a chain of hikers' camps. These are so located that walking parties going into the wild, mountainous back country of the park may plan their trips to cover ten or fifteen miles a day, and spend the night at a comfortable camp where both meals and lodging may be had. Many hikers who would be unable to endure the physical exertion of hiking ten or fifteen miles a day while carrying heavy packs can take advantage of these camps and start out blithely in the morning with no impedimenta but lunch and camera tied to their

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The  
**PLAYGROUND** of the **WEST**  
By EARL V. WELLER  
NATIONAL AUTOMOBILE CLUB



**T**HE Bay District offers a variety of attractions to the motorist. Within a comparatively small radius a hundred and one routes may be outlined, each one possessing its individual appeal from

the thundering surf off the Marin cliffs to the redwood aisles of the Santa Cruz Mountains.

To know the environs of the cities that lie on the margin of the great Bay of St. Francis is to know Nature in all her various moods, to appreciate a veritable wonderland of wild life and scenic panoramas familiar only to those who follow the open road in all seasons. Truly it has been called the Switzerland of America.

The Skyline Boulevard, the winding pavement that rises to the summit of Twin Peaks and the broad sweep of the Great Highway over which the gray friars toiled in the romantic era of the missions form three motor-ways into the touring district to the south. On the northern peninsula starts the Redwood Highway and on the Alameda County mainland enters a network of arteries of traffic that link the bay

district to the great hinterland of the valleys of Sacramento and the San Joaquin.

These are the main lanes of travel but hundreds of branches lead to picturesque spots that provide delights for the eye and pleasant pictorial memories for the traveler who carries a camera diary.

Drive to the summit of bleak Mt. Diablo when the north wind has swept the mist and haze from the distant panoramas and you will be able to look down on the check-board of town and country and visualize the multiplex charms that surround the arms of the great harbor. It was from the shoulders of this old volcanic peak that General Frémont the Pathfinder first looked out and named the Golden Gate. At its feet are the fertile valleys of the San Ramon and Moraga where the first settlers came in the early days.

Joaquin Miller, the poet of the Sierras, lived on the lower foothills of the Diablo range just back of Oakland and Edward Rowland Sill found inspiration for a great body of his verse in his home in the Berkeley hills.

The circuit of Lake Merritt is a pleasant drive and an hour's excursion into the back country of Oakland will carry the tourist into the

heart of the redwoods that line the path of the Oakland-Antioch between the bay and the shores of the San Joaquin. The University of California campus at Berkeley is one of the most beautiful of American colleges and many a paved road leads to vantage points in the higher places from which the motorist may look down on the city and the bay.

Richmond, with its industrial center, Martinez and Benicia with their romantic halo handed down from the days of the Dons, and Vallejo with the Mare Island Navy yard, all are hubs from which radiate highways through interesting and picturesque districts. The Alhambra Valley, Franklin Canyon and Bear Creek form a trio of attractive excursions out of Martinez and in the old cemetery at Benicia lies the body of Concepcion Arguello, heroine of poem and tale, her life history linking the records of Russ and Spaniard in California.

Marin County offers seaside lures as well as noble groves of redwood and fern laden dells. Along the ridge of Tamalpais runs the Ridgecrest Boulevard while up its rugged slopes lie a hundred trails from which may be glimpsed the beauty and color of the surrounding country.

[ continued on page 23 ]

# EVENTUALLY The WORLD'S CENTRE of YACHTING SAN FRANCISCO BAY By JACK DENSHAM



**T**HIS article is not written for yachtsmen. I know enough of the game to avoid inaccuracies and all the facts stated in this article are from my own experience.

I am writing for the general public which is more and more learning that there is better recreation to be had on the waters of San Francisco Bay, with keener sportsmanship, greater returns in health and physical fitness and an insight into our own worship of Mother Ocean than in any other out-of-doors pursuit.

I do not think that the heading is an idle boast. With several hundred other old-timers I am convinced of its truth and I will try and explain why it is true in verbiage as free from technicalities as possible.

Without the slightest sneer at one of the oldest and most royal sports in the world, surely it is a fact that there are not more than about 500 persons in San Francisco and the bay cities today who can potter over 18 holes in less than 100.

There must be thousands upon thousands who have tried so hard and yet find that around seven or eight shots a hole is and will always be their average.

Then again, at any rate until the bridges are spanning the bay, what is a week-end in an automobile? Even though you have found some delightful dirt road up country somewhere, a road along which you can trundle the old bus uninterrupted by the smell of countless exhausts and a dust cloud which forms hideous white snakes along all the highways, you must suffer to find it.

And that is why the general public is turning more and more to the bosom of the bay for its recreation and release from the cares and worries of the week. In the past three years the devotees of yachting in these waters have more than trebled in number and there is a very large class of the finest adolescent manhood of California already expert in and devoted to the sport.

In the old days there was always yachting on the bay. The San Francisco and Corinthian Yacht Clubs had their useful and unpretentious quarters and there was some nightly keen racing. Tom Crowley used to win cups for sailing a whitehall boat when he was a little nearer the sidewalk than he is now. That grand old veteran Captain T. P. II. Whitelaw built him a boat—how long ago I won't even guess, but it wasn't long after the vigilante days—and called her "The-Put-Up-or-Shut-Up" and he made them put up and shut up.

It was hardy sailing with the cold winds that sweep across the San Francisco side in summer and they took plenty of dousing without a murmur.

It surely gets cold at times. I had come back from a session in waters off Newfoundland in 1919 and I sailed with Captain John Barneson on his little *Lady Betty*. There was just room for me to squeeze six-feet-one into a space in the cockpit. From Southampton shoal we stayed on one tack for more than an hour. Every wave we hit washed all over me. When we finally put about it was all I could do to unlimber myself. But that is only a part of the joy of the game. It drags age out of you through the scuttles of your pores and sends youth rushing divinely down to the very nadir of your lungs.

This is just to bring out the fact that yachting on San Francisco Bay has always been regarded as a particularly dangerous and hardy sport with a coterie of truly gallant, but undeniably opinionated, sportsmen maintaining that thought for their own glorification and exclusiveness.

Another popular idea which I wish to combat with all the fierceness in the keys of the typewriter is that yachting is a millionaire's game. I have been a yachtsman for nearly forty years and if I ever came nearer



# The PLAYGROUND of VACATIONISTS

**A** N outing region which attracts increasing thousands of vacationists each year is Northwestern California, easily accessible from San Francisco. You can visit this vacation region at its southern border,

in Marin County; or farther north along the beautiful Russian River, and the many smaller streams that glide down forested canyons—the Gualala, Garcia, Navarro, and the Noyo. Along the Eel River and its branches, in the region of Humboldt State Redwood Park, grow the tallest of all trees. Eureka, on Humboldt Bay, is the tourist capital of this woodland realm; and from there you may extend your journeyings into the giant forests of Del Norte, all the way to the Oregon line.

It is only a trip of 35 minutes from San Francisco by Northwestern Pacific ferry to Sausalito; and from there the railroad extends northward, all the way to Eureka and Trinidad. A succession of delightful cities adds charm to the route, and at any of them you can alight, as-



sured of comfortable hotel accommodations and of opportunity to view the varied scenery of the regions roundabout.

Of the Redwood areas, perhaps the most famous is the Russian River region, around Guerneville,



Guerneville Park, and Monte Rio. Here, overlooking the pleasant sandy beaches that line the stream's lower course, cluster many and delightful resorts. Bungalows and tent-villages and houseboats aid the hotels in receiving the throngs of happy vacationists. All manner of craft, from canoes to high-powered motorboats, cruise these lively waters; and among the river sports are swimming and diving, aqua-planing and "shooting the chutes."

Resorts in the Eel River region, much of which is primeval woodland, are becoming each year more numerous and more commodious. Many outing resorts are along the main Eel River, which the railroad follows closely; and others are reached from Dos Rios, Longvale, Fort Seward, South Fork station, and Scotia. Farther down the Eel towards its mouth are Fernbridge, Alton, Fortuna and Loleta, much sought during the steelhead fishing season.

Not far from South Fork station on the railroad is the extensive Humboldt State Redwood Park, with other majestic groves immediately adjacent.

The south, north and middle forks of the Eel River flow down canyons in the midst of picturesque mountains; and all these branches vie with

the main Eel River in offering exhilarating sport for the angler.

Whatever you most desire upon your vacation—quiet rest or a round



of activity; repose in a hammock under the Redwoods, recuperation at the mineral springs, or glorious fun along the Russian River beaches—any or all of these shall be yours when you go into Northwestern California for your summer outing.



# REVIVING THE EARLY WEST



ANY tourists will spend part of the summer in California, and, naturally, they will desire to see some of the events that have made the West Coast so particularly attractive to the tourists. Not

the least in importance is the California Rodeo held at Salinas each July. This year Salinas will be able to accommodate the crowds better than ever before as the new Del Monte Hotel is now completed, and with over a thousand new hotel rooms in the vicinity there will be adequate accommodations for everyone if they are ordered in advance.

Salinas, county seat of Monterey County, 110 miles south of San Francisco on the Coast Highway, is the hub of one of the largest stock-raising sections of the state. Hence it is quite meet that this place should annually present a series of games in



keeping with the fast-disappearing spirit of the "cow country," and hence it is there that cattlemen from all over California and Nevada have annually gathered, and they have named the event the California Rodeo. It is therefore not a Salinas event, but a state-wide show owned and controlled by the cattlemen from all over the West.

In a narrow valley, lying between the Santa Lucia and Gabilan ranges, the cattlemen gather each year, with professional trick and fancy riders, to compete for prizes which run into thousands of dollars. The rider selected each year as the champion of the California Rodeo is acknowl-

edged as the champion of the state at such shows as are staged in other states.

## A Great Week

Throughout one entire week the city is literally clothed in rodeo colors of red and yellow. Everyone, from "Jim" Tancock, rector of one of the principal churches in the city, to Don Butcharo Beevers, majordomo of the rodeo proper, dresses in the rodeo costume of tall-crowned, wide-brimmed sombrero, with the typical "Salinas Peak," silk shirt in varying colors according to the fancy of the wearer, neckerchief of a different color, boots, and chaparrajos. Along the sidewalks and in the streets silver-mounted spurs jangle a merry tune. The air is filled with the talk of the ranges, and woe be unto the outsider who cannot qualify by explaining the meaning of such terms as "pulling leather," "flipping the twine," "fanning," "raking," etc., ad infinitum.

From all over California, from Montana, Oregon, Idaho, Nevada, and Utah, they come to attend the Rodeo, or "Big Week," as Salinas people term it. From sequestered ranches, far back in the hills on either side of the Salinas Valley they come—men and women, with tall, bronzed sons, and rosy-cheeked daughters, all natty attired in the costume of Rodeo Week, which is to them everyday apparel on the ranch.

At noon on the day of the opening of Rodeo Park, and each day thereafter until the close of the show, the cowboys and cowgirls, each astride his or her favorite mount, parade through the streets of the city and into the paddock of the park. Here is staged a grand entrée similar to that which features our greatest circuses. At the close of the grand march on horseback, the riders line the paddock rail, facing the grand stand, the cowboy leader of the cowboy band raises his quirt, in lieu of a

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#### SAN FRANCISCO CHAMBER OF COMMERCE

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SAN FRANCISCO, CALIFORNIA, June 9, 1926

No. 22

# Business Convening for Business

By RICHARD M. NEUSTADT

*President-Elect, San Francisco Advertising Club*

**T**HE San Francisco Advertising Club is making possible a very genuine and worthwhile educational opportunity out of the Twenty-Third Annual Convention of the Pacific Coast Advertising Clubs Association, which will be held here from July 5th to 9th, inclusive. The general and those of the eleven departmentals will bring to us men of outstanding ability, experience and knowledge, who will contribute greatly to our understanding of advertising and selling as vital phases of business.

The slogans of the convention are "Stabilizing Prosperity" and "Reducing the Wastes in Distribution." Nor is this empty phraseology. The meetings have been planned and authorities have been secured to bring about real, informed discussion of these issues that are fundamentally important to the sound economic development of our business in general and of the whole Pacific Coast region on which that business depends. How critically important these issues are all thinking men realize. We are only now becoming fully conscious that economic events have taken a turn and that no longer is business being stimulated by post war optimism and illusions. Now, to be sure, we are getting "back to normalcy" whether we like it or not.

A transition period between economic trends can be made constructive in its effect if those engaged in business come to understand the whole situation in time and make their adjustments in advance of the changing conditions. Such adjustments do not involve radical reduction of either output of production or outlay of effort and expense in securing sales. Indeed radical reductions in manufacturing or in sales

are the very element that must be avoided since they but serve to create a negative condition of mind and fact that inevitably cause trouble. What is needed is a shifting

## Amundsen Invited by Chamber to Fly Over San Francisco

Through the invitation of the Chamber of Commerce it is possible that Captain Raold Amundsen and members of his polar expedition will make a flight over San Francisco in the near future. Plans now under consideration call for the re-assembling of the Norge at Camp Lewis, Tacoma, for which the Navy Department has offered all facilities without charge. A wire was dispatched to Captain Amundsen at Nome by the local chamber on Tuesday urging him to visit San Francisco if possible.

The expedition is now considering a transcontinental flight in the Norge.

of emphasis among the psychological phases of distribution and an even more determined and intelligent effort to reduce economic waste.

Advertising is not to be curtailed but should be made more effective. Sales promotion is not to be curbed but more intelligently directed. Above all, the exploitation of the Pacific Coast as an economically independent empire is not to be retarded for one moment; rather all efforts are to be more efficiently coordinated and more securely founded

on the firm rock of economic facts.

This convention, therefore, is truly significant. Mindful of that significance, and conscious too that Advertising Clubs are organizations comprising men and women who are not only professionally expert, but who are likewise responsible representatives of commerce, the San Francisco Club has prepared a series of meetings that will adequately meet the challenge of its opportunity. With such men as Alvin Dodd and Lew Hahn to lead discussion on distributive economies—Bruce Barton and Lou Holland to sound a clarion call for better advertising—Dr. Hotchkiss and C. King Woodbridge to point the way to better management—and Governor Farrington, David Whitecomb, Harry Chandler, Marshall Dana and Wigginton Creed to develop better community promotion, we have a convention that truly warrants the active participation of all the business interests of San Francisco.

There will be fun and stunts galore. But these will be the social embroidery that make a serious business conference delectable as well. For four days, more than 1,000 delegates from other centers of the Coast and of Hawaii will gather with our own San Franciscans in earnest reflection of our economic situation and in serious, stimulating and thought provoking discussions of the best methods, based on the best experience, to maintain our economic progress on an even keel and on a charted course. The meetings and the exhibits will be in Native Sons Hall and will be closed to all save official delegates and holders of the Admittance Privilege Books, by the sale of which among the business interests, this business conference is being democratically financed.

[ continued from page 9 ]

baton and the stirring notes of the National Anthem resound on the air.

From this moment there is no delay. Almost simultaneous with the passing of the last rider through the paddock gate, the pistol of Major-domo Beevers cracks on the still July air, and the bucking bulls are released from their narrow confinement in the "chute," atop each of them a yelling, hat-waving, spurring specimen of the genus homo, bent upon remaining on the twisting, squirming, bounding back of the wild bull between his knees just one second longer than his fellows.

#### Excitement in Variety

Then follow in quick succession the horse-bucking contests, the trick riding, relay races, pony express races, Roman races, stage coach races, and chariot races. As the sun sinks behind the glorious bulge of Toro Mountain, at the northern apex of the Santa Lucia range, the wild horse race, the most exciting event of the entire show, brings the day's events to a close. Some twenty or thirty wild animals, none of which have ever felt the saddle upon his withers or the cinch upon his flank, are led in to the track in front of the grand stand. Here the riders saddle their steeds, and, at a given signal, start away on a flying race around the track. No one knows until a second before the pistol cracks which direction the race is to take, and even after this is designated many of the animals refuse to follow their fellows. The result has often been that many a rider finishes the race "backward."

At night there are cowboy dances, band concerts by cowboys and concert bands of the highest caliber.

No city of three times the size of Salinas can boast such crowds as gather for that event. Imagine, if you can, a Mardi Gras, Priests of Pallas, Veiled Prophets, a military carnival and wild west show all rolled into one, and you get some faint idea of the magnitude and color of the big parade which passes through Salinas' streets on Colmado Night. Every civic body, every club and lodge within a radius of 100 miles vies for the honor of escorting the best float. Prizes are awarded for the best mounted man and woman, the finest saddle and bridle and what not. The parade breaks up—then come the fireworks and dancing until the morn. For no one ever sleeps in Salinas on the Colmado night.

The next day is given over to the finals in all events. The best rider is

[ continued on page 33 ]

## INSURANCE BROKER: *An independent expert in the public service*

To get the most in fire insurance protection, at the lowest rate consistent with safety and security, select a good insurance broker, make him the "Insurance Department" of your business, follow his advice and hold him responsible for results.

## FIREMAN'S FUND INSURANCE COMPANY



*The counsel of a good insurance broker costs you nothing—it can save you thousands*

# Drivurself

## A New Way to Tour

Take one of these luxurious automobiles to use as your own. Powerful six cylinder sedans, coupes or touring cars—handsomely finished in blue. We pay all insurance and furnish all gas and oil. No red tape.

This is the new way of touring that hundreds are using. Just get in and Drivurself. Take four guests with you if you like—no additional charge. Go where you wish—then if you prefer leave the car at another city. We will return it.

So often you like to stay just a little longer at this mission or that seashore. When you Drivurself you stay as long as you please—yet pay only for the miles you drive. You have the convenience of your own automobile—yet at a cost that's cheaper than owning your own.

For social duties—for the beaches—the theatre, Drivurself is invaluable. Many business firms consider Drivurself a necessary part of their business.

This new way of travel is sweeping the country. More than 800 of these identical cars are in daily use in Chicago alone. Come in today. Get one of these fine cars and Drivurself for business or for pleasure.

No matter where you want to go or how many other ways are suggested to you, call at a Yellow Drivurself Station before you start. There's new pleasure ahead for you.

### Convenient Northern California Locations

**San Francisco:** 35 Taylor Street—902 Bush Street  
2034 Mission Street  
Telephone Prospect 1000

**Oakland:** 1433 Webster Street  
Telephone Lakeside 3521

**Berkeley:** 2074 Addison Street  
2436 Durant Ave.  
Telephone Thornwall 48

**Sacramento:** 1109 Eleventh Street  
Telephone Capitol 1818

Executive Offices  
35 Taylor Street, San Francisco  
Phone Prospect 1000



**Yellow Drivurself Stations, Inc.**

Stations from San Diego to Vancouver

## San Francisco Bay Yachting Center of the Pacific

[continued from page 7]

to a million dollars than a dollar and forty cents I can't remember it.

Yachting is the most perfect democracy in the world. It is the getting together of men who are fundamentally sportsmen, who would sooner lose or even drown than take a sneaky advantage in a race. It is a game in which honor and muscle and truth and the enjoyment of the noblest human characteristics in others, flourish in the spray-kissed wind and the sunshine.

The young yachtsman—the old one as far as that goes, I am speaking now of novitiates—needs only enough to pay his club dues and the indomitable spirit that calls him to the water, to be enrolled as a yachtsman. There are those whose finances enable them to buy yachts. But they must have crews and so far I have failed to notice a ease where any man who is handy aboard a boat lacks a deck to put his feet on and a bunk to stretch out in during the week-ends or the holidays.

Now, from the top of the Telephone Building, for instance, let us take a view of San Francisco Bay and chart her off. The huge arm that runs off to the east and south almost as far as San Jose is wind-swept and little adapted for sailing. There are wide mud flats and the wind swoops over the San Mateo County hills with such force that sailing there is more of an adventure than a sport. Looking more toward due east and a trifle north there is the flat track of the ferry boats across to Oakland with Goat Island floating in the middle. To the north another great arm stretches up toward the confluence of the Sacramento and San Joaquin rivers.

Now notice the wind as described by the smoke from chimneys and stacks and flags. The wind is sweeping around the curve from the Golden Gate in half a gale of speed. The smoke from the ferry boats on this side of Goat Island is pulsing its way stertorously toward the east. But, the other side of the island, the wind has "gone up in the air" and smoke is crawling in slow spirals directly upwards.

The same happens up the river stretch. A Vallejo steamer half way from Red Rock to the ferry slips is listing noticeably with the wind.

[continued on page 15]



# California's National Parks

By STEPHEN T. MATHER

[continued from page 5]

belts. This year five of these High Sierra Camps will be operated. The trails leading to the camps have been well marked so that hikers have no difficulty in following them.

I am especially proud of the educational developments in Yosemite National Park during recent years. The nature guide service, which had its inception here in 1920, has now spread to nearly every other park of the system. In the Yosemite, however, it has reached the highest point of development with the inauguration last year of the Yosemite Field School of Natural History, which gives courses of university grade in botany and zoology. The new museum building furnishes ideal lecture room and library facilities for this school. While the size of the school is necessarily limited, its

way to lead from General Grant Park to the Giant Forest in Sequoia. Making possible as it will direct travel between the two most famous of these giant trees, it is to be known as the Generals' Highway.

Although Sequoia National Park was created principally to preserve its Big Trees, at a time when they were threatened with immediate destruction through lumbering, they are not its only attraction. It also contains mountain scenery of interest. On across its borders to the north and east, however, lies the scenic climax of the Sierra, culminating in Mount Whitney, the highest peak in continental United States. This mountainous area of glacier-carved, snowy peaks and canyons of wild beauty should be a

part of Sequoia National Park. For many years all efforts to make it an integral part of the park have failed, first for one reason then for another. A bill is now pending in Congress to add a very limited portion of this area, including Mount Whitney, and also to change the name of the park to Roosevelt-Sequoia. The park will not be complete until this scenic region is added to it.

The reorganization of the public utilities of the Big Tree parks is a matter of keen satisfaction to the National Park Service. The new operator is a man of highest ability and standing, who knows the park game thoroughly. There is no doubt the service he will furnish will do much to bring many visitors to the

[continued on page 16]



popularity has been proved by the number of applications received this year, which far exceeded the number of students the school can accept.

Almost equally well known to San Franciscans are Sequoia and General Grant National Parks, lying about a hundred miles south of Yosemite. The principal features of these parks are the *Sequoia gigantea*, the famous "Big Trees" that grow in no other part of the world. In the Giant Forest alone, the principal grove, there are many thousands of these trees, ranging from seedlings of a few years to the hoary General Sherman Tree, 36.5 feet in diameter and 280 feet high. It is estimated that some of these trees must be about 3,500 years old—a rather staggering fact when one realizes they first pushed their pointed green shafts above ground in 1500 B. C.

General Grant Park, only four square miles in area, contains another magnificent grove of these Big Trees, topped by the General Grant, another giant of the tree world that had its beginning sometime before our "prehistoric" ruins were current history.

Work is now in progress on a high-



*Buick* shares its price  
with many motor cars  
—but its Value with none

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Because of the great number of Buicks bought each year, and because every dollar of the savings of great volume goes back into Buick value, Buick's moderate price buys quality.

Buick can, and does build its cars the way all motor car engineers would like to build theirs, if their volume or selling price permitted.

\* For eight consecutive years Buick has led, in volume of sales, all members of the National Automobile Chamber of Commerce.

Buick is selling more cars today than ever before in Buick history.\* The public wants finer transportation at lower cost. And in Buick they get it.

## Howard Automobile Company

Largest Distributors of Automobiles in the World

VAN NESS AND CALIFORNIA  
SAN FRANCISCO

# "ZIP"---Photographs by Radio!

By G. HAROLD PORTER, *Manager, Pacific Division, Radio Corporation of America*

**A**T AN interdepartmental meeting of the Radio Corporation of America, in January, 1923, Mr. Owen D. Young, chairman of the boards of both the Radio

Corporation of America and the General Electric Company, made a prediction which at the time seemed to be but a wild dream. Mr. Young said: "I look forward to the time, in the not so distant future, when we can say 'ZIP' and have in New York a copy of that morning's London *Times*." On the morning of May 6th of this year that very thing was first accomplished in a commercial way when a New York paper published a facsimile copy of the May 5th issue of the London *Times*, containing the latest news on the British strike, which had been transmitted from London to New York via R. C. A.

## Commercial Adaptation

There are at present two photoradio circuits open for commercial business. One is from San Francisco to Honolulu and return, and the other is from New York to London and return. Although this latter circuit has been open only since May 1st, yet it already has done a very considerable amount of business. During the recent strike dozens of news pictures were transmitted to New York from London and published in papers throughout the United States. Facsimiles of the London papers on both the government's side and the strikers' side have been received at New York and published, in order to give America a true picture of the attitude of the British people themselves toward the strike.

Another interesting application of this circuit is in the transmission of the very latest creations from the style centers of Europe to their American correspondents. Many various designs, ranging from gowns to hats, have been sent.

There is also the important application of the photoradio service to the field of advertising. A very interesting example of this is the recent transmission to London of a complete quarter-page advertisement of the Wanamaker stores, for simultaneous publication in the Paris, London and New York papers.

Facsimile work of all kinds offers a very fruitful field of usefulness for the photoradio system. All kinds of commercial papers have been transmitted, and a check for an amount as high as \$1,000 has been sent from one side of the ocean to the other and accepted by the bank for payment as if it were a normal check presented in the usual manner.

The Pacific circuit, operating between San Francisco and Honolulu, has been open commercially since March 8th. This circuit was of use in transmitting pictures of the recent eruption of the volcano Mauna Loa on the island of Hawaii. Pictures have also been handled of other news events occurring in the islands.

Considerable facsimile work has been done on the Pacific circuit as well, and such things as newspaper clippings, bond advertisements, letters of credit and accompanying identification cards, signatures, letters of introduction, bills of lading, and even drafts, have been transmitted. Excellent results have been obtained in the transmission of Japanese and Chinese writing. A useful application of this circuit was in the transmitting of three mechanical drawings for a rush job, from which the parts were constructed with no other data. The drawings transmitted were not even dimensioned but were transmitted to scale. Here was an excellent demonstration of the possibilities of sending any type of important drawings, wiring diagrams, charts or graphs, or maps.

## The Apparatus

The subject matter to be transmitted is photographically copied on an ordinary film. This film is placed on the outside of a glass cylinder

[continued on page 17]

When in San Rafael Stop at  
**Hotel Rafael**  
HARRY ANNAN, *Manager*

## The EUREKA INN

IN EUREKA · HUMBOLDT COUNTY



Set in its own garden on an entire square block. A little gem of architecture — a model of convenience and comfort, with an attractive service policy and reasonable rates. Bring your rod, gun and golf clubs.

Management of **LEO LEBENBAUM**

## Golf in the Redwood Empire of HUMBOLDT COUNTY



The Humboldt Golf and Country Club invites guests at hotels to play its sporty course, near Eureka. California's Northwest offers you Fishing — Hunting — Swimming — Boating — Camping — Mountaineering. Write for illustrated booklet. Humboldt County Board of Trade Eureka, California

## this year Vacation IN NORTHWESTERN CALIFORNIA

Russian River, Eureka and the Redwoods, Eel River Canyon, Clear Lake, Sonoma Valley, mineral springs. More than 150 resorts to choose from—all described in the illustrated book, "VACATION 1926." Get your free copy at Northwestern Pacific ticket offices, 712 Market Street and Ferry Building, San Francisco.

**NORTHWESTERN PACIFIC**

## SEIGLER Hot SPRINGS LAKE COUNTY

*The place to send your family for health and pleasure*

ROBERTS & CARR

# San Francisco Bay, the Home of Yachting

THE RASCAL,  
owned by Hart Weaver



There is a long stretch of seawall on the San Francisco side of this area, known as the Marina, from which thousands of people can watch a race with unobstructed view and

[ continued on page 22 ]



## The high Sierras for all the family

**R**IGHT up close to the snowpeaks and glaciers—the Sierras at their best—you will find every sort of comfortable vacation arrangement.

Glacier Point Hotel (overlooking the Valley), tent-lodges, by lakes and rivers, and every few miles a tent-camp with good food and cot-beds.

*Daily Train Service.*

*Write for Road Map  
or Tour Book.*

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**YOSEMITE PARK & CURRY CO.**  
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Phone Kearny 4794 • • • San Francisco  
SEND ME ROAD MAP  TOUR BOOK

Name \_\_\_\_\_

Address \_\_\_\_\_

[ continued from page 12 ]

But, above Richmond, the refinery smoke is hovering lazily and the white streaks along the littoral tell of dead calm.

And, in crossing on the Golden Gate ferry, the wind is sweeping in through the Gate with ponderous heft and, standing on the weather side even in bright sunshine, it is particularly chilly. But, once we cross the line between Lime Point and Knox Point on Angel Island, the wind dies to a perfumed breath, warm and caressing with the scent of pine and flowers from the sweet green limbs that curve out from Tamalpais.

Admittedly it blows up through Raccoon Straits and is blustery even around in Paradise Cove, but the air is always warm and sailing boats here are all rigged for a spanking breeze. Of course, too, outside of the regular racing machines, all boats are built for comfort and protection against the waves.

And now to the justification of the heading. From a line between Fort Point and Lime Point running eastward to a line between the east end of Alcatraz and the foot of Powell Street is a great area of sunny water over which during every day in summer a strong, steady breeze blows.

## The Novakclub

Here is something  
that will keep you  
Out-of-Doors

An adjustable golf club  
that does the work of  
many, now being made  
and sold in San Francisco.

Fill in form below for  
booklet and learn  
more about this club  
that is putting golf  
within the reach  
of everyone.

The Novakclub

60 Federal Street, San Francisco, Cal.

GENTLEMEN:—Please send booklet telling about  
the "Novakclub".

Name \_\_\_\_\_

Address \_\_\_\_\_

**GLEN ALPINE**  
**LAKE TAHOE REGION**  
 WHERE CARE FADES  
 LIVE IN YOUR TRAMPING CLOTHES  
 Easily reached by rail or auto

*The* **PINES**  
 A Rustic Mountain Resort  
 BASS LAKE, MADERA COUNTY  
 "It's Where the Fishermen Go"

Phone Kearny 3440

The Best in Tennis Rackets

**O'Connor & Fiebig**

TENNIS and GOLF SHOP  
 Repairing and Restringing

225 Balboa Bldg.  
 593 Market Street San Francisco

## National Parks

By **STEPHEN T. MATHER**

[continued from page 13]

parks. This fact, taken in conjunction with the road improvements effected during the last year, point to 1926 as a banner year in the travel history of these two parks.



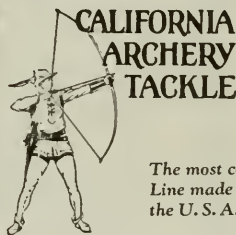
Blue Lake, Lake County

Lassen Volcanic National Park, in the northern portion of the state, has not as yet been fully developed, although road work has been in progress during the last two years. There is considerable private land

within the borders of this interesting park which should be eliminated for the purpose of good administration.

Before his death Judge Raker, who took such a keen interest in Lassen's progress, secured an option on the most important tract of private land, and intended introducing a bill in Congress for the necessary appropriation to purchase the land. As it seems unlikely that Congress and the Budget Bureau would look with favor upon any proposal to make appropriations for the purchase of this private holding, it has been suggested that funds be raised by popular subscription to purchase the land and donate it to the Government as a memorial to Judge Raker. It is hoped that this splendid plan may be carried through.

In addition to these parks, the National Park Service has two national monuments in California under its jurisdiction—Muir Woods, containing a magnificent grove of Coast Redwoods well known to the people of the bay cities, and the Pinnacles, a jumbled mass of rocky spires and domes. But space will not permit a description of these reservations, popular as they are.



The most complete  
 Line made in  
 the U. S. A.

and the most popular!

Fascinating Archery! The wonder Sport of the Bow and Arrow. Everyone can play it and everyone wants to.

Complete equipment for Hunting and Target Shooting and the new game of Bonarro.



**CALIFORNIA BY-PRODUCTS CO.**

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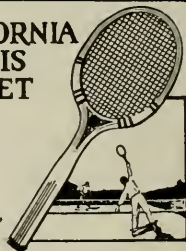
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CALIFORNIA  
 ATHLETIC  
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**CALIFORNIA  
 TENNIS  
 RACKET**

"Built  
 for the  
 Champions"



and used by them!

The following 1925 Tournaments were won with the CALIFORNIA (Strung with our CALGUT Genuine Tennis String)

Men's National Singles  
 Pacific Coast Singles (Men's)  
 Mexican Championship  
 (both Ladies' and Men's)  
 Four Davis Cup Singles  
 Matches from France





## The New Business of Sending Photographs by Radio

[continued from page 14]

that is mounted on the transmission mechanism. At one end of this cylinder is mounted a very intense arc light; the rays from which are carried through a lens-and-mirror system and focused to a small spot on the surface of the cylinder. The light then passes through the film and on through a camera-like box to the photocell or "electric eye." This "electric eye" is a specially made tube which has the peculiar property of varying its electric action with the amount of light which strikes it.

The entire system of lenses, mirror and camera box is driven from side to side across the film so that the varying shades of the film cause varying amounts of light to reach the "electric eye" and cause it to act electrically according to the subject on the film. At the end of each side movement of the system the cylinder is automatically rotated 1-128 of an inch, and so, in course of time, the whole surface of the film is covered.

A special, very complicated electrical circuit employing eleven radio tubes takes the photo-cell action and breaks it up into dots and dashes of varying lengths and distances apart, which at the receiving end gives the proper shades of the picture. These dots and dashes are then sent over a telegraph wire to the 250-horsepower long-distance radio transmitter located at Bolinas, Marin County. The picture travels by radio from there to Honolulu, where it is put through a special amplifier and relay and finally to the picture receiver.

The receiver has a special pen, much like a draftsman's pen, which travels back and forth across a roll of paper which is run over a rubber roller. The pen makes marks according to the incoming dots and dashes, and line by line builds up the picture. The whole action reminds one of a typewriter. Instead of ink, red wax is fed to the pen by a wick, from a pot of melted paraffine, colored red and kept hot by a small electric heater coil. Thus the picture comes out on the roll of paper in deposits of red wax in the form of myriads of minute dots and dashes. This wax record has a very unusual texture, one which it would be impossible to imitate were any unscrupulous person to attempt to forge such a record. As for the possibility of having a secret receiver to copy the pictures during the course of their transmission, the machines are equipped with a secrecy device, which is operated in accordance with a simple but

effective and easily changeable coding device, the combination of which is known only to the operators at the two stations.

To reproduce a picture faithfully, and especially facsimile, it is essential that the camera at the transmitter and the pen at the receiver travel from side to side absolutely in step, even though they be 3,000 or 5,000 miles apart. This is accomplished by electrically driven tuning forks at each end. These forks, true as they are, are not accurate enough to hold the machines in step, so that they, in turn, are held in step by large master clocks which are accurate to a quarter of a second per month. The final result of these controls is to prevent the two machines from getting more than 1-128 of an inch out of step. Thus the picture is transmitted and received in proper form.

### Prediction

The art of sending pictures and facsimile copies from one continent to another across great oceans has taken a long leap since that banquet in January, 1923, when Mr. Young first predicted photoradio. From past actions, then, it is safe to predict—nay, even to promise—that

within three more years photoradiograms will have made for themselves just as important a place in the business of foreign commerce as the radiogram holds today. Even now enough commercial photoradio work has been done to prove to many business men the real need that such a system fills for them in a very satisfactory manner.

CATALOGUE of  
**Fishing Tackle**  
WRITE TODAY  
**S. E. KNOWLES COMPANY**  
171 HOWARD STREET  
SAN FRANCISCO, CALIFORNIA

**AUTOMATIC STRIKER**  
SPOON

Guns                      Fine Repairing  
Ammunition            Gun Experts  
Sporting Goods

## O. A. Bremer Co.

Telephone Market 2365

G. A. JOHNSON    1287 Market St.  
Manager            San Francisco



## Rest and Recreation At DELIGHTFUL Santa Cruz

July or January—April or November, SANTA CRUZ is delightful for a day, a week-end or a long vacation.

The famous Casino—golf at its best—invigorating surf bathing or swimming in the warm salt-water plunge—motoring, hiking, yachting—ozone in the air—famous big trees and magnificent scenery—everything to fascinate the business man and his family.

Fine hotels and delicious food to suit every taste and pocketbook. Come to Santa Cruz!

## Santa Cruz Seaside Company

[ Write for Illustrated Literature ]

# SCENES IN VACATIONVILLE JUST A FEW MILES



# THE LAND OF NEVER MIND FROM MARKET STREET



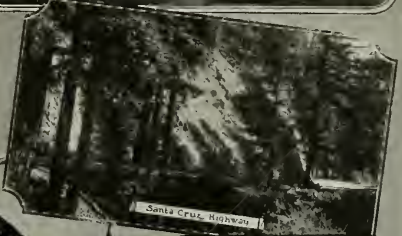
Bay & Dead Man's Isle Lake Tahoe



Santa Cruz Shore



Mono Rock - Sequoia Nat'l Park



Santa Cruz Highway



Sunset on Clear Lake  
Mt. Shasta in distance



S.P. Photo



The Pinnacles  
San Benito Co.



Clear Lake on Tioga Road



Santa Cruz Shore



S.P. Photo



## The Growth of San Francisco's Coffee Industry

**C**OFFEE is the most important commodity imported into San Francisco. Silk imports exceed those of coffee in value, but all the silk coming to the Pacific Coast from the Orient is destined for New York by fast express trains. The coffee stays in San Francisco and enters into the industrial activity of the city. Coffee roasting is a leading industry of San Francisco with an annual product value at more than twenty million dollars.

The great impetus in the coffee trade came to San Francisco as a war baby and is now a lusty and growing youth. San Francisco had long been a coffee port in a small way but prior to 1900 nearly all coffee imported into the United States came via New York. The New York trade has not decreased, in fact it has increased, and New York handles at present something more than 700,000,000 pounds per year of a little less than 60 per cent of the total imports.

Following 1900 New Orleans became an important coffee port in-

creasing from only forty million pounds in 1900 to 250,000,000 pounds in 1910 and 400,000,000 pounds in 1924. Much of the coffee coming into New Orleans is shipped through directly to St. Louis and other wholesale distributing points. Although San Francisco stands third among United States ports in receipts of coffee, this city is second only to New York as a coffee center. Only 5 per cent of the green coffee coming to San Francisco is re-shipped green. The great bulk of it is blended roasted, packed and distributed by San Francisco coffee houses.

From the time of the gold rush days San Francisco had imported a small amount of coffee. It was sold green, for in those days the hotel keeper, restaurateur, grocer, often even the housewife, roasted and ground coffee for individual use. By 1900 San Francisco imported about 25,000,000 pounds. There was a small but steady increase during the next decade. The outbreak of the World War and the consequent loosening of the German grip on Central American States saw the

phenomenal rise of San Francisco as a coffee center of the first class. In 1913, 1914 and 1915 coffee imports were steady at about 35,000,000 pounds. In 1916 the importations increased by 50 per cent; and in 1917 importations were double those of 1915. In 1924 more than 150,000,000 pounds of coffee were imported into San Francisco. A minor recession occurred in 1925 due to large stocks and relatively higher prices, but present indications are for an increased 1926 business and a steady upward trend.

Brazil is the greatest coffee producer in the world and supplies 70 per cent of the world's coffee. The remainder is grown in the other South American republics of Colombia and Venezuela, the Central American States, Mexico, the West Indies, Hawaii, Dutch East Indies, Arabia and the Near East. More than 1,000,000 tons, or about two and one-fourth billion pounds of coffee are produced annually. Someone took the trouble to compute that a year's supply of coffee put in one pound

[continued on page 26]

CALIFORNIA'S GIFT FROM NATURE

The  
All-year-round  
Resort for Rest,  
Recreation and  
Health

# Byron

## HOT SPRINGS

Swimming,  
Golfing, Tennis,  
Bathing,  
Hiking and other  
Sports

Where Multitudes Get the **STIMULUS** to Carry On

THE NATURAL HOT LAXATIVE MINERAL WATER AND MUD BATHS  
ARE THE RIVAL OF CARLSBAD

If afflicted with Rheumatism, Neuritis or Stomach Troubles, the benefits are incalculable.  
If seeking Rest or Recreation, no resort in California offers more attractions.

### A Vacation at Byron Gives a New View of Life

2½ HOURS FROM SAN FRANCISCO  
By motor over Tunnel Road or Dublin  
Canyon or by Southern Pacific Railroad.

THE FINEST BOARD AND ROOM  
Provided in Hotel and Cottages at very  
moderate rates. Send for Free Booklet.

FOR RESERVATIONS: Telephone Sutter 7432 — 720 Phelan Bldg., San Francisco



## New Industries and Expansions

BLenio BROTHERS, 580 Green Street, have moved headquarters from New York to San Francisco for their secret process industry for fire-proofing textiles and fabrics. This firm did fire-proofing for the fabrics and draperies of the Panama-Pacific International Exposition. Neither the color nor the appearance of the fabric is changed by the treatment, and one treatment, if the article is not washed, will—it is claimed, last for the life of the article. When a flame is applied to the treated cloth, the latter chars but no flame is produced to communicate to the remainder of the fabric and hence no fire results. This firm claims wide patronage among theaters, hotels, and the like, for the fire-proofing of curtains and draperies.

BLUE RIBBON PRODUCTS COMPANY, 2388 Mission Street, wholesale and retail dealers in tea, coffee, spices and extracts, will very shortly occupy its new factory building at the northeast corner of Sixth and Natoma streets. This three-story concrete building, together with the land, represents an investment of about \$80,000. Heretofore this firm has had only a sales department in San Francisco—their principal place of business being in San Jose. San Francisco will be their headquarters in future with branches at San Jose, Santa Cruz, Stockton, Merced, San Rafael and Petaluma. In the new plant, which has about four times the capacity of the old one, they will do their own coffee roasting and spice grinding and will also manufacture extracts.

### EXPANSIONS

CALIFORNIA MEAT COMPANY, 576 Clay Street, for over twenty years doing a wholesale and jobbing business in meats, will soon occupy their new plant at the southeast corner of Montgomery and Merchant streets, representing an investment of \$150,000. This will be a two-story and basement concrete building, the basement to be used for the storage of their trucks. The new plant will increase the firm's facilities fully 300 per cent.

MADSEN MACHINE SHOP, 119 Perry Street, has only recently moved into its new building from former location at 752 Bryant Street. This new shop, representing an investment of \$15,000 will double the

firm's facilities. They specialize in lithograph, printing and book-binding machinery.

OLDEN'S CONFECTIONERY, 443 Castro Street, will shortly have their new bakery and salesroom completed on the east line of Polk Street near Green at a cost of \$15,000. All baking will be done in their new plant but the old location will be retained as a salesroom.

HIGGINS LUMBER COMPANY, 423 Sixth Street, is expending \$175,000 in land and buildings at Jerrold, Marin and San Bruno avenues. Dry kiln and storage shed will be completed in about six weeks. This firm, which deals chiefly in Philippine woods and domestic hardwoods, has quite an extensive expansion program planned, additional units to be added to the plant from time to time. The main office will continue at the Sixth Street location which will also continue to

handle the domestic hardwoods, the Philippine woods being handled at the new plant, according to statement made by a representative of the company.

PRATT LOW PRESERVING COMPANY, Redwood City, has erected two new buildings, at a cost, including equipment, of \$35,000. This expansion will increase the output of the plant 50 per cent and will employ two hundred additional men and women. Apricots, peaches and pears are canned at this plant, according to the Redwood City Chamber of Commerce.

Local industries are invited to inform the Industrial Department whenever a new line of manufacture is added to the lines already being produced or whenever any expansion of any nature takes place. Such items will be gladly published in this column.

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## San Francisco Bay, Yachting Center of the Coast

[continued from page 15]

take in every apt maneuver of the skippers.

This Marina is indented with a tiny harbor known as the Yacht Harbor and a relic of the Exposition. It is useful in its small way and is to be enlarged to be really a yacht harbor.

In the old days when they had a yacht race each entry was handicapped according to her size or past performance. The one-design class and the Marconi rig have done away with that. In almost every case when you watch a race today the boat that finishes first wins. Again in the old days the regular San Francisco course, known as the Channel Course and over which the classic San Francisco Challenge Cup races were sailed, carried the yachts far out of view up and beyond Southampton Shoal buoy, which is not so very far from Windhaven. But the courses now are charted within sight of the Marina.

For the State Diamond Jubilee celebration of last September a new

course was laid out. There was a series of races with the famous "R." boats as the feature. It may have been true that many of them were attracted by the sunshine and the knowledge that they could get a breath of sea air there, but we put a gang of small boys to counting automobiles and they got tired at 3,965. So that at least ten thousand people watched the races that day and could not but have been thrilled at the sight, for an "R." boat in a breeze is the nearest thing to human life and soul that man has ever made.

There are seven yacht clubs in these waters. They are the San Francisco, clubhouse at Sausalito, John E. Koenig, secretary; Corinthian, clubhouse at Tiburon, J. P. Rolls, secretary; Aeolian, clubhouse at Alameda, William Smith, secretary; Oakland, clubhouse north of the Oakland ferry piers, Ewald Goldsten, secretary; Sunset, clubhouse in the yacht harbor on the Marina, J. B. Brun, secretary; South Bay, clubhouse at Alviso, G. W. Smith, secretary; Vallejo, clubhouse opposite the Mare Island Navy Yard, John A. Browne, secretary.

These yacht clubs are affiliated in the Pacific Coast Interclub Yacht Association which arranges regattas and cruises. This organization is also affiliated with the Pacific Coast Yachting Association, the Pacific International Yachting Association and the Southern California Yachting Association.

The bay is sprinkled with able yacht builders and designers. In fact Lester Stone, son of the late Frank Stone, who is known all over the South Sea Islands as the greatest builder of trading schooners in history, designed and built his own class "R." boat against the four best designers in the East and beat them all, sailing his own boat. Herbert Madden has built many beautiful yachts and there is George Kneass in the Potrero, especially good on motor cruisers, and that grand old-timer Cappie Anderson, out at Hunter's Point, and a dozen others who are able to build for these waters and give you the finest.

There are several classes of small boat for the tyro yachtsman. Those with wealth who prefer power boats can take their pick of a score of builders and designers and amateur "experts" like myself, who love to give advice, knowing that you will do just exactly what you like—Ha-Ha! There are any number of reputable chandlery firms who will attend to "Findings" and sail lofts where you can get anything from a silk spinnaker to a launch awning—Fred

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SAN FRANCISCO  
CALIFORNIA

[continued on page 25]

## National Editorial Association to Visit San Francisco

**S** EVEN hundred members of the National Editorial Association will make San Francisco their headquarters July 11th to 15th. From here they will make short trips to various points in Northern and Central California, all of which are included in the Association's educational tour of California.

Each year this organization, whose membership comes from publishers of newspapers in all except the metropolitan and larger cities of the United States, makes an educational tour in connection with its annual convention. California was selected this year, due largely to the efforts of a group of publishers in Southern California who insisted that the tour should not be confined to that end of the state, but should be so planned as to give the visitors an adequate picture of the entire state.

The visit of this group of editors gives California and San Francisco an unparalleled opportunity for a tremendous amount of publicity all over the United States, but, what is more valuable, it will give to several hundred active newspaper men an accurate picture of the state. The result will be that news stories coming from California into their offices in future will be handled intelligently, and some small local disturbance, unimportant even to its own community, will not be magnified into a great disaster.

Communities in Southern California were quick to realize the value which would result from the visit of this group of publishers, and every day from the time they enter California at El Centro on the morning of June 30th until they leave the Southern end of the state at Santa Barbara on July 11th they will be entertained at luncheons and at dinner by various counties, chambers of commerce, real estate boards, etc.

Californians Inc. is in general charge of the visit of these publishers to Central and Northern California. On Sunday, July 11, chambers of commerce about Monterey Bay will be their hosts. On the twelfth the San Francisco Chamber of Commerce will be in charge of their entertainment, and will spare no effort to see that they get a thorough and proper picture of this city. On

the thirteenth they will be entertained by the communities of the East Bay, while on the fourteenth Sonoma and Marin counties will be hosts. On the fifteenth, the last day of their stay, the peninsula communities will do the entertaining.

### The Playground of the West

[continued from page 6]

Sonoma with the canyon of the Russian River is a county that preserves the early records of the American occupation. In the old barracks in the town of Sonoma the Bear Flag was made and the California Republic was born. Here, too, are the headquarters of General Vallejo and old landmarks that recall the stirring era of Joaquin Murietta and Black Bart.

Just a few miles out of Vallejo within the borders of Napa County are the geysers and on the side of Mt. St. Helena is a monument that recalls the time when Robert Louis Stevenson, the novelist, spent his honeymoon there and composed the "Silverado Squatters."

Inverness, just off the Redwood Highway, Point Reyes, and the beautiful reaches of Bolinas and Tomales bays are interesting objectives for short trips from the bay district.

South on the San Francisco peninsula, another sheaf of attractions might be outlined. Here are Half Moon Bay, the Spring Valley Lakes, Leland Stanford, Jr., University and the blossom district of Los Gatos and Saratoga. On the coast only a few hours from San Francisco is Santa Cruz with its wonderful bathing and boating, its great redwood

groves, and its cavernous cliffs through which the ocean waves roar unceasingly. Farther to the south is the famous Circle of Enchantment which includes Monterey, the old capital of the state, and the cypress-lined seventeen-mile drive that leads to the artist colony of Carmel.

So, within the hundred-mile sweep about the bay district the tourist may run the gamut of pleasure while the marvelous panorama of an infinite number of reels flashes by.

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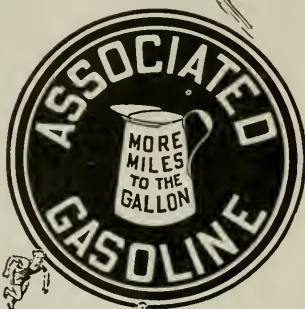
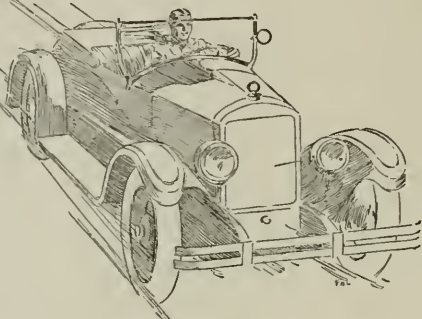
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# Archery, An Ancient Sport Revived

By SAXTON POPE



ARCHERY has its origin so buried in antiquity that no man knoweth the date of its birth. But the earliest evidence is found in flint arrowheads assigned to the third interglacial period, probably 50,000 years ago.

All nations, with few exceptions, at one time or another have shot the bow. Because of their stolid, unemotional character and perseverance, the English were its greatest masters. In their hands the bow and arrow was a conquering weapon and gained them national supremacy.

With the advent of gunpowder, the more romantic weapons of the past became obsolete. From an implement of the chase and war, the bow passed to the realm of sport, and here it maintains a sturdy stand in spite of many seductive competitors.

Archery has never died out and never will. So long as bards sing the legends of the bow—so long as fair play and noble achievement stir the heart of man—so long will the bow-string hum and the low whispering arrow fly. Today, in fact, there is a marked revival in the use of the bow, not only in the lawn target games, but in the hunting fields. The popular fancy has turned for the time being from the obsessions of golf, baseball, and shooting the gun.

In comparison with the two former, it has been re-discovered that the technical exactness of correct archery are as great, and the satisfaction resultant upon proper form as pleasant, as found in both games—while the more sensitive minds have revolted against the slaughter of wild life with the highly developed firearms of the day and naturally turned to the bow for the sportsman's triumph.

Throughout this country and England an increasing number of archery clubs are being established where men and women learn to excel in the art of target shooting. The Boy Scout movement has given a great impetus to nature study and use of the bow and arrow as a more sportsmanlike weapon to take into the woods.

Because it seems a fairer thing to do, because here one pits his own skill and strength more evenly

against the cunning of the animal, many men are now using the robust weapons of our ancestors in the game fields of America and Africa.

Not only is the arrow an effective weapon, but the woodcraft necessary to accomplish the taking of game makes this type of hunting a human and manly diversion. In the future development of game preservation the bow is destined to play a large and noble part.

## YACHTING

[continued from page 22]

Adams and Al Hemberger—the waterfront is full of them to make it easy for you.

The "R." class has been developed of late years. It means a sloop—i. e. with one mast—with a very high three-cornered mainsail and a three-cornered sail forward of the mast, known as the jib. Running before the wind they use a huge light sail known as a spinnaker, which is swung out at right angles to the length of the boat on the opposite side from the mainsail. Also they have balloon jibs and other "kites" about all of which you will learn after one session with the Rocking Chair Fleet.

And, speaking of the Rocking

Chair Fleet, in this perfectly rambling article this is the technical name given to the old-timers who have grown past the age of handling light sails and who think they can play cribbage and sit on the club veranda and make loud and laughing remarks about the youngsters when they are picking up moorings. But they are serving the grand game for they go on regatta committees and wrangle out decisions on rights of way and carry in their blessed old bones the youth of the Sea which gets them hauling lustily on davit falls at times.

For intense racing the "R." Class. Around 40 feet over all and less than half that on the water line. Slim, snaky and exquisitely graceful. Impossible to capsize for the lead mine swung beneath the slim lines. They cost around \$3,500 to \$4,000. Then there is the Bird Class. Very adaptable to these waters with trunk cabin and good protection. About 30 feet over all, 22 feet water line and 7 feet beam. They have Marconi rig and are very able and handy. They cost from \$2,000 to \$2,500. Then there are the sweet little Star boats which can be had for less than \$1,000. They are open and overcanvased but lovely creatures to sail. There are cruisers and big schooners and power boats of every description.

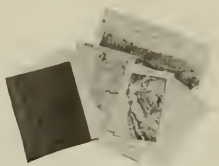
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# San Francisco's Coffee Industry

(continued from page 20)

packages and placed end to end would reach to the moon. If left in the sacks they would completely cover the tracks of a transcontinental railroad. The United States consumes one-half of the world's coffee and coffee is one of our largest imports along with silk, sugar and rubber. The per capita consumption of coffee in the United States is about twelve pounds a year. Sweden, Denmark and Cuba have a slightly higher per capita consumption. The United Kingdom has a very low consumption, less than a pound a year per capita, due to the marked preference for tea.

Since Brazil produces the major part of the world's coffee and since the United States consumes half the annual production, it is but logical that we should buy more than half of Brazil's crop. The coffee imported through New York and New Orleans is Brazilian coffee. To San Francisco, however, coffee means Central America. More than one-third of the coffee shipments come from Central America and Mexico, another third from Brazil, and most of the remainder from Colombia, followed by the Dutch East Indies and Hawaii. The Central American sources are those of prime importance to San Francisco, although the rising tide of coffee imports from Colombia cannot but be given almost equal consideration. Shipments from Brazil are for secondary consideration, as the Brazilian coffee is brought in to blend with the Central American plateau-grown mills.

The war gave San Francisco its chance to win control of Central American coffee and become an important coffee center. But the foundations to make the most of the opportunity had been laid years before by the men who had spent their lives learning coffee. The origin of San Francisco's fight for the control of Central American coffee dates back to the years 1908 and 1910 when the German Kosmos Line was fighting the Pacific Mail for the Central and South American shipping business. The fight was long and bitter and very costly to both sides. At times the contenders offered to take freight, not only without charge, but to pay the shipper a premium for the privilege of carrying his freight. John H. Rosseter of the Pacific Mail, who was instrumental in settling the dispute by arbitration became deeply interested in the future of San Francisco's trade with the Central American area. His policy in regard to the

Central American coffee was that San Francisco was the logical and geographical tributary for all the Central American trade. To carry these theories into commercial practice was an extremely difficult undertaking, considering the conditions that prevailed in Central America. German capital was firmly entrenched in the coffee business.

Mr. Rosseter, being primarily a steamship man, tackled the proposition from the standpoint of transportation; by establishing preferential steamship rates and steadying the steamer service. Throughout the entire period of the World War, he maintained rates on coffees from Central America to San Francisco that gave this port an immediate and definite advantage.

The Central American planters before 1914 had been unable to make agreements with San Francisco because they were controlled financially by the Germans. With the war, however, German support was withdrawn and the Central American planters found themselves with the crop on their hands unmarket-

(continued next page)

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[continued from page 26]

able and their plantations ruined. The San Francisco coffee importers stepped into the breach, advanced money to the planters on their crops and assumed control of the coffee trade.

The first year open to European competition after the war showed that San Francisco was well able to maintain its lead in the Central American coffee trade. The mortgages formerly held by the Europeans on the native coffee plantations, and the control thereby of the products of these plantations, are now in the hands of American merchants; and in addition to general merchandising and importing by merchants of San Francisco, there have developed expert coffee departments in all of the larger Latin American trading houses. The years of the war brought the products of almost all of the Central American plantations to the intimate knowledge of these expert coffee departments; and today the advantage that Europe formerly had—of knowing what a specific plantation produced—is possessed by the San Francisco merchants. This is no small advantage when we consider that in Guatemala and Costa Rica, qualities vary from plantation to plantation, and often on adjoining plantations there is from three to five cents a pound difference in quality.

Another San Franciscan, the late Clarence E. Bickford, a pioneer coffee broker, conceived the idea some years ago of testing coffee not by its appearance as a green bean, but as it smells and tastes in the cup. Before that coffee had been bought and sold on the appearance of the green bean. The smaller upland Central American beans which had formerly been penalized because of their size, brought a premium as soon as cup-testing became common.

Bickford devised the method of roasting a small sample of coffee—an amount equal in weight to the combined weight of a nickel and a dime—grinding it, putting it in a cup, pouring boiling water over it, smelling and tasting the product.

This method of "cup testing" coffee is now in use throughout the coffee trade. Its use has made it possible to blend coffee more accurately and it has also proved that the coffee coming to the port of San Francisco is the best mild coffee in the world.

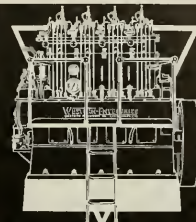
Every importer and broker has a special room and equipment for "cup testing" coffee. There the experts foregather about a revolving

table and sample the new importations. A keen sense of taste, long experience and training are the requirements for the interesting job of a "coffee taster." In one large roasting plant blind tasters are employed because their senses of taste and smell are keener.

With the great increase of business a need arose for an association to legislate on the numerous problems connected with coffee importations and marketing. As is typical in a progressive community a man arose to meet the emergency. Due largely to the efforts of C. B. Lastreto the Green Coffee Association of the San Francisco Chamber of Commerce was formed in 1918. Included in its membership are all of the important coffee importers, brokers and dealers in San Francisco. The importance of the Green Coffee Association can be gauged by the fact that all but 5% of the coffee imported into San Francisco is brought in by members of the Association.

To Pacific Coast roasters also goes the credit of being the pioneers in packing their coffee in air-tight cans. This process enables them to place fresh coffee in the cups of the consumer. It has been one of the most important steps in San Francisco's

[continued on next page]



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# Action Urged on Bay Shore Highway

Consistent with the policy of the Chamber of Commerce to urge the completion of the Bay Shore Highway, the following letter was addressed to Governor Friend W. Richardson by Frederick H. Meyer, chairman of the Bridge and Highway Committee of the Chamber of Commerce:

May 28, 1926.

Hon. Friend W. Richardson,  
Governor of the State of California,  
Executive Mansion,  
Sacramento, California.

Dear Sir:

The San Francisco Chamber of Commerce respectfully invites your attention to the fact that the City of San Francisco, as you well know, is vitally interested in the completion of the Bay Shore Highway. This interest is shared by the San Francisco Bay Region and adjacent counties and by many others throughout the entire State.

San Francisco's interest in the matter is fully evidenced by the con-

tribution and expenditure of \$500,000 on this project which was all expended outside of the City and County of San Francisco.

The completion of this road is a vital necessity to the entire State. It was designed to and will take a portion of the traffic pressure off the main highway, which is the most crowded of any highway in the United States, and where conditions have reached a stage which makes it unsafe for travel.

We are advised that the California Highway Commission will hold a meeting on June 8th, and we most respectfully urge that you communicate with the Commission, calling attention to the vital need for the

completion of this road which is of state wide concern. Particularly, the acquisition of the rights of way from the San Francisco-San Mateo county line to South San Francisco, and the early construction of this portion of the road and also of the under pass at South San Francisco, is a matter of immediate necessity.

With the rapidly increasing automobile travel in California, we believe that the completion of this road is one of the most vital and important matters now facing the entire State.

Very respectfully,  
FREDERICK H. MEYER, Chairman,  
Bridge and Highway Committee,  
San Francisco Chamber of Commerce.

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Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

San Francisco Branch

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## SAN FRANCISCO'S COFFEE INDUSTRY

(continued from page 27)

progress, and this form of package is now being quite generally imitated throughout the Eastern and Middle Western sections of the United States since coffee roasters in those territories have learned by the keen competition to which they have been exposed that fresh coffee can best be obtained by packing in vacuum.

As the coffee comes from Central America it is green and packed in bags, weighing 154 pounds; Brazil coffee comes in 133 pound bags; Colombia and Java coffee in bags weighing about 150 pounds. The cargo of coffee is unloaded and placed in the importer's warehouse. Then "sample boys" are sent from the importer's office to inspect the cargo. Each bag is punctured and the "sample boy" runs his fingers through the coffee, inspecting it for size and uniformity of bean, color, etc.

Any traveler can tell you that the coffee we drink in the West is better than you can get in New York. That's the difference between the Central American and the Brazilian products. San Francisco is the great center for Central American coffee.

But more than that, San Francisco is the city in which the greatest improvements in the coffee business have originated—"cup testing" and vacuum packing. Today in San Francisco there are a score of green coffee firms engaged in importing coffee, and as many more coffee roasters and packers. The products of San Francisco coffee roasters are

on sale in Central America, South America, Australia, Asia and even in Europe. The United States markets are being rapidly extended and even now San Francisco is the distributing point for all the Western States. In coffee, as in other things, San Francisco does her best.

## New Directory of Mexican Industries

compiled and revised by the Mexican Department of Industry, Commerce and Labor, containing 16,000 valuable addresses of all industries now operating in the Republic of Mexico.

Machinery manufacturers, raw material houses, exporters, lumbermen, merchants and bankers. You all want to have a copy of this valuable book on Mexican Industries. Order your copy TO-DAY.  
\$10.00 Post-paid or remitted C. O. D. Parcel Post if desired.

Compania Mexicana de Rotogravado  
(Mexican Rotogravure Co.)  
No. 22 Calle Iturbide, Mexico City

## MITSUI & COMPANY

LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

GENERAL IMPORTERS

EXPORTERS

Coal Suppliers Ship Operators

Shipowners Ship Builders

Etc., Etc., Etc.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

Other Branches—New York, London,

Seattle, Portland, Lyons, Hamburg

and all other important centers of the world



## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with subsistence supplies to be delivered at various posts about June 26 to July 1, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened June 10, 1926.

For furnishing the War Department with Subsistence supplies to be delivered at Army Transport Wharf, Fort Mason, San Francisco, as required during the month of July, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened June 15, 1926.

For furnishing the War Department with meats, butter and eggs, to be delivered F.O.B. regular wharf, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, California, and will be opened June 15, 1926.

For furnishing the Panama Canal, by steamer, free of all charges on dock at either Critobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with electrical supplies, fibre rail joint insulators, asbestos wood, Ford chassis dump bodies, silent chain drives, hay and feed cutters, friction plates, nuts, rivets, conduit couplings, strainers for water lines, cocks, builders' hardware, cable clips, turnbuckles, anchors, fire extinguishers, clocks, life preservers, screening netting, tires, inner tubes, brakeband lining, soap, lye, alumina sulphate, asphalt, rubber boots, brushes, mop heads, drinking glasses, milk-bottle caps, billiard cloths, toweling, library paste, pencils, paper fasteners, record books, and paper. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened June 16, 1926.

For furnishing the California State Institutions, during the period from July 1 to September 30, 1926, with tobacco and pipes. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, and will be opened June 15, 1926.

For furnishing the California State Institutions, during the period from July 1 to September 30, 1926, with miscellaneous groceries. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, and will be opened June 16, 1926.

For furnishing the California State Institutions, during the period from July 1 to September 30, 1926, with fresh salt water fish. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, and will be opened June 22, 1926.

For furnishing the War Department with hay to be delivered at Fort Mason, San Francisco, Calif. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, California, and will be opened June 14, 1926.

For furnishing the War Department with miscellaneous supplies to be delivered at Fort Mason, San Francisco, California. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, California, and will be opened June 15, 1926.

For furnishing The Panama Canal, by steamer, free of all charges, on dock at either Critobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Diesel Engines and accessories. Bids are to be submitted to the General purchasing Officer, The Panama Canal, Washington, D. C., and will be opened July 1, 1926.

## Transcontinental Freight Bureau

The subject listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than June 17. Full information concerning the subject listed may be had upon inquiry at the office of the Traffic Bureau San Francisco Chamber of Commerce:

Docket No. 6893—Scrap waste paper, CL, west-bound.

# Big Firm Plans Expansion

Al T. Gibson, president of the Lawrence Warehouse Company, is in Alaska making a survey of the packing industry with a view to extending the field warehousing operations of his company into the far north if conditions are favorable.

The Lawrence Warehouse Company is now operating more than one hundred field warehouses and it should be interesting to know that a California company or, better still, a San Francisco company, is the largest operator of field warehouses

in the world. This company is operating more field warehouses in California alone than all other companies have in the balance of the United States combined.

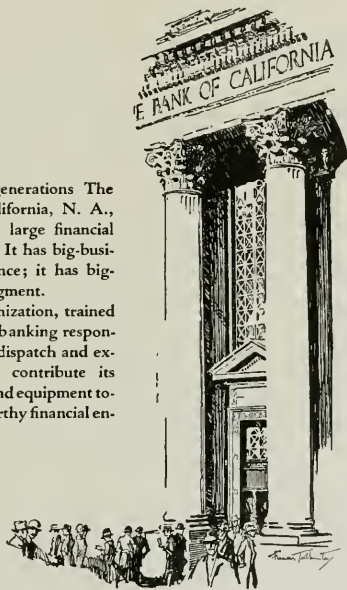
The latest addition to the Lawrence family is a branch of the field warehouse division located in the center of the pea canning industry at Waukesha, Wisconsin.

Gibson's itinerary includes Oregon and Washington where he will make some investigations of the lumber industry.

*Associated for Three Generations with the Best Progress of the West*

FOR three generations The Bank of California, N. A., has handled large financial transactions. It has big-business experience; it has big-business judgment.

Our organization, trained to fulfill its banking responsibility with dispatch and exactness, can contribute its knowledge and equipment toward any worthy financial enterprise.



**The BANK OF CALIFORNIA**  
National Association  
(A NATIONAL BANK)  
**San Francisco**

COMPLETE  
BANKING  
SERVICE

COMMERCIAL  
TRUST  
SAVINGS ACCOUNTS

Capital, Surplus and  
Undivided Profits, over  
\$17,000,000—  
a guarantee fund for  
the protection of our  
depositors.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10371—Pacific Grove, Calif. Dealer in Oriental goods wishes to communicate with San Francisco wholesalers from whom he can purchase JAPANESE COOLIE COATS and SILK HAWRI COATS.

## The Oldest bond house in America specializing exclusively in TAX EXEMPT

### Irrigation District Municipal Bonds

Our customers are Savings Banks, Life Insurance Companies, and individuals who prefer the security of good farm land.

Interest 5% to 6%. List on application.

J. R. MASON & CO.

Merchants Exchange, Sutter 6610, San Francisco

## Automobile Accident Insurance

### NON-CANCELLABLE

Policy pays \$5000. for death or loss of both eyes; \$5000. for loss of both hands, both feet or one of each, and in addition an annuity of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability, \$50. for partial disability. Policy also provides other valuable benefits. Cost \$10.00 per year.

## CRAIG CARRIER COMPANY

Insurance - Brokers - Surety Bonds  
Merchants Exchange Building  
SAN FRANCISCO

Writing all classes of insurance and surety bonds and acting exclusively as counselors and advisors for our policy holders

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MEMBERS  
New York Stock Exchange

CLIENTS carrying conservative margin accounts are offered complete brokerage and analytical service, including the individual consultation so necessary to successful operation

Special service to out-of-town clients

DIRECT PRIVATE WIRES  
TO CHICAGO & NEW YORK

SAN FRANCISCO : 633 Market St.  
Telephone Sutter 7676

OAKLAND : 1404 Franklin St.  
Telephone Oakland 1680

New York Office : 120 Broadway

10372—Ilanford, Calif. Gentleman desires to get in touch with San Francisco importers and manufacturers of COCOANUT OIL.

10373—Santurce, Porto Rico. Firm solicits prices on various types of BAGS, such as Rice Pocket, Light, Feed, Starch, Corn and Holland Bags of 100 lbs.; 250-lb. Soda Ash bags; 200-lb. Cocoa bags; 144-lb. Cat bags; 150-lb. Potato bags, etc.

10374—San Luis Potosi, Mexico. The Government of the State of San Luis Potosi desires to secure prices from San Francisco exporting houses on TELEGRAPH and TELEPHONE WIRE.

10375—Mexico City, Mexico. Party desires to get in touch with purchasers of BANANAS in less than carload lots. He believes he can offer them under favorable terms.

10376—Barmen-Wiehlhagen, Germany. Manufacturer of OFFSET PRINTING ROTARY MACHINES, BOX-MANUFACTURING and LABELING MACHINES, etc., wishes representative in San Francisco.

10377—Berlin, Germany. Established business house wishes to represent San Francisco firms in Germany.

10378—Barmen-Wiehlhagen, Germany. Manufacturers of high grade SUSPENDERS, GARTERS, ELASTICS, BRAIDS, etc., wish a representative in San Francisco.

10379—Hamburg, Germany. Gentleman wishes to act as sales and purchasing agent for RICE, SUGAR, SPICES, DRIED FRUITS, GROCERIES and FOOD PRODUCTS.

10380—Marseille, France. Exporters of CRUDE DRUGS, BOTANICALS, DRUG SEEDS, MEDICINAL HERBS, ESSENTIAL OILS, FLOWER OILS, SOAPS, VEGETABLE OILS and SEEDS of all kinds, desire to get in touch with interested San Francisco importers of these lines.

10381—Naples, Italy. An American exporter in Italy of HAND MADE EMBROIDERY, LACES, FILLET, HAND WORKED LEATHER GOODS, POTTERY, BEAD WORK, FILIGREE, WATER COLORS, etc., desires to get in touch with interested department stores, novelty, art and gift shops in San Francisco. He ships directly from producers and already buys for numerous American firms.

10382—Tientsin, China. Firm wishes to receive quotations on FINE COCOA POWDER, FINE OATMEAL POWDER, FINE EGG POWDER (including yolk powder), FINE SUGAR POWDER and FINE BARLEY POWDER. Quotations should be C.I.F. Tientsin, accompanied with samples. They are also in the market for EMPTY BOTTLES and TINS FOR PACKING ALIMENTARY FOODS for the market.

10383—Kobe, Japan. An exporting concern is looking for reliable American importers of SILK GOODS and NOTIONS. Reference is supplied.

10384—Osaka, Japan. Importers wish to purchase IVORY NUTS from San Francisco exporters. Request interested firms to write to them directly.

10385—Tokyo, Japan. Importers and exporters of STATIONERY, GENERAL OFFICE APPLIANCES, PRINTING MACHINERY, TOYS, CURIOS, etc., desire to get in touch with San Francisco firms interested in trading in these lines.

10386—Managua, Nicaragua. Firm desires to get in touch with a San Francisco house packing and exporting FOODSTUFFS and PRESERVES, out already represented in Nicaragua; also desires to communicate with some general commission house. References supplied.

10387—Germany. Importers of foodstuffs are interested in CALIFORNIA ORANGE FLOWER HONEY in ton lots.

10388—Oslo, Norway. Importers are very desirous of establishing connections with a Pacific Coast exporter of FRESH APPLES.

10389—Lincoln, Nebraska. Manufacturers of LIGHT WEIGHT, HIGH GRADE, GASOLINE ENGINES for a variety of power purposes, ranging

from 1½ to 20 HP, desire suitable San Francisco representation for the export trade. Illustrated circulars on file with Foreign and Domestic Trade Department.

10390—Torreón, Mexico. Torreón dealers in GLASS, PICTURE MOLDINGS, FRAMES, NOVELTIES, etc., are desirous of communicating with San Francisco importers of such articles from the ORIENT. Member of this firm will be in San Francisco during this summer to purchase a stock of the above mentioned goods.

10391—Kobe, Japan. Company wishes to get in touch with a San Francisco firm interested in importing MOTHER - OF - PEARL BUTTONS, BRUSHES, COTTON GOODS, LAQUER WARE, MATTINGS, PORCELAIN and SILK GOODS.

## Domestic Trade Tips

D-2127—Miami, Florida. Firm of wholesale jobbers of gouvener merchandise desire to get in touch with large distributors to the wholesale trade ABALONE PEARLS and MERCHANDISE MANUFACTURED THEREOF.

D-2128—North Bend, Oregon. Supplier of various woods desires to get in touch with manufacturers of bows and arrows and other users of YEW WOOD. He can also supply BARLEY MAPLE BUTTS, WESTERN CHINQUIN, MYRTLE or PEPPERWOOD, MADRONA, WILD CHERRY and some CASCARA WOOD.

D-2129—Sacramento, Calif. Olive ranch in Sacramento Valley wants firm or broker to handle 4,000 gallons of PURE OLIVE OIL newly manufactured.

D-2130—Lincoln, Nebraska. Manufacturers of LIGHT WEIGHT, HIGH GRADE, GASOLINE ENGINES for a variety of power purposes ranging from 1½ to 20 HP, desire suitable representation in San Francisco. Illustrated circulars on file with Foreign and Domestic Trade Department.

WM. SPENCER  
Room 404, Nevada Bank Bldg.  
Phone Kearny 3825

makes a specialty of collecting  
**JUDGMENTS MORE  
THAN 5 YEARS OLD**  
in the State of California

**\$80,000,000**  
in Resources

make this institution one of California's big banks — thoroughly equipped to render a comprehensive banking service functioning through 23 offices in the San Francisco Bay region.

## The American Bank

Member Federal Reserve System

California Street at Montgomery  
2626 Mission Street at 22d

San Francisco

# YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

## LEADS for NEW BUSINESS

Architects—Schulzas & Weaver, 125 Sutter; Albert Schroepfer, 68 Post to 681 Market.  
Art Goods—Nicola Art Studio, 465 Post; Emma Nelson Sines, 459 Post.  
Artist—A. E. Fay, 185 Stevenson.  
Auto Adjusters—David J. Norwood & Co., 142 Sansome to 1451 Van Ness Ave.  
Automobiles—Hunter & Sifers, 680 Valencia; Warren Elsworth (used autos), 1245 Van Ness Ave.  
Auto Painting—Supreme Auto Painting Co., 331 Crovo.  
Auto Repairing—Eaton & Potter, 3928 Geary.  
Automotive Electricians—City Battery Co., 168 Valencia.  
Bags and Bagging—City Bag Co., 682 Brannan.  
Barber—New shop, 1635 Market.  
Batteries—Gold Seal Battery Co., 365 Vermont to 250 Fremont.  
Beauty Parlor—Modern Maid Beauty Shop, 2444 Fillmore.  
Birds and Animals—Eriksen's Bird Shop, 1177 Ma. ket.

Brokers—Morrow Brokerage Co., Consular Bldg. Builders—Fresno Homes, Inc., 275 Staples to 280 Judson.  
Candy—Ahrens Candy Co., 1941 Irving.  
Chemical Products—American Chemical Agencies, 760 Market; Stilson Chemical Products Co., 486 California.  
Church Goods—Helez Salem, 3192 16th to 2130 Mission.  
Cleaning and Dyeing—San Bruno Cleaning & Dyeing Works (Lee J. Savaao), 3478 San Bruno Ave.  
Confectionery—Louise Norton, 1310 Ocean.  
Donughts—Davis & Lewis, 734 Howard to 106 3d.  
Drayage—Atlas Co., 55 Chestnut to 109 Davis.  
Druggists—H. F. Dugan, 1178 Sutter to 1151 Sutter.  
Drugs—Harding Drug Co., 608 Divisadero; Boericke & Runyon Co., to 147 Powell.  
Engineer—Arthur Gieswank (construction), Pacific Bldg. to 46 Kearny.

Express and Drayage—Jenny Bros. Express Co., 302 Hyde to 476 Eddy.  
Express and Transfer—H & H Express Co., 1703 Ellis; Auction Express Co. (Louis Quist), 120 Lexington to 233 Richland.  
Felt Novelties—Felt Lettering and Novelty Co., 315 Valencia.  
Freight Forwarders—Faby & McNulty, 355 Embarcadero to Pier 15.  
Furniture—M. Weiss, 851 Bryant.  
Furriers—Maurice Landwhirt, 165 Post to 295 Ellis.  
Grain and Beans—J. E. Morgan Grain Co. and Benj. Grana, 149 to 465 California.  
Grocers—Ario Maghella, 2109 San Jose Ave. to 5808 Mission.  
Hat Renovators—Manhattan Hat Renovator, 933 Market.

Insurance—Northwestern Casualty & Surety Co., 220 Sansome; H. T. Underwood, 354 Pine to Heant Bldg.

Investigators—A. J. Kane Detective Agency, Chancery Bldg. to Postal Tel. Bldg.

Investments—Investment Service Corp., Spreckels Bldg.; Municipal Bond Co., United Bank Bldg. Jewelry—Norman Jewelry Co. (Norman Carr), 3490 20th to 2448 Mission; J. H. Morgen (novelty and class pins), 760 Market.

Laundry—Star Laundry, 435 Broadway.  
Leases—Store, 510 Valencia; Store, 1152 Polk; Store, 315 Valencia.

Lumber—Hill & Morton Lumber Co., Fife Bldg. to Marvin Bldg.

Music—Einselen Music Store, 2577 to 3285 Mission.

Novelties—Felt Lettering & Novelty Co. (Mrs. Lamb), 315 Valencia.

Oil and Water Meters—National Meter Co. (Geo. H. Bailey), 141 New Montgomery to Folsom and Russ.

Optometrists—F. W. Warren, 505 to 527 Valencia.

Physical Culture—Edw. Sparks, 1749 Clay to 1566 Californian.

Picture Frames and Stationery—Greenginger's Gift Shop, 1216 Polk to 528 Geary, soon.

Printing—Palace Printing Co., 322 Market to 4 Kearny, soon; Reuter Bros., 513 to 529 Valencia.

Purchasing Agents—Leigh S. Jones, Alaska Commercial Bldg. to Mason Bldg.

Radio—Radio Buyers Assn., Sharon Bldg.; Radio Craft Co., 528 Geary, soon.

Real Estate—Bonnie B. Brown, to 465 Post; L. H. Patterson, 155 to 105 Montgomery; Ralph Kuhn, Russ Bldg. to 46 Kearny; C. P. Murdoch, Inc., 1179 Market; Kabanagh & White, 510 Chancery Bldg.; Guy T. Wayman, 156 Montgomery to Chancery Bldg.; Ernest Kortick, 38 Montgomery to United Bank Bldg.; Stubbs-Earley Co., Inc. (J. P. McCarthy, Mgr.), 1179 Market, 6th Floor; C. P. Murdoch, Inc. (M. Clark Mgr.), 1179 Market, 3d Floor.

Restaurants—Southern Kitchen, 202 3d; Foster Lunch Co., to remodel 114 Market; Martha Jean, Mary B. Haviland and Nellie M. Brownlee, 340 Mason, soon.

## WANTED

A high class IRON and STEEL SALESMAN for the Bay territory, familiar with the local trade and one who can produce immediate results. Write for appointment.  
Box 380, San Francisco Business  
463 California Street

## UNIQUE BUILDING

in the new financial district  
FOR RENT, 10 Floors. Lot 29 x 80.  
FOR LEASE as a Whole or Part.  
Class A. White Tile Front.

HEINEMAN BUILDING  
130 Bush Street

## Business and Industrial Books

We carry in stock the  
BUSINESS, INDUSTRIAL,  
TECHNICAL and  
SCIENTIFIC BOOKS of

RONALD PRESS COMPANY  
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LONGMANS GREEN & COMPANY  
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J. B. LIPPINCOTT COMPANY  
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We can supply the  
BUSINESS and TECHNICAL  
books of all Publishers.

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525 Market Street Phone Garfield 19

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Faber 3654  
SIDNEY C. CAINE, Mgr.  
MILTON A. KRUG, Atty.

SAN FRANCISCO OFFICE  
Holtbrook Building  
Garfield 4220  
ABRAHAM S. GOLDMAN, Mgr.  
THOMAS CONLON, Atty.

### ASSOCIATE EASTERN OFFICES

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Worth 5659  
HAROLD M. FINN, Mgr.  
JOSEPH M. HERZBERG, Atty.

BOSTON  
Kimball Building  
Congress 3670  
BERTRAM BERNARD, Mgr.  
RICHARD R. SULLIVAN, Atty.

CHICAGO  
First National Bank Bldg.  
Central 6435  
MAURICE THORNER, Mgr.  
LEO L. WEIL, Atty.

CLEVELAND  
Hanna Building  
Superior 706  
BENJAMIN KURLANDER, Mgr.  
JAMES W. O'HARA, Atty.

PHILADELPHIA  
Bankers Trust Building  
Pennypacker 4106  
THEODORE A. DUROIS, Mgr.  
BYRON DICKSON, Atty.

PITTSBURGH  
First National Bank Bldg.  
Atlantic 2687  
SAM Z. WALLOP, Mgr.  
THOMAS HUGHES, Atty.

### REPRESENTATIVE ATTORNEYS AT ALL POINTS

Member of  
THE MASSACHUSETTS, OHIO, GEORGIA, AND CALIFORNIA BARS  
AND OF THE UNITED STATES SUPREME COURT  
Also Member of the United States Chamber of Commerce

### DEPOSITORIES

Irving Bank-Columbia Trust Co. New York  
Shawmut National Bank Boston  
Union Trust Company Chicago  
Exchange National Bank Pittsburg  
First National Bank Philadelphia  
First National Bank Los Angeles  
Mercantile Trust Company Sao Francisco

ESTABLISHED CHICAGO 1901

**YOU CANNOT VOTE**

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

**PATENTS**

TRADE-MARKS, FOREIGN PATENTS

**MUNN & CO.**

Suite 602 Hobart Bldg., San Francisco

**Montague Pipe & Steel Co.**

Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Steel Flumes, Siphons, Stacks, Montague Well Casings, Water Tube Safety Boilers.

Works: 17th and Kentucky Sts.

Phone Market 4909, San Francisco

Office: Hobart Building

Phone Kearny 698-699, San Francisco

**"MANY COPY" Carbon**

Light 4-lb. weight, in black, blue, or purple, 3½ x 13, per 100 sheets - \$2.33

42 Grades Carbons and Ribbons.

Moderate prices. Got samples.

**C. H. MILLER CO., 717 Market St.**

Phone Douglas 1898

**Famous Byron Hot Springs**

**A**T THE northern edge of the wide San Joaquin Valley's grain fields, just over the first fringe of the hills that mount up towards Mt. Diablo, there, in an oasis of cool, living green at the head of a little valley, is Byron Hot Springs.

The brick walls and red roof of the big hotel stand out against the green lawns and trees like the pattern on

a Wedgwood vase. Near by are the low, cozy cottages, and the mud-bath building. A commodious garage is at the left; the stone cairns marking the now world-famous drinking springs.

**An Historic Spot**

These buildings today mark a spot which has been famous ever since man lived

here; the wild animals—the grizzly, the deer—knew it well, and well they used the healing waters of the bubbling springs. Today Byron Hot Springs are known everywhere; in curative properties, Carlsbad authorities judge them their greatest rivals. The facilities found here for enjoying the beneficial waters are unsurpassed.

**An Enjoyable Journey**

Byron Hot Springs are but half a mile from the station of the same name on the main San Joaquin Valley line of the Southern Pacific. To get there is a matter of a two hours' ride from San Francisco.

A great number of auto parties from the San Joaquin Valley, Fresno, Tulare, Bakersfield, Coalinga and other points in the valley, journeying to and from San Francisco, find the Springs a convenient place to tarry when tired or when night overtakes them.

Byron Hot Springs were established in 1868 and have been open continuously since that time.

**The Spirit of Health**

Do not think because health-giving is the primary purpose of Byron Hot Springs that the place is steeped in an atmosphere of convalescence. The opposite is the case. Many a motor party comes for the mere pleasure of the trip, stopping simply to rest and put a sharper edge on their already good health.

Cheerfulness, animation, rejuvenation—these describe the spirit of Byron Hot Springs.

The new Byron Hot Springs Hotel incorporates the experience of years



The  
*Quality*

of Our Work  
Always Brings  
Them Back  
for More

[We are as near as your telephone]  
[JUST PHONE—WE'LL CALL]

**United States Laundry***"The Careful Laundry"*

1148 HARRISON STREET

Telephone MARKET 1721



## World-Famed Health Resort at Door of San Francisco

[continued from preceding page]

of care for the comfort of those who have enjoyed the springs.

### A Thoroughly Modern Hotel

It is a commodious building, fire-proof, with wide glass-enclosed veranda. It contains every convenience that the most modern metropolitan hotel possesses.

### The Waters and Their Uses

Dr. Haig of London thus expresses the opinion of himself and his colleagues regarding the curative values of such mineralized waters as those of Carlsbad and Byron Hot Springs:

"Not only do the waters stimulate the natural agents of excretion—the skin, the bowels and kidneys—but flush and expel the uric acid, the retention of which in the system is the fundamental source of the many diseases which affect tissue metabolism."

The medical department of Byron Hot Springs has made a minute scientific analysis of the special curative values of each of the various springs, as well as the most efficient means of application of each. The advice of this staff is free to guests.



### Salinas Rodeo

[continued from page 11]

awarded his pouch of gold and silver-mounted saddle and bridle, the best bull rider draws his purse, and until long after the hands of the clock point to midnight, the prize winners office their way through the rodeo offices to receive their awards.

But there is no merriment on this last night. Before the shades of dusk settle down over the valley, all roads leading into the little city are thronged with vehicles of every de-

scription, from the Rolls-Royce to the lumber wagon, with a team of Missouri nightingales divided by the pole, all bent on getting back to the ranch.

One of the  
Many  
Artistic  
Cottages  
at  
Byron  
Hot  
Springs



### COLLECTIONS

No collection no charge  
We remit day collected  
Rates: 15%, 8%, 4%

### A World-wide Service

JOHN J. H. GROSSMAN, Mer  
68 Post Street

## Liquid Soap Is Sanitary and Inexpensive Costs Less Than Cake Soap of Equal Quality



No. 5 Sop-O-zoN  
Dispenser, Wall Bracket  
Type. The perfect  
Liquid Soap  
Dispenser

BOBRICK'S SOP-O-ZO-N and other brands of liquid soap are guaranteed to give a "superior soap service at a minimum cost."

The five brands of liquid soaps: Toilet SOP-O-ZO-N, Arrow, National, Eagle and Mechanic's SOP-O-ZO-N, which we carry, meet the requirements of all classes of consumers.

Due to the high anhydrous soap content, this liquid soap goes much further than cake soap; consequently it is very economical.



Sop-O-zoN  
is sold in one gallon  
and five gallon  
cans

Let our factory advise you as to the grade that will best suit your requirements. Convince yourself by trying SOP-O-ZO-N Service.

MANUFACTURED BY

## NATIONAL PAPER PRODUCTS COMPANY

No Waste Tissue

Public Service Towels

Sop-O-zoN Liquid Soap

1789 Montgomery Street

SAN FRANCISCO

Telephone Davenport 2770

## Famous Tahoe Tavern Now Directed By D. M. Linnard

**L**AKE TAHOE is practically experiencing a new birthday. It is to become one of America's best known wonderfully attractive resorts. Its 12 by 30 miles area, its deep blue waters whose surface is 6,300 feet above sea level and its snow-clad towering mountains, four and five thousand feet above the lake, present a picture of unequalled magnificence, unsurpassed in the whole world. Its timbered banks and mountain sides, its many smaller lakes and mountain streams furnish splendid grounds for fishermen and hunters of small game, while the higher, near-by mountains and plateaus provide sport for big

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

### CURRENT VOLUME OF BUSINESS INDEX

	Week Ending June 3	Previous Week	One Year Ag
Sao Francisco	\$223,915,000	\$218,567,000	\$180,637,000
Los Angeles	162,861,000	162,303,000	141,281,000
Seattle	41,903,000	48,791,000	35,994,000
Portland	34,164,000	43,640,000	31,544,000
Oakland	37,720,000	35,042,000	31,207,000

[Federal Reserve Bank]

### BUSINESS FAILURES

	Week Ending June 3	Previous Week	One Year Ag
<b>SAN FRANCISCO</b>			
Number Failures	4	8	9
Net Liabilities	\$9,616	\$376,563	\$37,036
<b>LOS ANGELES</b>			
Number Failures	13	12	10
Net Liabilities	\$63,744	\$21,422	\$63,511
<b>SEATTLE</b>			
Number Failures	3	6	4
Net Liabilities	\$1,200	\$29,268	\$14,162

[R. G. Dun & Co.]

game hunters, and Lake Tahoe itself affords opportunity for boating, bathing and fishing which fascinate the sportsmen.

The Southern Pacific Company has taken over and standardized the little narrow gauge railroad between Truckee and Lake Tahoe. New roadbed and bridges have been built and arrangements are now complete to run standard gauge trains and Pullman cars from Chicago, Los Angeles and San Francisco without change of cars direct to Tahoe Tavern.

The D. M. Linnard Hotels Inc., under the personal direction of Mr. D. M. Linnard, have taken possession of Tahoe Tavern; it has been enlarged, refurbished and greatly improved; a large number of bungalows are under construction. The Tavern is to be California's most attractive mountain and lake resort; the steamers on the lake will be a part of the Tavern enterprise and world travelers as well as Californians will find Lake Tahoe with its beauty spots and hotels, large and small, most interesting.

The official opening of Tahoe Tavern and the inauguration of the improved railway service will be celebrated Saturday, June 19, as "Old Trails Week"; the driving of the gold and silver spikes and other festivities to commemorate the completion of the railway and the opening of the Tavern will occur on that date.

New life from that date for Tahoe Tavern, which will hereafter be open summer and winter, is of the utmost importance to California and to her promoters in their desire

to make Lake Tahoe fashionable and attractive to world travelers who will enjoy on the lake and in the mountains its winter and summer sports which have made Montreal and St. Moritz most popular.

The Southern Pacific Company will sell special excursion tickets for the event and many have already signified their intention of taking part in the opening of the new railway and Tahoe Tavern.



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for a  
long  
trek"

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BEHRMANN TIRE & RIM CO.  
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4298 Mission St., Opp. Silver Ave.  
COLUMBUS VUL. & TIRE CO.  
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# CERTIFIED PUBLIC ACCOUNTANTS

Section 3 of the Act of March 23, 1901, Statutes of California, creating the State Board of Accountancy, provides:

"Any citizen \* \* \* may apply for examination \* \* \* and upon issuance and receipt of such certificate, and during the period of its existence, or any renewal thereof, he shall be styled and known as a Certified Public Accountant or Expert of Accounts, and no other person shall be permitted to assume and use such title or to use any words, letters or figures to indicate that the person using the same is a Certified Public Accountant."

Is your Accountant licensed to practice as Certified Public Accountant in California?

**VICTOR AARON**  
American Bank Building  
Garfield 1347

**AUSTIN & CO.**  
625 Market Street  
Douglas 607

**WALTER B. BAILEY**  
255 California Street  
Douglas 7539

**ALEXANDER BALL**  
1219-1220 Hearst Building  
Sutter 1464

**STUART S. BARNARD**  
Kohl Building  
Sutter 468

**BOURS AND SMYTH**  
Crocker Building  
Garfield 5653

**BROTHERTON, THOMAS & CO.**  
American Bank Building  
Kearny 3939

**BULLOCK & KELLOGG**  
American Bank Building  
Garfield 3424

**CERF & COOPER**  
Successors to  
Greenhood & Jansen  
519 California Street  
Kearny 1131

**C. P. CHAMBERLAIN**  
311 California Street  
Sutter 5019

**WALTER H. CRAMER**  
268 Market Street  
Sutter 2588

**DAWSON & RILEY**  
Hearst Building  
Sutter 5175

**L. T. DIEBELS**  
American Bank Building  
Garfield 3064

**WILLIAM DOLGE & CO.**  
369 Pine Street  
Sutter 697

**HASKINS & SELLS**  
Crocker Building  
Douglas 3480

**LESTER HERRICK & HERRICK**  
Merchants Exchange Building  
Kearny 844

**PAUL HEYMANN**  
Mills Building  
Garfield 1963

**HOOD AND STRONG**  
425 Standard Oil Building  
Sutter 793

**EDWARD B. JORDAN**  
110 Sutter Street  
Kearny 7956

**JORGENSON, LUCKHAM & BUNN**  
Chancery Building  
Garfield 4499

**GEO. J. KASCH**  
325 Bush Street  
Garfield 6136

**HOWARD KROEHL & CO.**  
1010 Balboa Building  
Sutter 3296

**LYBRAND, ROSS BROS. & MONTGOMERY**  
2 Pine Street  
Sutter 1232

**OSCAR MOSS & CO.**  
315 Montgomery Street  
Douglas 4548

**H. S. PATTERSON**  
Mills Building  
Kearny 2395

**PEAT, MARWICK, MITCHELL & CO.**  
American Bank Building  
Sutter 2696

**ROBINSON, NOWELL & CO.**  
Crocker Building  
Sutter 1848

**RUCKSTELL & LAND**  
703 Market Street  
Claus Spreckels Building  
Kearny 6010

**CHARLES P. RUPP**  
24 California Street  
Douglas 8256

**SKINNER & HAMMOND**  
332 Pine Street  
Douglas 6898

**JAMES O. SULLY & CO.**  
260 California Street  
Sutter 1886

**A. SUTTER & CO.**  
Nevada Bank Building  
Sutter 3179

**WALTHER WOLF**  
625 Market Street  
Garfield 6334

**E. G. WUNNER**  
260 California Street  
Sutter 1886

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# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

JULY 16, 1926

NUMBER 23

## LIVING COSTS ARE LOWEST HERE

### Figures of Government Show San Francisco Prices Lower Than Others

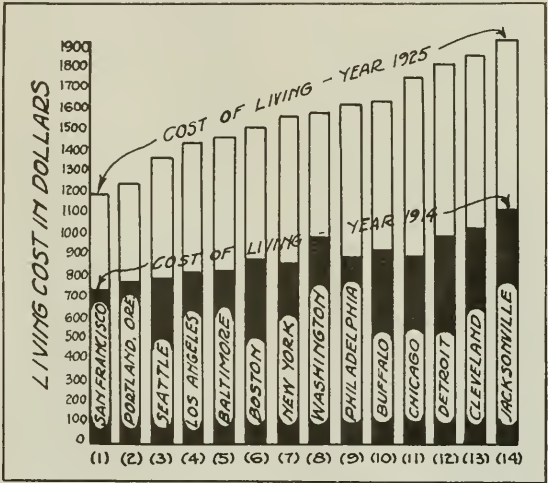
**T**HE cost of living comparison based on United States Labor Department publications for the average wage earner's family in fourteen cities, as shown on the adjoining chart, clearly portrays San Francisco as the lowest of any large city in the United States.

San Francisco, Portland, Seattle, Los Angeles, Baltimore, Philadelphia, Detroit, Cleveland, and Jacksonville, occupy the same relative positions with each other as they did in 1914. Washington, D. C., has come from eleventh place in 1914 to eighth place in 1925. Boston has exchanged with New York for sixth place; Buffalo has gone from eighth to tenth, and Chicago from tenth to eleventh.

The average per cent increase in cost of living among these cities for the eleven year period ranges from 56.3% for Portland to 86.3% for Detroit, with an increase of 63.4% for San Francisco. From this comparison it appears that for each dollar spent in 1914 for living costs in San Francisco, \$1.634 was spent during 1925 for the same items, \$1.563 in Portland, and \$1.863 in Detroit. During this same period, however, the wage scale on the Pacific Coast has increased 100%. This means that a definite advance has been affected and that the wage earner's purchasing power today is 22% greater than in 1914.

San Francisco's present low rank is possible, due to the extreme low cost of living, of \$723.00 enjoyed in 1914, as against \$782.00 for Portland, which was then occupying second place.

The articles chosen by the Department of Labor to report the cost



COST OF LIVING IN 14 CITIES FOR AVERAGE WAGE EARNER FAMILY

NOTE—The figures used in the above chart are based on U. S. Labor Department figures which were weighted by that department. They include food, clothing, housing, fuel and light, furniture, furnishings and miscellaneous.

of living are considered representative in the various cities and were weighted to allow for the variation in consumption in the respective districts. The cost of living as presented is therefore based on empirical data secured through government standard methods.

The fact should not be overlooked, however, that in many cases the quality of the products now making up the living costs have greatly improved, and that the average man is surrounded by a more complex environment than any time previous in the development of the United States, thus permitting the choice of a greater diversification of articles that go to make up the general living cost in the average wage earner's family.

## New Industries and Expansions

GARAGE TOOL COMPANY, 501 Sheldon Building, with shop at 675 Post street, was organized April 17, 1926 for the manufacture and distribution of a brake relining machine known as the "E-Z Brake Reliner" also the "Brute Transmission Lifter." The purpose of the company is to cater to the small garage operators on a co-operative basis, making it possible for them to get better equipment at the very lowest cost, according to Mr. H. F. Ball, a member of the company.

[ continued page 2 ]

# SAN FRANCISCO BUSINESS

JUNE 16, 1926

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## LEADS for NEW BUSINESS

—

**Accountants**—Richard R. Ivy, 717 Co. Bldg.  
**Architects**—Bower Brothers, 191 Steiner to 580  
**Artist**—Ashley & Evers, 58 Sutter to 325 Market  
**Attorneys**—Marshall S. Orr, Mills Bldg. to Exchange Bk. J. G. Nigh, 530 Montgomery to Flood Bldg.  
**Automotive**—Eugene Motors Co., 1674 Mission to 1236 Howard Mahoney Auto & Truck Cleaning System F. D. Mahoney, 585 Sutter Lambert Sales Co., 457 Van Ness Ave. American Hammered Boston Ring Co., 931 Larkin to 677 Folsom  
**Bakeries**—Greenline Bakesies Inc., 470 Jessie Allison Stowell, 1835 Divisadero, Spic', Span Bakery, 1404 Ocean Ave.  
**Barber Shop**—Salomon Schneider, 5 Marshall Square  
**Books**—The Book Harbor, 1807 Haught  
**Books and Stationery**—Ardline C. Bates, 1591 Haught to 1945 Irving  
**Builders**—Grace Perez, to 100 Sutter Terra Vista Homes, Inc., 275 Staples  
**Building Materials**—J. G. Braun (steel mill-ings), 1088 Howard  
**Candy**—A. E. Schalk, 2224 Park Nichols & Mollins (wholesale), 1746 Howard to 299 9th, J. A. Veranum, 2870 21th  
**Children's Wear**—Joan Ltd., 3315 Clay to 358 3d Ave.  
**Church Goods**—Ecclesiastical Supply Assn., 328-330 Stockton  
**Cleaners**—Ideal Cleaners, 399 7th A. Goldstein (outfit), 298 Valencia  
**Collectionary**—New business, to open in new theatre building, about 2320 Polk Martin Zeltz, 3198 to 3177 10th  
**Contractors**—Bowl & Rowl, 1116 Hearst Bldg., M. Chiodi, 145 Connetquot, Jarvis & Irvine, 189 Jessie to Call Bldg., Youdell Construction Co. (215 Market), 66 Carl, T. M. Gallagher, 83 Henry to 314 29th.  
**Corporation Experts**—Corporate Service Assn., Alexander Bldg. to 85 2d.  
**Corporation Investigations**—California Fraud Prevention Bureau Bruce M. Anderson, 233 Sansome  
**Cotton Goods**—Cohn Hall Myers Co., 22 Battery to 935 Market  
**Deontists**—Dr. J. A. Marshall, 490 16th Dr. G. N. Sullivan, 1835 Ocean Ave. to 1290 Caputo  
**Department Stores**—The Emporium to occupy Claron Bldg. with branch in August, 1185 Market.  
**Drugs**—W. Miller, 2526 Irving, Nathanson's Pharmacy Inc., 814 Mission.  
**Electrical**—Hall Electric Co. 27 California to 285 Eddy, soon; Golden Gate Electric Co., 1354 Polk, soon H. C. Reid & Co., 115 Mission to 489 Clementina  
**Employment Bureaus**—Western Hotel Employment Agency (E. Swanson), 735 Market to 1141 Market  
**Engineers**—Bartlett Thane, Crocker Bldg. to 351 California  
**Florist**—Phil Benedetti, 3017 16th to 2980 16th.  
**Freight Handlers**—McCrone & Font, 149 California  
**Fruit**—Banana Distributing Co., St. Clair Bldg.; Haven Fruit Co., Crystal Palace Market  
**Furniture**—New York Furniture Mfg. Co., 3375 19th, I. Wessinger, 2548 85th Bruno Ave. to 309 3d

**Furrier**—Geo. H. Goslov and Falk Petersen, White Bldg.  
**Glove Repairing**—Central Glove, Hospital 5396 Geary  
**Grocers**—Varenti Carescato, 1210 18th Italian-American Distributing Co., wholesale, to 447 Washington, H. S. Edman, 40 2637 to 2325 Mission; A Miller, 112 21th  
**Halberdasher**—Chas. Frank, 110 Powell to 610 Market soon  
**Insurance**—Geo. J. Ameron, an Indemnity Co., 241 Suisun in August Guaranties First Life Assn., Hartman Bldg. Manhattan Fire & Marine Insurance Co., Exchange Bk.  
**Iron and Steel**—American Steel Foundries, 545 Market  
**Jewelers**—Bolland & Molkenhuth, 210 Post Anthony Jewers Co., 760 Market to 150 Post  
**Ladies' Furnishings**—Austins, Smart Shop, 648 Irving Anna Hittman, Smart Dress Shop, 165 Post  
**Leases**—Storrs, 1671 Market, 101 Market, 101 Front 251 Turk, 128 Eddy  
**Light and Power Companies**—Sterra & San Francisco Power Co., United Bank Bldg. to 88 Sutter  
**Loans**—Investors Syndicate (Betty F. Kimball), 169 229 Montgomery  
**Luggage Accessories**—A. Bier, suit case covers, 177 Post  
**Manufacturer's Agents**—Walter Wulfbuugg, 10 712 4th Bldg. Ernest G. Brostrom, 821 Market  
**Marble**—Bell (Gambina Marble Co.), 684 Market to 113 Sansome  
**Market**—New Sanitary Market, 800 Turk to P Market 10 Market  
**Meat Packers**—Ardan Packing Co., Alexander Bldg. to Wells Fargo Bldg.  
**Milinery**—Coughlin Millinery Co., 2374 Mission Arthur Adler, Commercial Bldg.  
**Motion Pictures**—Sunset Film Exchange, 298 Turk  
**Motor Trucks**—Engel Motor Co. factory branch 1226 Howard  
**Paints**—Dan P. Maher Co., 677 Tolson to 85 2d  
**Paste Products**—Liberty Rexall Co., 3897 Mission  
**Perfumery**—Carlton Perfumery, 789 Mission, Poultry—Frank Onorato & Co., 1644 Fillmore  
**Publisher**—Worthington Gates, 185 Stevenson Ravioli—Liberty Rexall Co., 3897 Mission  
**Real Estate**—Esort-Coster & Esort, 334 Bush; A. Dubner & Co., Grant Bldg., Monte Vista Estates, Inc. (Chas. O. Nelson, Pres.), 1111 Market Laureldwood Estates, Inc., 323 Phelan Bldg. A. Dubner & Co., Grant Bldg.  
**Refrigeration**—Hosonagan-Pollard Corp., Serval Refrigerators, 528 Market to 1740 Van Ness Ave.  
**Restaurants**—Martin Jean Tea Rooms, Inc. (270 Sutter), to 340 Mason; Sandwich Shop, 167 Mason, soon; Top Top Sandwich Shop, 237 Powell, soon  
**Rubber Products**—General Tire & Rubber Co., 111 2d  
**Sacramental Wine**—Covick Co., 216 Pine to 328-330 Stockton  
**Ship Makers**—Products—California Sew Co., 50 Tolson to 74 Clementina  
**Screw Operators**—Mexican Sash Co., Pier 25 to Pier 37, Mendocino Steamship Co., Pier 17 National Navigation Lines (James Rolph & Co., Agents), 60 California  
**Signs**—Griffin Sign Shop, 177 Golden Gate Ave.  
**Steam Specialties**—Wm. S. Haines & Co., 115 Mission to 389 Clementina  
**Steel and Machinery**—Frank C. Hornmann, Hearst Bldg. to Rullo Bldg.  
**Stevadores**—Western Terminal Co., 363 Embarcadero to Pier 15  
**Stocks and Bonds**—Bradbrook & Co., 312 Pine to American Bank Bldg., John W. Schultz Co., Spreckels Bldg. to 714 Market.  
**Tailors**—Handing Tailors (H. Anderson), 624 Divisadero; Meyer Basha, 310 to 339 Kearny; Adams & Alzeiger, 933 Market to 57 Golden Gate Ave.; Harry Trauer, 127 13th, Jack Moss, 1043 Market, soon.  
**Taxi Service**—San Francisco Auto Tours, 245

## New Industries

[continued from page 1]

**FELT LETTERING & NOVELTY COMPANY**, 315 Valencia street, has recently been organized to manufacture all kinds of novelties in felt such as pennants, banners, pillow tops, emblems, etc., doing both a wholesale as well as a retail business.

## EXPANSIONS

**EGYPTIAN LACQUER MANUFACTURING COMPANY**, 1650 Howard street, is now occupying its own warehouse building, having moved from leased quarters at 50 Main street. This company is a distributing branch of the Egyptian Lacquer Mfg. Company of New York, with factory at Newark. They manufacture metal finishes of all kinds, lacquer for automobiles, electric light fixtures, furniture, etc. The new building, together with the land, represents an investment of about \$50,000 and increases their capacity about fifty per cent. From this branch they supply the trade from Fresno to Vancouver.

**APEX FURNITURE MANUFACTURING COMPANY**, 1875 Mission street, has recently moved into its own three-story and basement factory building from leased quarters 171 Eric street. The new Mission street building gives them 25,000 square feet of floor space and increases their facilities fifty per cent. They manufacture a general line of upholstered furniture. The building together with land and equipment represents an investment of about \$200,000.

[continued next page]

**Powell to 281 Geary** San Francisco Auto Service Co., 975 Geary.  
**Tea**—Pacific Tea Box Co., 1131 Folsom to 973 Folsom  
**Tires**—General Tire & Rubber Co., 1221 Van Ness Ave. to 441 2d  
**Upholstery**—Excelsior Upholstrine Co., 4715 Mission  
**Vacuum Cleaners**—The Torrington Co., Gillette Bldg. to 934 Howard  
**Violet Ray**—H. J. Abrams, 1418 Turk.  
**Miscellaneous**—Reliance Inspection Co., 821 Market; McGregor & Co., 2124 California; Hayden, Stern & Co., Clunie Bldg.; Keller's Inc., 369 Pine to 306 California; Eugene Luckey, Inc. (Jack Lane), 803 Van Ness Ave.; Optimist Specialty Co., Phelan Bldg.; California Finance & Trading Co., 135 Montgomery to 85 2d; C. J. Grant & Sons, 934 Howard; Manon Gift and Baby Shop, Theresa Ann Kriebel, 465 Post; A. J. Donnerwaldt, 2275 Chestnut; H. W. Knowles, 406 American Bank Bldg.; B. W. Dental Porcelain Studio, Flood Bldg.; Aaburg General Repair Co., 1568 Waller; Home Builders' Assn., to 160 Sutter; Melvin-Rutchie Co., Inc., 354 Pine; Lay & Way Co., Commercial Bldg.; H. D. Williams Specialty Co., 617 Montgomery; Engert Blossom Shop, 465 Post, C. P. Murdock, 1775 Market  
 A wholesale-supply house, retiring from business, is offering three pieces of delivery equipment, consisting of two motor trucks and a trailer

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kenry 112, list numbers being given.

## Foreign Trade Tips

10392—Osaka, Japan. Importer desires to purchase CAGE BIRDS and wishes to communicate with interested San Francisco dealers.

10393—Tokyo, Japan. The San Francisco branch of a Tokyo firm wishes to secure samples and prices of IVORY NUTS from San Francisco houses. Their Tokyo office will be in the market for about 10 tons of these nuts each month.

10394—Yokohama, Japan. Trading company wishes to get in touch with San Francisco importers of SPUN SILK, SILK GOODS, COTTON GOODS, and other Japanese goods.

10395—Chfoo, North China. Exporters of Chinese HAND-MADE FANCY STRAW BRAIDS desire to export their products to San Francisco. Full list of samples will be sent to interested San Francisco importers. Small samples of brand on file with Foreign & Domestic Trade Department.

10396—China. Party wishes to purchase from San Francisco firms ACCESSORIES AND EQUIPMENT FOR A CHEESE FACTORY.

10397—Los Angeles, Calif. Trading company wishes to get in touch with San Francisco packers and balers of OLD NEWSPAPERS for export.

10398—New Orleans, La. Firm desires to get in touch with San Francisco merchants handling DRIED SHARK FINS for export to the Orient.

10399—Australia. Gentleman with business experience in Australia, returning there after four years in the United States, desires to represent California producers and manufacturers for the Australian market.

10400—London, England. Large firm manufacturing and exporting TAPESTRIES are seeking a suitable San Francisco agent to represent them.

10401—Melilla, Morocco. Firm wishes connections with California exporters of SUGAR, FLOUR AND CANNED GOODS.

10402—Breslau, Germany. Party wants agency of exporter of DRIED FRUITS.

10403—Maaelberg, Germany. Firm wants agency of California exporter of CANNED ASPARAGUS.

10404—Kochl, Germany. Company wishes agency of San Francisco exporter of DRIED AND FRESH FRUITS AND RAISINS.

10405—Muenchen, Bavaria. Manufacturer of MOTOR ROAD ROLLERS wishes connection with San Francisco firms.

10406—Staeffel and Saele, Germany. Manufacturer of WIRE GAUZE AND WIRE NETTINGS wishes representation in San Francisco.

10407—Weinheoba-Dresden. Manufacturer of STAMPING MATERIAL, STENCILS, etc., desires connections with San Francisco importers.

10408—Mareelle, Belgium. Large exporter of STEEL CHANNELS (for electrical purposes), and STEEL RAILS (with flanges), wishes to export these products to the United States. Solicits inquiries from interested San Francisco importers.

10409—Antwerp, Belgium. Highly recommended gentleman wishes to represent a California exporting firm specializing in DRIED FRUITS, such as RAISINS, PRUNES, etc.

10410—Beyrouth, Syria. Firm, established for many years, desires to form business connections with San Francisco manufacturers and exporters wishing representation in Beyrouth in the following lines: SHOE LEATHER, SOLE LEATHER, STOCKINGS, SOCKS, UNDERWEAR, CHEMICAL AND PHARMACEUTICAL PRODUCTS, HARDWARE and IRONSMONGERY, ELECTRICAL EQUIPMENT, such as light cords, wire, lamps, etc. Several European references supplied.

10411—Roma, Italy. Exporter of products sold by Gift Shops, Art Shops and Novelty Dealers, desires to get in touch with San Francisco firms in this line of business who might be interested in his merchandise.

10412—Santander, Spain. A manufacturer of FURNITURE of the Renaissance style, carved and

made by hand; also ANTIQUE ART SCULPTURES, CHIEFS, CARVED AND POLYCHROMED ARM CHAIRS, DINING ROOM CHAIRS, BED ROOM CHAIRS, MULE CHAIRS, etc., as well as, BRONZE LAMPS, LANTERNS, TRAYS, etc., silver coated, desires to establish business connections with interested San Francisco importers.

10413—Hamran, Malta. Firm wishes to get in touch with San Francisco dealers in OLD, RARE BOOKS and CURIOS AND INTERESTING EDITIONS.

10414—Noumea, New Caledonia. Importer of OREGON PINE desire to communicate with large timber dealers and exporters in San Francisco.

10415—Ponce, Porto Rico. Commission merchant and manufacturers' agent wishes to establish connections with San Francisco exporters of BEANS, GRAIN, SARDINES, and other California food-stuffs.

10416—Matanzas, Cuba. Established manufacturer's representative is interested in representing, for the Matanzas market, California exporters of BEANS, PEAS, PRESERVED FRUITS, and other food products.

10417—Caracas, Venezuela. Established merchant desires to secure the agency for his country of San Francisco producers or exporters of the following lines: RICE, HAM, LARD, CANNED FOODS, WHEAT FLOUR, SALMON, SARDINES and CANNED FRUITS. References supplied.

10418—Cartagena, Colombia. Firm is interested in purchasing ICE CREAM-MAKING MACHINES, ELY, SODA FOUNTAIN EQUIPMENT, ACCESSORIES FOR ESTABLISHING A SOFT DRINK PARLOR, etc.

## Domestic Trade Tips

D-2131—Hondulu, T. H. An electrical contracting house desires to receive catalogs and price lists from San Francisco dealers in ELECTRIC SIGNS, ELECTRIC FIXTURES, and all kinds of ELECTRICAL GOODS, who have no agency in Hawaii at the present time.

D-2132—Los Angeles, Calif. Corporation manufacturing FIRE-PROOF INCINERATORS are branching out with subsidiary plants and salesrooms in various parts of the State and desire to communicate with a San Francisco manufacturer of concrete products or with some individual who would be interested in taking on their fire-proof composition incinerators for this vicinity. Illustrations on file with the Foreign and Domestic Trade Department.

D-2133—St. Louis, Mo. Manufacturers of SOAPS, PERFUMES, TOILET PREPARATIONS, EXTRACTS and HOUSEHOLD NECESSITIES desire to make arrangements with a Pacific Coast firm interested in exporting products to all foreign countries.

D-2134—San Diego, Calif. Firm doing wholesale and mail order business are in the market for FINE FUMY BOTTLES, FANCY LABELS, PLAIN AND FANCY BOXES for perfumery bottles, and CORRUGATED PACKING BOXES for shipping perfumery. They might also be interested in purchasing ESSENTIAL OILS from San Francisco importers.

D-2135—Detroit, Michigan. Manufacturers of EQUAL-BALANCE, BI-FLEX and UNIVERSAL COUNTER-WEIGHTED OVERHEAD DOORS for garages, desire to appoint a suitable representative to handle the sale of their product in this territory. Illustrated pamphlet on file with Foreign and Domestic Trade Department.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with Miscellaneous Castings, Boiler Plates, etc., and deliver-

ing same to the U. S. Engineers, Rio Vista, Calif. Bids are to be submitted to the U. S. Engineer Office Second District, 83 Second street, San Francisco, and will be opened June 19th, 1926.

For furnishing the War Department with Substitute Supplies, to be delivered at San Francisco, Calif., on or about August 15th, for shipment to Honolulu T. H. Bids are to be submitted to the U. S. General Intermediate Depot, Quartermaster Section, Fort Mason, San Francisco, Calif., and will be opened July 8, 1926.

## New Industries

[continued from page 2]

PHILADELPHIA STORAGE BATTERY COMPANY, 218 Fremont street, has an investment in excess of \$100,000 in its new two-story office and warehouse building which increases its service facilities several hundred per cent and which expansion was necessitated by the rapid growth of business. This is the Pacific Coast headquarters for the Philadelphia Storage Battery Company of Philadelphia, the General manager for the Pacific coast division having his headquarters here. This corporation has branches also in Portland and Seattle.

DETTNER'S PRINTING HOUSE, INC., 835 Howard street, has an investment of \$251,000 in land, building and equipment in their new plant. This is a three-story and basement concrete building with gray sandstone front. The business of this firm has expanded to such an extent that they have troubled their floor space in their new location. They do commercial printing only.

MALOTT & PETERSON, 3221 20th street, have recently expended \$85,000 for the addition of a two-story and mezzanine office and display room building. This expansion, according to Mr. Pyle, was made necessary on account of the growth of their rubber tile business. They specialize in floor, wall and mantel tile and have recently secured the agency for the Goodyear rubber tile which they are now warehousing. The firm manufactures a magnesite flooring known as "Kompolith."

NATIONAL MAGNESIA MANUFACTURING COMPANY, 544 Market street, operating a plant at Redwood City, announces enlargements will be made to the company's main holdings near Lompoc, Calif., to permit shipments of diatomaceous earth for commercial purposes. W. H. Fair, University of Stanford engineer, will have charge of the construction work contemplated, according to C. E. Miller, president of the company. The Redwood City plant of the company, it is reported, is operating on a 24-hour basis.

# Who's Who Among the New Members

**A**N EVIDENCE of growth and expansion is reflected in the variety of the forty-five new members announced this week by the Membership Department. The list includes five hotels, twelve industries, ten service companies, three exporters and importers, four merchants, five construction firms, three real estate firms and five professional. The new members, all representing the best commercial and business interests, are as follows:

## HOTEL RAFAEL

In beautiful Marin County—open the year round—  
San Rafael.

## CASA DEL REY

All year resort hotel and cottages on the beach at  
Santa Cruz.

## THE CARL INN

A delightful retreat in Yosemite Valley—Graveland,  
Calif., P. O.

## THE PINES, INC.

At Bass Lake, Calif. A place to relax, hunt, fish or rest.

## CAMP SAN FRANCISCO

AN AUTO CAMP WITH MODERN, SANITARY UP-TO-  
DATE EQUIPMENT—701 Sunnydale Ave.

## AMERICAN LICORICE CO.

LICORICE CANDY MANUFACTURERS—55 Federal St.

## YELLOW DRIVERS' STATIONS, INC.

RENTAL SERVICE OF AUTOS WITHOUT DRIVERS—  
Stations from San Diego to Vancouver—35 Taylor St.

## WHITTHORNE & SWAN

LARGEST DEPARTMENT STORE IN THE MISSION—  
22nd and Mission streets.

## ANTONELLI PACKING CO.

PRESERVED ARTICHOKES—48 Jackson St.

## PONSELL FLOOR MACHINE CO.

FLOOR POLISHING MACHINES—525 Market St.

## TIGER OIL CO.

REPRESENTATIVES OF THE PAN-AMERICAN PETRO-  
LEUM Co.—576 Sacramento St.

## TRAKFORD CO.

TRACTOR MANUFACTURERS—1499 Market St.

## AERIAL ADVERTISERS OF AMERICA

ADVERTISING—435 Mason Bldg.

## O. A. LINDSTROM & CO.

INVESTMENT SECURITIES—233 Sansome St.

## ALL-IN-ONE GOLF CLUB CORPORATION

AN ADJUSTABLE GOLF CLUB FOR EVERY TYPE OF  
SHOT—60 Federal St.

## INDIA AMERICAN TRADING CO.

IMPORTERS AND EXPORTERS—25 California St.

## ALLAN AUTOMOTIVE EXPORT CO.

EXPORT MANAGEMENT FOR AUTOMOTIVE MANUFAC-  
TURERS—158 Eleventh St.

## MINAMOTO TRADING CO.

IMPORTERS AND EXPORTERS SPECIALIZING IN PEARLS,  
NECKLACES, ETC.—544 Market St.

## WM. B. HOAG

CONSTRUCTION ENGINEER—De Young Bldg.

## ANTON JOHNSON COMPANY

GENERAL CONTRACTORS—Call Bldg.

## JASPER STACY COMPANY

CONTRACTORS AND ENGINEERS—216 Pine St.

## O. R. THAYER

ARCHITECT—110 Sutter St.

## ERNEST GOXHEAD

ARCHITECT—Hearst Bldg.

## SANBORN GORINSON & CLIFT

CIVIL ENGINEERS AND SURVEYORS—251 Kearny St.

## LARKIN & TSCHUDY

CIVIL ENGINEERS AND SURVEYORS—804 Sharon Bldg.

## NEW BALBOA MILL CO.

PLACING MILL, BANK AND STORE FIXTURES—1421  
Egbert Ave.

## WM. ROSENBLUM

REAL ESTATE AND INVESTMENTS—410 Alexander  
Bldg.

## EGGERS-GOLDSTEIN REALTY CO.

REAL ESTATE—530 Divisadero St.

## W. LYFORD & CO.

REAL ESTATE—41 Sutter St.

## JOHN KRODER & HENRY REUBEL CO.

MANUFACTURERS OF DRAPERY HARDWARE—958  
Mission St.

## FRANK A. O'CONNELL

DRAPERIES AND UPHOLSTERIES—150 Post St.

## DR. EARL LEANER

CHIROPODIST—764A Market St.

## HARRISON SERVICE

DIRECT MAIL ADVERTISING—544 Market St.

## MARR DUPLICATOR SUPPLY CO.

STENCIL PAPERS AND INKS—604 Mission St.

## E. L. SOISTER

ACME VISIBLE RECORD EQUIPMENT—224 Rialto Bldg.

## STEIGER & KERR

STOVE MANUFACTURERS—2201 Folsom St.

## V. HOWARD WATTLES

ELECTRICAL REFRIGERATION—907 Mission St.

## P. KRAMER

MANUFACTURERS OF QUILTS TO ORDER—405 Stock-  
ton St.

## JAMES CARROL CO.

HIGH GRADE MERCHANT TAILORS AND IMPORTERS—  
411 Sharon Bldg.

## GEORGE C. KELBER

MARINE ADJUSTER—244 California St.

## LARK TRANSFER

TRANSFER, STORAGE AND MOVING—476 Eddy St.

## MARY ELEANOR'S TEA ROOM

TEA ROOM—345 Powell St.

## D. C. WATSON

VICE PRESIDENT METROPOLITAN GUARANTEE BLDG.  
AND LOAN ASSN.—915 Mission St.

## FOSTER-ROBERTSON SERVICE

VOCATIONAL ADVISING AND EMPLOYMENT BUREAU—  
68 Post St.

## THE LEIGHTON INDUSTRIES, INC.

RESTAURANTS, CAFETERIAS AND BOX LUNCHES—25  
Taylor St.



# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

JUNE 23, 1926

NUMBER 24

## San Francisco's Traffic Problem

### Business Leaders Hear Traffic Expert on Vital Issue

SAN FRANCISCO advanced a step nearer a solution of its traffic problem Tuesday afternoon when two hundred business leaders representing practically every phase of the city's industrial life, met in the assembly hall of the Chamber of Commerce to hear a practical explanation of the subject by Dr. Miller McClintock, foremost traffic engineer in the United States.

In the words of Dr. McClintock San Francisco's traffic condition at present is one of the most serious in the country. But fortunately, he says, it is possible of solution. The first step must be the enlargement of the present traffic survey committee into an administrative organization embodying every interest affecting, or affected by, street traffic. Following that, the appointment of a consultive body as part of the major organization. With this accomplished there must be a technical engineering staff, which will make a scientific study of the situation and find its remedy.

San Francisco loses thousands of dollars every day through street traffic congestion; New York, \$1,000,000 a day; Chicago, \$600,000. It is conceivable that with proper regulation an automobile might be driven the length of Market Street at any hour without a stop at intersections. The same might be true on all cross-town streets.

The complexities of our traffic problem, says Dr. McClintock, involve more than the mere passing of ordinances designating one-way streets and limiting parking privileges. They demand scientific regulations that minimize congestion,

### *Norge Navigator to Be Guest at Chamber of Commerce Dinner*



MAJOR GENERAL UMBERTO NOBILE, designer, constructor and navigator of the famous dirigible *Norge*, which carried the Amundsen-Ellsworth-Nobile expedition over the North Pole a month ago, will be the guest of honor and principal speaker at a dinner to be given by the Chamber of Commerce at the Fairmont Hotel on Thursday evening, July 1. Members of the Chamber and others, including ladies, are advised to make early reservations, as indications point to a demand for tickets that will exceed the supply.

The dinner will begin at 7:00 o'clock and there will be a limited number of short addresses by prominent San Franciscans. An interesting musical program is being prepared by the Italian Colony.

Tickets for the dinner are \$3.00 each and are available now at the offices of the Chamber of Commerce. Dinner coats will be worn.

keep traffic moving, safeguard life and property, and accomplish all of these things without working a hardship or injustice upon any line of business or any district.

Clay Miller, president of the Chamber of Commerce, who introduced Dr. McClintock, declared that the whole city is interested in the proper regulation of traffic and the elimination of hazards and delay. He referred to the fact that more than seventy-five civic and business organizations of the city were represented at the meeting, and this turnout was mentioned by Dr. McClintock,

who complimented the city for the widespread interest taken in traffic matters.

Robert I. Bentley, chairman of the survey committee, who presided, announced at the conclusion that the next move of the committee would be to obtain a budget of probable expenses for the survey from Dr. McClintock, and following that a financing plan would be drawn up.

Among others who spoke were Supervisors Andrew J. Gallagher, Edwin G. Bath, Walter J. Schmidt and Arthur Joel of the committee.

# SAN FRANCISCO BUSINESS

JUNE 23, 1926

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## LEADS for NEW BUSINESS

**Accountants**—Joa I. Rodriguez, 981 Market to 106 Montgomery; C. D. Ayton, United Bank Bldg to 690 Market.

**Advertising**—R. T. Tandy, Phelan Bldg. to Underwood Bldg.

**Amusements**—Banner Play Bureau, 111 Ellis.

**Architects**—I. G. Holles, 243 Post to Monastnock Bldg.

**Artists**—Chapman Art Service, Williams Bldg.

**Attorneys**—J. A. Halpin, Liberty Bank Bldg.; R. P. Cahen, American Bank Bldg.

**Automotive**—Hudson Motor Car Co. (Courtney Johnson) Alexander Bldg.; Del Tredici & Son, 4791 to 1877 Mission.

**Auto Cleaning**—Jazz Auto Cleaning Parlor, 1546 Pacific Ave. to 1630 Pine.

**Auto Repairing**—E. O. Olson, 228 Hyde; J. H. Barter, 1335 Larkin.

**Beauty Parlors**—A & B. Beauty Shop, 177 Post; Imperial Beauty Shop, 1028 Market.

**Brokers**—Sullivan & Murphy (real estate), 15th Ave. and Taraval.

**Builders**—Jas. Arnott & Son, opened new offices on Taraval St.

**Candy**—Mrs. J. C. Baker, 3472 23d; Robinson's Candy Store, 1301 Mason.

**Cigars**—T. F. Kush, 18 to 50 Embarcadero.

**Cleaners**—Independent Cleaning Works, 4587 Mission.

**Clothing**—Rough Rider Mfg. Co. (Nathan Rothman), 32 Battery to 175 12th.

**Cocunut Products**—Baker Franklin Co., Davis G. Emery, 320 Market.

**Confectionery**—New business, 1340 Irving; Crispette Products Co., 1216 Mission; Mr. Edwards, 1028 Taraval.

**Contractor**—Frank Hyland (paving), Call Bldg.

**Delivery Service**—S & S. Parcel Service, 470 Ella.

**Door Closers**—L. C. N. Door Closer Co., 51 Jessie.

**Doughnuts**—Reel Doughnut Shop, 5210 Mission to 1610 Church.

**Draggists**—Sundnes—Collection Products Co., Hobart Bldg. to Underwood Bldg.

**Drugs**—Ray Shore Pharmacy, 4440 San Bruno Ave.; J. W. Miller, 2526 Irving; July 1.

**Electrical**—Livingston Electric Co., 155 2d; Electric Sales Service Co., 445 Sutter to 590 Fulton.

**Electric Appliances**—C. A. Kingsley, 120 8th to Call Bldg.

**Engineers**—Fred D. Wilson Co. (electrical), 144 8th; C. E. Seage (civil), 233 Post to Monastnock Bldg.; F. L. Bray (mechanical), Marvin Bldg.; Diesel Engineering Co. (Engine Y. Winter), 514 Matson Bldg.

**Florists**—E. Isetti, 3179 16th; Amling & Clapp (wholesale), 150 3th.

**Furniture**—Segal Furniture Co., 2124 Polk; London Furniture Co. (Audrey London), 1939 Irving.

**Garage**—Brookelbank Garage, 1040 Sacramento.

**Garment Hangers**—Merrill Coat Hanger Co., 1601 Turk to 3123 17th.

**Hairdresser**—Henri Maison, 684 Geary.

**Importers**—American Trading Co., 332 Pine to 60 California; Geo. S. Watanabe Co., 381 Bush to 627 Grant Ave.

**Importers-Exporters**—Pacific Foreign Trading Co., Mills Bldg.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending June 16	Previous Week	One Year Ago
San Francisco	\$243,285,000	\$211,293,000	\$201,987,000
Los Angeles	203,900,000	191,481,000	179,945,000
Seattle	63,267,000	48,077,000	60,337,000
Portland	43,658,000	44,558,000	38,188,000
Oakland	37,782,000	39,624,000	37,831,000

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending June 17	Previous Week	One Year Ago
<b>SAN FRANCISCO</b>			
Number Failures	6	6	4
Net Liabilities	\$16,000	\$22,570	\$44,967
<b>LOS ANGELES</b>			
Number Failures	9	9	11
Net Liabilities	(Exceeded by Assets)	\$11,315	\$30,326
<b>SEATTLE</b>			
Number Failures	6	6	3
Net Liabilities	\$45,377	\$20,689	\$10,800

(R. G. Duo & Co.)

**Insurance**—West Coast Life Branch, Pacific Bldg. to main offices.

**Investments**—Oliver & Moore, 58 Sutter.

**Iron and Steel**—San Francisco Iron & Metal Co., 2301 Stockton, 20 Potrero Ave.

**Leases**—Store 1935 Irving; Store, 817 Mission.

**Manufacturers' Agents**—J. G. Pomeroy Co., 51 Federal to 960 Folsom; H. L. Peterman, 112 Market; Tirescrip Co. (J. C. Skinner), 934 Pacific Bldg.; Coover & Dwyer, 119 California; Colonial Sales Co. (Geo. F. Fyanc), Pacific Bldg.

**Mests**—Henry Erickson, 3958 Irving.

**Motors**—Waukeba Motor Co., Marvin Bldg.

**Optometrists**—Dr. Lawrence G. Beckett, Low Warfield Bldg. to Hewes Bldg.; I. G. Beckett, 998 Market to 510 Hewes Bldg.

**Photographers**—Wendell Phillips, 5340 Geary to 220 Post.

**Plumber**—Fred Klein, 3904 17th to 191 Lily.

**Real Estate**—Harry Sterling, Hansford Bldg.; Percy Brun & Co., 105 Montgomery; Chas. L. Tamm and A. Vivalko, 628 to 604 Montgomery; De Bernardi & Sullivan, Mills Bldg.; Geo. W. Geil, 251 Kearny; Joe. Topping, 1641 Taraval.

**Regulators**—National Gas Governors Co., 347 to 417 O'Farrell.

**Restaurants**—Yaa Ness Cafeteria, 829 Van Ness Ave.; Buttery Cafeteria, 140 Battery; Billy Sinopoli, 341 3d to 1859 Powell.

**Sales Service**—Co-operative Sales Service (Ted Hall, O. E. Marquard), 721 to 995 Market.

**Salvage**—M. Steinberg, 217 Spear.

**Shoes**—Parishian Shoe Co., 1306 to 1203 Stockton.

**Signs**—Wadhans & Pitman, Inc., 173 Turk to 314 4th.

**Spraying Materials**—F. A. Frazier Co., 202 Davis to 35 Clementina.

**Stationery**—Knowles Walsh Co., Flatiron Bldg. to 47 2d.

**Tailors**—Pacific Tailoring Co., Hewes Bldg.; Calif. Pants Matching Co., 830 Market; Emerson Tailor Shop, 4530 18th.

**Theatrical Costumes**—Banner Play Bureau, 2d Floor, 1068 Market, after June 30; Coast Costume Co., 1033 Market to 3d Floor, 1068 Market.

**Tile**—Progressive Tile & Mantel Co., 559 Washington to 1937 Union.

**Toilet Preparations**—The Lemora Co. (W. E. Schwarz), 417 Montgomery.

**Transportation**—Consolidated Motor Freight Lines, Inc., 199 2d to Pier 19; Boston & Maine R. R. Co., 681 Market.

**Wire and Cable**—Kerite Insulated Wire & Cable Co. (J. Percy Robinson, Mgr.), 418 Matson Bldg.

## New Industries and Expansions

**AERIAL ADVERTISERS OF AMERICA**, 215 Market street, recently organized with headquarters here for the United States and Canada, for balloon and kite type of advertising for which they hold patents. They maintain their own factory at 1050 Mission street for the manufacture and distribution of these aerial signs. The balloons carry signs 40 feet wide and 60 feet high. The kits hold signs, made of silk mounted on net, 100 feet wide with letters nine feet high. These signs weigh from eight to nine pounds, according to Mr. M. A. Neal.

**MAHONEY AUTO AND TRUCK CLEANING SYSTEM**. A new auto cleaner is now being manufactured in San Francisco which, it is claimed, not only saves labor but material as well. The washer has but to press the stop and start button, pick up the hose, and he has a solution of hot water, distillate and soap delivered to his hose at a 300-pound pressure. The pressure, power, water, heat and the mixing of the solution are controlled mechanically. Sargent & Huntington, 55 New Montgomery street, are distributors for this machine having the agency for Northern California, Hawaiian Islands, Manila, and Utah.

## EXPANSIONS

**MATSON NAVIGATION COMPANY**, 215 Market street, owing to the recent acquisition of the Oceanic line of steamers which increases its fleet to twenty-two ships, is compelled to build a three-story reinforced concrete building to take care of some of the Dock departments. The new building will be located on Bryant and Main streets, two blocks from the

[continued page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keasry 112, list numbers being given.

## Foreign Trade Tips

10419—Vancouver, B. C. Gentleman is in a position to supply large quantities of POTATOES, also CHRISTMAS TREES. Can supply best of creditably interested San Francisco importers.

10420—Vancouver, B. C. Gentleman desires to get in touch with manufacturers or dealers handling meritorious lines seeking representation on the West Coast of Canada or the Prairie Provinces.

10421—London, England. A highly recommended firm exporting RAW MATERIALS, SEMI-MANUFACTURED GOODS, and MANUFACTURED ARTICLES, who are in close touch with all the leading British and Continental manufacturers and are thoroughly conversant with the manner in which business should be conducted and with the invoicing and customs formalities, desire to get in touch with interested importers of European goods, preferably jobs who buy for their own account.

10422—Georgetown, Demerara, British Guiana. Firm is engaged in the importation of DRIED AND CANNED FRUITS, and CANNED FISH, and desires to get in touch with San Francisco exporters interested in doing business in British Guiana.

10423—Melbourne, Australia. Large lumber importing firm desires to make connections to handle BUILDERS' HARDWARE, CONSTRUCTION EQUIPMENT and GENERAL ALLIED LINES. Representative now in San Francisco. Local references.

10424—Honolulu, Hawaii. Hawaiian Agricultural Experimental Station is interested in finding a market here for a CARBOHYDRATE ROUGHAGE produced in Hawaii. This is the dried pulp from a starch crop, called the edible canna, a waste product from the starch factory and believed to compete in price with any of the better known carbohydrate roughages. They will send samples and analyses to interested concerns.

10425—Tarlus, P. I. Large manufacturers and exporters of BASKETS, HANDBAGS, TRAYS, etc., made of BAMBOO, RATTAN, SEDGE, BURL, and other materials, desire to get in touch with San Francisco importers and dealers in these articles. Samples are available at Hayward, Calif. Prices will be quoted to interested parties.

10426—Montevideo, Uruguay. Gentleman established in Montevideo for several years, selling lumber, iron, machinery, paper and sanitary articles is now interested in obtaining the representation of a HOSIERY, LINGERIE and UNDERWEAR manufacturer. Would also be interested in the exclusive representation on a commission basis of a new invention or patent article applicable to the requirements of his country.

10427—Barranquilla, Colombia. Firm is interested in communicating with San Francisco exporters of fruits and nuts, such as: ALMONDS, FILBERTS, GRAPES, PEARS, APPLES, PRUNES, etc.

10428—Havana, Cuba. Manufacturers' representatives and commission house desire to establish business connections with California packers of PRESERVES, CANNED FRUITS, etc., as well as with exporters of BRAID FOR HATS, FABRICS, SILK RIBBONS and kindred articles.

10429—Kobe, Japan. Exporters of ARTIFICIAL FISHING GUTS wish to market their products in San Francisco.

10430—Colombo, Ceylon. Gem merchant desires to get in touch with San Francisco firms interested in the importation of PRECIOUS and SEMI-PRECIOUS STONES from Ceylon.

10431—Plauen i. V., Germany. Manufacturers of LACES desire an agent in this territory.

10432—Berlin, Germany. Manufacturer of GALATHEE, MOTHER-OF-PEARL, JEWELRY, and OTHER LUXURY GOODS, wishes representative in San Francisco.

10433—Nurnberg, Germany. Manufacturer of

OIL PUMP CHAIRS for dentists wishes representative in San Francisco.

10434—Ludwigshafen (Rhein), Germany. Inventor of new AUTOMATIC PRESS FOR MANUFACTURING TUBES OF LEAD, TIN, ALUMINUM, etc., for packing cutniments, dental creams, etc., wishes connection with San Francisco firms.

10435—Schmalkalden, Germany. Manufacturers of TOOLS, especially showmakers' and harness makers' tools, want a representative in San Francisco.

10436—Hagen, Germany. Manufacturers of CHAINS FOR BICYCLES, etc., wish representative in San Francisco.

10437—Berlin, Germany. Manufacturer of RADIO ACCESSORIES wishes representative for California.

10438—Neuhaus, Thuringen, Germany. Manufacturer of GLASSWARE for pharmacists, druggists and toilet water, wishes representative in San Francisco.

10439—Brussels, Belgium. Party having connections with many Belgian manufacturers and producers desires to act as purchasing agent for San Francisco importers interested in Belgian products, such as: IRON and STEEL MATERIAL, WEAVING MACHINERY, TOOL MACHINERY, MOTORS, ENGINES, BELLERS, BRASS GOODS, GLASS, TILE, SLATE, CLAY, CEMENT, CHALK, BRICKS, CELLULOID GOODS, LEATHER GOODS, MIRRORS, GUNS, RIFLES, etc. Will operate on commission or salary basis.

10440—Switzerland. A well recommended manufacturer of BALL BEARINGS desires to get in touch with firms in San Francisco which are in a position to carry a stock of these articles.

10441—Sweden. Gentleman desires to get in touch with San Francisco exporters of FRESH AND DRIED FRUIT wishing to market their products in Sweden.

10442—Göteborg, Sweden. Packers and exporters of FISHBALLS, CAVIAR, ANCHOVIES and HERRING FILLETS are interested in establishing a market for their products in San Francisco.

10443—Göteborg, Sweden. Established firm desires to represent a California packer or exporter of canned PEARS, PEACHES, PLUMS, APPLES, CHERRIES, PINEAPPLES, etc. Best quality of fruit only is desired.

10444—Petrassano, Italy. One of the largest Italian marble manufacturers, with displays all over the world, desires to develop business in San Francisco in the following lines: CHURCH WORKS, such as: ALTARS, RAILINGS, PULPITS, etc., also various types of CEMETERY MONUMENTS. Would be interested in appointing a permanent agent in this territory.

10445—Salonica, Greece. Firm desires to represent California packers of PILCHARDS and SALMON.

10446—Piraeus, Greece. Firm wishes to establish business connections with California canners of SQUIDS in olive oil.

10447—Piraeus, Greece. Commission house desires to get in touch with California canners or exporters of SALMON and SQUID in olive oil not already represented in Greece.

## Domestic Trade Tips

D-2136—Lakeshore, Calif. Gentleman is interested in purchasing a number of STEEL ROW and OUTBOARD MOTOR BOATS.

D-2137—San Antonio, Texas. A pecan shelling company plan to carry spot stocks in San Antonio and wish to secure cold storage rates on SHELLED PECANS packed in barrels and 30-lb. cases. They are also interested in securing the services of a broker or commission salesman who is in a position to give their account active representation.

D-2138—Los Angeles, Calif. Firm dealing in bakers' specialties and kindred lines desires to get

# YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

in touch with San Francisco manufacturers and importers of SPICES as they contemplate purchasing these commodities

D-2139—El Paso, Texas. Jobber and wholesaler of dry goods and notions desires to establish business connections with San Francisco manufacturers and distributors producing or rebranding the following lines: NOTIONS of all kinds; UNDERWEAR, staple and fancy; COTTON, FIBRE and SILK FABRICS; HANDBKERCHIEFS; HOSIERY.

D-2140—Washington, Pa. A steel company manufacturing SHEETS, PLATES, BANDS, BARS, DIE BLOCKS, etc., establishing jobbers branch at various central points, desires to get in touch with a San Francisco firm which would be interested in representing them on a jobbing basis.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with forage, to be delivered at Fort Mason, San Francisco, Calif. Bids are to be submitted to Quartermaster Supply Office, S F G. 1 D., Fort Mason, California, and will be opened June 28, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, Calif., on or about August 15, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened July 12, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, Calif., on or about August 15, 1926, for shipment to Tientsin, China. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened July 14, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with concrete mixers, pipe fittings, valves, cocks, ball joints, range boilers, brass cleanups, sanitary fixtures, screws, boronite-copper alloy, glass tubing, stocks and dies, Stillson wrenches, saws, backaw blades, eye picks, planes, axes, chisels, drills, flue expanders, tool bags, and burial caskets. Bids are to be submitted to the Office of the General Purchasing Officer, The Panama Canal, Washington, D. C., and will be opened June 28, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel tubing, pipe, "T" rails, copper bars, steel channels, bars, plates and billets, chain, cable, bronze bars, glass, wire cloth, zinc anodes, welding wire, metal blankets, grindstones, blow torches, lanterns, locks, hinges, hooks-and-eyes, wood handles, tacks, hose, packing, wiping rags, linoleum, leather, horsehide gloves, stearine-cad colors, paints and ingredients, putty, lacquer, grease, creosote oil, benzene, castor oil, twine, manila folders, emery cloth, sandpaper, manila tags, and ledger and bond paper. Bids are to be submitted to the Office of the General Purchasing Officer, The Panama Canal, Washington, D. C., and will be opened June 30, 1926.



# HAWAII AND NEW ZEALAND LIFT EMBARGOES

## Ban on All Fruits and Vegetables to End on September 18

Through the efforts of the Chamber of Commerce the embargo on California fruits and vegetables enforced by New Zealand during the last year and a half will be lifted on September 18th of this year. Word to this effect was received by the Chamber Saturday from Senator Samuel M. Shortridge in Washington, who has worked steadily with the local business leaders to bring this about.

Raising of the embargo will mean hundreds of thousands of dollars annually to California growers and shippers, and will reopen vast markets for fruits and vegetables of all kinds, particularly apples and onions.

## Hawaii Lifts Embargo on California Cattle

Hawaii has removed the embargo on shipments of cloven footed animals from California, according to advices received by the Foreign and Domestic Trade Department of the Chamber of Commerce from the Board of Commissioners of Agriculture and Forestry in Honolulu. The embargo has been in effect for some time as a preventive measure against the hoof-and-mouth disease.

## REVENUE FREIGHT LOADING

Revenue freight loading the week ended June 5th totaled 945,964 cars, as compared with 1,081,164 cars the preceding week, the decrease being due to observance of Memorial Day, according to the car-service division of the American Railway Association. It is estimated that, had not the holiday intervened, the loading for the week would have exceeded 1,000,000 cars.

The Traffic Bureau of the Chamber is in receipt of advice that the Interstate Commerce Commission has instituted an investigation of motor bus and motor truck operation and the effect of such operations on the revenue of the rail carriers.

Hearings have been scheduled in various parts of the country and a hearing has been assigned for San Francisco on August 12th before Commissioner Aitchison and Examiner Flynn.

## New Industries and Expansions

[continued from page 2]

dock. Five years ago this company had only five steamships. A new one, the "Malolo," has just been launched at the Cramp Shipyard, Philadelphia—the largest and fastest passenger steamship ever built in the United States. This will accommodate 650 passengers and is scheduled to sail from San Francisco for the Hawaiian Islands every two weeks, making the trip in 12 days.

**NORTON PRINTING COMPANY, INC.**, 5715 Geary street, printers of local district papers, owing to their growing business, have been forced to build an addition to their present plant and equip it with additional machinery. They now have a total investment of \$70,000 in land, building and machinery.

**SCENIC CORPORATION** has moved to its new studio, 1060 Folsom street, from its former location at 16th and Mission streets. They are designers and manufacturers of theatre and school stage equipment, draperies and scenery. This company, recently reorganized, is now the largest organization of its kind in the world, according to Mr. Daniel Fitzke, who came from Chicago about three years ago to take charge of the Flag interests in San Francisco. For the present, pending a greater expansion program which is already in effect, the work will be centered at the offices on Folsom street, manufacturing being done at several locations with studio facilities at various points in the city. Within the next few months it is planned to erect a modern new studio to replace the plant destroyed by fire. Most prominent among this firm's products is Flagtex, a patented drapery material, the invention of Mr. Flagg, which has been used in a great many of the Coast theatres and in theatres East as far as New York. The making, painting, and installation of asbestos and steel fire curtains, all types of school stage and theatre draperies, built settings, painted scenery—in fact, everything that is used on a theatre or school stage—are among the products of this concern, all of which are made in the San Francisco plant. It is the ultimate intention of the organization to concentrate most of the work done for the theatres of the Northwest and territory east, together with northern and central California, in the San Francisco studio due to the transportation, market and industrial advantages of San Francisco. Among recent installations by the Flagg Studio is the equipment of the stage of the new Pantages Theatre at Eighth and Market streets.

**MERRILL COAT HANGER CO.**, formerly located at 1601 Turk street, has just moved into its own building at 3123 Seventeenth street. Although organized only a little over a year, this company's business has increased to such an extent that this expansion was necessary. They manufacture coat hangers for cleaning and tailoring establishments in the bay cities, San Francisco and San Joaquin valleys.

**ROUGH RIDER MANUFACTURING COMPANY** are just moving into larger quarters at 175-12th street. This company manufactures corduroy trousers only, shipping to all the cities of the coast. They have doubled their facilities in their new location.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than July 1st. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket #069—Fruits and vegetables. CL, eastbound: 6901, wheat, barley, kafir, corn and milo maize. CL, westbound: 6911, sunflower seed. CL, westbound: 6912, rosin. CL, westbound: 6913, cyanide. CL, eastbound: 6914, lumber to stations on the Mineral Range R. R. CL, eastbound: 6915, tables. CL, westbound: 6916, lumber, logs and unfigured veneer. CL, westbound: 6917, hog hair and hog bristles. CL, westbound, for export: 6918, animal hides and horns. CL, eastbound: 6919, dried beans. CL, eastbound, for export: 6920, steel storage batteries. LCL, westbound: 6921, belts. CL, westbound: 6922, the Dominion Atlantic Lumber Company. Request for representation as a participating carrier in Tariff 30-N: 6923, carbonate of copper. CL, eastbound: 6924, automobile doors and auto-rollable body pillars. CL, eastbound: 6925, iron and steel hinges. LCL, westbound: 6926, metallic spring assemblies or fixtures. CL, westbound: 6927, granite. CL, eastbound: 6928, airplanes. CL, eastbound: 6929, stove fixtures. CL, eastbound: 6930, green; slatted hides. CL, westbound, for export: 6931, slats. CL, and LCL, westbound: 6932, laundry flasks. CL, westbound: 6933, tallow in mixed earloads with green hides. eastbound: 6934, grease gun. CL and LCL, eastbound: 6935, seeds. CL, eastbound: 6936, copper wire. CL, eastbound: 6937, steel yokes and single-tees. CL, westbound: 6938, murtar color. CL, westbound: 6939, high temperature bonding mortar. CL, westbound: 6940, refuse molasses. CL, eastbound: 6941, hay. CL, eastbound: 6942, walnuts. CL, eastbound; import: 6943, alfalfa feed and meal. CL, eastbound: 6944, codfish. CL, eastbound, for export: 6945, wire rope and steel cable (oil or second-hand). CL, westbound: 6946, lubricating oil in mixed earloads with cream separators. westbound: 6947, faucet valves and fittings. LCL, eastbound: 6948, lumber and Jungles, via Great Lake Transit Corporation, eastbound: 6949, paper napkins. CL, westbound: 6950, riveted pipe. CL, westbound: 6951, lead arsenate and calcium arsenate. CL, eastbound: 6952, ice bunker parts. CL, westbound: 6953, rough marble blocks. CL, westbound: 6954, wood alcohol in tank cars. westbound: 6955, liquid dispensing machines. LCL, eastbound: 6956, lumber to stations on the St. Louis Southwestern Ry. Co. CL, eastbound: 6957, doors, rails and stiles. CL, eastbound: 6958, soda ash and sodium bicarbonate. CL, eastbound: 6959, acid and salted hides. CL, eastbound: 6960, metal medicine cabinets. CL and LCL, westbound: 6961, acetone, methyl acetone, methyl acetate and ethyl acetate. CL, westbound: 6962, drapery hardware. CL and LCL, eastbound: 6963, potatoes. CL, westbound: 6964 bodies (motor vehicle) and seat cabs (motor truck). CL, westbound: 6965, tractors. CL, westbound: 6966, copper coated asphalt shingles. CL, eastbound and westbound: 6967, automobile sunshade panels. CL, westbound: 6968, builders' hardware in mixed carloads. westbound: 6969, infusorial earth. CL, eastbound.

## WOMEN IN REAL ESTATE

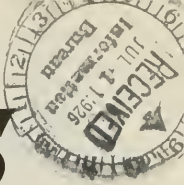
**MRS. GRACE PEREGO**, "California's only Woman Builder," last week opened a real estate office at 160 Stutter street, operated exclusively by women.

Each woman specializes in a different district. Miss Claire Fitzgerald, sales manager, has specialized in the Sunset district and has sold within the past three months, according to Mrs. PerEGO, over \$500,000 worth of property in that section.

This is said to be the only real estate office in San Francisco operated by women, occupying a downtown ground floor office.



# SAN FRANCISCO BUSINESS



Published Weekly by San Francisco Chamber of Commerce

VOLUME XII

JUNE 30, 1926

NUMBER 25

## San Francisco—CENTER OF PACIFIC COAST POPULATION, DISTRIBUTION

All rail deliveries of freight, mail or express to or from San Francisco and all other points in the Bay area move as a unit with the same charges and same delivery time, i. e., shipments from the east side move only after those from the west side arrive.



The consolidation points for outbound shipments become break-up points for the inbound. Cars are spotted daily for 7 A. M. delivery on both sides of the Bay.

Eight hundred and fifty Eastern concerns have located Western headquarters in San Francisco, BECAUSE—1. San Francisco is the natural distribution center serving the Pacific Slope.  
2. San Francisco is the market and buying center for the 11 Western States.

Write INDUSTRIAL DEPARTMENT, San Francisco Chamber of Commerce

# SAN FRANCISCO BUSINESS

JUNE 30, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## LEADS for NEW BUSINESS

Advertising—Elsie B. Conant, 304 DeYoung Bldg.  
Architect—Albert H. Larsen, 447 Sutter  
Artist—S. Anne MacDonald, 304 DeYoung Bldg.  
Associations—Pacific Coast Hotel Assn., 46 Kearny to 26th Market  
Attorneys—K. C. Gillis, Humboldt Bank Bldg. to 903 Hobart Bldg.; Jas. A. Tracy, 308 Gillette Bldg.  
Auto Printing—Cleve's Clever Auto Paint Shop, 760 Gough.  
Auto Repairing—A. B. Forchetti, 580 Fulton  
Automobiles—Moses-Getsinger, Inc. (Ford dealers), 3019 Mission to new building, 3162 Mission, in August  
Beauty Shop—Gamble Beauty Shop (Mattie P. Gamble), 1109 Bush.  
Campaign Headquarters—Friend W. Richardson, 232 O'Farrell  
Cloaks and Suits—Western Cloak & Suit Co., 125 Stockton  
Clothing—Chas. Ray Sport Shop, 966 Phelan Bldg.; Rough Rider Mfg. Co. (Nathan Rothman), 32 Battery to 175 Tenth St.  
Collections—National Adjusting Bureau, 690 Market  
Corsets—Goodwin Corset Shop, 449 Mason to 494 Post  
Florist—New Business, about 11 O'Farrell.  
Furs—M. Roberts & Co., 127 Grant Ave., July 1  
Insurance—Prudential Life Insurance Co., 29th and Mission, when building is completed  
Leases—Store 4101 California; 200 Golden Gate ave.  
Loans—Richard B. Hellman, 304 DeYoung Bldg.  
Manufacturers' Agents—West Coast Sales Co., 1045 Phelan Bldg.; Emile Ross, 65 Post to Room 416, 46 Kearny  
Millinery—Andrew Kater (948 Clement), 737 Sutter  
Mineral Waters—Cook's Mineral Water Sales Co., 760 Market to 841 Howard  
Publishers—Western Press Assn. (Marshall Davidson), 46 Kearny to 26th Market  
Real Estate—Percy J. Meyer, 219 Kearny; Happy Home Realty Co., branch 4518 Mission; David Donzel, 41 Sutter; Keeler & Graf (Irvine Keeler, Fred Graf), 406 Chancery Bldg.  
Shoes—Columbus Avenue Bootery, to 561 Columbus ave.  
Silks—A. Kahn, 291 Ellis  
Surgical Appliances—Frank F. Wedekind, opening 410 Mason, soon.  
Tailor—C. O. Drew, 102 DeYoung Bldg.  
Miscellaneous—Frank Graves, 643 Call Bldg.; soon; Burd & Bigelow, Inc., 319 Valencia.

## Manufacturers, Attention

Those interested in EXPORT TRADE where volume is not sufficient to warrant the maintenance of an Export Department can have the SERVICES of an EXPERIENCED EXPORT EXECUTIVE at a minimum of cost. For details communicate with BOX NO. 385, SAN FRANCISCO BUSINESS

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending June 23	Previous Week	One Year Ago
San Francisco	\$225,520,000	\$242,282,000	\$171,748,000
Los Angeles	195,080,000	283,600,000	161,651,000
Seattle	46,979,000	53,367,000	28,709,000
Portland	41,067,000	43,668,000	34,545,000
Oakland	35,567,000	37,782,000	23,341,000

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending June 24	Previous Week	One Year Ago
<b>SAN FRANCISCO</b>			
Number Failures	13	6	4
Net Liabilities	\$69,308	\$16,000	\$69,186
<b>LOS ANGELES</b>			
Number Failures	9	9	10
Net Liabilities	\$72,615		\$30,024
<b>SEATTLE</b>			
Number Failures	3	6	3
Net Liabilities	\$4,605	\$46,377	\$5,228

(R. G. Day & Co.)

## New Industries and Expansions

THE CHAPMAN SMELTING COMPANY, 18th and Illinois sts., have recently completed a new foundry building at this location. While the name of this company has been known to the trade since 1892, they have been out of business for the past ten years. They manufacture oxide and antimony metal—antimony being a babbitt metal used in type for printing presses, typewriters, etc., also used in ammunition. The oxide makes a valuable pigment for paint, being the only substance known that will not change color from sunlight or tarnish. The oxide is also used as a base in enameling work. The plant represents an investment of between forty and fifty thousand dollars.

WILLIAMS-WALLACE COMPANY, 160 Hooper street, has been recently organized for the manufacture of sheet metal products, such as conductor pipe and fittings, corner bead, eaves trough and fittings, elbows for conductor and stove pipes, hanger iron, plumber's tape, ridge cap and roll, roof flashings, stove pipe, tin shingles, galvanized and tin valleys, window flashing. The factory is equipped with complete press and perforating facilities enabling them to accept special

orders for products manufactured from galvanized steel and Long Terme sheets.

## EXPANSIONS

CONSOLIDATED MILLING COMPANY, 1651 San Bruno ave., was among the first to build in this new industrial section. This modern mill has spur track facilities for handling eight cars at a time, shipping poultry and dairy feed all over the State of California, and handle grain in bulk or in sack. They have about doubled their capacity in their new plant, which represents an investment of \$80,000 in land and building.

MANGRUM & OTTER, 827 Mission street, are building a reinforced concrete building on Mission street between Eighth and Ninth, the ultimate cost of which, together with the land, will amount to \$400,000. At the present time the building is being completed to the second floor but is constructed to carry four additional stories which will be completed within two years—by the time the lease expires on their present location. The present expansion will increase their facilities fifty per cent, each floor containing 25,600 square feet. The building will contain a fire-proof garage for the use of the firm as well as its customers. Mangrum & Otter manufacture kitchen equipment, such as steam tables, etc., for institutions, hotels and restaurants, are wholesale dealers in household goods, stoves, kitchen utensils, etc., and are contractors for interior tile work.

[continued page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10448—Los Angeles, Calif. Trading corporation desires to get in touch with San Francisco firms interested in handling PHILIPPINE MAHOGANY and other HARDWOODS.

10449—Shanghai, China. Firm having excellent organization for handling BLACK and GREEN TEA, also COTTON WASTE, desires to get in touch with San Francisco firms interested in these commodities.

10450—San Francisco, Calif. Representative now in San Francisco would like to meet reliable house seeking first-class London agent for all kinds of CANNED GOODS. Desires to act as sole agent on a strictly commission basis.

10451—London, England. Import merchant desires to represent a California SARDINE canner who is not already represented in England. He has been established in the canned fish trade for nearly 30 years. Will operate on a commission basis or will buy on own account.

10452—Solingen, Germany. Manufacturer of SPORTING GOODS and ELASTIC MUSCLE STRENGTHENERS, also of RUBBER CABLE FOR THE AIRPLANE INDUSTRY, wishes representative in San Francisco.

10453—Antwerp, Belgium. Manufacturers of PAINTS and VARNISHES wish to establish business connections with San Francisco importers and consumers of their line of products.

10454—France. Well recommended firm wishes to get in touch with San Francisco houses interested in the importation of FRUIT DRINKS and similar merchandise.

10455—Copenhagen, Denmark. Large exporters of PINE TAR, TURPENTINE, RESINS, WOOD OILS, LYCOPODIUM and ICHTHYOL, as well as other CRUDE DRUGS, desire to appoint a suitable firm to act as their representatives in this territory.

10456—Mexico, D. F. Well recommended firm desires to represent San Francisco exporters of ORIENTAL and AMERICAN POBK LARD, TALLOW, CEYLON CINNAMON, COCONUT OILS, and PRESERVES, who desire to promote their business in these lines in Mexico.

10457—Valparaiso, Chile. Party is interested in securing the agencies of manufacturers of SPECIALTIES that can be introduced and marketed in Chile.

10458—Guatemala, C. A. Gentleman states that there is a good market in Guatemala for safety matches (Swedish type), and he is desirous of obtaining catalogs and estimates for equipment to manufacture these matches under the most economical and modern methods. He would also like to obtain estimates for a glass, glassware and bottle factory of medium production, including the process employed (Loblare, Sovay, etc.).

10459—Guatemala, C. A. Firm is in a position to export the following products: KAOLIN—will send samples to interested firms; MAHOGANY, CEDAR, GUERRERO, COHITES, CAMPANILLO, CHICHIPATE, CHICHIQUE, MATILISGUATE, etc.—these woods are as fine as mahogany; TANNIN.

10460—Gumlingen-Berne, Switzerland. Manufacturers of BOUILLON CUBES, SOUP TABLETS, CONCENTRATED LIQUID BOUILLON, RELISH SAUCES, CELERY SALT and ALL-SPECIE desire to appoint a San Francisco firm or individual to act as their representative in this territory. Descriptive price lists on file with Foreign and Domestic Trade Department.

10461—Honolulu, Hawaii. Sales representative having lived in, and thoroughly familiar with, the Hawaiian Islands is now here in San Francisco, but will return to Hawaii soon. He would like to get in touch with several manufacturers of articles of general or every-day use who desire representation in the Islands.

## Domestic Trade Tips

D-2141—Venice, Calif. Firm of contractors and builders wish to communicate with San Francisco firms which can deliver GYPSUM TILE, BRICK and CLAY TILE. F. o. b. docks, San Francisco.

D-2142—Los Angeles, Calif. Manufacturers of cordials, syrups and fountain syrups wish to purchase suitable labels for their bottles.

D-2143—Cleveland, Ohio. Manufacturer of heat and cold insulation in Cleveland is seeking contact with a local manufacturer who has an exclusive product which can only be economically produced for distribution in the market section in which it will be consumed; preferring a product which can be manufactured during the winter months, which is the off season of their present production.

D-2144—San Francisco, Calif. A San Francisco expert firm with connections in the East is in a position to introduce and market the products of local manufacturers in the Eastern territory through their connections.

D-2145—Los Angeles, Calif. Gentleman with 20 years experience in actual sales and sales management, up to the present time the California district manager for an Eastern manufacturing company, desires to represent reliable company in Los Angeles and Southern California. Permanently located there, owns home and car.

D-2146—Honolulu, T. H. Lady, about to come to San Francisco to take a transcontinental trip by automobile, desires to obtain the agency of San Francisco manufacturers wishing to sell their products throughout the United States, particularly those desiring to get their goods into small towns.

D-2147—Baltimore, Md. Gentleman wishes to get in touch with firms in San Francisco and vicinity desiring to market their products in the East.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with subsistence supplies, to be delivered at posts on or about July 25, 1926, and as called for during the month of August, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened July 6, 1926.

For furnishing the War Department with subsistence stores, to be delivered at various posts. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened July 6, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with cable, wire, switches, panel boards, rheostats, electric-light fixtures, reflectors, key sockets, push buttons, lamp gears, cleats, flashlights, mica, fish paper, sheet brass, and asbestos wood. Bids are to be submitted to the Office of the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened July 6, 1926.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than July 8th. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 6970, Blacktrap molasses. CL, eastbound; 6971, bins and shoveling. CL, westbound; 6972, glycerine. CL, eastbound; 6973, glass eng. beaters. CL, westbound; 6974, drugs, mchines and

# YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

## AUSTRIAN CONSUL FOR SAN FRANCISCO

An Austrian Consulate probably will be established in San Francisco in the near future, according to word received by the Foreign and Domestic Trade Department from Hon. Edgar Prochnitz, Austrian Minister at Washington, D. C.

The Foreign and Domestic Trade Department took the initiative in urging the establishment of an Austrian Consulate here some months ago, and a local consul will be appointed as soon as the recommendation of the Austrian Minister is approved by his home government.

There are at present forty-five foreign governments maintaining consular representation in San Francisco, a greater number than in any American port except New York, which has sixty foreign governments represented in its consular corps. After San Francisco comes Chicago with thirty-five consular representatives, followed by New Orleans with thirty-four, Boston with thirty-two, and Philadelphia with twenty-three. Consular representation in other Pacific Coast cities is as follows: Seattle 21, Los Angeles 18, Portland, 14.

chemicals, CL, westbound; 6975, poles, electric line, telegraph or telephone, wooden, CL, westbound; 6976, roofing slate, CL, westbound; 6977, apples, CL, eastbound; 6978, orchard heaters, CL, eastbound; 6979, spacing blocks and bolsters, eastbound.

## United States Intercoastal Conference Westbound Rate Docket

Bulletin No. 50, Posting Date June 30, 1926.

The following subjects have been referred to the Standing Rate Committee and will be disposed of not earlier than July 12, 1926. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

R-569—Cotton liners in sheets, Item 855, request for reduction in rate to JCL \$1.00; R-570, iron pipe fittings, Item 2120, request for reduction in rate to CL 30 cents; R-571, iron and steel bolts, nuts and spikes, request for mixed CL rate of 30 cents on bolts, spikes and nuts; R-572, dry or desiccated eggs, Item 1090, request for reduction in rates to \$1.20; R-573, wool turnings, request for reduction in rate to \$1.65.

# New Schlage Factory Dedicated

## New Industries and Expansions

(continued from page 2)

**I**N the presence of many prominent public officials and officers of civic associations, formal ceremonies dedicating the new factory and administration buildings of the Schlage Lock Company were held at the new location, 20 Bay Shore avenue, in the Visitation Valley, on Friday, June 25.

J. B. Ruegg, president of the company, had charge of the program, which included a reception, luncheon, addresses and a flag-raising ceremony. A special Southern Pacific train left the Third and Townsend streets station at 11 a. m., carrying several hundred guests. At 11:30 the reception was held, followed by luncheon, during which the guests were entertained by Phil Shapiro's Municipal Orchestra. After luncheon guides escorted the visitors on a tour of inspection through the new buildings.

The speakers on the program were introduced by President Ruegg, who delivered the address of welcome.

George Gay, chairman of the industrial committee of the Chamber of Commerce, complimented the Schlage company on the remarkable progress it had made. A flag-raising ceremony was then held by a troop of Boy Scouts. Mayor James Rolph, Jr., closed the program. He outlined the industrial progress of San Francisco concerns and stated that the growth of the Schlage Lock Company indicated it soon would be one of the leading manufacturing concerns of the West.

The Schlage Lock Company first began manufacturing commercially in a shop on Shotwell street, San Francisco, in January, 1924. So widespread was the demand for the new type of lock that it was necessary to install new machinery almost immediately after the opening of the shop. As the sales increased and more territory was covered, the capacity of the shop was soon taxed to the limit despite the fact that three shifts a day were employed. The original shop was soon too small to handle the enormously increased business and plans for a new factory and office building were actively entered upon during the latter part of 1925.

The new factory and administration building were completed some time ago and were occupied at the time of the dedication. The administration building is a five-story structure completely modern in every respect and architecturally attractive. Together the factory and office building represent an investment of approximately a half million dollars, about half of which is real estate and buildings and the other half equipment.

The factory is turning out 50,000 Schlage locks at the present time, operating a single eight-hour shift. The company now has about 350 employes, with a payroll of approximately \$50,000 a month, 25 salesmen covering the United States, over 1,000 dealers, warehouse stocks in Los Angeles, Detroit, Chicago, Portland, Jacksonville and New York, and active representatives in the principal foreign countries.

The company manufactures a new improved type of door lock named after its San Francisco inventor, W. R. Schlage, the Schlage Button Lock, which is identified by a button in the center of the inside knob by means of which it is operated. This button does away entirely with the necessity for inside keys and the door is unlocked automatically from the inside merely by turning the inner knob.

The size of the company's business at the present time and its rapid growth already makes it the largest metal-stamping plant in the West and indicates that in the near future it will become one of the outstanding building hardware manufacturing enterprises in the United States.

The new administration building was designed by Harry C. Smith, architect, and erected by Ruegg Bros., contractors. The factory, of Austin standard saw-tooth construction, was designed by the Austin Company, collaborating with Architect Smith.

The company's authorized capitalization is \$1,000,000. The officers are: J. B. Ruegg, president; W. F. Ledwidge, secretary; E. J. McDer-mott, treasurer; Gustave Werner and E. H. Hayden, vice-presidents.

NEDERLAND BROS., 1057 Howard street, will soon have completed their own bakery building at 2779 Sixteenth street, which, with the land, represents an investment of about \$15,000. Their new building will greatly increase their facilities.

AMERICAN LA FRANCE FIRE ENGINE CO., 2829 Sixteenth street, is now occupying a new \$75,000 building which increases their facilities 95%. This is a direct factory branch of the American La France Engine Company of Elmira, New York. This branch supplies the territory of Northern California and Nevada with fire engines, fire extinguishers, and fire apparatus of all kinds. They are also the distributors for the American La France commercial truck and carry a full line of parts and are equipped for service work for both engines and trucks. According to the local manager, their company has furnished a number of engines as well as other equipment for our Fire Department.

EDWARD McROSKEY MATTRESS CO., 1687 Market street, have recently moved into their new building at this location, doubling the facilities of their former plant. The land and building represent an investment of \$125,000, the building being a three-story and basement steel frame and hollow tile. This company manufactures a general line of better grade custom-made bedding, also manufactures and re-models box and top mattresses—shipping their product all over the coast. According to Mr. McRoskey, the company has been in business in San Francisco for 26 years, formerly selling to dealers only, but for the last five years selling direct to the consumer.

### NEW 1926 DIRECTORY OF COPENHAGEN

The Danish Consulate has presented to the Foreign and Domestic Trade Department of the Chamber of Commerce a new 1926 directory of Copenhagen, including a trade directory of Denmark and Iceland. This publication, which is printed mainly in Danish, but contains English translations of the most important trade names and other essential information, will be available for use at the Foreign and Domestic Trade Department.



# SAN FRANCISCO BUSINESS

*Published Weekly by San Francisco Chamber of Commerce*

VOLUME XII

JULY 7, 1926

NUMBER 26

## Making New Friends of Old Neighbors

**S**AN FRANCISCO, and particularly the Chamber of Commerce of San Francisco, has a definite and a very sincere interest in all of the outlying communities and cities in Central and Northern California. The relations between our city and our neighbors are more cordial today, perhaps, than they have been in the past, by reason of recent conferences and interchanges of ideas by business leaders of the various communities.

Recently the Chamber of Commerce was honored by a visit of Bakersfield business men, and at a luncheon which was attended by a hundred or

more, frank discussion of a number of real and imaginary difficulties led to a better understanding and a more enlightened relationship between the two cities. During the year our directors have visited, and in turn entertained delegates from, the Chambers of Commerce of Stockton, Sacramento, Fresno and a number of other towns. Without exception these meetings have been fruitful of very marked results, and where the feeling has existed in the past that San Francisco was interested only in those things within her own physical boundaries, there has grown the realization that San Francisco recognizes her

neighbors' problems as her own, and welcomes the opportunity to help solve them.

At the last meeting of the Board of Directors, President Clay Miller was authorized, by unanimous vote, to appoint a new and very important committee of the local chamber. It will be known as the "Inter-City Committee," and its function will be to continue the work that has been so well begun; to promote and to encourage trade possibilities and to protect our friendships from unnecessary misunderstandings.

Surely this work may be classified among the Chamber's major activities.

## Our Registration Today is 199,539

**S**AN FRANCISCO'S registration at noon Wednesday, July 7, for the August primaries, was 199,539. At the present rate this number will be increased by July 31, the last day for registering, to 224,000. This is the estimate of City Registrar Zemansky, and is without doubt as accurate as any estimate at this time can be.

Considering that all registrations this year are new, and will show an increase over the 220,000 of last November, which represented the accumulation of two years, the show-

ing is not entirely a disappointment, although it might have been better.

### New Buildings of San Francisco

*A story about them and a word  
or two about some of the old ones  
will appear in July 14 issue of*

**San Francisco Business**

San Francisco's population may reasonably be figured at 708,000. On this basis the number of registered voters in the city should exceed 250,000.

The Chamber of Commerce has urged all of its members to register for the coming elections. Through the co-operation of the City Registrar's office, a deputy has been assigned to the general offices of the Chamber of Commerce. He is at the services, not only of members of the Chamber of Commerce, but of the general public, and will be available until the closing day, July 31.

If you know of any one eligible to register who has not done so, bring him in now. Help swell the vote. And remember, the time's short.

# SAN FRANCISCO BUSINESS

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

JULY 7, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kenary 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## LEADS for NEW BUSINESS

**Accountants**—Fehlheimer & Gavin, 504 Mills Bldg., room C D Astor, 621 de Young Bldg.; J. G. Hill, 277 Pine to 116 Montgomery; S. H. Herman, 264 California.

**Architect**—T. M. Edwards, 833 to 525 Market  
**Art Metal Work**—I. E. Egertson, 1306 Fulton.  
**Auto Painting**—Max Weiss, 719 Golden Gate Ave. to 430 Golden Gate Ave.

**Builders**—Rudolph Mohr & Sons, 821 Market to 116 Ninth.

**Campaign Headquarters**—Judge W. H. Weste, 620 Market; Senator Shortridge, 620 Market.

**Candy**—Curtis Candy Co. (of Chicago), specialty bar goods, 200 Davis, Postell Candy Co., Inc., 355 Eighth.

**Checkwriting Machines**—F. & E. Checkwriter Sales Co. (Hedman Mfg Co.), Rialto Bldg. to Sharon Bldg.

**Clothing**—H. C. Clothing Co., 62 Sixth.  
**Collection Agency**—Universal Credit Service, 825 Hearst Bldg.

**Consulting Engineers**—Fisher Hurst & Langenshain, 68 Post, W. C. Phillips Co., Inc. (refrigerating), 525 Fourth to 1274 Polson; W. T. P. Maeder, 57 to 120 Montgomery.

**Doughnuts**—Winters & De Santo (Down Du Nut Co.), 1914 Fillmore.

**Electric Machinery**—Mohr Bros., 821 Market to 116 Ninth.

**Electrical**—Superior Electric Co., 760 Market.

**Engineers**—E. C. Reed (mining), 135 Montgomery to 44 Kenary.

**Florist**—Philip Venetidis, 2980 Valencia.

**Furniture**—King Furniture Co., 725 Larkin to 4431 Mission.

**Glass and Glazing**—Ingelside Glass & Glazing Co., 166 Jules.

**Grocers**—Cours Bros., 107 Broderick; Mrs. J. McNulty, 301 Church.

**Hardware**—Joust Bros., Inc., 1053 Market to 1071 Market.

**Importers and Exporters**—M. A. Katz & Co., Dollar Bldg. to Furniture Exchange.

**Insurance**—Hall Williams and Roy Dempster, 60 to 231 Sausalito.

**Insurance Broker**—Roy Boworth Dempster, 60 to 231 Sausalito.

**Investments**—Pearsons-Taft Co., Mills Bldg., to 225 Bush; Guarantee Mortgage & Certificate Corp., Exchange Bldg.

**Kodak Printing**—Crystal Photos Service Co., 3462 Mission to 429 Cortland.

**Lessee**—Store, 648 Pine; Store, 281 Golden Gate Ave.

**Loose Leaf System**—Wm. Smith Loose Leaf Co., 543 Clay.

**Organizations**—Indians Hunting & Fish Club, W. E. Lyon, Jr., Sec., 527 de Young Bldg.

**Publishers**—Allen Hobson & Simons 620 Market.

**Publishers' Representatives**—Pac. News Bureau (H. M. Quirey, Lile Downing, J. T. Carle), 1207 Claus Spreckels Bldg.

**Real Estate**—J. L. Pritchard, 82 Sutter to 117 Montgomery; Marioni Realty, 4577 Mission; Henry Horn Realty Co., 3223 Mission; Marioni Realty Co., 5125 Mission; Francisco Realty Corp., 1356 Van Ness Ave.

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending June 30	Previous Week	One Year Ago
Sao Francisco	\$42,737,000	\$222,520,000	\$245,748,000
Los Angeles	207,026,000	195,080,000	190,408,000
Seattle	45,948,000	46,979,000	47,564,000
Portland	40,922,000	41,067,000	36,815,000
Oakland	41,376,000	35,557,000	33,102,000

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending July 3	Previous Week	One Year Ago	Figures lacking
SAN FRANCISCO				
Number Failures	3	12	5	
Net Liabilities	\$50,062	\$68,208		
LOS ANGELES				
Number Failures	8	9	8	
Net Liabilities	\$30,128	\$72,515	\$63,963	
SEATTLE				
Number Failures	5	3	4	
Net Liabilities	\$22,060	\$4,505	\$1,000	

[R. G. Duc & Co.]

## BUILDING PERMITS

	Month of June	Previous Month	One Year Ago
SAN FRANCISCO			
Number Permits	832	837	902
Amount	\$8,479,068	\$2,624,876	\$4,661,024

**Reed and Rattan**—State Wicker Works, Factory 877 to 860 Valencia.

**Restaurant**—Temple Grill, 2076 Sixteenth, soon; Nick Christakis, 2769 Lombard.

**Studio**—A. Anzeli, 420 Sutter.

**Tailors**—M. Veen, 521 Valencia to 2112 Mission, July 3rd.

**Transportation**—Standard Transportation Co., Mills Bldg. to Alaska Commercial Bldg.

**Yehias**—Albert Leisure & Sons (Mudshaker Farm Wagons), 618 Alabama to 60 Federal, soon.

**Miscellaneous**—Frederick Vincent & Co., 155 Montgomery; Peerless Markets, Inc., 340 Davis; Valentine Co., 200 Davis; Edwards Service Co., 401 Hyde to 684 Larkin; Kimball Fruit Co., Inc., 140 Geary; National Dollar Stores, 929 Market; Great Western Tea Co. and Blue Ribbon Products Co., to Sixth & Natoma; Thos. Devlin Mfg Co., 582 Market; National Safety Signal Co., 690 Market.

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than July 15. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**Docket No. 6980**—Import commodity rates to stations in South Dakota. Request that Tariff 30-N be amended to provide for a complete line of Import Commodity Rates from Pacific Coast ports to stations in South Dakota; 6981, binder twine, CL, westbound; 6982, clay, CL, eastbound; 6983, Groveton, Lufkin & Northern Railway Company: Request for representation as a participating carrier in Tariff 3-T; 6984, iron and steel articles, CL and LCL, westbound; 6985, structural steel, CL, eastbound; 6986, wire cable and wire rope, CL, westbound; 6987, printed wrapping paper and printed wrappers, CL, eastbound; 6988, blow-out patches, CL and LCL, westbound; 6989, asphalt expansion joint strips, CL, westbound; 6990, blankets, CL, eastbound; 6991, wire gymnasium baskets, LCL, westbound; 6992, cereals, cooked (prepared cereals ready for human consumption without further cooking), in mixed carloads with cereals; N.O.S. (cracked, granulated, hulled or rolled cereals, partially prepared for human consumption but requiring cooking), westbound; 6993, kitchen cupboards, CL, eastbound; 8094, alcohol, CL, eastbound; 6950 (amended) riveted pipe, CL, westbound.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended June 19 totaled 1,043,720 cars, according to the car service division of the American Railway Association. This was a decrease of 16,494 cars compared with the preceding week, due to reductions, for the most part small, in the loading of all commodities with the exception of merchandise and less-than-carload freight, which showed a slight increase.

Compared with the corresponding week last year, however, the total for the week ended June 19 was an increase of 59,137 cars, while it also was an increase of 140,174 cars above the corresponding week in 1924. It also was a substantial increase over the corresponding weeks in 1920, 1921, 1922 and 1923.

This was the fifth week this year that the loading of revenue freight exceeded one million cars.

YOU  
CANNOT  
VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10402—France. Firm is looking for a representative, acting as agent or exclusive buyer of CHEAP PERFUME, packed in very attractive bottles.

10403—France. Firm desires to get in touch with interested San Francisco importers of CHLORIDE OF LIME.

10404—Solingen, Germany. Manufacturer of CHEMICALS and ELECTRIC MACHINERY (dynamos, etc.) wishes representative in San Francisco.

10405—Klingenthal-Huth, Germany. Manufacturer of MUSICAL INSTRUMENTS, MOUTH ORGANS, ACCORDIONS, CONCERTINAS, etc., wishes connection with San Francisco firm.

10406—Glesmarode, Brunswick, Germany. Manufacturer of SCALES, AUTOMATIC WEIGHING and SACKING CONTRIVANCES, wishes representative in San Francisco.

10407—Copenhagen, Denmark. Old established firm dealing in SCANDINAVIAN and POLISH TURPENTINE, crude and distilled, desires to establish connections with an interested Pacific Coast firm.

10408—Den Haag, Holland. Firm is very desirous of representing an American manufacturer in Holland or Europe. Prefers a textile line, but is interested in any other type of product.

10409—Rome, Italy. Wholesaler and manufacturers' representative desires to get in connection with American manufacturers of RADIOS and RADIO ACCESSORIES, to buy outright, and also represent such manufacturers in Italy and the Orient.

10410—Hongkong, China. Established house having excellent connections with Hongkong buyers of COTTON DUCKS and COTTON CANVAS, desires to establish connections with American manufacturers and exporters of this material, interested in marketing their products in Hongkong.

10411—Shanghai, China. Firm of manufacturing chemists and wholesale druggists are in the market for POWDERED BICARBONATE OF SODA, medicinal quality, packed in 1-wt. kegs. They require from 3,000 to 5,000 cwt. kegs yearly. They wish to establish connections with manufacturers only.

10412—Shanghai, China. Trading house in a position to export all kinds of CHINESE MERCHANDISE at reasonable prices, desires to get in touch with interested San Francisco importers.

10413—Dallas, Texas. Large wholesalers of general merchandise are interested in getting in touch with San Francisco direct importers of JAPANESE PONGEE in all grades.

10414—Japan. A paper box manufacturing concern are in the market for BOX-MAKING MACHINERY and wish to secure catalogs of the latest American models.

10415—Kobe, Japan. Manufacturers of BAMBOO BLINDS, BAMBOO VERANDA BLINDS and BAMBOO WARES of all descriptions, desire to establish connections with interested San Francisco importers of these products.

10416—Kobe, Japan. Trading company wishes to export JAPANESE RAW FURS and to import RAW OTTER SKINS from America.

10417—Kobe, Japan. Exporter of GENERAL MERCHANDISE, manufactured in Japan, wishes to establish business connections with San Francisco importing houses.

10418—Mexico City, Mexico. Gentleman, contemplating establishing a factory for manufacturing handkerchiefs, desires to get in touch with manufacturers of HANDKERCHIEF-MAKING MACHINERY.

10419—San Luis Potosi, Mexico. Firm is interested in obtaining a quotation on AMERICAN SALT. They are interested in grain salt of the smallest size it is possible to obtain, packed in 100-lb. sacks preferably, but would also like a quotation

on 200-lb. sacks. Interested suppliers are requested to accompany quotations with sample and information concerning date of shipment, etc. References furnished.

10480—Los Mochis, Mexico. Firm has just established a small soap factory and they wish to secure APPARATUS as well as the RAW MATERIALS necessary for the manufacture of soap.

10481—Monterrey, Mexico. Flour millers and owners of a cracker factory are in the market for the BEST GRADES OF SOFT WINTER WHEAT. The Mexican soft wheat crop is very short this year, therefore they are compelled to purchase United States wheat.

10482—Ponce, Porto Rico. Broker and manufacturers' agent wishes to establish connections with San Francisco firms handling SARDINES, SALMON and CODFISH, who wish a representative to handle their accounts in Porto Rico and Santo Domingo.

10483—Ponce, Porto Rico. Gentleman, established as a broker in Ponce, intends to open new representation lines and wishes to offer his services to San Francisco exporters of RICE, BEANS, CANNED FRUITS and GRAPE JUICE. References given.

10484—Cali, Colombia. Established commission and representative agent desires to secure the representation for his territory of San Francisco manufacturers or exporters wishing to sell their products in Colombia.

## Domestic Trade Tips

D-2148—Turlock, Calif. Gentleman desires to communicate with San Francisco firms in a position to supply PARK SETTEES.

D-2149—Pasadena, Calif. Manufacturers of a CANVAS and METAL BED, used by the U. S. Immigration Service; the U. S. Public Health Service; in railroad cars, steamships, municipal lodging houses, bunk houses, camps, etc., desire to establish connections with a San Francisco firm to cover the coast territory, which up to the present has not been approached. Illustrated, descriptive circular on file with Foreign and Domestic Trade Department.

D-2150—Los Angeles, Calif. Manufacturers of "Brittenut", a HIGH QUALITY PEANUT BRITTLE, packed in air-tight pound and half-pound tins, desire to market their product in San Francisco. They prefer to license a San Francisco candy manufacturer to manufacture, pack and distribute "Brittenut" north of Santa Barbara, using their established trade mark and paying them a small royalty.

D-2151—Philadelphia, Pa. Manufacturers of MEN'S DRESS SHIRTS wish to appoint a suitable selling representative in this territory.

D-2152—Fresno, Calif. Gentleman wishes to find a market in San Francisco for CAPONS. Would appreciate hearing from interested firms supplying the poultry market.

D-2153—Miami, Florida. An architects' and builders' specialty company is desirous of representing San Francisco manufacturers of various articles used in the building trades, who would be interested in having a representative in Florida.

D-2154—Berkeley, Calif. Industrial chemist, inventor of ROCK-WOOD ROOFING, which fireproofs wooden shingles by copper or zinc plating through a new metallurgical process, wishes to get in touch with a San Francisco plant equipped to manufacture his product. The shingles are not expensive, are very attractive and non-breakable. Process is also applicable to marine piling, boat hulls, etc. U. S. and foreign patents applied for.

D-2155—San Francisco, Calif. A manufacturer of METALLIC COPPER PAINT is desirous of securing the services of some San Francisco salesman or sales agent calling on the marine trade, who would be interested in handling this type of paint. Exclusive agency is available.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with lumber, to be delivered to the U. S. Engineers F. O. B. cars bidders' mill. Bids are to be submitted to the District Engineer, 2nd District, 83 Second Street, San Francisco, and will be opened July 12, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at Army Transport Wharf, Fort Mason, San Francisco, as required during the month of August, 1926. Bids are to be submitted to the Purchasing Officer, S. F. G. I. D., Fort Mason, San Francisco, and will be opened July 15, 1926.

For furnishing the U. S. Marine Corps with canned fruits and canned vegetables. Bids are to be submitted to the Depot of Supplies, U. S. Marine Corps, 100 Harrison Street, San Francisco, Calif., and will be opened July 16, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel, ingot copper, pig iron, rubber strips and gaskets, bronze bars, bolts and washers, steel bolts, splice bars, track bolts, steel bars, soda fountain, refrigerator, wagon, closet hobs, bathtubs, washbasins, closet siphons, sewer pipe, soil pipe, pipe hangers, manhole frames and covers, cocks, valves, files, drills, screws, pneumatic hammers, hacksaw blades and frames, steel scrapers, shovels, water coolers, crutibles, pig tin, zinc, coke, ship felt, pipe covering, asphalt, calcium chloride, oxite, Douglas fir timbers, atel tapes, stipling brushes, and bond paper. Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened July 15, 1926.

## BOSTON WOOL TRADE'S RATE APPLICATION FACES FAILURE

The Traffic Bureau of the Chamber is in receipt of advice from Washington that Examiner Faul of the Interstate Commerce Commission has recommended that the application of the Boston Wool Trade Association for through routes and joint rail and water rates on wool moving from interior points by rail to Pacific Coast ports, thence by water to Boston, be denied.

The application of the Boston Wool Trade Association, which, if granted, would require the rail carriers to issue through bills of lading covering the rail movement to the port and thence by the Interoceanic Water Lines to Boston, was opposed by the San Francisco Chamber of Commerce, the California Wool Growers Association, the San Francisco Wool Trade Association and various other Pacific Coast Chambers of Commerce and Commercial Associations and by the Western rail lines, on the grounds that it would be detrimental to Pacific Coast commercial interests and would unduly favor Boston wool trade interests.

## New Industries and Expansions

**CALIDEX COMPANY**, 772 Harrison Street, are pioneering a new industry in the manufacture of a compound for the use of bakers called "dextone." This is a gelatinous substance containing eight or nine ingredients, to be used only in the making of bread. It is packed in pails containing 30 pounds, sample size, and also in kegs, barrels, and tierces, the latter holding 500 pounds.

**RICHMOND POTTERY COMPANY, INC.**, Richmond, Calif., is moving from its East Bay location and will erect a modern building at South San Francisco, where they have purchased a two-acre site. According to Mr. Plath, the president of the company, they will double their facilities in their new plant, which will represent an investment of between twenty and twenty-five thousand dollars. They manufacture flower pots only.

### EXPANSIONS

**COSMOPOLITAN MACHINE WORKS**, 57 Tehama Street, will move into its new reinforced concrete building, No. 42 Hampton Place, about the middle of August. The new shop will increase the facilities of the plant 50 per cent. The land, building and equipment represent an investment of \$30,000.

**GRANAT BROS.**, jewelers, located 160 Geary Street and 2248 Mission Street, will commence, about August 1st, the erection of their new factory and store building at the northeast corner of Twentieth and Mission streets, building and equipment representing an investment of \$100,000. The new plant will increase the firm's facilities from 30 to 40 per cent. This concern does special order work of all kinds and has a large Eastern business.

**AMERICAN RADIATOR COMPANY** of New York, at present located at Second and Townsend streets, have started work on their new two-story Class "B" office and warehouse structure, northwest corner of Fourth and Townsend streets. This building is designed to carry additional stories and, with the land, will mean an investment of \$200,000. The building will be completed about the end of September and will increase the company's facilities about 50 per cent. They

sell low-pressure heating apparatus of all kinds—serving from here the entire state of California and portions of Oregon, Nevada and Arizona.

**SAN FRANCISCO PACKING COMPANY**, Folsom and Norwalk streets, are building a storage shed on Norwalk Street adjoining their present plant. According to the manager, this expansion is necessary owing to the fact that their business has grown to such an extent, doing three times the volume of last year's business, that they have to keep on hand a much larger amount of fruit and vegetables, these for use in their fruit and vegetable salads in which they specialize and which are packed in tin containers.

## I. C. C. Will Conduct Hawaiian Rate Hearing Here

The Traffic Bureau of the Chamber is in receipt of advice that the Interstate Commerce Commission has set for hearing in San Francisco, before Commissioner Clyde B. Aitchison, an investigation of the increase in Hawaiian freight rates as proposed by Hawaii Consolidated Railway, Ltd.

Upon protests filed by the Hakalau Plantation Co., Honoumou Sugar Co., Onomea Sugar Co. and the Pepeekeo Sugar Co., the tariffs proposed, to become effective June 15th, carrying the proposed increases of approximately 15 per cent, have been suspended pending investigation by the Commission.

The hearing is scheduled for July 22nd in Room 237, Merchants Exchange.

## Tariff Preferentials With Finland to Aid Exporters

Exporters of food products from California to European markets may expect an increase in trade following the tariff preferentials reciprocally granted by the United States and the Republic of Finland in accordance with their recent commercial treaty. The Foreign and Domestic Trade Department of the Chamber of Commerce has been advised by the Vice-Consul of Finland in San Francisco that certificates of origin signed by the Chamber of Commerce must be legalized at the Consulate in order to give shipments of United

States goods to Finland the advantage of tariff preferentials.

These preferentials apply to some twenty-five commodities, the most important of which for California shippers are raisins, other dried fruits except apples, sweetened fruits, oranges, and fruit and berry preserves, which bear specific tariff preferentials ranging from 40% to 80%. Further information on this new tariff may be secured from the Foreign and Domestic Trade Department of the Chamber of Commerce.

## San Francisco Wins in Competition with National Firms

The sixteen-page book, "Three Half Centuries," that is being distributed nationally by E. H. Rollins & Sons on the occasion of the fiftieth anniversary of the firm, is a work of such excellence that it commands more than passing attention.

But aside from the excellence of the text, art work and design of this book, its publication here in San Francisco for distribution from New York, Boston and Chicago, as well as from the Los Angeles and San Francisco Rollins offices, is a fine example of the possibilities of San Francisco in manufacturing and national distribution.

The contract for the book was awarded in Boston, after a competition by national advertising agencies that was won by C. A. Horne. The economical production in San Francisco was possible although the majority of the copies were distributed from eastern Rollins offices.

The art work of Francis Todhunter and the press work of the Independent Press Room are attracting favorable comment among the trade here.

## London, Can., Offers Cordial Welcome to San Franciscans

Visitors from San Francisco interested in commercial, convention, general, industrial, recreational, residential, tourist or other lines are cordially invited to be the guests of the London Chamber of Commerce and to use the institution at London, Canada, as their headquarters, place of call for communications, office accommodation, secretarial and other services of value to guests.

On receipt of communication, hotel accommodation will also be arranged.



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# SAN FRANCISCO

# BUSINESS



**July 14 • 1926**

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# RADIOGRAMS

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## Speed Commerce *with the Dutch East Indies*

The Dutch East Indies are more than a mere setting for exotic tales. Rubber, sugar and tobacco—coffee and tea—copra and tapioca—the fertile archipelago exports more than \$375,000,000 worth of these products every year.

Slow handling of shipments is often due to sluggish communication. A Radiogram—*direct* to the Dutch East Indies—is the swift, accurate way of securing prompt shipments of orders.

*Always Mark Your Radiograms*

## *“Via RCA”*

File messages to Hawaii, Japan and the Dutch East Indies at any Western Union office; or phone for a Western Union messenger. And to Europe, the Near East,

South America and to passengers on ships at sea at any RCA or Postal Telegraph office; or phone for an RCA or Postal Telegraph messenger.

*Radiograms go direct from America to:*

HAWAII, JAPAN,  
and the  
DUTCH EAST INDIES  
ENGLAND

FRANCE  
GERMANY  
POLAND  
ITALY

NORWAY  
SWEDEN  
ARGENTINA  
and to Ships at Sea

## Radio Corporation of America

LOS ANGELES  
453 So. Spring St., TUCKER 6761

SAN FRANCISCO  
28 Geary St., GARFIELD 4200

SEATTLE  
512 Maritime Bldg., ELIOT 3719

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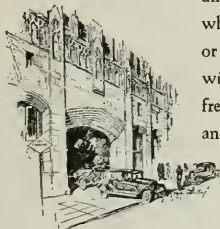
WITH the rental schedule and floor plans of the 30-story Russ Building completed, reservations of space may now be made.

Those who desire offices in the Russ Building will find it to their advantage to make their selection now, as by so doing partition divisions can be arranged more easily to suit individual requirements, and the preliminary applications for space have already indicated that offices in this great building will be in strong demand.

Many firms are already planning to move into the Russ Building when it is finished, seventeen months hence.

The commanding location and dominant size of the building itself influence the decision of many business men, who recognize that an office in the Russ Building is a worth-while distinction. The convenience of the *garage within the building*, with the freedom from the worry of seeking parking space in congested streets, is undoubtedly a strong motive, bringing about these decisions. The greater number of those who are already turning to the Russ Building are firms and corporations that need larger space in compact arrangement, and realize that each of the three wings, as well as the tower floors, have attractive possibilities for ideal floor layouts.

But the Russ Building also offers unusual advantages for those who desire smaller suites of two or three offices. An inspection of the floor plans will show that the room arrangement is remarkably free from waste space. There are no dark corners and no interior courts. Consequently the rental rates will be found decidedly reasonable, particularly in view of the features in equipment and service not elsewhere obtainable.



## RUSS BUILDING COMPANY

*Mail this coupon today, and the Russ Building management will be pleased to send you complete information regarding office space and rentals.*

To the RUSS BUILDING COMPANY, 315 Montgomery Street, San Francisco  
You may send me, without obligation, information regarding office space and rentals in the new Russ Building.

Name \_\_\_\_\_

Address \_\_\_\_\_



## Solid Comfort for the Best Part of Your Life

The best, most important and most productive part of the average business man's life is spent in his office chair. Yet most of us are not as critical as we might profitably be of office chairs. Here at CROCKER'S we have chairs that will give you an entirely new idea of how much chairs can do for you in an office. They are designed to harmonize artistically with the furnishings of the modern office. They are built to conform scientifically to the human body and thus induce complete ease and relaxation. They will improve the appearance of your office while adding to your own comfort and personal efficiency. You have only to drop into either of our two convenient stores or phone Douglas 5800 for specialized advice on chairs or any other form of office equipment.

### H. S. Crocker Company, Inc.

565-571 Market Street 242 Montgomery Street

*Telephone Douglas 5800*

SAN FRANCISCO



# Are We Building?

MR. PETERS of Geneva, Nebraska, peked through a knot hole in the board fence and gasped. Just above his head a stenciled sign read: "This is an American Plan Job. Please do not Block the Sidewalk. Keep Moving!" He shouted to Mrs. Peters, and then, one by one, lifted the little Peterettes to the squint hole. "That," he yelled, "will be a lolla-palooza!"

They didn't hear him, for at the moment a battery of riveters broke into chorus across the street.

The Peterses were visiting, and having a much better time than they would have had, had they known that there hovered at the moment, several stories above their heads, a two-ton girder, suspended by a thread of steel.

A moment later a large truck backed gently against Mr. Peters' shoulder, and he and Mrs. Peters and the little Peterettes moved on. Let us follow them up the block.

THE name Russ Building meant little, if anything, to Mr. Peters or his flock. None of the folks back home would have recognized it, although most of them had heard of Chinatown, the Latin Quarter, the Ferry Building, the Cliff House. Mr. Peters, of course, had towed Mother and the sprouts from one to the other of these places the first day out. They had viewed most of them from the superstructure of a very large bus, and Mr. Peters had inscribed innumerable facts in a little black book as they came to him through the megaphone of the gentleman on the front seat. He had been profoundly impressed.

[continued on page 9]





#### SAN FRANCISCO CHAMBER OF COMMERCE

H. CLAY MILLER, *President*      PHILIP FAY, *Vice President*      S. P. EASTMAN, *Vice President*  
ROBERT NEWTON LYNCH, *Vice President and Manager*      W. W. STETTMEIER, *Treasurer*  
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GEORGE L. NORTH, *Editor*      L. F. BOYCE, *Advertising Manager*

Vol. XIII

SAN FRANCISCO, CALIFORNIA, JULY 14, 1926

No. 1

## THE DINNER TO SWEDEN'S PRINCE AND PRINCESS

**T**HE CHAMBER OF COMMERCE will entertain Prince Gustaf Adolph and Princess Louise of Sweden, at a formal dinner in the Palace Hotel on the evening of Wednesday, July 28. By reason of the unusual demand for reservations that will inevitably follow the first announcement of this affair, members of the Chamber of Commerce are advised to secure their tickets at the earliest opportunity. It is almost certain that applications will exceed the capacity of the room, and

necessarily those who are late in making known their desire will be disappointed.

Tickets for this dinner are available now to all members of the Chamber of Commerce. The charge is ten dollars a cover. The dinner will be formal.

Prince Gustaf and Princess Louise have made a profound impression wherever they have visited in America, and it is a distinct pleasure and an honor to entertain them during their brief stay in San Francisco.

## WE ENTERTAIN THE VISITING EDITORS

**T**HE CHAMBER OF COMMERCE, in co-operation with the city and a number of active members of the Chamber, is entertaining today the members of the National Editorial Association. As explained in another article in this issue of BUSINESS, these visitors, numbering three hundred or more, are representative of the smaller newspapers throughout the United States. Their coming to San Francisco and to the bay counties offers an unusual opportunity to show these people, at first hand, the signs of our prosperity.

At the present time there are under construction in the city, buildings aggregating a cost of \$30,000,000. Among them are office structures, hotels, apartment houses, residences and schools. Notwithstanding reports

of building tie-ups that have been broadcast during the last few months, this work is going steadily ahead and San Francisco is today in the course of a building program that cannot but impress its visitors.

Through the assistance of the Matson Navigation Company, the Southern Pacific, the Chinese Chamber of Commerce and the City Government, our visiting editors are being shown the city under the most attractive conditions.

As further recognition of their presence many of our downtown buildings will be illuminated tonight. Among them will be the Telephone Building, the Pacific Gas and Electric Company, the Ferry Building and the City Hall.

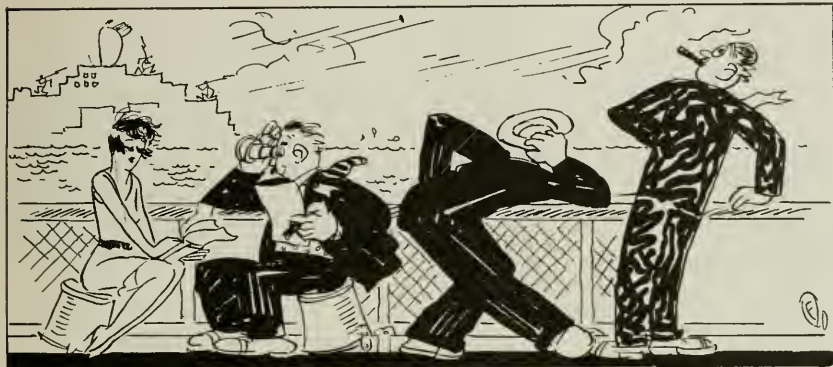
## SAN FRANCISCO'S REGISTRATIONS GROW

**R**EGISTRATIONS are increasing at the rate of five thousand a week. There are only two weeks more in which to register for the primary elections. This means that San Francisco's registrations on July 31, the closing day, will be approximately 225,000. By October the registrations for the general elections in November may reach 250,000. That is the most they have ever been.

Through the co-operation of Registrar J. Harry Zemansky a deputy registrar of voters has been assigned to the offices of the Chamber of Commerce in the Merchants Exchange Building. He will be on duty daily during business hours for the remainder of this month. As the sloganer says, "If a vote is worth fighting for it's worth using." If you have not registered, do so today.

# We Welcome a Load of Editors

By A. McKIE DONNAN



A Feature of San Francisco Day was the bay ride on a Southern Pacific ferryboat

**A**S nearly as this writer can find out (and he's a cagey bird, this writer) the towns and cities of that part of the United States which, unfortunately for itself, lies east of the Rocky Mountains will within the next few years become as barren of all human habitation as the well-known Deserted Village and the Ghost Cities of the oil and gold-rush districts. In other words, these places must reconcile themselves to becoming mere fallen arches in the sands of Time.

The reason for this future desolation and waste is now visiting in San Francisco et al. (the et al. being everything that is not contiguous to, or part of, our sister city to the south). This visitor in our midst is the National Editorial Association.

It seems this association, some few years ago, held a convention in Florida. And, shortly after Florida had had time to count over the silverware following its departure, this hitherto-little-known state found itself with a boom on its hands. It is, obviously, quite needless for this writer to explain the Florida boom. Simply because, as a Californian, anything that might be said criticizing Florida would be misunderstood, and anything glorifying the state would be treason. (Even writers are governed by the first law of Nature.) At any rate, Florida had its convention—and its boom. Now California has had its convention. Q. E. D. (It certainly makes one feel sorry for the East. Wouldn't Detroit

look funny without anybody in it? Or Chicago?)

It seems the N. E. A. has a membership of some 3,600 publishers, editors and owners of daily and weekly newspapers in forty-eight states, Alaska and Mexico. It is an association that has been in business for more than forty years and is regarded as one of the strongest organizations in its field. As a matter of fact, it is whispered that the old sloganer (now, what was his name? Well, it doesn't matter!) who wrote the line, "The pen is mightier than the sword," had the N. E. A. in mind as he scribbled those famous words.

Last year, through the influence of a certain Justice Cramer of Orange, California, and a certain Timothy Brownhill of Puente (same state), the N. E. A. decided to come to Los Angeles for their 1926 convention. This they have done, and we have it, on the most reliable authority, that cities which venture to put in their bids for future conventions are shaking in their boots lest they be not able to come up to the brand of hospitality that has been shown the N. E. A. out here in the so-called wild and woolly West. From the time that the delegation passed the state line and were greeted by Governor Richardson in the name of California, the convention has been established as one of the most successful that the organization has ever held.

The convention itself may be passed over lightly at this point.

Not that it was a "light" convention, in any sense of the word, but simply because, as a convention of serious-minded individuals, it dealt almost wholly with intimate "family" matters of little interest to the layman. Let it be said, however, that editors who attended have been showing more than passing interest in the economic development of the Pacific Coast as they are able to see it at first hand, and that this interest cannot but be of considerable value to the state. For, here are men who control the editorial policies of hundreds of newspapers in just those sections from which California can expect its greatest growing support, and with the proper understanding of the real California, uncolored by sensational exaggeration or romantic sectionalism, these men (and, pardon us, women) have the opportunity of presenting California as it really is to hundreds of thousands of people to whom the opinions of these editors are more valuable than reams of what a dyed-in-the-wool Californian might have to say about his particular domain.

In this regard, it is only to be regretted that these men and women will not (at least in toto) have the opportunity of seeing California in all its interesting phases. The program for San Francisco and vicinity contemplates but one day in the city itself, one day in the North Bay section, one day in the East Bay and one day "down the peninsula." Although many of the delegates intend

[continued on page 11]



# A Convention With a Purpose

By ELFORD EDDY

**S**AN FRANCISCO has a better idea today what advertising is all about, its purposes, aims and ideals, than it ever had before, thanks to the twenty-third annual convention of the Pacific Coast Advertising Clubs' Association, held here July 5-8.

Advertising is the business or the art of letting the other fellow know what you have that he ought to have and you will be willing to give him for a consideration.

It may be soap that floats or tobacco that satisfies or food that fattens or a course of sprouts that reduces or a new wrinkle remover or unusual weather. Perhaps you have a commodity to sell or an idea to put over or a climate to attract. Maybe you have the best thing of its kind extant. You even may have something everybody wants. But you are not going to sell it unless you tell the other fellow you have it.

Telling the other fellow what you have that he ought to have—that is advertising.

## The Biggest and Best

In the ad men's convention recently held in San Francisco there was a deal of talk, a lot of running around and a good bit of fun. Underlying the talk, the running around and the fun was a serious end and aim. Talk, running around and fun, the wearing of badges, the button-holding of delegates are part and parcel of every convention. No one has yet been able to devise a convention that did not function that way. But the San Francisco convention was declared to be the biggest and best ever held by the Pacific Coast Advertising Clubs' Association, and some enthusiasts even went so far as to assert it was the finest convention of any kind held here in years.

San Francisco is a popular convention city, especially in the summer time—San Francisco being the coolest city in the summer time in the United States—and the statement that the ad men's convention was the best held here in recent years sounds like a rather broad statement. But it was the advertising men themselves who said it and it is their business to know. Moreover, "Truth in Advertising" is their slogan. So there may be something in what they said.

A convention is a gathering of

individuals for the putting over of a program. It is a clearinghouse of ideas. It can be a slaughterhouse also, but the convention under discussion was not that. It was a clearinghouse of ideas to which were brought a number of the leading ideamongers of the world. It was a liberal education to hear them expound their ideas, for idealism ran in a broad stripe through the length of their talks.

## Increasing Service

Governor Wallace R. Farrington of Hawaii, the convention keynoter, who made the inspirational address in the pre-convention meeting in the Greek Theater on the University of California campus Monday afternoon, July 5, gave an excellent idea of the purposes of the convention. He made it clear that it was more than a getting together of advertising men to tell one another how to write ads that would sell more wares. Listen:

"Advertising," said Governor Farrington, "once was shifty and shallow. Advertising lacked character. It was only a few years ago that the students and the workers laid hold on the word Truth as a concentrated appeal to the divine instincts of the human family. Then, sound principle and good intentions were gradually and surely transformed into a force that could be more generally used in business—something tangible for every day life.

"Thus, advertising once emphasized by the evil company in which it was too frequently found, has steadily moved forward as an agency of increasing service, a power when properly used that will electrify our better selves and generate the energy that makes men press forward to new fields, greater achievements and high endeavor."

The ideal, then, of the hundreds of men and women attending the convention was to put truth in advertising and keep it there. To write advertisements that would carry no misrepresentation. But don't misunderstand the situation. The ideal was not conceived for the purposes of this convention, nor suddenly put into practice. Governor Farrington said:

"Truth-in-advertising, advertised, broadcast, made a daily item

of business diet, has put a soul, a living, throbbing soul into business. Brief and to the point, truth-in-advertising has demonstrated in a tangible way how we may plant in the hearts, and develop in the lives of men that age-old truism, 'What does it profit a man if he gain the whole world and lose his own soul.'"

It is not the ad writer alone who has adopted the Golden Rule as the best way of doing business. The business man long ago discarded the old Roman trade warning, "Caveat emptor." C. King Woodbridge, president of the Associated Advertising Clubs of the World, discussing "Service Clubs as an Aid to International Understanding," explained that "It has taken a great many years to develop mutual trust among men. The 'divine right' and 'the public be damned' schools have gradually faded out of existence. As radio, telephone, telegraph, aeroplane, automobile, railroad and our great daily papers and national magazines have continually increased the swiftness and ease of communication, we have grown away from the individualistic tendency and found a new spirit which reigns today—the spirit of cooperation among men."

## Spirit of Cooperation

It is this spirit of cooperation among men, Woodbridge said, which has been the *raison d'être* for chambers of commerce, advertising clubs, businessmen's luncheon clubs of all sorts. "These emphasize ideals, respect for institutions and the full utilization of our facilities, that the public may be benefited." He continued:

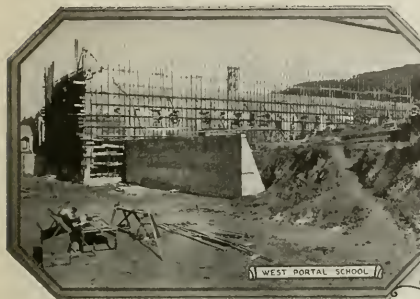
"The interesting result of this spirit of cooperation in the search for ideals is that it increases the pleasure and the profit that business men acquire in rendering a service to the public."

The public is the ultimate consumer. The public is not dumb. The public is society. It reads and thinks. "In the old days"—Woodbridge again—"business was a ruthless game of the survival of the fittest—a sort of pugilistic contest." Within the last half century, he found, "there has opened up in business circles a manifest disposition to do unto others as it is desirable to be done by." In business, as in play, in everything, it is fit for fat. "Since

(continued on page 21)



# \$30,000,000 WORTH of NEW BUILDINGS



WEST PORTAL SCHOOL



HENRY DURANT SCHOOL

[continued from page 5]

But all that had transpired on the first day. A sort of preliminary warning, you might say, to the big event. Now he was getting down to cases. Shipping, Industry, Buildings, Real Estate. This day he had set aside for the buildings, the new ones, and try as he might he couldn't seem to cover them all in the allotted hours. We find him at the Russ Building, blocking once more the sidewalk, and herding his little company toward a convenient knot hole.

Three of  
San  
Francisco's  
New  
Schools



COMMERCIAL HIGH SCHOOL  
Van Ness and Fell

THERE are few places in San Francisco that are not associated in one way or another with the romance and traditions of the pioneers, and though it may be difficult at times to connect these great modern monuments of concrete and steel with those hard-fisted souls of the roaring forties, it can be done if you but find the thread that holds the present to the past. Mr. Peters found it by asking questions.

That night, in a court room of his small hotel, long after Mother and the children had turned their tired faces to the wall, Mr. Peters pounded his little portable. He was writing

the first of a series of monthly letters to the *Daily Trombone* back home, and working fast to crowd into it all of the things he had learned during the day ere they would be shunted out of his mind by wonders yet to come.

At last he collapsed the little machine into its case and stretched the kinks out of his aching back. A morning cable car rattled by and the young Peterses leaped from their beds, ready for another day. Here is Mr. Peters' story:

"Today I saw \$30,000,000 worth of buildings going up at once. And I didn't see everything. I saw one that

will cost \$5,000,000 occupying a piece of ground that was bought for \$12.50. It will be thirty stories high when it's finished. That's the Russ Building.

"Away back in 1847 Adolph Gustav Russ came to San Francisco on a sailing transport called the *Loo Choo*. She was a little vessel of some 600 tons, and the first thing Mr. Russ did when he landed here was to buy this piece of land on Montgomery Street. Then he went back to the ship and bought the cabin. I think the cabin must have cost him more than the property. Anyway, he chopped it down and brought it ashore, and with its wood he built his home. It was the first Russ

[continued next page]



# \$30,000,000 Worth of New Buildings

[continued from preceding page]

House. He lived in it with his sons until 1862. The boys used to shoot rabbits where this new \$5,000,000 building is now going up.

In 1862 Russ tore down his home and built the finest hotel in town. It was the original Russ House, and stood until the fire of 1906. I found out by asking one of the foremen that the new building will rise 418 feet from the sidewalk and will have a floor area of 350,000 square feet. It was begun in January, 1926, and will be finished November 1, 1927. They certainly do work fast here, once they start.

"Just a block from the Russ Building is another, almost as large, that will be finished about the same time. It is the Hunter-Dulin Building, 22 stories and \$3,500,000.

"The history of this property is almost as interesting as the story about old Mr. Russ. The famous Lick House, which boasted the finest hotel dining room in the world, used to be where the Hunter-Dulin Building is now going up. It was built in 1862 by James Lick, one of

the most colorful figures in San Francisco's early history.

"Lick came to California from Lima, Peru, in January, 1848. He arrived in San Francisco just seventeen days before James Marshall found a chispa of gold in the sluice box of a mill at Coloma. News traveled slowly in those days and it took weeks for the cry of "gold, gold," to reach the ears of San Franciscans and then it was heard but faintly. May was half over before the real rush began, and the cry of "gold" rose to a shout.

"James Lick tramped over San Francisco, choosing the lots he desired. Within a year he was the largest land owner in the city, and among his many purchases was an adobe house on the northeast corner of Jackson and Montgomery streets. He got the house and the 50-vara lot on which it stood for \$3,000. This was an unheard-of sum, and the most he paid for any of his holdings.

"But to come back to this Hunter-Dulin Building. It is being erected on the site of the old Lick House, a fitting monument to the romance of

a fine old landmark that was known around the world.

"Just a couple of blocks north on Montgomery Street you come upon the towering skeleton of the Financial Center Building. Fifteen stories of steel and a floor area of 90,000 square feet. It will cost \$2,000,000. Just a few months ago the old Parrott Building, made of stone shipped here from China, was torn down to make room for this new giant.

"Take a walk up California Street a few blocks and you will come upon a hotel that some day will be the daddy of them all. It's the Mark Hopkins Hotel, and will cost \$4,200,000.

"That, too, has its romantic background and occupies the site of the famous old Hopkins home on Nob Hill. Wherever one goes one runs into a new building, and generally it has an interesting story back of it. The Mark Hopkins Hotel is nineteen stories high.

"I can't help thinking that some of the things we read back home

[continued on page 18]

## The Value of a Good Address

"A good address" is an invaluable asset. An organization is known by the company it keeps. The Financial Center Building—as its name implies—is at the intersection of San Francisco's two most famous financial thoroughfares. It is a good address.

## FINANCIAL CENTER BUILDING

MONTGOMERY AND CALIFORNIA STS.

Ready for Occupancy February 1, 1927  
Reservations Now Being Made

FRANK C. SYKES

914 Kohl Building

Davenport 270

## NEW HILLS PLANT

The new Hills Bros. plant on the half block bounded by Steuart, Harrison and Spear streets is now in full production. This building houses a large and modern coffee-roasting plant. All of Hills Bros. manufacturing activities are concentrated in this city. Coffee is shipped from here all over the United States and contributes materially to San Francisco's splendid showing in the coffee industry, the largest single industry in volume of manufactured articles in this city.

The building consists of 270,000 square feet floor space. There are six stories with a tower rising to a height of ten stories housing their mixing equipment. On the roof are located the cafeteria and rest rooms for employees. Two spur tracks are provided and many new methods of handling have been installed, which materially contribute to lower operating costs.

The occupancy of this building by Hills Bros. marks an important step in their progress. Founded fifty years ago by A. H. and R. W. Hills, who are still the active heads of the business, they have grown from a small store in a down-town market to one of the largest coffee concerns in the world.

## Editors of Nation Look Us Over on Annual Outing

[continued from page 7]

staying for a longer period of time, the convention group will not officially have the opportunity of seeing the wonderful "big tree" section of the state, nor the agricultural districts where such tremendous projects as the Sutter Basin Land Company development or the Miller & Lux, Inc., subdivision of some 600,000 acres in the San Joaquin Valley are under way.

However, San Francisco as the metropolitan center of this Central California district, is doing its utmost to make the N. E. A. feel welcome and to give to delegates as widespread a view of this section as is possible within the restricted time period. And, from the contact of the writer with quite a percentage of the delegates, the city is not falling short in any particular. Fiction writers, for many years, have presented such a colorful picture of the city that the delegates were looking forward to an unusual number of surprises when they arrived here. So far, no complaints have been registered. San Francisco's terraced streets, its funny little cable cars, its cool summer climate (particularly at night, when the temperature makes sleep a pleasure instead of a tedious chore), its cosmopolitan shopping atmosphere and its many unique "sections" intrigue the interest of its editorial guests and seem to delight them with the city of which ex-President Taft said something that we never say. All of which, naturally, pleases us beyond measure.

Later in this article we may (the editor willing!) say a few kind words about the men who have led and in future will govern the policies of the N. E. A. But we wish to take this particular opportunity of giving thanks for the assignment to a convention gathering which harbored more than the usual number of feminine members. To recount all of them (even to endeavor to describe the ensemble of all of them as we saw them in the lobby of the Cliff Hotel) would take pages. Fast as is our shorthand we could only jot down a few of those who made this convention stand out from the rest for its brilliant showing of the so-called weaker sex. There was, for instance, Mrs. Frank Edgecombe, wife of the retiring president of the organization. Edgecombe, it seems,

[continued on page 13]

*As one National Institution to another the Fireman's Fund extends fraternal greetings to the members of the National Editorial Association now visiting in California*



It is the business of the engineers and experts of our Improved Risk department to suggest or devise property improvements that cut insurance costs and hold fire losses to a minimum. Usually the first year's savings of insurance premiums more than pay for the improvements.

*The installation of two sets of double fire doors recently saved a California warehouse and contents, preventing a \$290,000 loss.*

Ask your broker or any  
Fireman's Fund agent

# FIREMAN'S FUND INSURANCE COMPANY

33 South Clark St.  
CHICAGO

10 Post Office Square  
BOSTON

Hurt Building  
ATLANTA

HEAD OFFICE: 401 California St., SAN FRANCISCO

## New Industries and Expansions

WINDOW MUFFLER COMPANY, 1099 Folsom Street, was recently organized to manufacture and sell a device that muffles or softens the medley of street noises that enter a room when the window is

open for ventilation. With this attachment, it is said that, while there is a very decided reduction in the amount of noise, at the same time there is sufficient window opening to keep the air fresh at all times. The window muffler is the invention of J. F. Newsom, formerly professor at Stanford University, who has secured patents on various features of the device.

PONSELL FLOOR MACHINE COMPANY, 525 Market Street, formerly the International Floor Machine Company, has recently

opened a factory branch office here with Mr. D. Davies as manager. The Ponsel Company manufactures a full line of electric machines which are used for scrubbing, sanding, waxing and polishing all kinds of wood floors, linoleums, tiles and terrazzos, and also for holystoning and deck scrubbing.

## Expansions

UNITED DRUG COMPANY, 1 Harrison Street, has just leased half of the Tillman & Bendel Building, having moved from 978 Howard Street. In the former location they occupied 48,000 square feet while at the new location they are using 84,000 square feet. This move was occasioned by the great increase in business in San Francisco and the San Francisco territory. The United Drug Company serves from San Francisco the eleven western states. This company is the manufacturer of the "Rexall" remedies, "Pure-test" toilet requisites, druggists' sundries, etc. It has organized Co-operative Rexall Drug stores, one to each town. It also maintains its own branch retail stores, known as Liggett's Retail Drug Stores.

D. H. RHODES & CO., 169 Eleventh Street, with branch at 546 Valencia, dealers in paints and oils, will soon be occupying an additional building on Natoma Street near Eighth, increasing their warehouse facilities considerably. They contemplate manufacturing their own paint in the new building.

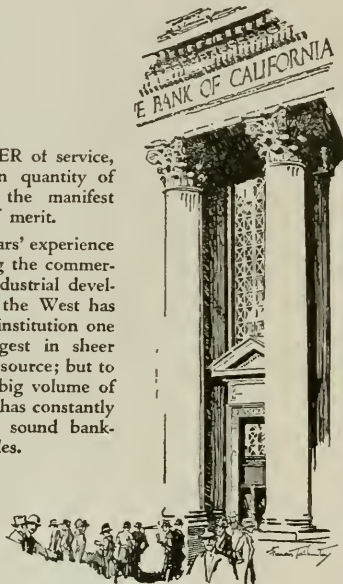
SAN FRANCISCO SELTZER COMPANY, 436 Green Street, expect to have their new factory building, 806 Pacific Street, completed within four months. The new plant, representing an investment of \$75,000 in land and building, will double the facilities of the company. At present they manufacture carbonated beverages and syrups of all flavors. When located in their new building they will also bottle distilled water.

AMERICAN CREAM TAR-TAR CO., 624 California St., have enlarged their factory at 100 Bay Street and changed their process of manufacture so that they have tripled their production. At this plant they manufacture cream of tartar and tartaric acid only, turning out 160,000 pounds of the former and 75,000 pounds of the tartaric acid monthly. Among the users of this firm's products is A. Schilling & Company who use both the cream of tartar and tartaric acid in the manufacture of their baking powder

*Associated for Three Generations with the Best Progress of the West*

**C**HARACTER of service, rather than quantity of service, is the manifest measure of merit.

Sixty years' experience in financing the commercial and industrial development of the West has made this institution one of the largest in sheer power of resource; but to merit this big volume of business it has constantly adhered to sound banking principles.



## The BANK OF CALIFORNIA

National Association  
(A NATIONAL BANK)

COMPLETE  
BANKING  
SERVICE

San Francisco

COMMERCIAL  
TRUST  
SERVICE ACCOUNTS

Capital, Surplus and  
Undivided Profits, over  
\$17,000,000—  
a guarantee fund for  
the protection of our  
depositors.



# If a Boom Starts Now, Blame These Editors

[continued from page 11]

was blinded some years ago while hunting. Since then his wife has been his eyes. She is with him at all times—describing what is passing before those who see with mortal eyes. Later, at his home, Edgecombe sits down and writes articles and editorials that tell in colorful words the things that his wife has described to him. His mastery of detail is the wonder of all those with whom he associates. Behind it all stands the figure of the wife who has brought these pictures so realistically to his mind.

Then there is Elizabeth Board, the poetess of the convention. She's from Fort Atkinson, Wisconsin (now isn't that the last place on earth you'd expect a poetess to come from?). A charming girl, full of life and a sort of tom-boy virility. A prize was offered for the best poem submitted

during the convention—and she won it!

Miss Mary Hotaling, of Mapleton, Minnesota, who is the daughter of H. C. Hotaling, executive secretary of the organization, Miss Virginia Frye of Washington, D. C., Miss Mary Althouse, Sellersville, Pennsylvania, and Mrs. Anne Anger of Jersey City were but four of the several dozen girls and women who made this convention unusual by their presence.

The writer was fortunate in cornering for a half hour William L. Daley, the association's legislative representative in Washington, D. C. He brought out the interesting fact that the association for the entire forty odd years of its existence has consistently opposed the governmental production of articles when they can be produced by private

enterprise. At the present time the association is particularly interested in combating government competition in the printing of special request envelopes and in the lowering of second-class postage rates.

The newly elected president of the association is one Herman Roe, publisher of the Northfield (Minnesota) *News*. He is distinguished for several things. In the first place, he is the youngest president the organization has ever had. He still has one score and ten of his allotted three score and ten years to go. He is chairman of the Republican State Central Committee and president of the Minnesota State Fair Association. Along with all this he has managed to find time to add five to the Minnesota census totals.

[continued next page]

## THE SAN FRANCISCO BANK

SAVINGS

INCORPORATED FEBRUARY 10th, 1868

COMMERCIAL

*One of the Oldest Banks in California,  
the Assets of which have never been increased  
by mergers or consolidations with other Banks*

MEMBER ASSOCIATED SAVINGS BANKS OF SAN FRANCISCO  
256 CALIFORNIA STREET, SAN FRANCISCO, CALIFORNIA

JUNE 30th, 1926

### Assets—

United States Bonds, State, Municipal and Other Bonds and Securities (total value \$32,175,458.33), standing on books at.....	\$29,083,453.99
Loans on Real Estate, secured by first mortgages .....	68,704,330.53
Loans on Bonds and Stocks and other Securities .....	1,648,422.64
Bank Buildings and Lots, main and branch offices (value over \$1,860,000.00), standing on books at.....	1.00
Other Real Estate (value over \$70,000.00), standing on books at.....	1.00
Employees' Pension Fund (value over \$557,000.00), standing on books at.....	1.00
Cash on hand and checks on Federal Reserve and other Banks.....	9,994,268.56
<b>Total.....</b>	<b>\$109,430,478.72</b>

### Liabilities—

Due Depositors.....	\$105,030,478.72
Capital Stock actually paid up.....	1,000,000.00
Reserve and Contingent Funds.....	3,400,000.00
<b>Total.....</b>	<b>\$109,430,478.72</b>

GEO. TOURNY, *President*

A. H. MULLER, *Vice-President and Manager.*

Subscribed and sworn to before me this 30th day of June, 1926.

(SEAL) O. A. EGGERS, Notary Public.

**A Dividend to Depositors of FOUR AND ONE-QUARTER (4 $\frac{1}{4}$ ) per cent per annum was declared, Interest COMPUTED MONTHLY and COMPOUNDED QUARTERLY,**

**AND WHICH MAY BE WITHDRAWN QUARTERLY**

## ANNOUNCEMENT

WE WISH TO ANNOUNCE THE OPEN-  
ING OF OUR NEW OFFICES AT

315 STANDARD OIL  
BUILDING

JUNE TWENTY-THIRD  
NINETEEN HUNDRED TWENTY-SIX

ESTABLISHED 1865

PEARSONS-TAFT COMPANY  
INVESTMENT SECURITIES  
SAN FRANCISCO

225 BUSH STREET KERNY 4567

## 360 Publishers of Newspapers Our Guests Today

[ continued from preceding page ]

Charles M. Meredith, the newly elected vice-president, is the publisher of the *Quakertown Free Press* (now, will some bright little pupil tell teacher what state Mr. Meredith is from?). He is president of the Pennsylvania Publishers' Association.

The executive secretary of the editors became at once an interesting subject, for the writer had already met his extremely charming daughter. This, together with the fact that he is the State Commissioner of Touring in Minnesota and head of the 10,000 Lakes Association, made him eligible for more than being listed merely as "among those present." The Hotelings are making this convention a regular family tour. Dad, Mother and daughter are all along.

Upon entering the Clift Hotel the writer asked a delegate where he should inquire for information regarding the convention doings.

"You see that big cigar over there?" the delegate asked, and upon our answering in the affirmative he continued, "Well, if you go over to one side of it, you'll find G. S. Chapman behind it."

And sure enough, there he was. Funny how they always shove off the big jobs on the little fellows, isn't it? Chapman is from Sandersville, Georgia. That's quite a responsibility in itself. In addition, he has to get out all the publicity about the convention. We understand that the association must rent three rooms for him in every hotel. He works in the middle one, but no one will take rooms on either side of him because his typewriter keeps them awake all night. So, to forestall complaints to the hotel managements, the editors just reserve the three rooms and let it go at that.

All told, there are about 360 in the party. Twenty-two cities have bid for the next convention and Omaha has been tentatively selected for 1927. As indicated in the opening guns of this immortal thesis, this is a valuable convention. And, while San Francisco was not the convention city, we can certainly congratulate ourselves upon the fact that the editors decided to drop up here for a five-day stay after the big doings in Los Angeles.

## Specialized Skill

You recognize the need of specialized skill in making your investment holdings continuously productive of income. It was through such skill that you acquired them.

Some day, in the nature of things, some one else will acquire them. Will they be proficient? You can assure them of continuous income, and against depletion through inexperience.

Our  
TRUST OFFICER  
will gladly explain

## HUMBOLDT BANK

SAVINGS COMMERCIAL TRUST

Head Office:  
783 MARKET ST., near Fourth  
Bush-Montgomery Branch  
Mills Bldg.



SAN FRANCISCO  
CALIFORNIA

# A Close-up of Business Conditions

By JOHN W. O'LEARY

President of the Chamber of Commerce  
of the United States

**B**USINESS continues good. Viewed at close range minor dips and recessions might be noticeable but in long perspective it clearly appears to be on a sound and firm basis.

This conclusion is justified not only by the progress it has been and is now making, but by a scrutiny of the basic factors upon which a continuance of this favorable activity rests.

Corporations—through which business in the United States is largely conducted—show substantial profits. The flow of transportation is maintained in unabating volume. Production is well sustained. Bank credits are ample to meet increasing commercial demands. Price changes are in the line of normal readjustment and stocks are kept by manufacturers and distributors at a conservative level.

More than this, the irregularities resulting from economic derangements in the post-war period are fast disappearing and business is going forward in more even ranks, with less evidence of contrasting stagnation and undue expansion between industries and sections.

Business has been more active in the spring of 1926 than it was in 1925.

A high degree of prosperity is reflected in the income of corporations which paid in the ten months ending with April 30, 1926, in the form of Federal income taxes, \$822,000,000—a sum 16 per cent larger than that collected for the same period ending April 30, 1925.

One hundred and eight industrial and mercantile corporations show net profits, as reported by the New York Federal Reserve Bank, of \$162,000,000 for the first quarter of 1926, compared with \$125,000,000 for the first quarter of 1925. Of the nine industrial groups into which these corporations are divided only one, leather, showed a decrease in net profits.

For the same period public utility companies show net profits of \$68,000,000 this year, as against \$59,000,000 last year.

Net profits of Class I railroads for the quarter show net profits in 1926



JOHN W. O'LEARY

of \$223,000,000, compared with \$204,000,000 for 1925.

Bank debits to individual accounts, which reflect with fair accuracy the total volume of all sorts of business transactions, show, for cities other than New York City, an aggregate total greater by 3 per cent for the first four months of the present year than for the same period last year.

Bank debits by Federal reserve districts show further that business activity is being evenly maintained in all sections of the country—a further indication that we are working toward a normal economic balance.

Postal receipts at fifty selected offices show, for April, 1926, an increase of 6 per cent over April, 1925. In the first four months of 1926 the average of excess over the corresponding months for 1925 has been 9 per cent. Here, too, the rate of increase is found to be reasonably uniform in all sections of the country.

Output of electrical energy, which also points the way business is going,

[continued on page 26]



We Gave the World the Sensational Song Hits

**"Moonlight and Roses"**

AND

**"Thanks for the Buggy Ride"**

Our LATEST and GREATEST Is

**"Lay My Head  
Beneath a Rose"**

"The Ballad Divine"

on all Records and Player Rolls



## CALIFORNIA PREFERRED STOCKS

A detailed study and statistical comparison of the 25 best-known California Preferred Stocks—their strong features and advantages—are contained in our 32-page book, just published.

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### LEIB-KEYSTON AND COMPANY

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SAN FRANCISCO

## Our July RE-INVESTMENT Booklet

tells you

## What to Sell as well as What to Buy

A copy will be mailed on request. No obligation.

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Address \_\_\_\_\_

City \_\_\_\_\_

**Schwabacher**  
Investment & Co  
Securities  
PALACE HOTEL BUILDING  
665 MARKET ST. DOUGLAS 500  
San Francisco

# Holding Port Leadership

THE Port of San Francisco during 1925 easily maintained its permanent position as premier Pacific Coast port and as American port second only to New York. In 1925, 6,655 ships, aggregating 15,339,420 net registered tons, arrived in San Francisco Bay and approximately the same number and tonnage departed.

The first six months of 1926 indicate that the foreign and domestic trade of San Francisco is still increasing. The period from January 1st to July 1st, 1926, showed an increase of more than 100 arrivals and departures over the same period of a year ago, with an increased tonnage of 1,187,965 net registered tons. Thus not only is the number of ships arriving and departing increasing but the size of the average size of the ships is also increasing.

San Francisco, we may mention in passing, is second to New York as a home port for American ships, according to the report of the U. S. Commissioner of Navigation. Seventy-eight steamship services operate out of San Francisco including eleven Oriental services, 16 to European ports, 15 intercoastal, 12 to Latin America, 6 to Australia, 4 to Hawaii, 9 coastwise, 1 to Alaska and 1 to Africa, and 2 Round the World. In addition there are the Sacramento and San Joaquin river steamers.

We have then 36 ships passing in or out of the Golden Gate every day. Some of these ships are great large liners of 20,000 tons or more, others are little lumber schooners of a few hundred tons which run up the coast and into the shallow bar harbors, and there are a few, a very few, sailing ships. The 36 ships a day have, however, an average of 2,300 net registered tons which indicates, as would a walk along the waterfront, the large scale of operations in the shipping business of San Francisco Bay.

These ships passing through the Golden Gate in 1925 carried 28,046,728 tons of cargo valued at \$1,635,365,111.

Of this tonnage 3,273,000 tons valued at \$380,389,188 is to and from foreign countries. In 1905 foreign trade was valued at \$96,000,000; in 1915 at \$157,000,000. To revert to the 1925 commerce, 1,843,000 tons valued at more than \$140,000,000 was to and from Hawaii; 2,082,000 tons valued at about \$250,000,000 is intercoastal; and the re-

maining 19 odd million tons valued at some \$900,000,000 is coastwise movements. To this must be added the 9,900,000 tons of inland waterway cargo of San Francisco Bay with the tributary river systems valued in 1925 at \$668,857,224.

We thus have the total 1925 com-  
[continued on page 20]

THE OLDEST bond house in America specializing exclusively in TAX EXEMPT

### Irrigation District Municipal Bonds

Our customers are Savings Banks, Life Insurance Companies, and individuals who prefer the security of good farm land. Interest 5% to 6%. List on application.

J. R. MASON & CO.  
Merchants Exchange, Sutter 6620, San Francisco

## Automobile Accident Insurance

NON-CANCELLABLE

Policy pays \$5000. for death or loss of both eyes; \$5000. for loss of both hands, both feet or one of each, and in addition an annuity of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability; \$50. for partial disability. Policy also provides other valuable benefits. Cost \$10.00 per year.

## CRAIG CARRIER COMPANY

Insurance - Brokers - Surety Bonds  
Merchants Exchange Building  
SAN FRANCISCO

Writing all classes of insurance and surety bonds and acting exclusively as counselors and advisors for our policy holders

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CLIENTS carrying conservative margin accounts are offered complete brokerage and analytical service, including the individual consultation so necessary to successful operation

Special service to out-of-town clients

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SAN FRANCISCO : 633 Market St.  
Telephone Sutter 7676

OAKLAND : 1404 Franklin St.  
Telephone Oakland 1680

New York Office : 120 Broadway



1876

1926

## HALF CENTURY OF INVESTMENT SERVICE

THE establishment of E. H. Rollins & Sons was coincident with the Centennial celebration in 1876; so that in 1926, while the Nation is celebrating its 150th birthday, this firm will have completed its first half century.

Pioneers in enterprises on which are now based the soundest and most seasoned investments, this firm, through the underwriting and wide distribution of securities, has played an important part in the growth and constructive development of this Nation during the past fifty years.

For more than thirty years this firm has taken an active part in financing constructive enterprises on the Pacific Coast, and was the first bond house to open an office in California.

### E. H. Rollins & Sons

*Founded 1876*

San Francisco, 300 Montgomery Street  
Telephone, Kearny 7900

Los Angeles, 629 South Spring Street  
Telephone, TRinity 1561

Portland  
San Diego

Sacramento  
Oakland

Long Beach  
Pasadena

Boston

New York

Philadelphia

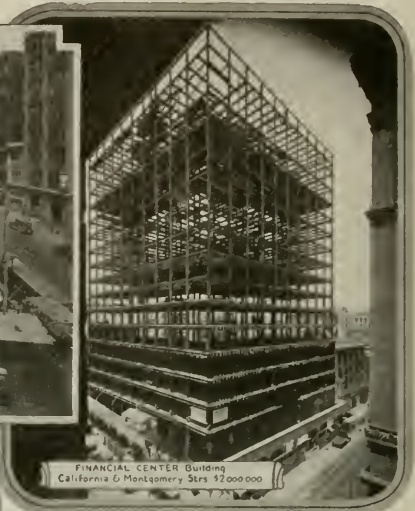
Chicago

London

# A Glimpse of a Real Building Program



HUNTER-DULIN Building - Montgomery & Sutter Sts - \$3,500,000



FINANCIAL CENTER Building  
California & Montgomery Sts - \$2,000,000



APPAREL CENTER Building  
4th Street near Market - \$2,000,000

[continued from page 10]

concerning San Francisco are entirely wrong. If you were out here with me you'd know what I mean. You've printed many yarns yourself about strikes and fogs and cold winds and other things that are undesirable. Strangely I haven't seen any of them yet with the exception of the carpenters' strike, which really does exist. But I find that it is very far short of being a building tie-up,

and you'd understand what I mean if you could hear some of this hammering.

"One of the most interesting buildings now nearing completion is the \$2,000,000 Apparel Center Building on Fourth Street just south of Market. The Chamber of Commerce is in a measure responsible for it, and when completed it will house the Federation of Apparel Manufacturers. Then there's the

new \$1,000,000 hotel, sixteen stories, going up at Market and Ninth and the half-million-dollar Insurance Building at Pine and Sansome. That will be fifteen stories. Down on the Embarcadero they're working on the Army and Navy Y. M. C. A., eight stories and a tower, costing \$900,000. At Market and Hayes the New Capitol Theatre will cost \$2,000,000 and will seat forty-eight hundred. Just a few blocks farther along on Market they're working on a \$300,000 seven-story hotel. In the Italian quarter I saw another new theatre which will cost \$200,000. It will seat eighteen hundred.

"You don't have to stay in the business section to see new buildings. At Geary and Eleventh Avenue they're hammering on a six-story, \$200,000 hotel. That's quite a way out. But you can go still farther west and run into whole blocks of pretty little new homes, and many big ones.

"They call it a building program. It is. All of that. The \$30,000,000 I mentioned at the beginning of this article referred only to the business buildings. I can't estimate the homes, for there are too many of them. But take it from me, it's some program."

# Schools, Hotels, Office Buildings and Homes



## LATEST FIGURES SHOW PROSPERITY OF SAN FRANCISCO

Unprecedented prosperity in San Francisco, premier port of the Pacific, is shown in record-smashing trade gains as reported by the Chamber of Commerce.

Bank clearings for the first six months of the year total \$4,883,332,101, an increase of \$415,349,135 over the first six months of 1925.

The twelve months of 1925 held the previous high mark, the year's total amounting to \$9,479,311,406, but at the present rate of increase 1926 will shatter that high record.

In building operations, the first six months register \$32,223,117 as compared with \$27,217,641 for the first six months of 1925, an increase of \$5,005,476 for the half-year period. Skyscraper construction is unparalleled in the history of the city.

### PENINSULA EDITION

SAN FRANCISCO BUSINESS in its issue of August 11 will afford a visualization of the marvelous development that is taking place on the Peninsula.

The territory embraced covers that area from San Jose to San Francisco and from the Santa Cruz mountains to San Francisco Bay on the east.

Be sure and mail a copy "Back Home."

The upward trend in business is further shown by the postoffice receipts which net a gain of \$263,549.90 over the first six months of 1925.

The current half-year totaled \$4,102,234.29 as compared with \$3,838,684.39.

Real estate sales totaled \$92,989,898, an increase of \$585,557 over the first six months of last year when the realty transactions amounted to \$92,404,341.

Shipping is another index to the ever-growing business of San Francisco, the marine department of the Chamber of Commerce reporting 6,687 ships as arriving and departing during the half-year period. This compares with 6,581 arrivals and departures during the first six months of 1925, a gain of 106 ships, bringing cargoes from the seven seas. The tonnage increase is 987,965 tons, the six months total being 15,471,219 as compared with 14,483,254 in the first half year of 1925.

# San Francisco Gains as Leading Port

[continued from page 16]

merce of San Francisco Bay of 37,964,225 cargo tons valued at \$2,304,222,335 having a high average value in excess of \$60 per ton. Nearly three-quarters of this movement was deep water cargo through the Golden Gate; and of the total San Francisco

Bay waterborne commerce \$1,500,000,000 or two-thirds of the value and 12,000,000 tons or one third of the bulk was handled at San Francisco City docks. The bulk commodities notably tend to be handled at up bay points where space is more plentiful. A true picture of the San Francisco Bay District can only be formed when we visualize that altho separated by county lines the commerce and shipping interests of the region are all closely identified and it is an economic unit which converges at the delta at one end and the Golden Gate at the other.

It is also a fact that the value and tonnage of cargo passing over the wharves of San Francisco Bay in 1925 was more than equal to the tonnage and value of the commerce of the three other competitive Pacific Coast ports combined, Seattle, Portland and Los Angeles.

## 1925 SHIPPING

San Francisco	38,395,634	\$2,316,202,029
Los Angeles	22,444,000	741,911,000
Seattle	7,848,000	772,832,000
Portland	4,199,000	*400,000,000
Total, Los Angeles, Seattle and Portland	34,491,000	\$1,914,743,000

\*Estimate.

San Francisco Bay shipping has an excess of nearly 4,000,000 tons of cargo, and \$400,000,000 value over the combined tonnage and value of the cargo of other leading Pacific Coast ports in total waterborne commerce with both foreign and domestic ports. The statistics are from official sources: the Seattle Port Warden's Annual Report; the Port of Portland Commission, Traffic Bureau; the Statistical Department of the Los Angeles Harbor Commission; and the San Francisco District Office of the United States Army Engineers.

The above statement may appear startling in view of counterclaims which have been set forth at times and it is interesting to note that several other American ports have put forth claims from time to time as second American port. New Orleans bases its claim on foreign trade alone in the total of which it is second to New York. However, Galveston exceeds New Orleans in exports and Boston in 1925, Seattle in former years, placed second to New York in imports. In total trade New Orleans stands 7th in tonnage, 5th in value; Boston 8th in tonnage, 7th in value; Seattle 10th in tonnage, 6th in value; Galveston below 12th and Los Angeles 4th in tonnage and 9th in value.

Los Angeles based its claim to second American port on Shipping Board tonnage statistics which formerly listed San Francisco City as a port entirely alone and placed the rest of the San Francisco Bay in a conglomerated category, "Other Pacific Coast Ports." Philadelphia which is third American port in both cargo tonnage and value shows below Los Angeles in Shipping Board tonnage statistics which, except in

[continued on page 27]

*We*  
Announce the Opening  
of San Francisco Offices at

369 PINE STREET

to do a

General Investment  
Business

John C. Feys & Associates  
Inc.

Capital \$1,000,000

Investment and Financial Counsel

Exchange Block Stock Exchange Bldg.  
San Francisco Los Angeles

where you pay no more for the  
**BEST FLOWERS**  
*Podesta and Baldocchi*  
'The Voice of a Thousand Gardens'  
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#### REPRESENTATIVE ATTORNEYS AT ALL POINTS

Member of

THE MASSACHUSETTS, OHIO, GEORGIA, AND CALIFORNIA BARS  
AND OF THE UNITED STATES SUPREME COURT

#### DEPOSITORIES

Irving Bank-Columbia Trust Co. New York	Exchange National Bank	Pittsburgh
Shawmut National Bank	First National Bank	Philadelphia
Union Trust Company	First National Bank	Los Angeles
Union Trust Company	Mercantile Trust Company	San Francisco
		Cleveland

ESTABLISHED CHICAGO 1901



# What the Ad Clubs' Convention Meant

[continued from page 8]

business men have applied the principles of sportsmanship and honesty and have developed the understanding that both sides must profit if business transactions are to be lasting, we have seen great industrial development and a wholesome respect for our business institutions."

Since "Truth in Advertising," the motto of the ad men, was something that had been emphasized for years, there must needs be some other motive for this gathering. There was "Stabilization of prosperity." Why and how?

"We would stabilize prosperity by advertising," proclaimed Governor Farrington, the convention key-note. "The greatest stabilizer of prosperity is a government with every loyal citizen doing his full duty." It is time, he said, to begin advertising good citizenship.

"If there was a field for truth in advertising twenty-five years ago, there is now a nation-wide opportunity for advertising service in driving home the fundamental duty involved in the divine right to vote. If the people of the colonies assumed a great responsibility in starting this nation, ours is not a whit less in keeping it going."

There is an ideal of service for you. To devote the same thought and wealth to the development of good citizenship that is spent on art and education. The governor asserted:

"The day should not be far distant when the man or the men with surplus to bestow and endow will find a pleasant way to serve God and country by setting the writers and the artists at work on million-dollar advertising campaigns to proclaim and repeat and re-proclaim the full duty of citizenship, so that good resolutions passed by inspiring conventions shall daily live in the hearts of men and urge them into daily service, so that citizens shall not only study their government, but shall also participate in their government, know what it is doing and influence its performance by exercising the divine right to vote."

There you have the advertising man grasping a real ideal, consecrating himself to a worth-while task—the stabilization of prosperity by helping to bring about a universal sense of responsibility among men—a consciousness of citizenship.

"No higher service," said Governor Farrington in closing, "can be rendered than that for which the advertising men of this nation are

especially trained—the translation of ideals into plain phrasing, and finally—the transformation of an ideal into action."

So in the registration of the delegates in convention headquarters in the Hotel St. Francis; the general and departmental sessions of the convention in Native Sons' Hall; the noonday luncheons in the St. Francis and in all the gestures of the gathering, there was an underlying motive and ideal—the stabilization of prosperity.

At the first general session of the convention Lou E. Holland, presi-

dent of the National Better Business Bureaus, of the Kansas City Chamber of Commerce and former president of the Associated Advertising Clubs of the World, discussing the purposes for which advertising is organized. Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States, discussing the problem of distribution, explained how advertising "takes on the character of an important instrument of economic adjustment." Times have changed, and today it is not merely

[continued next page]

## No Summer Slump in Advertising

Four out of five of the San Francisco daily newspapers continue to show gains in display advertising. The following table shows the amount of display advertising, as well as the gains and the single loss in the daily (six-day) field for the first half of this year, compared with the corresponding period of last year. :: :: :: :: :: :: ::

### Daily (six-day) Display Advertising First Six Months, 1926 and 1925

Paper	1926	1925	Gain and Loss (lines)
<b>THE CALL</b>	<b>4,623,432 lines</b>	<b>4,106,629 lines</b>	<b>516,803 gain</b>
Examiner	3,500,110 "	3,236,801 "	263,309 "
News	3,147,639 "	3,107,844 "	39,795 "
Bulletin	2,636,918 "	2,656,202 "	19,284 loss
Chronicle	2,571,234 "	2,273,377 "	297,857 gain

# THE CALL



CHARLES SOMMERS YOUNG  
Publisher

# The Significance of the Ad Clubs' Convention

[continued from page 21]

a case of crying one's wares. It is, on the contrary, "a matter of careful, scientific analysis, of calculation upon the basis of known facts. It is as important to production as engineering is to construction."

Life ever grows more complicated. "Advertising is faced today," said

Dodd, "with a much more complicated problem than was ever dreamed of ten years ago. It is a definite, uncontrovertible and profound fact that distribution has now a multitude of heads where it had but one a generation ago. All of these must be understood as component parts of the problem which must be solved for their clients by those who give advice on advertising policies and expenditures."

Once organized the convention moved swiftly. For the sake of expediency advertising was reduced to its components of community, direct mail, educational, graphic arts, retail, classified, financial, newspaper, public utilities and outdoor, and each of these components was discussed in a convention within the convention. The convention theme, stabilization of prosperity, was discussed by men and women delegates in short talks. George L. Rauch of Portland touched on the psychology of advertising when he declared that while supply and demand remain the fundamental law, demand, in this country at least, is mental. He explained how this psychology can

be employed to advantage in business:

"Organized advertising by cooperative effort can educate the public to buy for quality and permanence during periods of abnormal prosperity. Discourage over-expansion and the purchase of fads. Teach the doctrine of building surplus at the peak of wasting upon extravagance. Teach to expand business average and normal needs and not for crest demands."

Norman W. Brockett, of the Advertising Club of Seattle, challenged the assertion of Emerson, "If a man build a better mouse trap than his neighbor, the world will make a beaten path to his door." Brockett commented:

"When Emerson published those lines, he advertised to the world that he had never sold any mouse traps. The first manufacturer of the safety razor followed his philosophy and the path to his modest factory was rarely trod. Mr. Gillett advertised to the whole world that his razor was a necessary part of the personal equipment of every real gentleman. He stabilized his prosperity by continuous advertising. Experience has proven that should he cease to advertise his sales will decrease in direct ratio."

This issue of SAN FRANCISCO BUSINESS might be filled with the discussions of Farrington, Woodbridge, Holland, Dodd and Lew Hahn, president of the National Retail Dry Goods Association. A book—and a rather hefty one—would be required for all the speeches that were made. More than a page would be required to give the subjects discussed and the names of those who talked. Pages could be devoted to the entertainment of the visitors, what they thought of San Francisco, how Honolulu and Portland put up a battle for next year's convention and how Portland won out, the advertising displays in the basement of Native Sons' Hall, the trophies awarded, the three-minute talks, the skits of stunts' night, the breakfasts, luncheons, dinners and banquets, the importance of the men and women in attendance, the tokens presented, such as the platinum watch given to Don E. Gilman, the retiring president of the association.

But those are matters of importance chiefly to the people who came to San Francisco from Honolulu,

[continued on page 29]

## Business and Industrial Books

We carry in stock the  
BUSINESS, INDUSTRIAL,  
TECHNICAL and  
SCIENTIFIC BOOKS of

ROYALS PAGES COMPANY  
D. VAN NOSTRAND COMPANY  
LONGMANS GREEN & COMPANY  
JOHN WILEY & SONS, INC.  
J. B. LIPPINCOTT COMPANY  
E. P. DUTTON & COMPANY  
CHEMICAL CATALOG COMPANY  
PRENTICE HALL, INC.

We also supply the  
BUSINESS and TECHNICAL  
books of all Publishers.

**TECHNICAL BOOK CO.**

525 Market Street Phone Garfield 19

## Management

The new management of a property always wants the public to have a good opinion of it from the start.

This ease of achievement is not in the nature of things. Good opinion must be earned—sometimes very slowly.

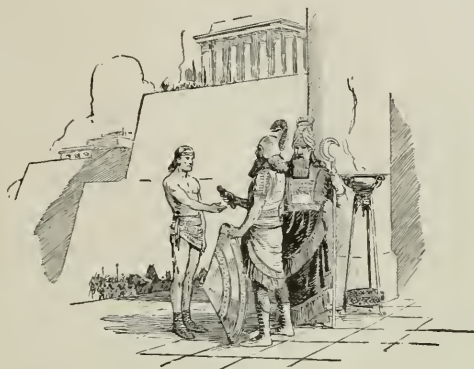
The Byllesby Organization owes whatever success it has had to trying to serve the public in the way the public wants to be served. *This is the only program it has for San Francisco.*

**Market Street Railway Company**

SAMUEL KAHN, Executive Vice President

**Byllesby Engineering and Management Corporation**

Engineers :: Managers



## Readiness

ALL over the then-known world the runners and mounted messengers of ancient Assyria bore the decrees and edicts of their rulers. Trained for fleetness and endurance, these message bearers of a vanished empire stood at their posts, stripped for the task, prepared for instant dispatch of whatever was given them to speed to distant points.

The universal message bearer now is the telephone. Its nation-

wide range has come about through a far-flung system of wires, cables, switchboards and supplementary apparatus. Through the cooperation of a vast army of men and women it daily transmits the thoughts and desires of millions.

It is because of unceasing inspection, watchfulness, coordination and all else that makes for instant readiness that Americans today, anywhere, can talk to one another, any time.



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY  
BELL SYSTEM

*One Policy - One System - Universal Service*

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10445—France. Concerns desires to get in touch with San Francisco importers or dealers in SMOKERS' PIPES.

10486—Catania, Italy. Manufacturers of musical instruments wish to get in touch with San Francisco importers of MANDOLINS, FLAT MANDOLINS, MANDOLAS, GUITARS, UKULELES, etc.

10487—Veckerhagen, Germany. Manufacturers of EARTH and CHEMICAL COLORS in powder form, UNIVERSAL GENTLE COLORS, LIME COLORS for decoration, FAÇADE COLORS, METAL FLOOR COLORS, etc., desire to appoint a suitable agent to represent them in this territory.

10488—Koenigsberg, Germany. Firm wishes to secure the agency of a California exporter of DRIED and FRESH FRUIT.

10480—Heubch, Waertthg., Germany. Manufacturer of ROUGH LINEN, ROUGH TOWELS, BATHING GOWNS, and LINEN, etc., wishes representative in San Francisco.

10490—Duesseldorf, Germany. Firm wishes to secure the agency of a California exporter of DRIED and CANNED FRUIT.

10491—Hamburg, Germany. Established agents, having close connections with Hamburg importers of DRIED FRUITS desire to represent a California exporter of this commodity.

10492—Antwerp, Belgium. American business man actively engaged in business in Europe, with headquarters in Antwerp, desires to make connections with San Francisco houses or individuals who are in need of buying agents, representation, etc., in Europe.

10493—Vivencia, Belgium. Manufacturer of GUNS wishes to establish connections with interested San Francisco firms. Illustrated circulars on file with Foreign and Domestic Trade Department.

10494—China. Firm is in a position to supply from five to ten thousand pounds monthly of SHORT HUMAN HAIR, packed bundles weighing 400 pounds, each shipment has doctor's certificate attached, price c. i. f. duty paid is 60 cents per pound. Sample is available.

10495—Kyoto, Japan. Exporters of BRASS WARES and TOYS wish to sell their products in San Francisco and desire to communicate with interested San Francisco firms or individuals.

10496—Osaka, Japan. Firm desires to import MEAT PACKING HOUSE BY-PRODUCTS, such as, INDUSTRIAL BONES, HOOFS and HORNS. Wishes to get in touch with the proper San Francisco concerns.

10497—Tokyo, Japan. Manufacturers' representative desires to buy California DRIED and PRESERVED FRUITS and wishes to get in touch with reliable packers or shippers. Payments will be made by irrevocable letter of credit in favor of shipper, covering full value of each order placed.

10498—Rio Vista, Calif. Party wishes to establish connections with California manufacturers of AGRICULTURAL MACHINERY, with a view to exporting these implements to foreign countries.

10499—San Francisco, Calif. Representative of old established San Francisco house is visiting Samoa, Tonga, Fiji, New Zealand, Australia, New Caledonia, New Hebrides, Solomon Islands, New Guinea, and would be glad to meet heads of manufacturing firms desirous of opening up in the above territories and who will be willing to back their products by advertising and part traveling expenses.

10500—Seattle, Wash. Exporters desire to get in touch with San Francisco suppliers of OLD NEWS-PAPERS packed in 500-pound bales.

10501—San Francisco. American official, now in Latin American country, wishes to leave government service and secure position with a California export firm. He has had eighteen years' experience abroad and speaks four languages.

10502—Montevideo, Uruguay. Established firm is desirous of representing San Francisco exporters of PRUNES, RAISINS, DRIED FRUIT, FRUIT IN SYRUP, SARDINES, SALMON, etc., would also be interested in representing any house desiring services in Uruguay or Argentina.

10503—Vancouver, B. C. Parties having two very large deposits of LIMESTONE, conveniently located on deep water shipping on the Coast of British Columbia, wish to get in touch with San Francisco importers of lime and lime products, or other interested firms or individuals.

## Domestic Trade Tips

D-2156—Denver, Colorado. A home service organization is in a position to represent manufacturers of anything that goes into the building or any useful article for the home. Is established in Denver and can supply high commercial and banking references.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are to be on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with subsistence supplies, delivery to be made at San Francisco, about October 1, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened August 10, 1926.

## SPECIAL NOTICES

According to a notification received from the Department of Commerce in Washington, the United Kingdom import restriction on animals, hay and straw from California has been removed, effective June 23, 1926.

"Przemysl i Handel" (Industry and Commerce), a weekly, published jointly by the Polish Ministries of Commerce and Finance, has inaugurated a "trade opportunities" column in which, at the request of Polish and foreign business men, are inserted brief notices regarding the offering or seeking of some commodity or the establishing of an agency. This service is free of charge, except that return postage must be furnished in case someone wishes to receive full particulars of the inquiry or the offer. Interested firms or individuals are requested to communicate with the Consulate General of the Republic of Poland, 844 Rush Street, Chicago, Ill.

## DO IT NOW!—REGISTER!

### UNIQUE BUILDING

in the new financial district  
FOR RENT, 10 Floors. Lot 20 x 80.  
FOR LEASE, as a Whole or Part.  
Class A, White Tile Front.

### HEINEMAN BUILDING

130 Bush Street

### Factory or Warehouse SPACE FOR RENT

75 ft. x 124 ft., with offices. Spur Truck facilities. Suitable for Warehouse or Factory.  
Apply 2929 19th St. Phone Mission 6781

## THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed . . . . . Yen 100,000,000.00

Capital Paid Up . . . . . Yen 100,000,000.00

Reserve Fund . . . . . Yen 83,500,000.00

(Surplus) . . . . . Yen 83,500,000.00

Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

### San Francisco Branch

415-429 Sansome Street

K. KOJIMA, Manager



## COLLECTIONS

No collection so charge  
We remit day collected  
Rates: 15%, 8%, 4%

### A World-wide Service

JOHN J. H. GROSSMAN, Mgr  
68 Post Street

## Manufacturers' Attention

Those interested in EXPORT TRADE where volume is not sufficient to warrant the maintenance of an Export Department can have the SERVICES of an EXPERIENCED EXPORT EXECUTIVE at a minimum of cost. For details communicate with BOX NO. 385, SAN FRANCISCO BUSINESS

## New Directory of Mexican Industries

compiled and revised by the Mexican Department of Industry, Commerce and Labor, containing 16,000 valuable addresses of all industries now operating in the Republic of Mexico.

Machinery manufacturers, raw material houses, exporters, importers, merchants and bankers. You all want to have a copy of this valuable book on Mexican Industries. Order your copy TO-DAY.  
\$10.00 Post-paid or remitted C. O. D. Parcel Post if desired.

Compania Mexicana de Rotograbado  
(Mexican Rotogravure Co.)  
No. 32 Calle Hurbide, Mexico City

## MITSUI & COMPANY

### LIMITED

(Mitsui Bussan Kaisha, Ltd.)  
Cable Address: "MITSUI"

### GENERAL IMPORTERS EXPORTERS

Coal Suppliers Ship Builders  
Sawmills Ship Operators  
Etc., Etc., Etc.

Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

Other Branches—New York, London,  
Seattle, Portland, Lyons, Hamburg  
and all other important centers  
of the world



## LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Main Floor, Merchants Exchange Building, phone Kearny 112.

A daily service available to members is distributed at 10:30 a. m., at the desk of the Information Department, 451 California street, or if desired, lists will be mailed to those furnishing the department with stamped and addressed envelopes.

Architect—T. M. Edwards, 833 to 525 Market.  
Attorneys—Jacob Schlusser, 218 Americana Bank Bldg.; T. C. Nelson, Balboa Bldg. to 218 Americana Bank Bldg., soon.

Auto Painting—Lee Downing, 49 Shotwell; Max Weiss, 719 Golden Gate Ave., to 430 Golden Gate Ave.

Auto Supplies—T. F. Mincham, 1645 Market.  
Bakeries—Irving Cake Shop, 1360 Irving, July 15.

Beauty Parlor—Betty Ward Beauty Shop, 536 Geary; Betty's Home Beauty Parlor, 2208 Sutter; Reliance Beauty Shop, 446 Eddy.

Brokers—Roy Nichols, Fantages Bldg., to 54 7th. Campaign Headquarters—Jos. A. Kilroy (Justice of the Peace), 606 Mills Bldg.

Candy—J. S. Pappageorge, 4589 Mission.  
Cleaning—Fashion Park Cleaners, 4203 Geary.  
Custom Brokers—Thornley & Pitt (Wm. Thornley, Geo. Pitt), 520 Battery.

Contractors—Johnson Bros. (Erick), 475 Stevenson.

Dentist—Dr. F. E. Kelley, 964 Market; business opening 2nd floor, 1100 Irving.

Drugs—United Drug Co. (wholesale), 978 Howard to 1 Harrison.

Fish Market—New business, 565 Haight, July 10th.

Florists—Brown & Kennedy, temporarily, 2094 16th to 510 Valencia until new building is completed.

Garage—H. C. Witt, 1220 Ninth Ave.

Glass Working—Alta Glass Beveling Works, 1781 Mission to 32 Juliaa.

Ladies' Tailor—W. Baroo, 301 Sutter to 524 Geary.

Leases—Store, 836 Irving; 1342 Irving; 1633 Market.

Music—Christopher's, 2392 to 2388 Mission.

Real Estate—Mr. Doyle, next to 1940 Irving; J. L. Pritchard, 82 Sutter to 117 Montgomery; Harry H. Staaley, 1291 20th Ave.; Theo. Hamill, 1208 26th Ave., July 9.

Restaurants—Alexander Restaurant, 5415 Geary; S. W. corer Ellis and Van Ness Ave. being remodeled for coffee parlor.

Sewing Machines—Singer Sewing Machine Co., branch, 2348 Mission.

Stocks and Bonds—T. A. Campbell, Americana Bank Bldg.

Transportation—Standard Transportation Co., Mills Bldg., to Alaska Commercial Bldg.

Miscellaneous—National Safety Signal Co., 690 Market; Theo. Devlin Alf. Co., 582 Market; Chas. Crabtree & Co., 133 Drum; Jenkins Kreeer & Co., Inc., 86 3rd; Hans Renold, Inc., 770 Folsom; Garofalo & Elwell, 21 Brush Place.

## New Locomotives to Move State's Crops

Four new giant three-cylinder locomotives have been delivered to Southern Pacific at Sacramento and nineteen more are completed and en route across the continent. This completes an order of twenty-three placed by the company early in the year. These locomotives will be ready for the heavy perishable movement this fall when California crops will be moving to market by the trainload.

The new locomotives, equally efficient in handling both freight and passenger traffic, are known as the Southern Pacific three-cylinder type. In service over the Sierra Nevadas between Roseville, California, and Sparks, Nevada, they have demonstrated ample capacity to haul trains formerly requiring two locomotives.

Designed by the railroad's own motive power engineers, the locomotives were constructed at Schenectady, N. Y., by the American Locomotive Company.

A Fifth Avenue jeweler in New York City exhibits this sign in his window: "Pearls and Other Precious Stones." Oysters, it seems, are getting entirely too smart.—*The Outlook.*

Fashionable dogs who are taken out for an airing on Piccadilly or Rotten Row in London now have dainty little handkerchiefs tucked in their collars. Their mistresses argue that if men and women carry handkerchiefs, why shouldn't Hector or Rover?—*The Outlook.*

**YOU CANNOT VOTE**  
unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

## "MANY COPY" Carbon

Light 4-lb. weight. In black, blue, or purple, 3½ x 13, per 100 sheets - \$2.33

42 Grades Carbons and Ribbons. Moderate prices. Get samples.  
**C. H. MILLER CO., 717 Market St.**  
Phone Douglas 1898

## GRACE PEREGO

REALTOR AND BUILDER

ANNOUNCES THE REMOVAL OF HER OFFICES TO

160 SUTTER STREET

TELEPHONE KEARNY 2050

SAN FRANCISCO

## Building Material Salesman

with wide acquaintance among architects and contractors in key regions wants to better his condition. Street commission basis considered for staple commodity or building specialty, or will invest in manufacture or distribution of meritorious building product. Age 33, married and excellent local references. In reply state nature of business and telephone number. Address, BOX 390, SAN FRANCISCO BUSINESS

**WM. SPENCER**  
Room 404, Nevada Bank Bldg. Phone Kearny 3825  
SAN FRANCISCO  
makes a specialty of collecting

**JUDGMENTS**  
MORE THAN 5 YEARS OLD  
in the State of California

## LYBRAND, ROSS BROS. & MONTGOMERY

ACCOUNTANTS AND AUDITORS

ANNOUNCE THE OPENING OF OFFICES

IN PORTLAND, OREGON, AND

SPOKANE, WASHINGTON

### OFFICES

NEW YORK	NEWARK	DETROIT	LOS ANGELES
PHILADELPHIA	BALTIMORE	CLEVELAND	PORTLAND
CHICAGO	WASHINGTON	CINCINNATI	SEATTLE
BOSTON	PITTSBURGH	SAN FRANCISCO	SPOKANE
BERLIN	LONDON	SAN FRANCISCO	PARIS

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending	Previous	One Year
	July 7	Week	Ago
San Francisco	\$330,761,000	\$242,737,000	\$208,226,000
Los Angeles	207,717,000	207,026,000	175,695,000
Seattle	45,156,000	46,948,000	40,051,000
Portland	40,391,000	40,922,000	36,643,000
Oakland	38,902,000	41,376,000	30,981,000

[Federal Reserve Bank]

## BUSINESS FAILURES

	Week Ending	Previous	One Year
	July 8	Week	Ago
<b>SAN FRANCISCO</b>			
Number Failures	2	7	6
Net Liabilities	\$24,500	\$50,062	\$23,783
<b>LOS ANGELES</b>			
Number Failures	10	8	6
Net Liabilities	\$39,148	\$30,128	\$4,470
<b>SEATTLE</b>			
Number Failures	4	6	2
Net Liabilities	\$4,966	\$23,060	\$5,119

[R. G. Dun & Co.]

Send This

REPORT on the  
PACIFIC COAST  
MARKET

To your Eastern  
Connections!

"East is East and West is West"—the Pacific Coast Market cannot be judged by Eastern standards. This Report gives facts of immense practical value.

Maps and charts—information concerning population, distribution, industries, natural resources, transportation facilities, bank clearings, living conditions, buying power, retail conditions and many other factors of utmost importance to manufacturers, distributors and sales managers.

We will pay you to send copies to your Eastern connections. They will gain better understanding of your problems and new enthusiasm for this great and growing market!

### No Charge—

A request on your business stationery will bring prompt response. Please give your executive capacity. Write Today.

LAWRENCE  
WAREHOUSE  
COMPANY

AL T. GIBSON, President

Douglas 5577

37 DRUMM STREET  
SAN FRANCISCO

Bonestell & Co.

Paper Merchants

Since 1822



118 First Street  
San Francisco

## Business Conditions

[continued from page 15]

increased for the first four months of 1926, 12 per cent over the output for the same period last year.

Wholesale price changes in the aggregate show a declining tendency but the readjustments are in the main in the direction of equalization rather than of reduction. Those which have been very high have been reduced while in some cases those below the average level have been increased.

In foreign trade there has been during the first four months of 1926 an excess of imports over exports, but the curtailment of exports of cotton, grain and copper has been offset in large measure by encouraging gains in numerous lines of American manufactures. An excess of imports need not be discouraging. Such excesses for three consecutive months occurred in 1910, 1914 and 1923.

From some sections a slight slackening in business activity is reported. In many instances this is directly attributed to seasonal derangements, abnormally cool or wet weather, and its effect upon agricultural operations. This hesitancy is probably indicative of the spirit of conservatism which prevails generally in the business field. Its significance may be regarded as only of temporary import.

In general it may be said that business is going forward with deliberate caution, smoothing out the inequalities that have hitherto prevailed, and that the progress it is making has all the earmarks of normal, permanent growth.

I might add that business can well feel encouraged at the excellent condition of government finances as shown in the recently published figures on revenue surplus.

### PONSELL FLOOR MACHINE COMPANY

[Formerly International]

FACTORY BRANCH OFFICE  
Underwood Building  
San Francisco Kearny 3239



For SCRUBBING  
SANDING  
WAXING  
POLISHING

All Kinds  
of Floors

no building  
is completely  
modern with-  
out SCHLAGE  
button locks  
for all doors

## SCHLAGE

TRADE MARK REG. U. S. PAT. OFF.

Made in San Francisco  
Sold 'round the world  
Ask your dealer or write  
the SCHLAGE LOCK COMPANY

[continued from page 20]

the case of the Great Lakes, are based on ocean tonnage alone, and this excludes of course Philadelphia's rich river commerce. Los Angeles is a one-commodity port, similar to the Gulf cotton ports, New Orleans and Galveston, and Seattle, the main silk port. The commodity of Los Angeles, petroleum, gives the port cargo a low unit value of \$30 per ton.

### The Bay as a Unit

In passing we might mention that, upon representation by the Foreign Trade Department of the San Francisco Chamber of Commerce, the Shipping Board Bureau of Statistics has agreed to show San Francisco Bay shipping as a unit in its subsequent reports. Thus the 28,000,000 tons of Deep Water Golden Gate Cargo will be credited as a unit to San Francisco Bay and give additional official recognition that San Francisco is second American port in both tonnage and value of foreign and domestic commerce.

There are two outstanding features of the San Francisco trade, Grady points out, which make it very desirable from a trader's point of view. In the first place, the trade is

balanced, and, in the second, it is diversified. San Francisco imports and exports are approximately equal. This balanced trade gives a two-way cargo and is very desirable for the shipping interests.

Seattle, for example, imports more than twice as much as it exports, while Los Angeles, on the other hand, exports twice its imports, and Portland exports six times its imports. A diversified trade is also highly desirable. Just as the one crop farmer suffers severely from an off season or a market slump, so a one or two commodity port suffers keenly from cut down in production or demand for the commodity it handles. The largest item of San Francisco's foreign trade is raw silk, imports of which amount to over 15% of the port total. The remainder of the business is very diversified and includes literally more than a thousand kinds of goods according to the government reports based on customs classifications. There are but few articles listed in official reports in which San Francisco does not show a good proportionate trade. Seattle, on the other hand, depends on one commodity alone, raw silk, for more than three-quarters of the imports; while Portland does more than two-thirds of its total business

in wheat and lumber exports with apple shipments making up a good part of all other business. Shipments of petroleum from Los Angeles amount to 80% of the entire tonnage of that port, the remainder being chiefly lumber receipts.

**REGISTER TODAY!**

## PATENTS

TRADE-MARKS, FOREIGN PATENTS

**MUNN & CO.**

Suite 601 Hobart Bldg., San Francisco

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**RAPID — RELIABLE — REASONABLE**  
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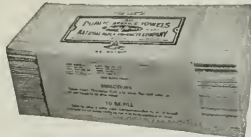
# PUBLIC SERVICE TOWELS REDUCE TOWEL EXPENSE



Towels automatically dispensed one at a time from a white enameled metal cabinet. Special hem prevents tearing.

Actual records have demonstrated to the satisfaction of thousands of building operators and managers throughout the United States that Public Service Towels effect savings of from 20% to 30% in washroom maintenance because it requires less towels to dry the hands.

When buying paper towels, put them to the washroom test. There are towels on the market sold at a lower price, but Public Service Towels will dry more hands than an equal number of the cheaper towels. Remember, they are made from clean spruce wood only, in a plant as sanitary as any food manufacturer's.



Comes in Regular and Junior Sizes. 156-towel packages; 25 packages to the carton. Pliable, absorbent and sanitary.

The long spruce fibres give them strength; they are made to quickly absorb moisture and yet withstand rubbing without leaving objectionable lint. Apply sensible—and safe—economy to your washroom maintenance by standardizing on National washroom products.

*Public Service Towels Give to Every User His Own Towel*

MANUFACTURED BY

## NATIONAL PAPER PRODUCTS COMPANY

No Waste Tissue

Public Service Towels

Sop-O-zoN Liquid Soap

1789 Montgomery Street

SAN FRANCISCO

Telephone Davenport 2770

### Revenue Freight Loading

Revenue freight loading the week ended June 26 totaled 1,062,252 cars, as compared with 1,043,720 cars the preceding week, and 993,173 and 908,251 cars in the corresponding periods of 1925 and 1924, respectively, according to the car-service division of the American Railway Association.

### Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than July 22. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 6995—Rubber mats, CL and LCL, westbound; 6996, power boilers, CL, westbound; 6997, paper twine, CL and LCL, westbound; 6998, trunks, CL, westbound; 6999, liquid veneer, CL, westbound; 7000, pumice, CL, eastbound; 7001, harpins, LCL, eastbound; 7002, paper, CL, westbound; 7003, balls and knobs, polished ash, LCL, eastbound; 7004, onyx, CL and LCL, eastbound; 7005, lumber, CL, eastbound; 7006, lumber, CL, eastbound; 671s (corrected) Absorption of terminal charges: Request that Item 2199 of Tariff 3-T be amended to provide for absorption of 35 cents per ton terminal charge on carload shipments of oils pressed from imported copra or seeds, 688s (corrected) sheep, CL, eastbound.

## SACRAMENTO and Sacramento Northern R. R.

Palace  
Observation and Parlor Cars.  
Dining Cars leave 7:40 a. m. and 5 p. m.

## SACRAMENTO SHORT LINE

# Vacation

Comfortable Northwestern Pacific Railroad coaches will carry you to Russian River, Eureka and the Redwoods, Eel River Canyon, Sonoma Valley, and mineral springs. Direct stage connections to Lake County resorts. Low summer excursion fares.

Free illustrated book "Vacation 1926" gives information on 150 resorts in Northwestern California.

Ticket offices: 712 Market Street and Ferry Building, San Francisco.



## Hawaii's Sugar Crop Expected to Equal That of 1925

Hawaii's sugar plantations will produce approximately 739,000 tons of raw sugar during the 1926 season according to predictions made by the nine sugar agencies in Honolulu. All of the predictions are classed as "conservative."

The figures closely follow the estimate made by the pineapple canners a few weeks ago in which it was announced that the territory's "second industry" would equal the 1925 crop. The pineapple interests announced that the pack would have an estimated valuation of between \$34,000,000 and \$35,000,000 involving the packing of nearly 9,000,000 cases. Thus, sugar and pineapples in Hawaii produce an annual crop valued at over \$100,000,000.

Start of canning the year's crop of pineapple causes much interest in Honolulu, and when the plant of the Hawaiian Pineapple Co. recently commenced operations at full blast, hundreds of spectators were on hand to witness it.

## Big Dahlia Show to be in August

Dahlias of all sizes from the tiny pompon to the "decorative" type that measures nearly a foot across will be on show at the eleventh annual Dahlia Show to be given at the Palace Hotel August 26 to 28 inclusive.

The dahlia reaches its best growth and most elaborate color schemes around San Francisco Bay according to floricultural experts, and the officials of the Dahlia Society of California, who sponsor the annual display here, expect a particularly representative showing in all the eighty-seven classes to be given prizes. An increasing number of private gardens present their best flowers each year and according to H. T. Hennig, secretary of the organization, the number of entries already in shows a larger interest than ever before.

## Restore Queen's Home

John H. Wilson, mayor of Honolulu, will direct the repairing operations on the old Queen Emma Home, a grass-thatched remnant of regal days in Hawaii, situated up the Nuuanu valley. Six hundred bags of pili grass will be used in the work.

The Queen Emma Home is 75 years old, being completed at the time of King Kamehameha V. It was formerly located at Waikiki, but was moved to Nuuanu at the request of the queen.

### Absent-Minded?

"Where's the car, dad?" asked the son of an absent-minded professor. "Why, dear me," he said, "I really don't know. Did I take it out?"

"You certainly did. You drove it downtown."

"That's very remarkable," replied the professor. "I remember now that after I got out I turned around to thank the gentleman who had given me the lift, and wondered where he had gone."—*The Outlook.*

## Herbert's

BACHELOR HOTEL and GRILL

Rooms \$1.50 to \$2.00 the Day  
Substantial Cuisine

151-159 Powell St., San Francisco  
745-749 South Hill St., Los Angeles

Motorists Save 27 Miles

**DIRECT FERRY**  
Vallejo-San Francisco

Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Black and News Service

**Monticello Steamship Co.**

North End of Ferry Building Phone Sutter 371

FORT SUTTER "CAPITAL CITY"  
**SACRAMENTO**



From  
**Jackson Street Pier No. 3**  
DAILY EXCEPT SUNDAY  
AT 6:30 P. M.

**PALATAL STEAMERS**  
Suites with Bath—Barber Shop  
Fare \$1.80 One Way \$3.00 Round Trip  
Try Our Famous 50 Cent Dinners  
Phone Sutter 3880 for Reservations  
California Transportation Company



## Portland Wins Next Year's Advertising Convention

[continued from page 22]

Seattle, Portland, Tacoma, Spokane, Walla Walla, Portland, Fresno, Stockton, Sacramento, Los Angeles, San Diego and points north, south and east, to say nothing of the bay cities. There was the convention organ, the *Adrocity*, full of fun, which refused to take anything or anybody seriously. But to a non-member the interesting, the absorbing thing about the convention was its jousting for the truth and its pronouncement for better citizenship. If advertising can interest the public in pink pills for pale people, can make the population east of the Rockies hurt for a home in California and bring business and industry here, it can be a tremendous influence for good citizenship. And if the twenty-third annual convention of the Pacific Coast Advertising Clubs can say next November, "A lot of voters cast their ballots in this election because our delegates aroused a public consciousness to the duties of citizenship," then the gathering in this city will have been distinctly worth while to more than the advertising experts who attended.

Next year's convention will be held in Portland, the city of Marshall N. Dana, associate editor of the *Oregon Journal*, the new president of the association.

The San Francisco Advertising Club played the host to the various clubs attending the convention—and in a manner that, as the thespians have it, "stopped the show."

### A FEW LAUGHS

Minister: "Can you tell me what a gentleman is, little boy?"

Little Boy: "Yes sir; he's a grown-up boy that used to mind his mother."—*The Outlook*.

An unusually ragged tramp knocked at the door of a home and asked the mistress for alms.

"Aren't you ashamed?" she inquired. "You are so ragged and dirty that I am ashamed of you myself."

"Yes," reflected the tramp, "it is a reflection on the generosity of the community."—*The Outlook*.

"Harold, I am really surprised at you putting out your tongue at people!"

"Oh, that was all right, mother; it was only the doctor going past."—*The Outlook*.

# Drivurself

## Mr. Business Man

**Buy Automobile Miles as You Need Them.  
A New Way to Rent a Fine Car.**

When you want a car quickly for any business or social use come to one of our convenient stations—rent a handsome dark blue sedan, coupe or touring car and Drivurself. No red tape. Just get in and go—park the car where and as long as you wish—come back when you please—then pay a small charge for the miles you drive.

Drivurself is cheaper than owning a car of your own. No initial investment or repair bills. No gas and oil to buy. No insurance to pay. You pay a flat rate per mile. We stand all insurance and furnish all gas and oil.

Scores of firms are using Drivurself in routing salesmen over territory. More calls and more sales for each day—expense accounts simplified—hotel bills cut—often eliminated—and the cost per call dropped 50 to 75 per cent.

Drive one of these cars to another city. Take four guests with you if you like. Then leave the car. We will return it.

For social duties—for the beaches—for the theatre, Drivurself is invaluable.

More than 800 of these identical cars are in daily use in Chicago alone.

Take a car from a Yellow Drivurself Station today or tonight—for business or for pleasure.

We will give you an identification card good at any of our stations.

### Convenient Northern California Locations

**San Francisco:** 35 Taylor Street—902 Bush Street  
2034 Mission Street  
Telephone Prospect 1000

**Oakland:** 1433 Webster Street  
Telephone Lakeside 3521

**Berkeley:** 2074 Addison Street—2436 Durant Ave.  
Telephone Thornwall 43

**Sacramento:** 1109 Eleventh Street  
Telephone Capital 1818

Executive Offices, 35 Taylor Street, San Francisco  
Phone Prospect 1000



**Yellow Drivurself Stations, Inc.**

Stations from San Diego to Vancouver

## America's Imports Show Big Gain; Exports Drop

**A**MERICAN imports increased 17 per cent and exports declined 11.5 per cent for the first quarter of 1926 as compared with a year ago, as shown in a quarterly analysis of foreign trade contained in a bulletin, "Our World Trade," just issued by the Foreign Commerce Department of the Chamber of Commerce of the United States. The report shows that imports for quarter totaled \$1,248,367,000, an increase of \$183,436,000, while exports amounted to \$1,125,000,000, a decline of \$146,000,000.

The report says that "the sensational advance in the price of crude rubber, rising from an average import price of 33 cents per pound a year earlier to nearly 77 cents per pound, was the chief factor in putting rubber in the position of our leading import. The total value of imported crude rubber was \$201,851,000, three times its value a year ago.

"In order to keep pace with the

increasing output of automobile tires," the report says, "the quantity of rubber imported for this period was greater by 59,932 pounds in 1926 than in the same period of 1925, in spite of the enormous rise in the price per pound—a quantity gain of 30 per cent. The American rubber industry uses more than three-quarters of the world's production of crude rubber.

With regard to the decline in exports, the report points out that "restricted European buying was largely responsible for this decline. Exports to Europe were 28 per cent less than a year ago, while exports to every other section of the world increased from 6.1 to 25.9 per cent. Depression in Europe reduced her purchases of American cotton and foodstuffs, and our smaller grain crops also tended to limit our exports.

Europe, the report goes on to say, bought only 48 per cent of our exports for the first quarter as compared with nearly 59 per cent a year ago. Exports to countries in North America rose from 20 per cent of the quarterly total in 1925 to 24 per cent in 1926. Asia bought 10 per cent of the total in 1925 as compared with 12 per cent in 1926; South America from 7 per cent in 1925 to 10 per cent in 1926. Each of remaining grand divisions shows gains.

The brightest spot in our first quarter's exports was the 15 per cent increase in exports of finished manufactures, particularly automobiles, machinery, iron and steel and gasoline.

Export groups increasing in value were machinery and vehicles, inedible vegetable products, such as tobacco and automobile tires, non-metallic minerals, particularly refined petroleum, wood and paper, chemicals, and the miscellaneous. Declines in value were sustained by textile, foodstuffs, metals, and inedible animal products, such as hides, leather and furs.

Six of our ten principal exports—automobiles, gasoline, leaf tobacco, agricultural machinery, kerosene, and boards, planks and scantlings—were higher in both value and volume than a year ago; but the remaining four—raw cotton, lard, refined copper and lubricating oil—sustained declines that more than offset the gains.

## Advertising a City Through Songs

One way of advertising San Francisco is to sing its praises all over the world.

Villa Morét, Inc., Music Publishers, composed of local men, has its headquarters in San Francisco. Neil Morét, its president, is one of the foremost composers in America, having written "Hiawatha," "Silver Heels," "Poppies," "After Vespers," "You Tell Me Your Dreams," "Mickey," "Moonlight and Roses." Ben Black, vice president, is also a leading composer. Paul Ash is one of the best known directors in the world. He makes records for Columbia.

Alfred Hertz, head of the Classical Department, is also one of the world's foremost directors. He is director of the San Francisco Symphony Orchestra.

These men, realizing that San Francisco is one of the greatest musical centers in the country, chose it as headquarters for Villa Morét, Inc. They have established branch offices and representatives in New York, Chicago, Cincinnati, Detroit, Boston, Minneapolis, Kansas City, Philadelphia, St. Louis, Denver, Los Angeles, and foreign representatives in Europe, Australia and Canada. Their reason for choosing San Francisco as its home office was due to the fact that most of the big hits of the world are composed in the West.

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Lincoln Sales and Service Dealers  
Van Ness at Jackson

## San Francisco Bay Travel Declared Safe by Expert

**S**AN FRANCISCO BAY traffic is safe and holds no menace to commuter or traveler, according to an official report filed with President W. A. Sherman of the Board of State Harbor Commissioners by Captain C. W. Saunders, chairman of the fog menace committee appointed by the harbor chief at a general meeting called in the Ferry Building on February 26.

The high lights of the report state:

Records for the period between 1910 and 1925 reveal that approximately 750,000,000 persons were carried across the bay on the ferry steamers and of these only two lost their lives in fog crashes.

Compared with railway, automobile and other methods of transportation, bay travel is the safest in the world and the committee is of the opinion that there is no necessity to establish further bay traffic control.

### Adequate Fog Signals

Adequate fog signals have been maintained for years by the Government to protect navigation in and out of the harbor and the Harbor Board has in addition to former existing signals, established additional safeguards to protect lives and property, the committee report stated.

The committee also stated that it believed the public may safely feel that the very efficient supervision of the local steamboat inspection service, and the resultant care exercised by the masters of ferry boats and other vessels in this district, have reduced the danger of any catastrophe occurring on San Francisco Bay due to fog conditions.

"The matter of bay traffic control was suggested by the Alameda County Commuters' Club following a succession of fogs last winter," Sherman said.

"The club requested that I call all of the representative men who have to do with bay traffic together for a conference. This was done and it was the sense of the meeting that a special committee be named to make a thorough survey.

"The committee communicated with scores of American and foreign

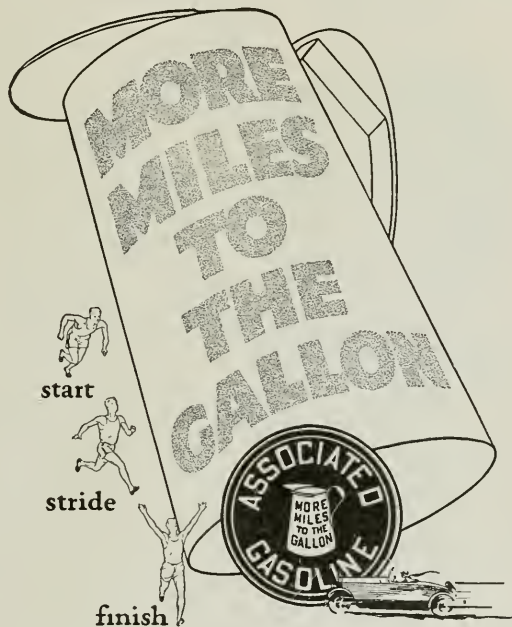
port officials in addition to governments and learned that beyond the usual official rules and regulations, there existed no regular plan for traffic control.

"It is gratifying to have the committee officially report that bay travel is safe by nearly 100 per cent. This should banish any fear that may be entertained by persons patronizing the bay ferries.

"The Harbor Board has also done what it could to safeguard lives during foggy weather by installing lights, gates and other means for

warning persons driving or walking in the vicinity of the waterfront.

"As a result of the committee report, the reputation of San Francisco Bay as a place of safe waters can well be heralded to the world, because it is doubtful if as enviable a reputation has been achieved by any other transportation system, proportionate to the number of persons cared for. The total of 750,000,000 passengers carried by the bay ferries in fifteen years is equal to seven times the population of the United States."



**T**RACK athletes realize the necessity of "start—stride—finish"—all three—in order to win. They strive to develop perfection in each. The same qualities are necessary to good gasoline. "More miles to the gallon" can result only from a combination of these three—in *balanced proportion*—[1] satisfactory starting, at all times, [2] full stride of power, [3] mileage—full measure of each without impairment of any. Associated Gasoline has the winning "form," due to its distinctive chain or series of boiling points.

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Baltimore, Md.....	145.86
Birmingham, Ala.....	102.86
Boston, Mass.....	157.76
Buffalo, N. Y.....	124.92
Cedar Rapids, Ia.....	85.95
Chattanooga, Tenn.....	107.48
Chicago, Ill.....	90.30
Cincinnati, Ohio.....	110.40
Cleveland, Ohio.....	112.86
Colorado Spgs, Colo.....	65.20
Dallas, Tex.....	75.60
Denver, Colo.....	67.20
Des Moines, Ia.....	81.55
Duluth, Minn.....	99.00
Fort Worth, Tex.....	75.60
Galveston, Tex.....	78.00
Indianapolis, Ind.....	103.34
Kansas City, Mo.....	75.60
Louisville, Ky.....	105.88
Memphis, Tenn.....	89.40
Minneapolis, Minn.....	91.90
Montreal, Que.....	148.72
New Orleans, La.....	89.40
New York City.....	*137.88
New York City.....	151.70
Oklahoma City, Ok.....	75.60
Omaha, Neb.....	75.60
Philadelphia, Pa.....	*134.50
Philadelphia, Pa.....	149.22
Portland, Me.....	165.60
Quebec, Que.....	160.02
St. Louis, Mo.....	85.60
St. Paul, Minn.....	91.90
Washington, D. C.....	145.86

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SAN FRANCISCO**

## American-Hawaiian Improves Service

On August 26 last year the American-Hawaiian Steamship Company inaugurated a schedule which provided for a sailing every five days instead of every seven days, being an increase in frequency of sailings equivalent to 40 per cent. Effective during August, 1926, the company has arranged to reduce the time consumed in a round voyage from eighty-five to eighty-three days, also to add two vessels to its Pacific Coast-North Atlantic fleet, thereby providing an increased frequency of 60 per cent over a sailing every seven days, and an increase of 14 per cent over the present schedule of a sailing every five days.

This additional service is provided because of many requests from shippers for substantial space reservations during the normal heavy movement (July to January) of seasonal commodities, and will continue in effect for such time as offerings may warrant.

Last fall it was necessary for the company to provide five extra sailings to accommodate the heavy offerings of general cargo from this port. The new schedule provides additional space equivalent to the capacity of one extra sailing per month.

## Local Firm to Open Eastern Stores

The further expansion eastward of an aggressive Pacific Coast organization was announced yesterday by the Moss Glove and Hosiery Stores, Inc., of San Francisco, which will open three stores in Cleveland within the next two months. This became known with the arrival in San Francisco of Artemus Mesler, president, from an extensive business trip through Eastern cities.

The Cleveland store will be located on one of the most important business corners of the city. It will be opened early in September, and within two weeks will be followed by the opening of two other stores in West Cleveland.

A few weeks ago the company opened five large stores in Chicago, and Mesler said that five more stores will be operating in the Windy City this fall.

While in the East, Mesler said, he set in motion negotiations for stores in Cincinnati, Toledo, Detroit and St. Louis. A location has already

been selected in Pittsburgh, the announcement of which will probably be made within the next two or three weeks.

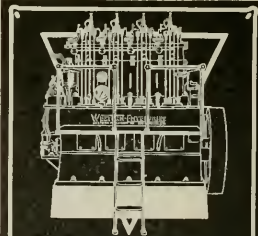
William Mesler, vice president, left on July 7 for France and Germany to inspect the company's two factories.

## Financial Counsel in New Quarters

John C. Feys and Associates, Inc., investment and financial counsel, announced that it has established quarters in the Exchange Block, 369 Pine Street, where the business of three large corporations in the issuance of whose stock the concern is interested, will be transacted.

Feys and his aides are interested in the financing of the California Guaranty Corporation of Los Angeles, with a capital of \$2,500,000; Realty Mortgage Insurance Corporation of San Francisco, with a capital of \$1,000,000, and the Realty Corporation of Oakland, with a capital of \$5,000,000.

W. R. Oates, well known in financial circles up and down the Pacific Coast, is the office manager of the concern and also vice president.



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## Time Limit Is Set On Overcharge Claims Against Lines

F. W. Gomph, agent of the Pacific Freight Tariff Bureau, has issued a circular to the effect that from and after January 1, 1927, the rail lines serving California will not consider overcharge claims on intrastate traffic unless filed with the carrier within three years from the date of delivery or tender of delivery of a shipment and not after, provided that if claim for the overcharge has been presented in writing to the carrier within the three-year period of limitation, claimant shall have six months from the time notice in writing is given by the carrier to the claimant of its disallowance of the claim or any part or parts thereof specified in the notice, within which to file suit.

## Why the United States Is Supreme

THE visiting Crown Prince of Sweden, at a luncheon given in his honor in New York, heard Julius H. Barnes, former president of the Chamber of Commerce of the United States, attribute America's greatness to three underlying philosophies, all distinctly of this country. Summed up they are:

"A social philosophy that visits on no man the misfortune of birth or position, but holds open the door for social advance, achieved by character, ability and effort. America, having no hereditary stratification, was forced to establish its own aristocracy, based on character and achievement, and it is a great stimulus for individual effort.

"An industrial philosophy, which places a high value upon habits of industry, but which measures the effectiveness of effort by its accomplishment. This means that in the necessary work of the world, America believes in replacing mere human drudgery by the control of Nature's forces through the device of inventive genius.

"And then in the century and a half of national existence, we are working out a political philosophy, somewhat haltingly, perhaps, with errors that require steps to be retraced. This political philosophy is that government exists primarily to preserve fair play between its citizens and that every individual may achieve his place by character and ability and government will hold him secure in the rewards of his individual effort."



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Commerce Counsel

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## America's Cars Are Best, Says Expert Back From Trip

**I**T is but a few years since the interest of the average man on the street in the tales told by European travelers was limited to the things that appealed to the traveler as quaint or unusual. Today, however, the interest of the average American has been sharpened by an active appreciation of the importance of Europe to America from the standpoint of business and the returning traveler finds himself asked more questions about economic conditions and the European business situation than on such topics as the native costumes and customs of the peasant classes.

A well-known San Francisco business man who has just returned from a three months' trip in England and continental Europe stepped off the Overland Limited last week. His impressions are particularly interesting because he represents the great automobile industry, a business which is enjoying a great

boom in the increasing export of American cars and in the inspiration that American car designers are reported as receiving from the work of European automobile builders.


R. F. Thompson, general manager of the Howard Automobile Company, is back as his desk after an interesting and informative trip. He has many things to say regarding his observations in Europe and on the European situation as it bears on the automobile business.

Mr. Thompson was not much impressed by the European type of automobile as a factor in the American car market. "They build some very fine cars abroad," said he, "and I am all admiration for the quality of engineering and the workmanship that goes into some of the best of these. They are produced at prohibitive prices, however, and the best of the European cars can never be a factor in the American market. The cheaper cars are built to meet European ideas of economy and for European driving conditions. They are of low horse-power, frequently a half or a third of the rated horse-power of the Ford. And I do not think that they will measure up to the standard of comfort and convenience that we have learned to demand from American cars."

Mr. Thompson was impressed by the apparent prosperity of such countries as Belgium and Holland, but the general strike in England during his visit there showed that conditions were far from being what they were before the war in that country. France left the impression of being full of life and go, but the condition of the workers, especially the farm workers, and the falling franc make it clear that even the saving and industrious French have not yet solved the problems left by the war.

"One of the things that struck me most forcibly," said Thompson, "was the fact that there seemed to be no young men on the farms. I saw women and children working the fields, sometimes actually taking the places of draft animals. When I asked the explanation I was told that they were too poor to afford animals and that the women and children must do the work because the young men were in the army. It seems inevitable that the withdrawal of such large numbers of men for army service must produce most serious consequences. Not only is their productive labor lost but they become an expense to the state, adding to the already intolerable burden of taxation."


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F. S. McGinnis, *Passenger Traffic Manager*  
San Francisco



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

*Published Weekly by San Francisco Chamber of Commerce*

VOLUME XIII

JULY 21, 1926

NUMBER 2

## NOTICE TO CHAMBER MEMBERS

THE CHAMBER OF COMMERCE

WILL ENTERTAIN

HIS ROYAL HIGHNESS

GUSTAF ADOLF, CROWN PRINCE OF SWEDEN

AND HER ROYAL HIGHNESS

LOUISE, CROWN PRINCESS OF SWEDEN

AT A

FORMAL DINNER

TO BE GIVEN IN THE

PALM COURT AT THE PALACE HOTEL

WEDNESDAY EVENING, JULY TWENTY-EIGHTH

NINETEEN HUNDRED AND TWENTY-SIX

AT SEVEN O'CLOCK

*Tickets for this dinner are available to all members of the Chamber. The charge is \$10 per cover. Reservations should be made at once by telephoning Kearny 112, as the number of seats is limited.*

## Chamber Greets International Lions

**H**OSPITALITY units of the Chamber joined with the San Francisco Lions Club in welcoming and entertaining the 10,000 delegates and visitors to the Tenth International Convention of Lions.

Preceding the international sessions, starting Wednesday, were meetings incident to the seventh annual convention of the Fourth District of Lions, comprising California, Nevada and Hawaii.

Special trains and motor caravans brought thousands of delegates from the East, North and South, Benjamin F. Jones, of Newark, N. J., president of Lions International, reaching the city Tuesday.

Ray L. Riley of Sacramento, international director, as general chairman, Jack Riley, fourth district governor, from Hollywood, and Parker L. Jackson, president of the San Francisco Lions, headed the reception committees.

Headquarters for the Lions were opened at the Whitcomb Hotel with business sessions in the Civic Auditorium.

Sightseeing trips to Muir Woods and Mt. Tamalpais, a trip on San Francisco Bay and a motor spin down the peninsula were some of the diversions for the men and women delegates.

### HOME FROM WASHINGTON

C. B. Dodds, Washington representative of the Chamber of Commerce, is home from the national capital. He will be available for conferences with business men who may have some problem in which his experience in Washington may be beneficial.

### REVENUE FREIGHT LOADING

Loading of revenue freight the week ended July 3, totaled 1,072,624 cars—the seventh week so far this year that freight loadings have been in excess of one million cars—according to reports filed by the carriers with the car-service division of the American Railway Association.

# SAN FRANCISCO BUSINESS

JULY 21, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending	Previous Week	One Year Ago
San Francisco	\$252,630,000	\$230,761,000	\$226,394,000
Los Angeles	210,873,000	207,717,000	178,202,000
Seattle	51,474,000	45,156,000	50,975,000
Portland	44,437,000	40,291,000	43,156,000
Oakland	41,810,000	38,902,000	32,609,000
Federal Reserve Bank:			

## BUSINESS FAILURES

	Week Ending	Previous Week	One Year Ago
SAN FRANCISCO	July 15	2	5
Number Failures	7	4,500	15,177
Net Liabilities	\$88,620	\$24,500	\$15,177
LOS ANGELES			
Number Failures	12	10	12
Net Liabilities	\$109,410	\$39,148	\$29,356
SEATTLE			
Number Failures	3	4	4
Net Liabilities	\$13,568	\$4,952	\$29,362
R. G. Dun & Co.]			

## New Industries

M. G. WEST COMPANY, 115-117 Front Street, an old San Francisco firm, is starting a new industry. They own patents for a "Vault Ventilator" which they are now manufacturing here in San Francisco and which can be installed in vaults already built as well as in new vaults. It was designed primarily to afford a simple means of exposing an aperture through the vault wall of sufficient size to prevent suffocation in case of accidental or enforced imprisonment within the vault of one or more of the employees of the office. The ventilator is provided with an electric fan mounted in a metal funnel fitting exactly the inside diameter of the tube. There is a clear opening through the tube of sufficient size to permit one to signal from the inside of the vault in case of emergency.

**GOLDEN GATE GRAPE AND JUICE CO.** is erecting plant at the southwest corner of Front and Green streets, to produce fresh grape and apple juice. The plant has a capacity of 200 tons per day. Total investment, excluding the land, is approximately \$35,000, according to Mr. Thomas Abate, the manager.

## EXPANSIONS

**FIELD-ERNST ENVELOPE CO.**, 45 Fremont Street, manufacturers of envelopes, have recently moved to new quarters at above address which has been remodeled to suit their needs. The new structure, built of steel and brick, contains four stories and basement, with 32,000 square feet of floor space. This company started business in April, 1920, with only nine people in the entire organization while they now have a staff of eighty people. Special equipment enables them to turn out two-color work in reproducing trademarks, packages and slogans for incorporating advertising value into envelope printing. They sell over the entire Pacific Coast and, according to Mr. Field, are now the largest manufacturers and distributors of business envelopes on the Coast.

# LEADS for NEW BUSINESS

**Accountants**—I. H. Saffron, establishing systematizing, auditing and accounting and income tax specialty business, 260 Davis.

**Attorneys**—J. E. Bennett, United Bank Bldg to Sheldon Bldg; Luther Elkins, Crocker Bldg; to Hohart Bldg. Andrew G. Maguire, 284 Paer to 580 McAllister; Richard T. Tandy, 760 Market to 525 Market; David S. Wilson, 525 Ma ket.

**Auctioneers**—Leon M. Rosenberg & Co. (Gen. Mide), 106 Pine.

**Auto Repairing**—C. J. Cook, 62 Duboce Ave.

**Auto Tires**—Firestone Truck Tire Agency 211 Shotwell.

**Beauty Parlor**—Lucille Dixon Beauty Shop, 177 Post.

**Blowers and Pumps**—Connerville Blower Co., agency 1937 Mission.

**Campaign Headquarters**—Mrs. Julius Kaha (Congress), 1928 Market.

**Commercial Paper**—Fidelity Auto Finance Corp. (1440 Van Ness Ave.), Merchants Exchange Bldg. **Consuls**—Consulate of Luxembourg, 315 Montgomery to 210 Post.

**Contractors**—Sunset District Building Co., 925 Irving.

**Delicatessen**—J. Schmah, 505 Haight.

**Dentists**—Dr. W. G. Thomas, 323 Geary.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than July 29. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**Docket No. 7067**—Arsenate of lead, CL, eastbound; 7068, zinc ore, CL, eastbound; 7069, cotton or cotton linter, uncompressed, CL, westbound; 7010, window glass, CL, westbound; 7011, import commodity rates to stations in Minnesota on the D. M. & N. Ry.; 7012, celluloid tooth brush holders, LCL, eastbound, import; 7013, metal clothes pins, LCL, eastbound; 7014, lumber, CL, eastbound; 7015, barytes, CL, westbound, for export; 7016, paper, CL, eastbound; 7017, sand, CL, eastbound; 7018, boot and shoe findings, LCL, westbound; 7019, potassium and sodium zirconate, CL, eastbound; 7020, lithopone and zinc oxide, CL, westbound; 7021, cast iron pipe and fittings, CL, westbound; 7022, combination wood and wire fencing, CL, westbound; 7023, compressed air and gas locomotives, CL, westbound; 7024, shingles, door and set-up sash, CL, eastbound; 6837 (amended) cotton seed product, A. CL, westbound.

**Piling Supplies**—De Luxe Index Card Co., 440 Sansome.  
**Floor Finishing**—T. Mandri, 633 Hayes to 716 Oak.

**Garages**—Jones Bros. Garage, Bush and Hyde; Furter Bros., 16th and Shotwell.

**Gasoline Stoves**—American Gas Machine Co. (of Albert Lee, Minn.), R. J. Ackerman, Mgr., Chronicle Bldg.

**Grocers**—E. Eitner, 541 Golden Gate Ave.

**Health Appliances**—Julian Ward, Hansford Bldg.

**Hosiery**—Miller Hosiery Co., 153 Kearny; Super Silk Hosiery Co., 821 Market.

**Insurance**—Commercial Insurance Agency, 226 to 114 Sansome; Prudential Insurance Co. of America, 3490 20th; International Life Insurance Co. (260 California), 760 Market.

**Investments**—John C. Feys & Associates, Inc., 369 Pine.

**Jewelers**—J. M. Goetz, deYoung Bldg.; Hustelt & Mainin (mfg.), Whitney Bldg.

**Lenses**—Steele, 28 Holden Place.

**Lumber**—Western States Lumber Co., 1 Drumm to Hansford Bldg.

**Machinery**—Portable Cylinder Grinding Co., 340 Fell.

**Meats**—Benny Messina, 1203 Columbus Ave.

**Multigraphing**—Metropolitan Multigraphing Service, 364 Bush.

**Novelties**—Art Novelties Mfg. Co., 231 1st.

**Paint Machines**—Dunn Painting Machine Co., 109 Buas to 835 Howard.

**Painting Contractor**—W. J. Lamar, 4126 to 4026 Geary.

**Photographers**—Rovere Scott, 530 Kearny to 947 Market.

**Plumbing**—J. D. Farley (Sanitary Service Co.), 1414 Valencia to 17 Eugenia.

**Real Estate**—Hanley Realty Co., branch 490 West Portal Ave.

**Salt**—Morton Salt Co. (G. W. Griswold, Mgr.), 882 Brannan to 609 Underwood Bldg.

**Sanitary Pads**—Cellucotton Products Co., 274 Brannan to 610 Underwood Bldg.

**Sigars**—George H. Erich Co., 219 7th.

**Tools**—Leak Micrometer Corp., Grant Bldg.

**Upholstery**—Bernard's Upholstering Works, 1253 Divisadero.

**Miscellaneous**—Atlas Specialty Co., 14 Oris; Woodside Country Club (Levia Pengilly, Sec.), 219 Crocker Bldg.; San Carlos Iron Works, 140 San Carlos Ave.; A. O. Norton, Inc., 115 Front to 75 Fremont; Colo Diesel, 149 California to 373 Brannan; Lasker & Bernstein, Inc., 809 Montgomery; Bard Parker Co., 641 Mission.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10504—Osaka, Japan. Old established firm of manufacturers and exporters of BRUSHES and BRISTLES desire to establish export connections with San Francisco firms interested in handling these commodities.

10505—Osaka, Japan. Firm is in the market for DEXTRINE, used for sizing cloth. They wish to secure samples of BRITISH GREEN, DEEP YELLOW, and LIGHT YELLOW DEXTRINE, together with prices and exporting capacities.

10506—Shanghai, China. Factory representatives, established in Shanghai, are interested in securing an agency on a line of BATH ROOM FIXTURES for China on an exclusive agency arrangement to act as salesmen on a commission basis. Desire to secure catalogs, prices and other necessary data from interested manufacturers.

10507—San Francisco, Calif. Firm has connections abroad with a concern desiring to sell WIPING RAGS and other RAGS to Pacific Coast users. 10508—Andaño, Oklahoma. Manufacturers of ice cream desire to get in touch with San Francisco importers of DRIED EGG PRODUCTS, particularly POWDERED EGG YOLK.

10509—Manila, P. I. Manufacturers' representative desire to get in touch with a paint factory interested in exporting PAINTS to the Philippine Islands, open for cash business. To facilitate matters they wish to secure prices, terms and conditions from interested manufacturers.

10510—Prince Rupert, B. C. Company is in the market for a BOAT which has a carrying capacity of at least 150 tons general merchandise, accommodation for 25 cabin passengers and 50 steerage or deck passengers. They desire a boat capable of making 25 knots and prefer that be powered with internal combustion engines. Request that offers be accompanied with photograph of boat.

10511—Yanada, B. C. Party having a large deposit of LIMESTONE, less than 1 per cent magnesia and 98 per cent plus carbonate of lime, close to salt water and economical for shipping, desires to get in touch with parties interested in importing this commodity.

10512—Yanaveour, B. C. Established manufacturers' representative, having excellent connections with the trade and calling regularly on the following: wholesale grocers, wholesale druggists, spice and extract manufacturers, confectionery and biscuit manufacturers, aerated water manufacturers, sweeter and hatting suit and knitting mills, and department stores, is very desirous of forming connections with San Francisco concerns wishing representation in British Columbia.

10513—San Francisco Calif. Aggressive salesman desires to secure a number of SPECIALTY LINES for Canada. References.

10514—England. Firm desires to communicate with California CANNED and DRIED FRUIT packers with a view to representing them in the United Kingdom.

10515—London, England. Manufacturers of "KONSOLIAN BLOOD SALT," an animal medicine, are very anxious to appoint a sole selling agency for that product in this territory. They desire to establish connections with a firm or individual having connections amongst farmers, stockowners, carriers, racehorse owners, trainers, etc. Descriptive circulars are on file with the Foreign & Domestic Trade Department.

10516—Stockholm, Sweden. Gentleman, now in San Francisco, is very desirous of establishing business connections with a California DRIED OR CANNED FRUIT packer or exporter wishing representation in the middle and northern part of Sweden, or in the entire country of Sweden.

10517—Frankfurt a. Main, Germany. Concern wishes connection with San Francisco importers and exporters.

10518—Leipzig, Germany. Manufacturer of COMPRESSED AIR SPRAYING APPARATUS.

PAINT SPRAYERS, etc., wishes representative in San Francisco.

10519—Kaiserslautern, Germany. Manufacturer of CREAM SEPARATORS, BUTTER MACHINES, BRUISING MILLS, CENTRIFUGAL PUMPS, VENTILATORS, EXHAUSTERS, DISINTEGRATORS and RE-COOLING PLANTS, wishes representative in San Francisco.

10520—Barmen, Germany. Manufacturer of TAILORS' TRIMMINGS wishes connection with San Francisco firms.

10521—Bremen, Germany. Manufacturers desire to get in touch with firms of contractors interested in the use of PEAT-PLATES as a new construction material. These peat-plates insure protection against heat and cold and are fire and water-proof. Plates are made in a handy size and of any desired thickness. Descriptive letter on file with Foreign and Domestic Trade Department.

10522—Schönbach b. Ezer, Czechoslovakia. Manufacturer of VIOLINS, having modernly equipped factory capable of producing 1,000 to 1,500 violins weekly, desires to establish a market for his instruments in this city.

10523—Brussels, Belgium. Exporters of NOVELTIES, TOYS, FANCY STATIONERY, BOXBON BOXES, POWDER BOXES, ROUGE BOXES, INK STANDS, SMALL CLOCKS, LAMPS; also INDUSTRIAL ARTICLES, ACCESSORIES for ELECTRICITY and WIRELESS TELEPHONY, (buttons, discs, hooks, accumulator plates, push-buttons, etc.), TELEPHONE MOUTHPIECES, RECEIVERS, HOLDERS for CASSEROLES, TEA POTS and CÔFFEE POTS, desire to find a market for their products in San Francisco.

10524—Paris, France. Manufacturers of RADIO GOODS, particularly AUDIO TRANSFORMERS, CURRENT SUPPLY TRANSFORMERS, BATTERY ELIMINATORS, STRAIGHT-LINE CONDENSERS, CHOKE COILS and FILTER UNITS, are in a position to supply these goods to American specifications and they solicit inquiries from jobbers, wholesalers, set builders and mail-order houses.

10525—Ahsar-Basrah, Persian Gulf. Missionary writes that native Arab dealers desire to sell direct to American importers. DATES, MOTHER OF PEARL, SHELL WOOL, SHEEP INTENSINES, CARPETS, ARABIAN DESERT HORSES, etc. Where possible samples and prices will be sent to interested San Francisco firms.

10526—Delhi, India. Import agents desire to secure the following lines of merchandise from American manufacturers and exporters. PIECE GOODS of all kinds, KITCHEN WARE, METAL WARE, TOYS, TRIMMINGS, THREAD, PAINT, VARNISH, DYE COLORS, PAPER, SLATES, PENCILS, ALUMINUM and COPPER FOIL, BOOKBINDING CLOTH, etc.

10527—Bombay, India. Manufacturers of "DELICIOUS PRODUCTS" (food products), desire to appoint a sole agent in this territory.

10528—Patras, Greece. Manufacturer of TAPESTRIES and JACQUARD WOVEN UPHOLSTERY GOODS, desires to sell direct to American users of these materials. Representative permanently located in San Francisco. Local references.

10529—Buenos Aires, Argentina. A firm of commission merchants, handling foodstuffs only, desire to establish business connections with American exporters of DRIED FRUITS, CANNED SALMON, OYSTERS and SARDINES, wishing a representative in the Argentine Republic.

10530—Lima, Peru. Gentleman desires to communicate with California exporters of LUMBER, WOODEN BOXES, LARD, BUTTER, FLOUR, CANNED MILK, CANNED FRUIT, CANNED FISH, DRIED FRUIT, and OATS.

10531—Guadalajara, Mexico. Firm desires to receive complete details, prices and terms on MACHINERY FOR THE MANUFACTURE OF ALCOHOL BOTTLES of a capacity of 18 litres

approximately, as well as smaller receptacles; also MACHINERY FOR THE MANUFACTURE OF SMALL METAL STAMPS used for sealing flour sacks, stamps to be made of soft metal upon which is stamped the name of the flour mill for whom the seals are manufactured.

10532—New Orleans, La. Party owning the fishing rights for a distance of about 500 miles along the Pacific Coast in the Republic of Costa Rica, desires to put these rights into commercial operation and prefers to either sell or lease same to interested parties.

10533—Oberursel, Germany. Firm of buying and selling agents desires to represent California manufacturers or exporters interested in appointing an agent in Germany. References.

## Domestic Trade Tips

D-2157—San Francisco, Calif. Merchandise brokers are in a position to act as sales representatives, selling exclusively on a commission basis and confining their operations to the jobbers, manufacturers and department stores, for manufacturers desiring representation in the California territory.

D-2158—Los Angeles, Calif. A sales organization having approximately 7,000 sales people covering California and now beginning active selling direct to the consumer, with distribution through their own controlled "service stations" and so-called warehouses, desire to secure the representation of California manufacturers of products of merit.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco, Calif., on or before August 10, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, Calif., and will be opened July 28, 1926.

For furnishing the War Department with miscellaneous supplies. Bids to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, Calif., and will be opened August 2, 1926.

For furnishing The Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone. Isthmus of Panama, with electrically operated siffle derrick Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened August 5, 1926.

For furnishing The Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone. Isthmus of Panama, with steel and Manila rope, wire, marine, steel, copper-bearing, iron or steel or pure iron sheets, steel, pipe, track bonds, brass, lead, car bolsters, planing machine combination tables and chains, electric raps, rubber seals, batteries, boxes, marine clocks, ship's logs, oars, scales, blocks, milking pails, bolts, nails, hinges, shackles, poultry netting, screening, silversware, hose, leather belt, binoculars, tubes, inner tubes, window shades, office supplies, paper cups, files, Manila tags, paper, cypress lumber, and Douglas fir timbers Bids are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened July 29, 1926.

## YOU CANNOT VOTE

unless you have re-registered this year. You have until July 31 to re-register for the August Elections. The Chamber of Commerce urges every citizen in San Francisco to register—AND VOTE!

## Who's Who Among the New Members

THE Membership Department announces twenty-two new members this week. The list includes a diversified representation of firms and individuals in every line of business and indicates a healthy growth and expansion of commercial interests in the city.

### CAPITOL RICE MILLS

RICE BROKERS, MILLERS—310 California St.

### PACIFIC DAIRY PRODUCTS CO.

ICE CREAM MANUFACTURERS AND DISTRIBUTORS—1103 Balfour Bldg.

### LA SALLE EXTENSION UNIVERSITY

BUSINESS TRAINING COURSES—926 Pacific Bldg.

### AUTO SCIENCE INSTITUTE

CORRESPONDENCE SCHOOL—1037 Polk St.

### A. B. LEACH & CO.

INVESTMENT SECURITIES—American Bank Bldg.

### DER LING IMPORTING CO.

ORIENTAL GOODS—Wholesale and Retail—426 Powell St.

### OWEN B. SMITH & CO.

PUBLIC ACCOUNTANTS—315 Montgomery St.

### EDWARD GLASS

ARCHITECT—525 Market St.

### C. H. HACKER

REAL ESTATE, COUNTRY PROPERTIES EXCLUSIVELY—902 Hobart Bldg.

### WENDELL PHILLIPS

PORTRAIT PHOTOGRAPHER—220 Post St.

### ADOLPH STRAUCH

ELECTRICAL HEATING ENGINEER—217 Rialto Bldg.

### MINUTE-MEN PRESS

FAST PRINTERS—33 Belden St.

### PROCESS ENGRAVING CO.

HIGH CLASS PROCESS ENGRAVING—630 Market St.

### CONTINENTAL ENGRAVING & COLOR PLATE CO.

PHOTO ENGRAVING—156 Second St.

### TED V. COLLINS

MANAGER, MANHATTAN LIFE INS. CO.—570 Phelan Bldg.

### JOHN T. BEALES

Well known in insurance circles. Has agency for Columbia Fire Ins. Co. and Albany Ins. Co. at 132 Sansome St.

### AHLERS CO.

HIGH CLASS JEWELERS—245 Post St.

### SCHARLIN BROS.

JOBBERS IN MEN'S FURNISHING GOODS—342 Clay St.

### DOREMUS & CO.

ADVERTISING—Crocker Bldg.

### AERO COAST EXPRESS CO., INC.

AERIAL TRANSPORTATION—206 United Bank & Trust Bldg.

### INYO CHEMICAL CO.

MANUFACTURER OF SODA ASH—526 Holbrook Bldg.

### OCEANIC STEAMSHIP CO.

PASSENGER LINERS TO AUSTRALIA—Matson Bldg.



# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

JULY 28, 1926

NUMBER 3

## SATURDAY, LAST DAY TO REGISTER

**R**EGISTRATIONS in San Francisco will be 225,000 by midnight Saturday, according to City Registrar Zemansky. With three days remaining the total is slightly more than 218,000. The Chamber of Commerce has consistently and repeatedly urged all of its members to register and vote in the coming elections. Never more than now has it been vital to the future welfare and prosperity of San Francisco that its citizens do this. In order that citizens may be given every opportunity to register, Mr. Zemansky announces that his offices will be kept open on Saturday, July 31, **until midnight.** This is the last chance to register. **DO IT NOW!**

### THE HUMBOLDT BANK ADDS NEW SERVICE FOR PATRONS

One of the most interesting and up-to-date services to bank depositors in San Francisco is announced by the Humboldt Bank in the installation of a number of Bank Posting Machines.

The last word in banking efficiency, these machines, now in operation at all of the savings windows of the

Bank, perform four important functions. They are:

1. Enter the amount of deposit in passbook in clear, legible printed figures.
2. Compute the amount of balance and print it in passbook at one operation.
3. Print bank's record of deposit at the same time as the depositor's, so that records always correspond.

4. Work faster than the mind in addition and subtraction, enabling the bank to serve more quickly than ever before.

The Bank Posting Machine is operated at the teller's window where deposits are made. It furnishes better and more complete records, both for the bank and for depositors' and surrounds accounts with every protection against error or misunderstanding.

### EXPANSIONS

**CALIFORNIA GUMMED PRODUCTS CO.**, 272 Sutter Street, in business now about five years, have now been compelled on account of their rapidly growing business to make expansions twice within the past year. About a year ago, they erected a factory building at 436 Clementina Street, to which they have now added an annex for warehouse purposes. They manufacture gummed tape used for sealing packages, and also cloth stay tape used for large corrugated boxes, selling their product all over the Coast through jobbers.

**SIMONDS SAW & STEEL COMPANY**, 228 First Street, have just recently moved into a new three-story and basement building, doubling both their shop and storage facilities. They specialize in saws, machine knives for planing and saw mills, and grinding wheels, supplying most of the plants in the bay district with the latter. While most of their saws come from their factory

at Fitchburg, Mass., they manufacture special orders at this plant. This branch covers the territory of California from Fresno north, also the Coos Bay country, and as far north as Klamath Falls, Oregon.

**STANDARD WINDOW GLASS COMPANY**, 32 Julian Avenue, are now occupying their new building, having moved from 1781 Mission Street. This firm, doing glass work in general, while in business only three years, have trebled their facilities in their new plant, this expansion being necessary owing to their greatly increased business.

**CALIFORNIA CASING COMPANY**, 855 Mission Street, will shortly occupy a new \$20,000 building at 1180 Folsom Street, greatly increasing their facilities. They are large importers and cleaners of sausage casings and manufacturers of spices. According to the manager, they ship these casings all over the United States and Europe and in future will do a wholesale business exclusively.

### New Industries and Expansions

**FEDERATED CEREAL MILLS OF AMERICA**, 2880 Mission Street, a subsidiary of the Anglo-American Mill Company of Owensboro, Ky., has been organized here to operate a cereal mill unit, manufacturing breakfast cereals, pancake flour, whole wheat flour, corn meal, chipped wheat, etc., also operating a bakery turning out a full line of bakery goods—all kinds of bread and old-fashioned coarse grain cookies, made from flour ground the same day, doing both a wholesale and retail business.

**WESTERN OIL MILL**, 746 Sansome Street, is now installing machinery for the production of linseed oil and by-products—linseed meal and cake.

# SAN FRANCISCO BUSINESS

JULY 28, 1926

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# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending July 21	Previous Week	One Year Ago
San Francisco	\$229,758,000	\$252,630,000	\$233,736,000
Los Angeles	313,874,000	210,673,000	177,505,000
Seattle	49,350,000	51,474,000	44,131,000
Portland	40,411,000	44,437,000	39,199,000
Oakland	46,303,000	41,610,000	27,981,000

(Federal Reserve Bank)

## BUSINESS FAILURES

	Week Ending July 21	Previous Week	One Year Ago
<b>SAN FRANCISCO</b>			
Number Failures	4	7	6
Net Liabilities	\$6,752	\$88,620	\$69,564
<b>LOS ANGELES</b>			
Number Failures	7	12	17
Net Liabilities	\$18,377	\$109,410	\$47,851
<b>SEATTLE</b>			
Number Failures	2	3	1
Net Liabilities	\$1,448	\$13,568	\$3,855

R. G. Duo & Co.)

## LEADS for NEW BUSINESS

**Adjusters—Underwriters Adjustment Bureau** 114 to 142 Sansome  
**Advertising Distributors—S. T. Advertising and Distributing Co.** 315 Howard to 200 First  
**Army and Navy Goods** Frolberg Army Goods Store 3258 Fillmore

**Attorneys—John K. Hagopian**, 225 Bush  
**Automotive—Parsons Auto Reconstruction Corp.**, 1547 Sutter; **Kissel Motor Car Co.**, 1910 Van Ness Ave.; **Harry E. Herndon, Inc.** (Hudson and Essex Motor Car Agency), 400 Judah

**Auto Supplies—Western Auto Supply Co.**, 1101 Market, 2000

**Auto Tires—Lehigh Tire & Rubber Co.** (T. W. Minehan), 1201 to 1045 Market

**Batteries and Auto Supplies—Morris Lindauer**, 3053 Geary to 3853 Geary

**Campaign Headquarters—Clarke** (C. S. Senator), 883 Market

**Carpet Cleaning—China Pesta Rug Cleaning Co.** 32, Tatarian, 30 Oakland

**Chiropractor—A. I. Bowring**, 889 Geary to 400 Hyde

**Cigars—A. B. C. Cigar Co., Inc.**, 68 Post

**Cleaners—Coast Cleaners & Dyers**, 131 West Portal Ave.

**Cleavers and Insecticides—Great Northern Chemical Co.** offices 750 Pacific Bldg., Factory 154 Tehama

**Cloaks and Suits—Expert Cloak & Suit Co.**, 1112 Market to 908 Market

**Clothing—C. & A. Toggery**, 1313 Fillmore

**Contractors—Hunter & Starratt (plasterers)**, 74 New Montgomery; **J. D. Hannah** (902 California) 825 Sansome

**Delicatessen—Chas. Freis** 1245 to 1415 Fillmore, P. A. Allison, 1488 Valencia

**Dentists—Dr. F. R. Stokes**, Flood Bldg to 1462 Geary, Dr. H. H. Vail, 323 Geary; Dr. J. L. Brunck, 3328 Mission, Dr. P. T. Angel, 1708 Geary to 1182 Market, Dr. H. B. Cuffield, 500 Market; Dr. C. B. Miller, 85 Highland Ave.; Dr. C. P. McCuen, 2789 to 2635 Mission, Dr. H. P. Domeniconi, 323 Geary; Dr. E. Wedt, 2780 Mission

**Drawing—Lynch Bros.**, 1204 Howard to 204 Second; **L. R. Paganini**, 370 Howard

**Drugs—Public Drug Co.**, 240 Market, remodeling building, for new store 100 Market

**Furs—R. Moore** 212 Eddy; **Martin Ginziger** Pacific Bldg

**Grain—Woolner & Co.**, 119 California

**Grocers—Conrath & Gaddini**, 2118 Greenw. h. (Geo. Dallas, 3551 to 3350 Twentieth

**Hardware—Best Universal Lumber Co.**, 200 Davis; **Joost Bros.** 1071 Market, 2000

**Investments—California Securities Co.**, 785 Market to Mills Bldg

**Jewelry—Ernest Spitzer**, Kaimo Bldg

**Ladies' Wear—Barnet Schwartz**, 1327 Polk to 1259 Polk

**Laundries—Overall Laundry & Supply Co.**, 1140 Harrison to 310 Fluvay

**Lino-type Composition—Wm. Brown** has acquired business of W. H. Thoren, 25 Jessie

**Lubricants—New York Lubricating Oil Co.**, 947 Praman to 39 Sterling

**Markets—Kline & Gondolfo**, 1196 Geneva Ave

**Painting—Ferd. Terheyden & Bros.**, 1840 Franklin

**Paper—Pacific Coast Paper Co.**, 545 Mission to 545 Folsom, in September

**Paste Products—Chicago Spaghetti Works**, 2514 San Bruno Ave.

**Photo Finishing—California Photo Finishing Plant**, 1210 Mission to 627 Vallejo

**Physio Therapy—Mrs. Lola Amsted**, 643 Kearny

**Publishers—Crowell Publishing Co.** (W. H. Keenan), American Bank Bldg

**Radio—Standard Radio Supplies Co.** Williams Bldg

**Railroad Equipment and Supplies—Manculey Steel & Equipment Co.**, Hansford Bldg.

**Real Estate—Ray Borlin**, 315 Bush to 46 Kearny; **Peter Tornelli**, 21 Columbus Ave., Terra Vista Homes, Inc.; 251 Staples; **T. P. Fay**, Call Bldg.; **Schoonaday & Murphy**, 5715 Mission

**Restaurants—Arma Restaurant**, 557 Pine; **Harry Jacobs**, 1324 Fillmore

**Signs—Max Hager**, 1701 to 1111 Geary

**Surgical Appliances—David D. Fox**, 1138 Mission to 237 Fols.

**Tailors—Art Tailoring Co.**, 36 Mission to 220 O'Farrell; **Harber & Priber**, Sheldon Bldg.

**Transportation—Pacific Coast Regional Advisory Board**, Chancery Bldg to Wells Fargo Bldg.

**Typewriters—Atlas Typewriter Co.**, 149 California

**Window Shades—Window Shade Service Co.**, 3587 Sacramento

**Miscellaneous—Dr. W. G. Hazlett**, 209 Post, Wood Linen Co., 821 Market, Dr. J. J. Saladana, 1335 Stockton; **West Coast Sales Co.**, 529 Eddy; **Blake Specialty Co.**, Chancery Bldg., California Stolos Co. (W. J. Losh), Whitney Bldg.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than August 5. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7025—West Virginia Northern Railroad Company's Proposal to eliminate the West Virginia Northern Railroad Company as a participating carrier in Tariffs 2-T, 3-T, 17-H and 27-J; 7026, galvanized ironware and stamped ware, CL, eastbound; 7027, lumber, CL, eastbound; 7028, lumber, CL, eastbound, 7029, transit rules, westbound. Proposal to revise the transit rules as pro-

vided in Rule 8 of Tariff I-Z to more nearly conform with the rules published generally in tariffs other than the transcontinental, thereby permitting the privileges, charges, allowances, etc., as published in tariffs of the individual lines to govern; 7030, transit rules, westbound. Proposal to revise the transit rules as provided in Rule 8 of Tariff 4-W to more nearly conform with the rules published generally in tariffs other than transcontinental, thereby permitting the privileges, charges, allowances, etc., as published in tariffs of the individual lines to govern; 7031, infusorial earth, CL, eastbound; 7032, apples, melons, fruits and vegetables, CL, eastbound; 7033, tin cans, CL, westbound; 7034, scrap rubber, CL, eastbound; 7035, milkwork, CL, eastbound; 7036, hly bulbs, CL, eastbound, import; 7037, automobile body or top parts, CL, westbound; 7038, iron pipe (second hand) CL, eastbound, 6957 (amended), doors, rails and stiles, CL, eastbound

## W. P. FULLER & COMPANY WINS TROPHY

The advertising of W. P. Fuller & Co., in competition with the most important manufacturing concerns on the Coast, was recently adjudged by the Pacific Coast Advertising Clubs Association to be the most complete of any advertising used by a manufacturer during the year, thereby winning a trophy.

The campaign was conducted by Johnston-Ayres Company, advertising agency with offices in San Francisco, Oakland, Los Angeles and Salt Lake City.

The campaign included practically every medium of advertising, but featured the use of trade magazines.

## Mr. and Mrs. Citizen:

If your vote was worth FIGHTING FOR, is it not worth USING?

Register before July 31 an I VOTE at the PRIMARIES, August 31, 1926.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given

## Foreign Trade Tips

10334—Guadalajara, Mexico. Publishers desire to secure the services of a PUBLICITY AGENT in San Francisco to contact advertisers for their "Commercial Herald."

10335—Puebla, Mexico. Firm desires to represent San Francisco manufacturers of SCHOOL SUPPLIES, STATIONERY, HARDWARE, DRY GOODS and NOTIONS.

10336—Puebla, Mexico. Exporters of MEXICAN CURIOS, such as CURIOS MADE OF PALM, INDIAN FAITHWEAWE, MARBLE SCULPTURE ARTICLES (ink wells, pen holder boxes, etc.), desire to market their products in San Francisco.

10337—Columbia. Experienced man, going to Colombia in August, would like to form connections to represent California firms on a commission basis. Local references.

10338—Las Palmas, Canary Islands (Spain). Firm desires to represent American manufacturers wishing to market their products in the Canary Islands. They are particularly interested in HARDWARE, and FOODSTUFFS, such as FLOUR and PRESERVED FOODS.

10339—Kanazawa, Japan. Dealers in clothing desire to secure Fall and Winter catalogs of American manufacturers, with a view to purchasing merchandise from them.

10340—Tokyo, Japan. Importers of dairy supplies are in the market for a good and economical FEED for dairy cows. They wish to receive price quotations from Pacific Coast manufacturers for CORN GLUTEN FEED or any good substitute.

10341—Sydney, Australia. Expensive, long established firm desires to represent American manufacturers of HARDWARE LINES, BUILDERS' SPECIALTIES, TOOLS, HOUSEHOLD GOODS, etc. Business exchanged.

10342—Oran, Algeria. Exporters desire to secure the services of an energetic representative to San Francisco to sell their GREEN SPLIT PEAS and CHICK PEAS.

10343—Innsbruck, Austria. Manufacturers of CAMELS' HAIR OVERCOATING, a waterproof wool cloth and a specialty of the Tirolean mills, desire to appoint a representative for the State of California.

10344—Duisburg-Meiderich, Germany. Established firm desires to represent a California exporter of DRIED FRUITS, such as APRICOTS, RAISINS, PEARS, etc., who would be interested in representation in the vicinity of the Rhine.

10345—Bremen, Germany. A party in Germany, with headquarters in Bremen, seeks the representation of American manufacturers and producers interested in marketing their products in Germany or Europe. Prefers to assume the representation of non-competing lines and new wares of all kinds, which find a ready market in Europe.

10346—Leipzig, Germany. Gentleman desires to secure the agency of a California exporter of ALMONDS and FRUIT.

10347—Zagreb, Yugoslavia. Gentleman wishes to get in touch with American exporters of all sorts of IRON and STEEL MANUFACTURES, including TOOLS, KITCHEN UTENSILS, HOUSEHOLD ARTICLES, and FANCY WARE. He requests catalogs.

10348—Calleo, Peru. Gentleman wishes to get in touch with American manufacturers of TOYS, CYCLES, and HIGH CLASS KNITTING and WEAVING MACHINES.

10349—Valparaiso, Chile. Firm wishes to represent in Chile and Bolivia, American exporters of RESIN, PARAFFIN WAX, RAW SUGAR, GRANULATED WHITE SUGAR, GRAY SHEETING, DRILLS and HOLLANDS and COTTON HOSIERY. They state that they represent some 20 export houses at the present time.

10350—Hoboken-Antwerp, Belgium. Concern wishes to get in touch with American manufacturers of SMALL ELECTRIC SWITCHES, such as are used in portable electric drills and similar machinery.

10351—Brussels, Belgium. Gentleman desires to establish connections with American house selling GASOLINE, BENZINE, and PETROLEUM PRODUCTS. Reference given.

10352—Srinagar, India. Firm wishes prices and catalogs of the following merchandise: ZINC WATER BOTTLES COVERED WITH FELT, STOCKINGS, GLOVES, BOOTS AND SHOES and OTHER ARTICLES OF LEATHER. This concern also exports WOODCARVINGS, PAPIER-MACHE PRODUCTS and EMBROIDERIES.

10353—Athens, Greece. Organization wishes to get in touch with American houses interested in bidding on some of the smaller INSTALLATIONS contemplated in Greece; especially factories, power stations, electrical generating installations, mills, road building, municipal works, water supply, etc.

10354—Turin, Italy. Gentleman now representing leather manufacturers and merchants in London wishes to represent American exporters of lines related to the AUTOMOBILE INDUSTRY, including LEATHER, IMITATION LEATHER and CLOTH FOR THE UPHOLSTERING OF AUTOMOBILE BODIES. Will supply references upon request.

10355—Havana, Cuba. Gentleman wishes to represent American exporters of various kinds of FOOD PRODUCTS.

10356—Hellerup, Denmark. Gentleman desires to represent American houses wishing an agency in Copenhagen.

10357—Alexandria, Egypt. British subject, established in Egypt for over 20 years, wishes to get in touch with American manufacturers not yet represented in Egypt for the following lines: HARDWARE, IRON and STEEL PRODUCTS, TEXTILES, HOSIERY, CHEMICALS, and PHOTOGRAPHIC SPECIALTIES. He will furnish references.

10358—Antofagasta, Chile. Concern wishes to represent, as commission agents, manufacturers of the following products: TEXTILES OF SILK, WOOL, COTTON and LINEN, GARMENTS, and ARTICLES OF RUBBER, CELLULOID, and BONE.

## Domestic Trade Tips

D-2139—St. Paul, Minn. Manufacturers of a GASOLINE GAUGE for 1925 and 1926 Chevrolet cars desire to secure the services of a manufacturer's agent to handle the sale of this article on the Pacific Coast. The gauge will operate by means of a float and cable in the tank in the rear up through a flexible cable to the dash.

D-2160—Los Angeles, Calif. Owners of a large body of FLOURITE or FLOURSPAR, of high grade, and in an exceptionally large placement, are desirous of developing this property, or selling it to a company capable of putting it on the market.

D-2161—Los Angeles, Calif. Established manufacturer of HIGH GRADE CANDIES desires to establish a branch store in San Francisco, or to sell the business, trade mark and formulas to the proper San Francisco firm or individual.

D-2162—Carnarvon, Iowa. Dealer in POPCORN desires to get in touch with a San Francisco commission house, which could sell for him at the highest market price, his lap Hull-less popcorn, which is shelled, cleaned and bagged. He can make shipments weekly.

D-2163—Cincinnati, Ohio. Manufacturers of a FLAG-CONTAINER ATTACHMENT for flag poles, desire to appoint a distributor in San Francisco to introduce their product. Illustrated, descriptive circular on file with the Foreign and Domestic Trade Department.

D-2164—South Boston, Mass. Manufacturers of a number of patented products coming under the general heading of WOVEN WIRE of three and four strand construction, desire to secure an established distributing agent for San Francisco and the manufacturing districts adjoining. The wire is suitable for furniture-making, heating and ventilating grilles, radiator enclosures, radio cabinets, wastebaskets, rags work for bank and office cashiers, window guards, etc., etc. Sample on file with Foreign and Domestic Trade Department.

D-2165—New York, N. Y. Manufacturers of CHEMICAL PRODUCTS, such as INSECTICIDES, DEODORANTS, and PRODUCTS FOR EVERY SANITARY PURPOSE, desire to appoint a suitable representative in this territory.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with lumber (white pine, redwood, poplar, white ash, and hickory) and crosscut yellow pine or Douglas fir piles. Bids are to be submitted to the Office of the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened August 4, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel, oil pipe, stair treads, metal cabinets, license tags, belt tie heater, motor, magnets, switches, terminal tubes, buzzers, rosettes, marine fuses, magnet wire, reamers, nailing cutters, gear cutters, end mills, bolts, nuts, washers, wrenches, files, grinders, asbestos gaskets and millboard, and cotton pillow cases. Bids are to be submitted to the Office of the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened August 2, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel, iron, cable, wire, chain, boiler tubes, pipe, trucks, gasoline motor, electric sockets, fuses, iron wheels, anemometers, hydrants, spray pumps, ladders, copper, zinc, aluminum, monotype metal, acetone, calcium carbide, powdered graphite, glue, oils, paints, and ingredients, putty, brooms, brushes, mops, window curtains, steel cans, aluminum ware, soap polish, cleaning powder, blue denim, wiping rags, colored wool waste, drawing instruments, pens, manila tags, toilet paper, and rosin sized paper. Bids are to be submitted to the Office of the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened August 10, 1926.

## BRAZIL ABOLISHES PARCEL INVOICES

Consular invoices will no longer be required with parcel post packages destined for delivery in Brazil. In connection with this effect has just been received by the Postoffice Department from the Brazilian Postal Administration.

## SPECIAL NOTICES

The Association of Merchants, 73 Piutrowska Street, Lodz, Poland, have established in their organization, a special Agent's Section, with a view to maintaining and developing the foreign connections which Lodz has for many years possessed. The section would cooperate in furnishing information regarding the economic situation, indicating sources of supply or disposal of goods, settling of trade disputes, recommending reliable representatives, collecting bad debts, etc.

The import requirements of Lodz comprise: raw materials and semi-manufactured articles of all kinds for the textile industry, chemical vegetables and animal oils and fats, dyes, machinery and technical articles and, in addition, colonial goods and southern fruits. Careful attention would also be given to the exportation of textile manufactures and agricultural products in bulk.

# SUMMARY of WORLD MARKET CONDITIONS

## Based upon Cables and Other Reports received in the Department of Commerce

### CANADA

Wholesale and retail trade conditions show gradual improvement in Eastern Canada and are generally satisfactory in the Western provinces. Manufacturers of agricultural implements and automobiles report the continuance of active operations. The sale of rayon goods and broadcloths has increased recently.

### GREAT BRITAIN

The British coal stoppage is practically unchanged, and there has been no general return to work. The number of unemployed on July 5, exclusive of striking coal miners, showing a slight increase over the previous week. Foreign trade in the United Kingdom for June was marked by an expansion of imports as compared with May and a further decline in export shipments.

### THE NETHERLANDS

A better tone in the general Dutch situation is noted, due to the improvement in trade, finance and agriculture. The money market was active and transactions on the stock exchange lively. Flotation of foreign and domestic loans was extensive, with over-subscriptions common.

### BELGIUM

Further exchange decline impairs confidence in the currency situation. The National Bank shows large note expansion. January to May tax receipts registered an appreciable increase over last year's corresponding collections. Wage increases are registered for many lines. Unemployment is negligible.

### FRANCE

Economic and commercial interests in France are marking time pending the establishment of a definite policy for the country. Government revenues for June totaled 2,466,000,000 francs, showing an increase of approximately 30 per cent as compared with June, 1925; indirect taxes as usual constitute the bulk of the receipts. Total revenues for the six months period January to June, inclusive, amounted to 18,710,000,000 francs, showing approximately the same percentage of increase over 1925 as the June figures. French foreign trade in June had an import balance of 509,000,000 francs, after a temporary reversion to a favorable balance of 70,000,000 francs in May. Total imports during the first six months of the year were valued at 29,414,000,000 francs, while exports totaled 26,073,000,000 francs. The Bank of France statement for July 15 shows an increase to new high records for advances to the State (38,000,000,000 francs) and note circulation (54,918,000,000).

### GERMANY

A slight increase in the cost of living index during the first half of July, together with unrest among the 1,700,000 unemployed, has caused the Government to give serious consideration to the unemployment problem. Advances to the German railway and postal systems and the acceleration of work on a number of canals are contemplated as measures to reduce unemployment. The weakness of the French franc has reacted on the German stock exchange, causing a certain degree of weakness owing to apprehension concerning the future of the French market for German goods and the competition of French products on the local market. The money market continues

easy. The withdrawal of the United Steel Company from machinery production has been followed by the formation of a new machinery trust, the organization of which will be completed in the near future.

### AUSTRIA

The downward trend of unemployment has greatly slackened, and reductions at the present time are due only to the seasonal demand for agricultural laborers. Preliminary accounts of the Federal Government for April show more favorable results than were anticipated, with an actual surplus of approximately 14,000,000 shillings as compared with an estimate of only 3,000,000 shillings. The movement of goods for both the export and the domestic market has improved, though some lines are carrying more than normal stocks. Recent severe rainfalls have resulted in a certain amount of crop damage.

### ITALY

The continued weakness of the lira has stimulated discussion of a legal stabilization of exchange rates, and general opinion is said to be becoming more favorable to this method of checking lira fluctuations. Further increases in wholesale price indexes are occurring as a result of continued exchange depreciation. Italian imports during June amounted to 2,756,000,000 lire and exports to 1,636,000,000 lire, with an approximately equal decline in both branches of the trade as compared with June, 1925.

### SWEDEN

Seasonal dullness is influencing Swedish commercial and industrial life but general conditions indicate an upward swing. The marked increase in bank loans is indicative of greater credit demands, the latter being due largely to increased requirements for financing purchases of industrial raw materials.

### JAPAN

Business conditions in Japan are generally quiet although increased activity is reported in certain lines. The electrical power equipment market continues to be affected by the over-expansion which has taken place during the past two years. The steel products market is quiet. General industrial and engineering equipment is in fair demand, with the usual keenly competitive conditions prevailing. Anxiety in regard to this year's rice crop has been dispelled by plentiful rains during the past few weeks. The raw silk market is active with prices recovering from the slump which occurred during the second week of July. The cotton yarn industry established a new production record in June. Mid-year financial settlements were completed satisfactorily. The money market is quiet.

### PHILIPPINE ISLANDS

Philippine business during June was seasonally slow but somewhat better than in June last year. Heavy rains early in the month impeded transportation. Most import lines weakened slightly and continued slack the early part of July. The textile market weakened again the latter part of June. In the export markets, copra trade, though slow, was good. Abaca trade continued very dull in both United States and United Kingdom grades. The sugar market was quiet until the last week and tobacco trade was generally dull.

### AUSTRALIA

July has been marked in the larger centers of Australia by general winter clearance sales and considerable retail activity has resulted. Wholesale business, however, is somewhat inactive as the new stock buying season has not yet commenced. Government finances are in good position. The 1925-26 fiscal year ended with a surplus of receipts over expenditures. The new season's outlook for wool is said to be good. The wheat market is more firm.

### MEXICO

There is a general dullness in trade in Mexico due to the rainy season. Automobile sales are declining slightly. The Treasury Department is expected in Mexico to suspend the decree of July 10 providing penalties for failure to require pagares or notes in cases of installment sales.

### WEEKLY BUSINESS CONDITIONS

The dollar volume of trade continues to show gains over a year ago, as seen from check payments covering the third week of July, according to the weekly statement of the Department of Commerce. The volume of new building contracts awarded during this same period was larger than in either the previous week this year or the same week of 1925. Wholesale prices averaged lower than in either the previous week or a year ago, while interest rates on time money continued to average higher.

Loans and discounts of Federal reserve member banks declined from the previous week but were still well above a year ago. Prices of stocks continued to average higher, both as compared with the previous week and the corresponding week of last year, while call-loan rates, although higher than a year ago, were lower than in the previous week. The Federal reserve ratio at the end of the third week was higher than at the end of the previous week but lower than a year ago. Business failures, although larger in number than in the previous week of this year, were lower than in the corresponding week of 1925.

### REVENUE FREIGHT LOADING

Loading of revenue freight for the week ended on July 10 totaled 900,977 cars, according to reports filed by the carriers with the car service division of the American Railway Association. Due to the observance of Independence Day, this was a decrease of 171,647 cars under the preceding week.

The total for the week of July 10 was also a decrease of 85,916 cars under the corresponding week last year and a decrease of 9,006 cars under the corresponding week in 1924. In making comparisons, however, with the corresponding weeks in 1924 and 1925, consideration must be given to the fact that those weeks did not contain a holiday while the week of July 10 this year did.



# SAN FRANCISCO BUSINESS

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## Should the Truck Be Regulated?

**S**HOULD motor busses and trucks engaged in interstate passenger and freight hauling be subject to the same Federal regulation as railroads similarly engaged?

This is the subject to be considered at a hearing of the Interstate Commerce Commission in the assembly room of the Chamber of Commerce beginning Thursday, August 12. Commissioner Clyde B. Aitchison and Examiner Leo Flynn are scheduled to conduct the investigation, which is expected to consume two, and possibly three, days.

The increasing importance of the motor truck in freight transportation during recent years has been recognized, not only by the railroads of the country, but by manufacturers, jobbers, and by the automobile industry itself, and it is to determine whether or not the time is at hand to advise Federal regulation, that the present hearings are being held.

Although the local hearings will be attended with much interest by representatives of local organizations, such as possibly the Cannery League, the Dried Fruit Association, the California Farm Bureau Federation, together with manufacturers, jobbers and shippers, it is pointed out that business in California is less concerned in this problem than in the East. There are only two, or at most three, motor truck freight services in California extending beyond the state limits. One is between San Diego and Arizona, and another between Sacramento and Nevada. These are exclusive of a passenger bus service between Texas and Washington and passing through California.

The attitude of the Commission in this investigation is not based upon a predetermined policy of Federal regulation, but rather upon an effort to determine whether the time is at

hand to recommend such a course to Congress. Commenting upon the recent hearing in Chicago, a newspaper of that city says editorially: "In the Interstate Commerce Commission's hearings on the relation between highway transportation and the railroads, and in all discussion of highway transportation, the paramount consideration should be public necessity and convenience. . . ."

"Public necessity and convenience are not served by the giving of highway transportation at less than a reasonable cost, even though the service may be entirely adequate to public needs. The American railroads are an investment belonging chiefly to millions. As between an established industry and one in a formative stage, the former is entitled to the presumption of greater necessity."

William P. Helen, Jr., in the *La Salle Street Journal of Commerce*, says that in short hauls railroads cannot compete with commercial trucks on even terms, with respect to either rates, convenience or speed of delivery.

"That is why," he says, "some of the leading railroad executives of the country have undertaken to build up and operate their own motor fleets as part of their service."

The Traffic Bureau of the Chamber of Commerce is authority for the statement that fifty-one railroads in the United States are today operating motor busses and trucks in connection with their rail service. This would indicate that the motor truck is fast becoming an important factor in the nation's business of commercial transportation, and if not subject to regulating legislation is at least deserving of very close study by the Federal Commission.

The Chamber will be represented at the hearings by Seth Mann, manager of the Traffic Bureau.

# SAN FRANCISCO BUSINESS

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## LEADS for NEW BUSINESS

—

Accountant—Walter Evans, 277 Pine to Exposition Bldg.

Cabinet Shop—Robt. Wright, 2801 16th  
Candy—Retail business opening about 166 Kearny

Collection Agency—Globe International Collection Service, Inc., 990 Market.

Dentist—Dr. A. B. Pires, 1756 Fillmore  
Draying—John Murphy, 63 Dore.

Fireless Cookers—National Cooker Sales Co., 365 1/2 117 Market.

Food Products—T. R. Brown, 72 Bay View to 3016 Clement.

Forge Presses, Etc.—Heppenstall Forge & Knife Co. (Pittsburgh, Pa.), 433 California

Fruits—Gagner & Davis, 1641 Market.

Furniture—United Furniture Co., 3159 Mission.

Grocers—Sausalito Stores Co. general offices and warehouse from 119 10th to 1206-1210 Sansome.

Cold storage plant being opened for wholesale meat and produce departments.

Importers—C. F. de Vries Trading Co., 310 California to 220 Sansome.

Insurance—M. Euler Co., 332 Pine.

Jewelers—Dave Behrend & Sons, 2205 to 2253 Market.

Ladies Wear—Joe Yuen Co., 517 Pacific.

Leases—New business, 613 Sansome; R. E. Woods (105 Montgomery, negotiated lease).

Merchandise Broker—S. B. Lockhart (Sage Milk Products, etc.), 110 Market to Sauta Marina Bldg.

Musical Instruments—National Cooperative Wholesale Piano (wholesale), 820 Mission.

Optoeath—Leane Burke, 1162 Divisadero.

Paints—Asa Rutton, 312 Divisadero.

Paints—American Lacquer Co., 778 Golden Gate Ave.

Poultry—Schwalb & Spitz, 16th and Mission.

Radio—R. M. Radio Service, 3186 21st.

Railroad—Salt Lake & Utah R. R. Co., 311 California to 681 Market.

Trucks—Clark Tractor Co., 433 California.

Miscellaneous—Stanley W. Ferguson, Inc., 2651 Mission; Whole Grain Wheat Agency, 3016 Clement; East Bay Development Co. (E. K. Prile), Marshall Square Bldg.; John C. Hood Co., 311 Minna

### TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than August 12. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket 7039—Salted peanuts, LCL, eastbound; 7040, cereal food preparations, CL, eastbound; 7041, asphalt flooring compound (solid maatic blocks), CL, westbound; 7042, dairy products, CL, eastbound; 7043, spools and reels, returned, LCL, eastbound; 7044, lumber to stations on Ciseo & Northwestern Railway Company, CL, eastbound; 7045, estimated weights on grapes, CL, eastbound; 7046, baby walkers with wheels or casters, KD, LCL and CL, westbound; 7047, radio cabinets, CL, westbound; 7048, Laredo Railway and Industrial

Company: Proposal to eliminate as a participating carrier in Tariffs 1-Z and A-W, 14-L and Circulars 59-E and 61-F, 7019, ladders, CL, eastbound; 7050, wire, brass, bronze or copper, CL, westbound; 7051, the Cincinnati, Indianapolis & Western Railroad Co.: Request for representation as a participating carrier in Tariff 28-H and to provide for Chicago basis of rates on lumber and forest products from points of origin on the Union Pacific System and its connections to stations East Springfield, Ill., to Raven, Ill., inclusive; 7052, wire rope or cable in mixed carloads with machinery, westbound; 7053, newspaper paper, CL, eastbound; 7054, poultry, food tonic or worm emulsion, CL, eastbound; 7055, rates from and to stations in Louisiana: Proposal to amend the application of rates under Tariffs 1-Z and 3-T, to provide for Group "F" rates from and to stations in Louisiana, and to provide for Group "E" rates from and to all other stations in Louisiana (except those now shown in Group "M" territory); 7056, granite, CL, eastbound; 7057, limonite, cement, CL, westbound; 7058, oil foots, residuum or sediment, CL, eastbound; 7059, furnaces and fittings, CL, eastbound; 6842, amended, sheet iron and steel, CL, westbound for export; 6907, amended, Rio Grande City Railway Co. and Asherton & Gulf Ry.: Request for representation as a participating carrier in Tariffs 1-Z, 2-T, 3-T, 4-W, 14-L, 27-1, 29-P, 30-N and 35-B and Circulars 50-K and 61-F, and the Asherton & Gulf Ry. as a participating carrier in Tariff A-W, 7013, metal clothes pins, CL and LCL, eastbound.

### REVENUE FREIGHT LOADING

Loading of revenue freight for the week ended July 17 totaled 1,083,626 cars—the eighth week so far this year that freight loadings have been in excess of one million cars—according to reports by the carriers with the car service division of the American Railway Association.

This total of 1,083,626 cars marks the greatest number of cars loaded with revenue freight during any one week this year, exceeding by 2,462 cars the year's previous record, which was that for the week ended on May 29, when a total of 1,081,164 cars were loaded.

### COMMUNITY PLACEMENT BUREAU

The success of the Community Placement Bureau, a 10% employment bureau operated by business men who are also employers of office help in San Francisco, has led to the opening of an office in Oakland.

Stock has been subscribed by prominent business men of Oakland and quarters have been secured at 1448 Webster Street. The office is in the charge of Miss Vera L. Christie, until recently in charge of the Women's Employment Bureau of Oakland.

The Oakland office of the Community Placement Bureau opened its doors last Monday, August 2.

Phone  
KEARNY  
2800  
67 Sutter St.

**COMMUNITY**  
(10%) Placement Bureau  
QUALIFIED APPLICANTS  
FOR ALL  
OFFICE POSITIONS

## New Industries and Expansions

### NEW INDUSTRIES

THE SERVEL CORPORATION, 447 Sutter Street, located its direct factory branch here the first of this year and is now serving Central and Northern California, Nevada, and the Hawaiian Islands through the company's San Francisco warehouse. This new factory branch carries a complete line of electric refrigerators for both domestic and commercial use. Methyl chloride is used as the refrigeration medium and an electric motor produces the circulation.

GENERAL APPLIANCE CORPORATION, 120 Eighth Street, is manufacturing the "Diamond Flasher Button" for use in window display lighting, electrical display signs, and all other forms of illuminated display. The Diamond Flasher Button is a small disc about the size of a quarter. In the center is a thermostat which expands with the heat of electricity (making the circuit) and then contracts as it cools (breaking the circuit). This making and breaking of the circuit is automatic and regular and gives continuous flashing. This concern intends, very shortly, to start the manufacture of the "Gacor Twinkle Set," a Christmas tree string with flashing devices incorporated therein.

### EXPANSIONS

DUNN PAINTING MACHINE COMPANY, 835 Howard Street, has recently expanded, separating its factory and sales departments. Both the Dunn Painting Machine and the Dunn Process are patented in the United States and various countries throughout the world, according to Mr. Moss, the general manager. All manufacturing is done in the factory at 169 Russ Street, where there also are a laboratory and experimental department, the sales department being located at the Howard Street address. These machines are being shipped all over the United States and Canada and are used in spraying paint on oil tanks, bridges, corrugated iron buildings, concrete walls, or any surface to which paint is applied—also used in damp-proofing brick walls and in water - proofing and fire - proofing tents. These sprays greatly reduce time, material and labor costs, according to company officials.

[continued on page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10559—London, England. Manufacturers of WALLPAPERS desire to appoint a firm to act as their agents in this district.

10560—Rabaul, New Guinea. Gentleman desires to find a market here for tropical produce, such as TOBACCO SHELL, GOLD LIP SHELL, TROUS SHELL, SAPPHIRE and other articles of commercial value. He is in a position to furnish information concerning all products of New Guinea.

10561—Sourabaya, Java. Established firm is in the market for the following supplies used in the manufacture of canes and umbrellas: HANDLES, KNOBS, BUTTONS, RINGS, BANDS, PERULES, JOINTS (used for folding umbrella handles), CAPS, and other articles for the trimming and making of canes, umbrellas, riding canes, walking sticks, etc. (Ornaments of silver, nickel, ivory, bone, horn, artificial horn, celluloid, leather and alpacas are required. Catalogs, samples and quotations are requested.)

10562—Athens, Greece. Firm is in the market for 6,000 tons of SEMI-HARD WHEAT, 2,000 tons of GRANULATED SUGAR, and 1,800 tons of WHITE FLOUR. They are also in a position to export 450 tons of extra quality GREEK OLIVE OIL and 7,000 tons of CORINTHIAN RAISINS.

10563—Catania, Sicily. Exporters of Sicilian products, such as ALMONDS, FILBERTS, WALNUTS, OLIVE OIL, CHEESE and ESSENTIAL OILS, are interested in introducing their merchandise in this market and desire to appoint an agent here.

10564—Hongkong, China. Company is in the market for SNOW-WHITE SODA ASH, 58° dense, packed in double bags containing 200 lb. net. Slight quotations c i f Hongkong. Cao dispose of at least 400 tons the first year.

10565—Habib, Maerburia. Gentleman is interested in establishing business connections with San Francisco exporters of FILING AXES and OLD NEWSPAPERS. A good business can be done in these lines in Habib.

10566—Port Arthur, Texas. Gentleman will soon be in the market for JAPANESE and CHINESE WARES and is interested in bearing from San Francisco importers and wholesalers of such goods.

10567—Burlingame, Calif. Gentleman leaving for Europe within a few months, where he will remain for several years, desires to make connection to represent San Francisco firms there. He has been connected with an import house in California for over ten years and is familiar with all branches of the business. Will operate on a commission or brokerage basis.

10568—Munichgratz, Czechoslovakia. Manufacturers and exporters of RUSH BAGS, SHOES, WICKER WORK, etc., having connections in various parts of America, desire to market their products in San Francisco. Illustrations of their products on file with Foreign and Domestic Trade Department.

10569—Vienna, Austria. Manufacturer of WORKSHOP SLIDE GAUGES wants representative for the Pacific Coast.

10570—Vienna, Austria. Manufacturer of CANE HANDLES and UMBRELLA HANDLES wants representative for the Pacific Coast.

10571—San Francisco, Calif. American, experienced business man, leaving for Germany, is ready to negotiate transactions while abroad; also to settle accounts. Reliable credentials available.

10572—Hamburg, Germany. Old established firm, having own warehouses, trucking service, etc., are very desirous of establishing connections with a California packer of CANNED and DRIED FRUITS for representation in the German market.

10573—Frankfurt a. M., Germany. Firm of many years standing, having connections with only the financially reliable German concerns, wishes to represent American manufacturers on a commis-

sion basis. They are particularly familiar with textile lines, but are in a position to handle any line that will find a ready market in Germany. They desire to establish connections with firms capable of handling a steady and large output.

10574—Schmiedefeld, Germany. Manufacturers of THERMOMETERS, BAROMETERS, GLASS APPARATUS, SURGICAL GLASSWARE, HYDROMETERS, etc., wish to appoint a live agent on the Pacific Coast.

10575—Ludenscheid, Germany. Manufacturers of FURNITURE KNOBS and DOORKNOBS, WIRE SCREW HOOKS and other metal products desire to secure the services of a suitable agent in San Francisco.

10576—Gera, Thuringen, Germany. Manufacturer of CLOTH FOR WALL COVERING AND FURNITURE finishes representative in San Francisco.

10577—San Juan, Porto Rico. Company specializing in handling fish products desires to establish connections with packers of SARDINES in oval tins.

10578—Guayaquil, Ecuador. Well established manufacturers' representative, commission agent, and importer, having excellent connections and references, offers his services to American firms interested in appointing a representative in Ecuador.

10579—Berlin, Germany. Gentleman wishes to get in touch with American exporters of AGRICULTURAL MACHINERY, LUBRICATING OIL, PETROLEUM, GASOLINE, AUTOMOBILE TIRES, and RUBBER FOOTWEAR.

10580—Bangkok, Siam. Gentleman wishes to obtain samples and prices, based upon cash against documents at time of delivery to steamer, for various lines of COTTON YARN.

10581—Oradea-Mare, Roumania. Firm wishes to get in touch with American exporters of the following kinds of hardware: CUTLERY, PLANES, CHISELS, FILES, SAWS, DRILLS, PADLOCKS, PITCHFORKS, CHARCOAL FLAT IRONS, and GERMAN SILVER SPOONS.

10582—Kobe, Japan. Firm desires to get in touch with American suppliers of TURPENTINE and PINE TAR.

10583—Wolverhampton, England. Large supply company invite correspondence from American houses wishing to utilize their large selling organization in Great Britain, covering a wide variety of products.

10584—Sydney, Australia. Company desires to get in touch with American exporters wanting a representative in Australia.

## Domestic Trade Tips

D-2166—Redwood City, Calif. Inventor of a REVERSIBLE WINDOW CASEMENT desires to have his product handled by some building material sales organization.

D-2167—Memphis, Tenn. Manufacturers of WOODEN TOOL HANDLES desire to secure the services of manufacturers' agents in this territory who call on the hardware trade.

D-2168—New York, N. Y. Importers of MEDICAL and COSMETIC BATH PREPARATIONS desire to market their products in San Francisco and wish to connect with suitable firms in a position to act as distributors.

D-2169—Long Beach, Calif. Gentleman desires to get in touch with California firms contemplating entering the Eastern market. He is interested in products closely identified with California, such as packed FRUIT, or products of superior advantages in the highly competitive field of the East. He intends to appoint direct distributors in all of the larger Eastern cities. Will work on a commission basis with small monthly drawing account.

D-2170—Milwaukee, Wis. Gentleman desires to get in touch with California manufacturers of FOOD PRODUCTS wishing to market their line in the East.

D-2171—Seattle, Washington. Manufacturers of an ELECTRIC LANTERN desire to put it on the market in California through jobs in a position to actively handle it. Illustrated, descriptive circular on file with the Foreign and Domestic Trade Department.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with sheets, towels, mattress covers, etc., for delivery to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, Calif., and will be opened August 7, 1926.

For furnishing the War Department with miscellaneous castings to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, Calif., and will be opened August 7, 1926.

For furnishing the War Department with accessories to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, Calif., and will be opened August 9, 1926.

For furnishing the War Department with Miscellaneous supplies to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, Calif., and will be opened August 9, 1926.

For furnishing the War Department with hose, parkies, gaokets, etc., to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, Calif., and will be opened August 7, 1926.

For furnishing the War Department with subsistence supplies to be delivered at San Francisco, California, on or about September 20, 1926, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened August 25, 1926.

For furnishing the State Purchasing Department, Stores Division, with unbleached crash, chevots, table damask, blue deain, outing flannel, dress gingham, hickory shirting, indian head, muslin, Ota checks, Palmer aprons, poupat sheeting, kraft cloth, scrim, spreads, ticking, to be delivered at the Ferry Building, San Francisco. Bids are to be submitted to The State Purchasing Agent, Sacramento, California, and will be opened August 9, 1926.

## A VISA OF THE ECUADORIAN CONSUL REQUIRED AT ORIENTAL PORT OF SHIPMENT

Shippers of Oriental products to Ecuador via San Francisco are required to have documents consulted by the Ecuadorian Consuls in Hongkong or Yokohama, according to advices received by the Foreign Trade Department from José I. Seminario, Consul General of Ecuador in San Francisco.

The Consul of Ecuador in Hongkong is Mr. P. V. Botelho and in Yokohama the Consulate is in charge of Sr. Fernando Pesqueira, 216 Bluff.

San Francisco shippers are warned that documents not signed by these Consuls in the Orient can not be accepted by the San Francisco Consulate without either paying certain extra charges or making a satisfactory explanation.



# New Yosemite Valley Highway Opens

Motorists from all parts of California and from more than a dozen different states gathered in Yosemite Valley Saturday night where one of the greatest highway celebrations California has known since the first state highway bond issue was voted sixteen years ago, was in progress.

Governor Richardson, state highway officials, civic leaders and representatives of the California State Automobile Association and the Automobile Club of Southern California took part in the official program which began Saturday morning with the opening to travel of the new Yosemite All-Year Highway and ended Sunday night when the seventy-fifth anniversary of the discovery of the Yosemite Valley was celebrated by a great pageant in Royal Arch Meadows.

The spirit of the jubilee which pervaded this scenic valley was inspired by more enthusiasm than usually goes with the completion of a new highway. It was a combination of many circumstances that made this celebration one that will be long remembered.

The motorists, of course, were jubilant over the fact that their dream of an all-year highway into Yosemite Valley is at last a reality. National park officials were jubilant because the recreational possibilities of this national playground are now more accessible to the people of the nation than ever before.

Californians in general are jubilant because the simultaneous opening of the new highway and the celebration of the seventy-fifth anniversary of the discovery of Yosemite Valley by the Mariposa Battalion in 1851 have resulted in broadcasting to the entire nation an invitation to come to California to play or stay where life is really worth the living.

## EXPANSIONS

[continued from page 2]

**RUSSIA CEMENT COMPANY**, 939 Howard Street, a factory branch of the Russia Cement Company of Gloucester, Mass.; makers of Le-Page's Glue, also of "Signet" products (ink, paste, muclage, etc.), has greatly increased its facilities in its new warehouse and office building. It serves the entire Coast from this branch.

**NEW YORK LUBRICATING OIL COMPANY**, 947 Brannan Street, has just moved into a new brick and concrete warehouse and office building at 30 Sterling Street. Their new location gives them better and quicker facilities for shipping

## TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

CURRENT VOLUME OF BUSINESS INDEX			
	Week Ending July 28	Previous Week	One Year Ago Figures Destroyed in Chamber of Commerce Fire
Sao Francisco	\$233,328,000	\$252,630,000	
Los Angeles	186,040,000	210,673,000	
Seattle	46,277,000	61,474,000	
Portland	37,180,000	44,437,000	
Oakland	38,562,000	41,510,000	
(Federal Reserve Bank)			
BUSINESS FAILURES			
	Week Ending July 29	Previous Week	One Year Ago Figures Destroyed in Chamber of Commerce Fire
<b>SAN FRANCISCO</b>			
Number Failures	7	7	
Net Liabilities	\$56,064	\$88,620	
<b>LOS ANGELES</b>			
Number Failures	15	12	
Net Liabilities	\$147,648	\$109,410	
<b>SEATTLE</b>			
Number Failures	2	3	
Net Liabilities	\$2,830	\$13,565	
(R. G. Dun & Co.)			

## San Francisco Safety Week

This San Francisco is to be the scene this year of the International Mine Rescue and First Aid Meet, which is conducted annually under the auspices of the United States Bureau of Mines. Two other events of importance will be held in conjunction, the annual Pacific Safety Conference

and the Fourth Annual California Industrial First Aid Meet.

More than 100 first aid and mine rescue crews, trained to expertness, will participate in the three contests which are to be held in the Civic Auditorium in San Francisco, August 30 to September 1.

The week has been designated as "San Francisco Safety Week," and the following organizations have combined to make the affair the largest safety demonstration in the history of the movement: Society of Safety Engineers of California; Society of Safety Engineers of Southern California; United States Bureau of Mines; California Inspection Rating Bureau; San Francisco Chamber of Commerce; American Red Cross; City and County of San Francisco; University of California College of Mining; National Safety Council; Women's Safety League of San Francisco; San Francisco Council, Boy Scouts of America; Mineral and Metal Products of California; California Petroleum Producers; California Cement Manufacturers; California Industrial Accident Commission; San Francisco Chapter, American Institute Mining and Metallurgical Engineers; Arizona Mine Owners; Arizona Chapter of the American Mining Congress; Nevada Mine Owners; Co-operators Club of San Francisco, and numerous individual industries.

San Francisco was selected as the place of meeting by Secretary Herbert Hoover, who plans to attend the conferences.



SAN FRANCISCO  
**BUSINESS**



**Peninsula Edition**

**August 11 • 1926**

FAMED ROUND THE WORLD



“... in America we take the  
**Sunset Limited**”

IN PARIS and wherever world travelers gather the Sunset Limited is well known. It is recognized as the premier train for trans-continental travel in the United States.

World travelers know the Sunset Limited's colorful route of historic and romantic interest—daily from San Francisco and Los Angeles, through the picturesque Southwest and Old South to New Orleans; then by train or Southern Pacific steamship to New York [meals and berth included in the fare].

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**Southern Pacific**

F. S. McGINNIS, Passenger Traffic Manager, San Francisco



The Zellerbach Trophy Cup offered for the best display of graphic arts at the recent Pacific Coast Advertising Club Convention held in San Francisco, California.

Won by H. S. Crocker Company, Inc., San Francisco, Calif., with a Comprehensive Exhibit of Direct Advertising, Commercial Printing, Offset and Lithography.

CROCKER QUALITY\* painstakingly built into each piece of printing, offset and lithography wins prizes for us. What is more important it wins attention, prestige and sales for our customers. They know why this is. When may we explain it to you?

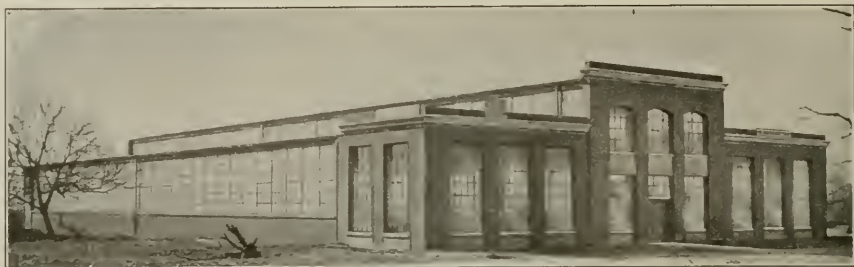
## H. S. Crocker Company, Inc.

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SAN FRANCISCO

\*This issue of the San Francisco Business is from the press of H. S. Crocker Company, Inc.



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We are interested in the erection of a.....  
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You may send me a personal copy of the booklet  
"Financing Industrial Buildings"—free to Industrial  
Executives.

Firm.....  
Individual.....  
Street..... City.....



# The Growth of the Peninsula

**C**OULD a prophet forecast the Bay Region that is to be, he would undoubtedly picture a gigantic horseshoe one hundred miles from end to end,

curving southward along the East Bay to San Jose and northward along the peninsula to San Francisco.

He would visualize an unbroken chain of progressive cities and com-

munities adorned with beautiful residences and invigorated by thriving industries; a closely knitted unit of animated and business-like humanity seriously building a great industrial area while conserving the picturesque natural advantages of the Bay Region for home construction.

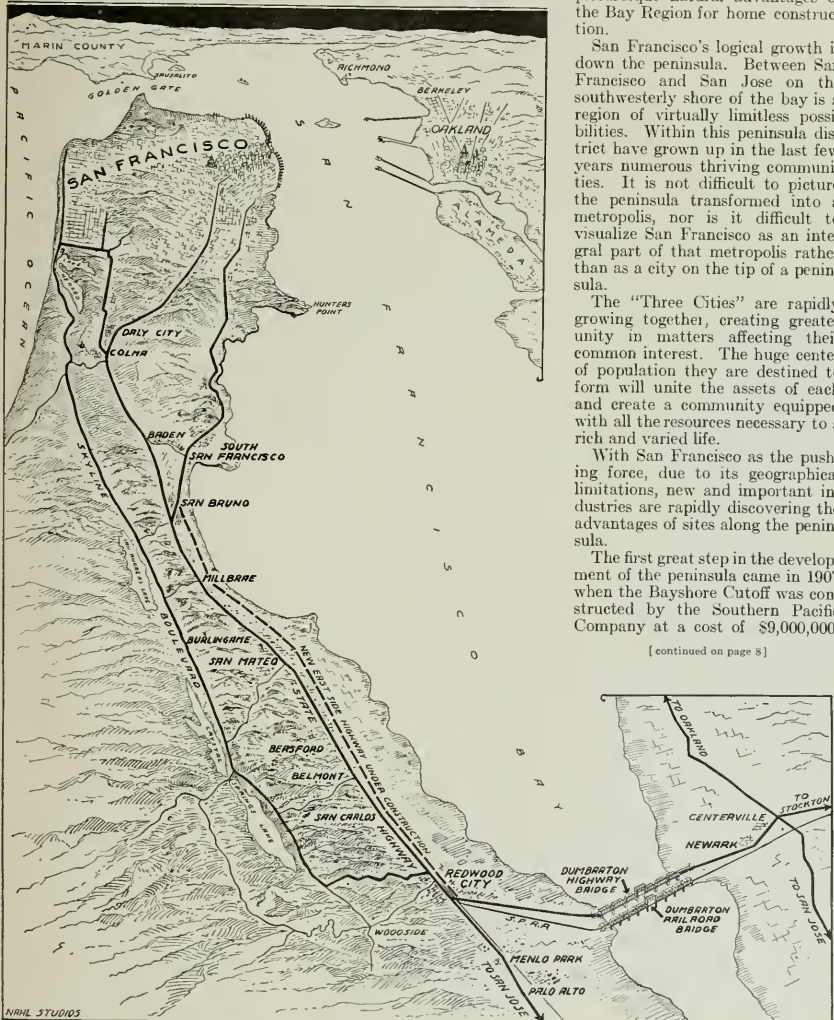
San Francisco's logical growth is down the peninsula. Between San Francisco and San Jose on the southwesterly shore of the bay is a region of virtually limitless possibilities. Within this peninsula district have grown up in the last few years numerous thriving communities. It is not difficult to picture the peninsula transformed into a metropolis, nor is it difficult to visualize San Francisco as an integral part of that metropolis rather than as a city on the tip of a peninsula.

The "Three Cities" are rapidly growing together, creating greater unity in matters affecting their common interest. The huge center of population they are destined to form will unite the assets of each and create a community equipped with all the resources necessary to a rich and varied life.

With San Francisco as the pushing force, due to its geographical limitations, new and important industries are rapidly discovering the advantages of sites along the peninsula.

The first great step in the development of the peninsula came in 1907 when the Bayshore Cutoff was constructed by the Southern Pacific Company at a cost of \$9,000,000,

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#### SAN FRANCISCO CHAMBER OF COMMERCE

H. CLAY MILLER, *President*      PHILIP FAY, *Vice President*      S. P. EASTMAN, *Vice President*  
ROBERT NEWTON LYNCH, *Vice President and Manager*      W. W. STETTMEIER, *Treasurer*  
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Vol. XII

SAN FRANCISCO, CALIFORNIA, AUGUST 11, 1926

No. 5

## What the Chamber of Commerce is Doing

**I**N ORDER that the membership of the San Francisco Chamber of Commerce may be regularly informed of the activities of their organization, and particularly with reference to those projects in which they may be personally interested, the following résumé has been mailed to more than one hundred and eighty key men during the last week. At the direction of Mr. L. M. Voorsanger, chairman of the Membership Committee, letters reviewing briefly the major activities of the Chamber will be mailed regularly each month. The first communication, under date of August 5, follows:

### 1. *San Francisco's Traffic Problem:*

The San Francisco Chamber of Commerce has taken a definite and active lead in regard to this major problem. Through the initial efforts of the Chamber, Dr. Miller McClintock, foremost traffic engineer of the United States, came to San Francisco to preliminarily investigate conditions. Growing out of that action, a Citizens Committee has been formed, headed by Mr. Robert I. Bentley, which committee has employed Dr. McClintock to make the necessary survey.

### 2. *Air Port for San Francisco:*

Due to the efforts of the Aerial Affairs Committee of the San Francisco Chamber of Commerce, the Board of Supervisors recently appropriated \$100,000.00 for the acquisition of a site for San Francisco's air port. The Aerial Affairs Committee has, also, recommended to the Board of Supervisors a suitable location for the air port. With the establishment of this air port San Francisco will then be in a position to immediately take the lead on the Pacific Coast on matters of aviation.

### 3. *New Trade Contacts with South America, Central America, Japan:*

The San Francisco Chamber of Commerce was instrumental, during the last session of Congress, in having the Department of Commerce Appropriation Bill increased by \$50,000.00, which money will be spent in employing four new trade commissioners to develop business between the Pacific Coast and the East Coast of South America, Central America and Japan. Three of these new commissioners are now in San Francisco acquainting themselves with the commercial firms in this city and will shortly leave for the respective countries to which they are accredited.

### 4. *Hawaiian and New Zealand Embargoes Lifted:*

Through the efforts of the Foreign and Domestic Trade Department of the San Francisco Chamber of Commerce the embargoes placed against California fruits and vegetables by these two countries will cease to exist on September 18th of this year. The Hawaiian embargo on shipments of cloven-footed animals from California has already been removed.

### 5. *Inter-City Relations Committee:*

The San Francisco Chamber of Commerce has decided to create an Inter-City Relations Committee, designed to foster harmonious relations between San Francisco and the cities and counties of Northern California. This committee, when formed, will deal with problems affecting the various neighboring communities.

### 6. *San Francisco Endorsement Council:*

The San Francisco Endorsement Council was created some months ago by the San Francisco Chamber of Commerce. Since its inception it has been estimated the Council has

saved the community hundreds of thousands of dollars by preventing drives of various character from being launched in San Francisco.

### 7. *Registration Bureau Established:*

The San Francisco Chamber of Commerce has been exceedingly active during the past two or three months in doing everything possible to obtain a large registration for the fall elections. A Registration Bureau has been maintained at the Chamber of Commerce for all those persons desiring to register who are employed in the financial district.

### 8. *Dinner to Major General Umberto Nobile:*

On Thursday evening, July 1, the San Francisco Chamber of Commerce was the official host to Major General Umberto Nobile, navigator of the famous *Norge*.

### 9. *Dinner in Honor of Crown Prince and Crown Princess of Sweden:*

On Wednesday, July 28, the San Francisco Chamber of Commerce was the official host at a dinner given in honor of Crown Prince Gustaf Adolf and Crown Princess Louise of Sweden. This dinner was fully in keeping with the rank of the distinguished visitors.

### 10. *Conference with Assistant Secretary of War McNider:*

A group of San Francisco business men interested in the procurement of supplies for the United States Army conferred with Colonel Hanford McNider, while the Assistant Secretary of War was in San Francisco.

### 11. *Radio Talks on Industrial San Francisco:*

The Industrial Department of the San Francisco Chamber of Commerce recently inaugurated a series

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# NEITHER HOT NOR COLD -

# JUST RIGHT!



By MAJOR E. H. BOWIE  
Senior Meteorologist, United States  
Weather Bureau

**W**HEN the weather elements have been observed for a sufficiently long time in any locality we are able to make a useful statement as to the weather which may be experienced at any particular time of the year in that locality. A summary of these observations defines the climate of a given place.

Various kinds of climates are characterized chiefly with regard to moisture and temperature, and are defined as *continental*, which is dry with great extremes of temperature; *insular* or *oceanic*, which is moist and very equable in temperature; and *tropical*, in which the seasons depend chiefly upon the time of occurrence of rainfall. From these definitions it will be noted that the climate of San Francisco conforms to no one of these types, but is a composite one, or a combination of *insular* or *oceanic* and *tropical*. We have many of the characteristics of the insular or oceanic climate, superimposed on which is that characteristic of tropical climates—a season with and a season without rains.

It is almost universally true that in the temperate zone the winds are prevailing from the west, and that places located on the east shores of oceans and large lakes have much more equable climates than do places located on the west shores of similar bodies of water. The control of air temperature by adjacent bodies of water to the westward is a generally recognized factor in determining the climate of a given locality. The effect is always to produce warm winters and relatively cool summers. This is so for the reason that the bodies of water change their temperature very slowly and relatively slightly in comparison with large bodies of land, and this effect is communicated to the air masses over and to the eastward of large bodies of water. Hence it is fortunate if a city in the temperate zone is so situated as to be surrounded by a large body of water or to have a large body of water to the

westward. It is much like having a continuously operating cooling system in the months that would otherwise be warm and a ready-made automatically acting heating system in operation during the months that would otherwise be cold with great variations in temperature. We who live on the Peninsula or somewhere else in the Bay Region should be grateful for the influence of the waters of the Pacific Ocean which keep our summers and winters so genial and equable that one lives the year in and out without a vivid remembrance of having passed through the four seasons—winter, spring, summer and autumn—for they merge one into the other by such easy stages that one goes and the other comes with nothing in particular to mark their goings and comings. This is distinctly different from what goes on in the interior, where the four seasons have characteristics all their own, some of which are good and others not so good. Strictly speaking San Francisco has but two seasons, one

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## The Land of Industry, Homes and Flowers



[continued from page 5]

with subsequent betterments and additions bringing the total to \$13,000,000 at the present time. This project involved the construction of five tunnels totaling in length 9,938 feet and a 4,110-foot trestle over Islais Creek Basin. The cutoff eliminated the climb over the Valencia Street hill and gave the railroad an almost level double track exit from the city.

It not only brought the peninsula territory ten minutes closer to the city but in addition permitted the operation of a larger number of trains, and the beneficial influence of this improved operating facility on the region south of San Francisco

has been attested by the remarkable development since that time.

To San Jose, forty-seven miles southwest of San Francisco, the industrial growth of the peninsula follows the railroad lines, expanding east and west, until it merges with the agricultural development of the famous Santa Clara Valley. The vast fruit industry of California had its inception in Santa Clara County. This development was begun with the planting by the early padres of pears, figs, grapes and some other fruits for the use of the Missions.

There are today in Santa Clara 127,000 acres of prunes, apricots, pears, peaches, plums, cherries, walnuts, grapes, and other fruits and

nuts, and of berries, 1500 acres. There are forty canneries and almost as many packing houses employing at the peak of the season an army of approximately 20,000 men and women to handle the fruit that is being harvested by another crew of workers in the orchards.

San Jose is the metropolis of the fruitful Santa Clara Valley. It ranks high as a place of residence and has been well named the "Garden City." The business section is attractive and there are noteworthy public buildings. Besides being a manufacturing center of importance, San Jose is made prosperous by its fruit-packing industry. Although

[continued on page 11]





"Then laugh, lads; and quaff, lads;  
'Twill make you stout and ha-a-ale!"

**A**

CHORUS of convivial chaps in a low-ceiled Sussex inn howls this old favorite with magnificent fortissimo. A genial host or equally genial Hebe refills the tankards and they turn loose the other barrel:

"Through all-l-l-l my days I'll sing  
the praise  
Of Brow-u-u-n October A-a-a-ale!"

A jolly crowd proclaiming its praise of British ale; an institution as British as cold toast, a joint of mutton or a Yorkshire pudding. Tell one of them that it's Brown California Ale that they're jolly well shouting about and he'll give you a cold look, exclaim "Silly rot!" and what not and what not. But is it?

Brewing, in England, is traditionally a fine art, and brewers have very justly been rewarded for their efforts toward the national comfort with titles and crests and similar chattel. But if rightful recognition of this boon to Britons were bestowed where it belongs every barley and hop grower in California would be wearing a Croix de Beer or some

similar insignia. For, while he has not exactly put the bar in barley, he has laid the groundwork, as it were, and started the thing off right. Fifty per cent of the barley grown in California is sent to England, through San Francisco, and the British brewer does the rest.

A great deal has been written about all the Scotch that is supposed to be sent over to this country every year from the tight little island, but not much has been said of the \$10,000,000 and more of potential 'arf-and-'arf that is sent over seas every year from California. And the rum runner doesn't make a nickel on the transaction. It is all legitimate business and the whole ten or twelve million dollars' worth of pounds, shillings and pence goes into the jeans of the California farmer and shipper. Besides the barley we send over a million pounds of hops a year to go with it. California grows the best malting barley in the world.

There are a billion some odd hundred million people on this earth, and there are just about that many bushels of barley grown each year. Don't take it too hard if you miss out on a part of your bushel, or its liquid equivalent, because a lot of it is fed on the farm to horses, bogs, cattle and sheep.

Barley ranks close to corn as a first-rate conditioning food. Russia

normally grows about a fourth of the world's barley and formerly exported a large quantity to Germany to be used for making—guess what? Correct. The United States produces a fifth more of the world's barley, followed by India, Canada, Germany, Spain, Japan and Czechoslovakia and many other countries.

California produces a fifth or a sixth of all the barley grown in this country, being followed by North Dakota, Kansas, and other Middle Western states. Prohibition has not cut down the production of barley in the United States but it has worked some shifts in the economics of the industry. Farmers who formerly grew barley for brewing as a cash crop now have to turn it into pork, beef or mutton before they can collect on it. Not so in California.

The brew depends on the barley, just as much as the wine on the grape or the aroma on the barley. The dry summer weather in California causes the barley to be well ripened before it is cut. This is a prime requisite for malting and was the chief factor in producing the famous old-time San Francisco steam. Export trade demands a good barley, well ripened, low in protein content and with only a small percentage of cracked or broken grains. California barley comes up to these standards. More than a half of all barley produced in California is shipped out of the state and upwards of 80 per cent of the shipments are foreign—the great majority to the United Kingdom. In other words, California produces some thirty to thirty-five million bushels of barley a year, or about

[continued on page 17]

# Why San Francisco Climate is Good

## ANNUAL METEOROLOGICAL SUMMARY

SAN FRANCISCO, CAL., YEAR 1925

MONTH	TEMPERATURE (Degrees Fahrenheit)						Relative humidity (per cent)	PRECIPITATION (In. and hundredths)				WIND				NUMBER OF DAYS WITH—																							
	MEAN			EXTREMES				Total	Maximum in 24 hrs		Snow fall	Percentage of sunshine	Average hourly velocity		Prevailing direction	Maximum (For 5 Min)		Gales (40 miles per hour or over)	Clear	Partly cloudy	Cloudy	Precipitation (0.01 inch or over)	Thunderstorms	Fog, dense	Snow (0.1 in. or over)	Max. Temp.		Min. Temp.											
	Maximum	Minimum	Monthly	Maximum	Date	Minimum			Date	Maximum			Date	Velocity		Direction	Velocity									Direction	50° or below	50° or above	45° or below	40° or below									
January	57	15	8	51	4	66	23	40	9	80	1	62	22	25	0	73	5	4	nw	29	se.	25	0	13	8	10	6	0	7	0	0	0	16	1					
February	60	45	0	55	4	72	27	46	9	80	2	90	60	11	12	0	55	2	1	sw	36	sw.	22	0	14	13	4	7	1	1	0	0	0	0	1	0			
March	62	7	18	55	4	79	31	43	11	71	7	63	77	30-31	0	79	7	9	sw	32	sw.	8	0	12	6	12	8	0	0	1	0	0	0	0	0	0			
April	63	0	30	57	0	77	14	47	21	75	2	73	44	5-4	0	68	8	5	w	40	nw.	20	0	1	6	12	8	0	0	0	0	0	0	0	0	0			
May	65	3	32	7	39	0	83	2	48	8	75	4	02	12-11-12	0	64	0	0	sw	34	w.	29	0	13	10	8	11	0	0	0	0	0	0	0	0	0			
June	68	4	53	0	60	7	95	24	50	15	70	0	05	05	1	78	10	0	sw	36	w.	14	0	0	21	7	2	1	0	0	0	0	0	0	0	0	0	0	
July	67	6	54	8	61	2	79	16	51	28	81	0	00	0	0	63	0	0	sw	33	w.	7	0	11	14	6	1	0	0	0	0	0	0	0	0	0	0	0	
August	67	3	55	0	61	29	84	25	51	5	81	T.	T.	22	0	50	0	0	sw	31	w.	3	0	9	20	2	0	0	0	0	0	0	0	0	0	0	0	0	
September	69	0	56	4	52	7	81	22	53	14	76	0	04	05	28	6	58	10	2	sw	34	w.	11	1	14	13	3	3	0	0	0	0	0	0	1	0	0	0	0
October	69	4	54	9	62	2	83	20	52	18	75	0	31	26	5	59	0	0	sw	34	w.	11	2	12	9	4	4	0	0	0	0	0	0	0	0	0	0	0	
November	61	9	51	4	56	6	66	22	47	26	76	0	22	05	10-11	0	55	6	5	n.	34	w.	12	2	12	9	9	8	0	0	0	0	0	0	0	0	0	0	
December	58	0	47	4	52	7	70	15	40	130	76	1	01	10	17-18	0	78	6	7	n.	28	nw.	12	2	0	16	11	4	5	0	0	0	0	0	0	0	0	8	2
Year	64	2	51	7	58	0	95	June 24	Jan. 91	77	23.10	1	77	30-31	0	65	5	2	w.	40	w.	111	2	157	130	78	68	1	20	0	1	11	26	3					

†Also on other dates.

[continued from page 7]

without rain which is cool and bracing, and the other mild with its rains.

There are those who at times find fault with the weather of San Francisco, and that is logical, I assume, for one who is accustomed to the best is inclined to rail against that which falls a little short of the best. No climate can be at its best day in and day out year after year. San Francisco has a fine climate, a climate to which many would come did they but realize how fine it is during the twelve months of every year.

### Comparisons Unnecessary

A comparison of the climatic record of this city with other cities could easily be made, for the record of climatic facts for San Francisco covers three-quarters of a century, but that is not always a nice thing to do. It is the better plan to set forth the facts that speak for themselves and to invite the man elsewhere to make the comparison between that which has been recorded here and elsewhere.

The record of the climate of San Francisco is authentic as far back as September 1, 1849. This record reveals an annual average temperature of San Francisco of 56.1 degrees, and it also shows that the coolest month is January, which has an average temperature of 50.0

degrees, and the warmest month September, which has an average temperature of 61.2 degrees. The coolest month averages but 11.2 degrees below the warmest month, which is a remarkable record compared with that of interior and Eastern cities. The average of the daily highest temperatures for the year is 61.9 and of the lowest 49.9 degrees. The temperature in San Francisco has never fallen below 29 degrees nor has it risen beyond 101 degrees. The record shows that San Francisco on an average has but 70 days with measurable amounts of rainfall, nearly all of which occur between October and April. The average annual rainfall of San Francisco is 22.52 inches. The winds of San Francisco are prevailing from the west and blow at an average speed of 9.5 miles an hour. Winds of gale force are infrequent.

### Study the Table

In the table accompanying this article are summarized the meteorological conditions observed at San Francisco during the year 1925. It is worth your careful study. The year 1925 was in nearly all respects an average year climatically speaking in San Francisco.

In conclusion: The climate of San Francisco is not hot enough to induce languor nor cold enough to produce discomfort. It is neither hot nor cold, but just right.

## Advertising Homes

San Francisco's position in the world of finance was strikingly exploited late last month in *The Wall Street Journal* through the instrumentality of Leib-Keyston & Company, members of the San Francisco Stock and Bond Exchange. This brokerage house had reproduced as an advertisement over its signature its semi-annual tabulation of bank statistics published by it in pamphlet form for circulation among bank executives and investors.

The figures represent a digest of the statements based on the calls of the Comptroller of the Currency and the State Superintendent of Banks as of June 30, 1926, and a comparison with the figures as of December 30, 1925.

Deposits for the eighteen banks, the tabulation shows, aggregated in excess of \$1,442,000,000 at the close of the last fiscal year. Total capital stock paid in was in excess of \$75,000,000, with surplus, undivided profits and special reserves accounting for another \$65,000,000. Besides the customary figures of the statement of condition, the tabulation presents the book value of the stock of each bank and its dividend rate.

Since the advertisement appeared the local house has received many inquiries from bankers in various parts of the country.

# Nearby Beauty Spots Along the Peninsula



[ continued from page 8 ]

not a mission town, San Jose is an historic city. It was founded in 1777, the first pueblo in Alta California. San Jose is noted as an educational center and within its limits is the State Teachers' College.

From San Jose northeasterly along the tidewaters of San Francisco Bay are thriving cities and communities unrivaled for natural advantages both for industrial development and home environment.

Santa Clara, which adjoins San Jose on the north, is another important center for factories and fruit-packing. Here the University of Santa Clara, which grew up around the old mission founded in 1777, is located. The present population of Santa Clara is over 6,000.

Among the important industrial concerns at Santa Clara are: Baker Evaporating Company, Black Fruit Company, Eberhard Tanning Company, Homer Knowles Pottery Company, Merritt Pipe Company, Jones Brother, Pacific Manufacturing Co., Pratt Low Preserving Company, Rosenberg Brothers & Company, Pacific Gas and Electric Company, and the Santa Clara Walnut Growers Association, a new industry of this present year.

The diversity of industry in Santa Clara is indicated by the fact that the above list includes: Dehydrated fruit, fresh fruit, leather and hides, dinnerware, concrete pipe, vinegar, lumber, canned fruits and vegetable, dried fruits and nuts, pipe storing and packing.

Southeast of Santa Clara and San Jose is Los Gatos, on the main line to Santa Cruz, primarily a residential city but with important facilities for fruit shipping. Los Gatos nestles on the side of the foothills, its altitude varying between 400 and 2,000 feet above sea level. It is near the western boundary of Santa Clara Valley and is destined to be one of the popular home cities in California.

A few miles north of Santa Clara is Mountain View, which is rapidly developing into an important manufacturing and industrial center. The present population of Mountain View is 3,500, a 25 per cent increase in the last four years. Among the important industries established

[ continued on page 13 ]



## What the Chamber of Commerce is Doing

[continued from page 6]

of very interesting radio talks designed to sell San Francisco industry to the people of the city. These talks are given each Friday evening at 7:20 over KPO by Capen A. Fleming, manager of the department.

### 12. Delegation from Bakersfield Chamber of Commerce Entertained:

A delegation consisting of some twenty of the leading business men of Bakersfield, representing the Bakersfield Chamber of Commerce, were luncheon guests of the directors of the San Francisco Chamber of Commerce on Friday, June 18, 1926. This visit from Bakersfield recalls the trips to San Francisco made earlier in the year by delegations from the Sacramento and Stockton Chambers of Commerce, all of which were designed to further trade relations between these cities of Northern California and San Francisco.

### 13. Participation in International Lions Convention:

The Hospitality Bureau of the San Francisco Chamber of Com-

merce, through the manager of that bureau, had complete charge of the women's auxiliary program during the week of this important convention.

### 14. National Editorial Association:

The San Francisco Chamber of Commerce had complete charge of the entertainment of the delegates to the National Editorial Association when they were in San Francisco on July 14. A program was arranged on that day which resulted in the delegates of this important association gaining a splendid impression from which will flow widespread publicity for San Francisco.

### 15. Assisted in the Reception and Entertainment of Other Conventions:

During the last two months, the Chamber of Commerce, through its Hospitality and Publicity departments, participated in the reception and entertainment of the Pacific Coast Advertising Clubs Association Convention, the NEW YORK GRAPHIC Coast to Coast Tour, National Convention of the Portuguese Society of Queen Isabelle held in San Fran-

cisco, and the Kappa Alpha Theta National Convention.

### 16. Rate Increase Prevented:

The Traffic Bureau of the San Francisco Chamber of Commerce was instrumental in preventing the 5 per cent rate increase on all rates to and from the Pacific Coast applied for by rail carriers. A representative of the San Francisco Chamber of Commerce presented the interests of San Francisco at the hearings in Chicago before the Interstate Commerce Commission, which denied the application of carriers for this increase.

### 17. Invitation to 5,000 Delegates to the American Bankers Association Convention:

The San Francisco Chamber of Commerce is now engaged in mailing an invitation of welcome to San Francisco to the 5,000 delegates who will attend the American Bankers Association Convention in Los Angeles in October of this year. The letter is a four-page communication, of which three of the pages are devoted to illustrations of San Francisco.

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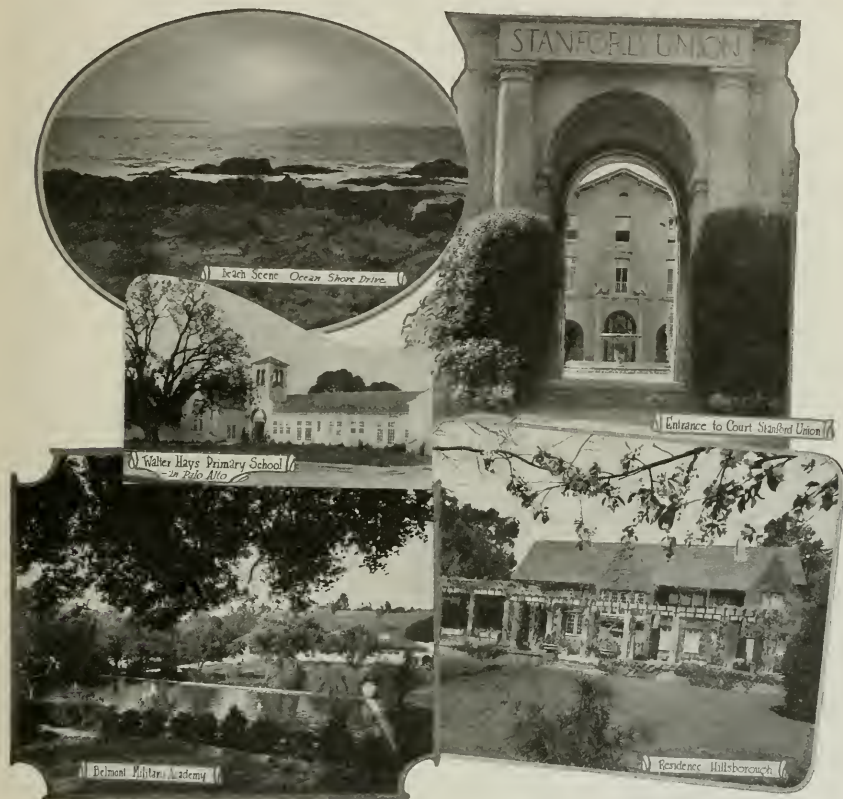
Name.....

Address.....

B-11



# Less Than an Hour From San Francisco



[continued from page 11]

there are: Alameda Sugar Company, California Supply Company, Central California Berry Growers' Association, Jagels & Leu, coal, wood and grain; McCarthy and Company, canned fruits; Minton Lumber Company, Pacific Press Publishing Association, Spreckels Sugar Company, Standard Oil Company, Clarke Company, Richmond Chase Company, Federal Construction Company, Growers Ice and Precooling Plant, Southern Pacific's large team and industry track, California Packing Corporation.

Sunnyvale, between Mountain View and Santa Clara, has a population of 3,500, an increase of 1,000

in the last four years, and is the location for a number of important industries, including Stueco Company, Inc., Growers Lumber Company, Asbestos Shingle and Paint Company, Schuckel & Company Cannery, the Advance Rumely Thresher Company, California Concrete Pipe Company, California Packing Corporation, Henty Iron Works, Hydro Carbon Company, Libby, McNeill & Libby, and Sunnyvale Canneries.

Mayfield, two miles south of Palo Alto, has a population of 2,500. Its industries include: S. Anderson, gravel plant; Jasper Stacy, railroad contractors; Bayside Cannery, Stanford Quarries, E. L. Morre, lumber;

Pacific Gas and Electric Company, storage material.

Thirty miles south of San Francisco is Palo Alto, charming residence city at the northern gateway of the Santa Clara Valley with surroundings most attractive. The Leland Stanford University, set in a beautiful campus of 9,000 acres, is at Palo Alto. The present population of Palo Alto is 10,800—increase of 5,000 in the last four years.

Recent industrial development in Palo Alto includes the construction of 735 new homes valued at \$5,100,000; 40 new reinforced concrete store buildings; two new dormitories at Stanford University, valued at

[continued on page 14]

## New Records in Peninsula Development

[Continued from page 13]

\$900,000. Among the important industries located at Palo Alto are: the Dudfield Lumber Company, lumber, brick, lime and cement; the Federal Telegraph Company, wireless apparatus; the W. O. Horabin Company, feed, wood and coal; the F. W. Worell Company, wood and coal; and the P. M. P. Merner Company, lumber.

Menlo Park, midway between Palo Alto and Redwood City, has made amazing strides both in increasing population and added industries in the past four years. The present population of Menlo Park is about 3,500, an increase of 2,000 in the last four years. Its industries include: R. W. Follmer, building material; Harry Morey, cement, wood and coal; Peninsular Building Material Company; Menlo Ice Company; Urban Gravel and Sand Company; Advance Lumber Company; Menlo Feed and Fuel Company; Roger-Reynolds Nursery Co.; United States Hospital.

The deep water frontage on the bay shore at Redwood City, 25 miles south of San Francisco, assures that city of great industrial

development. Located there are two large tanneries, chemical plants and a million-dollar cement plant which is using decomposed oyster shells from San Francisco Bay. Its population has increased 50 per cent in the last four years, the number now being around 10,000.

Midway between San Francisco and San Jose, Redwood City is the center of the industrial expansion along the peninsula. Among its important industrial concerns are: American Manganese Products Co., chemicals; Beeger Tanning Company, leather; Cullen Company, coal, feed, hay; Greco Salt Company; Fox McNulty Lumber Company; Frank Tanning Company; Gray Thorning Lumber Company; A. Hess Company, gravel, sand, cement; La Honda Shingle Company, lumber; Pacific Silicate Company; Parsh Rubber and Asbestos Works; National Magnesia Manufacturing Company; Newman Brothers, fuel, hay and merchandise; J. Perry Company, coal, feed and hay; San Francisco Salt Company; N. Sharff, ground oyster shells; Shell Oil Company; Standard Oil Company; Union Oil Company; United Lumber and Supply Company; Pacific Portland Cement Co.; General Petroleum Corporation.

Redwood City is the seat of government for the county of San Mateo. Near Redwood City the lower end of the bay is crossed by the Dumbarton Bridge, across which runs a branch of Southern Pacific Lines carrying freight from the interior of the state and eastern points direct to San Francisco.

San Carlos, just north of Redwood City, has a fine industrial growth, its industries including the San Carlos Feed & Fuel Company, San Carlos Lumber Company, California Concrete Products Company, and the Wye Oil Company. Southern Pacific Company has just completed a mile of industrial track at San Carlos. At Belmont, adjacent to San Carlos on the north, San Francisco Bay Terminals Companies have purchased in excess of 4,000 acres of land and are contemplating construction to be known as Port San Francisco. Trackage for the terminal has been applied for.

Seven miles north of Redwood City is San Mateo, which city and Burlingame, two miles north, and Hillsborough, to the west, form the "Three Cities," unrivaled residential communities of the Pacific Slope. Golf clubs, polo clubs, women's clubs, yacht clubs, and beauti-

ful bathing beaches are in the confines of the Three Cities.

East San Mateo offers exceptional advantages for manufacturing sites, being ideally situated for water and rail transportation. Hillsborough, San Mateo and Burlingame are probably the fastest-growing cities in California. Beautiful homes are being constructed at an amazing rate and the number of building permits issued for this region during the past few years has been at the top of the list in California.

Some of the finest highways in the United States are in San Mateo County. With a delightful climate, where flowers and fruit abound, where mountain and stream hold a lure for the tourist and vacationist, the region around San Mateo is truly one of Nature's wonder gardens.

The present population of Burlingame is 14,000, an increase of 6,500 in the last four years. Recent new industries are a new theater at a cost of \$450,000; a new furnishing goods store at a cost of \$100,000; the Pacific Telephone and Telegraph Company's new building at a cost of \$80,000; and a new hotel at a cost of \$90,000.

The population of San Mateo is 13,250, an increase of 6,000 in the last four years. Among the indus-

[Continued on page 17]

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# San Mateo, the City of Opportunity

**S**AN MATEO, the center of the San Francisco peninsula, is making great strides in the matter of development. The physical and industrial development is a thing foremost in the minds of not only residents of the Peninsula but of San Francisco.

Every city on the Peninsula is thinking in large terms and San Mateo has been in the vanguard. It is vision, not population, that makes a community. We have that vision and it is gradually being realized. For more than four years the city of San Mateo has given serious consideration to the various matters that demand community action through the central clearing house—the Chamber of Commerce. From indifference, lack of confidence and a general misunderstanding of the potential possibilities and opportunities, came a definite and pronounced movement to make San Mateo grow and prosper.

It is obvious that San Francisco must grow down the Peninsula. This

By **ELIZABETH de CEU HOLE**  
Secretary of the San Mateo  
Chamber of Commerce

is the logical direction for her expansion. San Mateo is a residential suburb of this great metropolitan city. Here 85 per cent of our people are commuters to San Francisco, for we are only 35 minutes from Market Street. The Southern Pacific maintains 68 passenger trains daily with the lowest commutation rates anywhere in America. Besides our excellent highways, including the State Highway, the Bayshore Boulevard (not quite completed) and the Skyline Boulevard, the Market Street Railway maintains ten-minute service and the Peninsula Rapid Transit Company thirty-minute service.

The business section of San Mateo has an atmosphere of success. The development here shows that the sun shines brightly for the San Francisco-San Mateo Peninsula. The latest progress is the construction of a new eight-story hotel. This will be a \$350,000 structure, the largest single building improvement in the history of San Mateo's downtown district.

## Educational Center

An ideal educational center is to be found here. Not only have we several beautiful grammar schools, a new high school (now being constructed), that are superior schools in the United States, but also a fine junior college. The San Mateo Junior College is an accredited institution, graduates being admitted without examination to junior classes of the universities of California and Stanford.

We are not merely developing along one trend, however. The summer symphony "open air" concerts being held this season in San Mateo are full of significance. The people on the Peninsula are emulating the example of the Hollywood Bowl. With a very equable climate with no fog, and not quite so warm as the South, we have seen no reason why San Mateo County should not have concerts as attractive as any in America. The venture has been a decided success and promises a great future. The spotlight is being consistently turned on our Peninsula cities.

Here healthy, happy children make happy homes in San Francisco's

sunshine suburbs. The climate invites outdoor pleasure and we have it all to offer in this beauty spot. Here we have real play, including golf, tennis, swimming, polo, horseback riding, and similar sports every day in the year. There is an abundance of sunshine and recreation.

In San Mateo, the classic section of the Peninsula, you are invited to secure a home amid culture, beauty and refinement. Two building and loan associations will assist you in securing the kind of home you so desire. Life down here is just a little bit more than a little bit better! It's worth investigating thoroughly at once.

**James A. Lee**

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Six corners; also 2500 feet of frontage on other streets; all in city of San Mateo, close to schools, etc. **LOW PRICE—EASY TERMS**

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SAN MATEO  
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*Electric heaters*

*Every ten minutes to  
Fifth and Market Sts.  
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**MARKET ST. RAILWAY  
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**Industrial Acreage**

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- 1—S. P. Main Line runs through property.
- 2—230 ft. highway frontage, main highway [El Camino Real].
- 3—1100 ft. county road frontage.
- 4—Between Port San Francisco and San Mateo.
- 5—Bayshore Boulevard will run through or near it.
- 6—Approach to San Mateo-Hayward bridge when built must run through this property.
- 7—Possibility of another railroad across San Mateo bridge.

No better speculative buy on the Peninsula. Act quickly. To be sold as a whole, for cash, or \$25,000 cash remain over 4 years.

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## The Fall Furniture Market

**A**N ILLUSTRATION of the way in which San Francisco is growing in commercial supremacy is presented here this week in the twenty-second semi-annual Fall Furniture Market held in the San Francisco Furniture Exchange.

Before the establishment of this semi-annual exposition of furniture, dealers in San Francisco and throughout the West bought their stock largely through catalogue il-

lustration. A few visited the Eastern factories or attended markets east of the Mississippi. There were practically no factories producing furniture in the West.

This week the present furniture market is attracting several thousand buyers from a dozen or more states who will stock their stores from personally inspected goods represented in the 600 or more factory displays. Dealers are being brought to contact with each other and with factory representatives. There is an increased interest in quality and style; a greater understanding on the part of both the producing and the selling ends as to the mutual problems of each other.

San Francisco has grown in prestige until today it ranks with Chicago and New York in these expositions. New factories have been attracted here, some of them branches of the largest and best known in the furniture industry.

This is the story behind the present gathering here of furniture buyers that the average San Franciscan will overlook, but it is a story that has a definite relation to the increased commerce and growing population of San Francisco.

In the 600 displays are represented a factory output of more than half a billion dollars a year, according to those in charge of the market. The present market is outstripping all others from the standpoint of attendance as well as from that of the amount of business transacted.

With it all is an increasing friendly feeling towards San Francisco.

"These buyers like to come to San Francisco; they like to see and to buy and to combine business with pleasure because San Francisco is a hospitable place to do that sort of thing," according to one veteran buyer who is a regular attendant at the twice-a-year markets.

The present market is being marked by annual noon-day programs and the sessions of the California Retail Furniture Association, both of which are being held at the Palace Hotel.

The luncheon programs are as follows: Monday, Dr. Walter J. Dexter, president, Whittier College, "Relationship Between the Better Home and Education"; Tuesday, Miner Chipman, San Francisco, "Consumer Credit, Collections and Optimism"; Wednesday, Factory Salesman's Day, "Come and See"; Thursday, Dr. W. E. Hotchkiss, dean, Graduate School of Business,

Stanford University; Friday, B. J. Williams, San Francisco "Developing Sales and Salesmen."

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REDWOOD CITY

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Tanners

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Since 1872

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REDWOOD CITY



## New Record Made in the Peninsula Development

[continued from page 14]

tries at San Mateo are: Half Moon Bay Artichoke Growers Association; Pacific Telephone and Telegraph Company, telephone material; San Francisco Artichoke Growers' Association; Seibel Air Spring Company, auto springs; Standard Oil Company; J. D. Cuthbert Company.

South San Francisco, known as the "Western Center of the Steel Industry," with a remarkable diversity of commercial and industrial production, has had a 50 per cent increase in population in the last four years.

Among its industries are: Richfield Oil; Fontana Food Products Company; Pacific Sheet Steel Company; Metal and Thernit Corporation; A. J. and J. L. Fairbanks; Union Paving Company; Enterprise Foundry, with a new \$8,000 addition; Western Pipe and Steel Company; American Brake Shoe and Foundry Company; American Mar-

[continued on page 18]

## What Becomes of California's Barley and Hops?

[continued from page 9]

1,100,000 acres, and about twelve million bushels are shipped to foreign ports, of which about eleven million are destined for British consumption in liquid form. This barley has an average value of approximately a dollar a bushel. Virtually all barley shipped from San Francisco Bay is for brewing purposes, and many an old experienced English malt master will tell you that it is the best malting barley in the world.

The main barley regions of California are adjacent to San Francisco Bay in the San Joaquin and Sacramento valleys with a lesser center in the Salinas Valley. All the exporting of California barley with the exception of a very small fraction of one per cent is from San Francisco Bay.

Formerly Port Costa was the main storage and loading center, but of recent years the tendency has been to store and ship from Islais Creek. It is a great advantage in sampling, trading and carrying on business to have the barley within a few minutes of the Merchants Ex-

change. Announcement was made recently of new and enlarged facilities for barley storing and handling at the Islais Creek terminal.

Just the other evening several leading grain traders were at Islais Creek watching a ship cast off. She had just finished loading barley and hops for the United Kingdom. One of them remarked on the healthy growth of the business, the steadiness of the British demand and the good fortune of the California growers in having a profitable export market which took nearly half the crop and paid from ten to twelve million dollars a year for barley besides taking about a million pounds of recompressed hops.

"Yes," remarked another of the group, "it is a good thing we have some place to ship them to because we haven't got much use for them here now."

After that no one spoke for several moments and the ship swung into the channel and down the bay on its way out of the Golden Gate.



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**H**OME-OWNERS have been attracted to The Highlands of Emerald Lake by its equable climate, good roads, water, electricity, telephone service, U. S. Postal service, bus service from their front doors to Redwood City, merchants' delivery service from Redwood City, and Southern Pacific express train service from Redwood City to San Francisco—35 minutes actual routing time—with commutation rates.

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A home in the "Sunshine" suburb.

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Peninsula in Hillsborough.

Stanford University Junior Museum.

University Ave Palo Alto  
the principal thorough street.

(continued from page 17)

ble and Mosaic Company; Edwards Wire Company; W. P. Fuller & Company; Growers' Rice Milling Company; Kaufman Brothers; Pacific Car and Equipment Company; Power Construction Company; Prest-O-Lite Company; Virden Packing Company; Western Meat Company; Western Sand and Rock Company; Wildberg Brothers.

When the underpass which will take the east side highway under the tracks of the Southern Pacific railroad, a few hundred yards south of the South San Francisco station of the railroad, is completed, development in South San Francisco and all along the peninsula will be notably stimulated.

The cost of this great undertaking has been apportioned by the California Railroad Commission as follows: to the Southern Pacific Company, 38 per cent; to the South San Francisco Belt Line Railroad 4½ per cent; to the California Highway Commission, 57½ per cent.

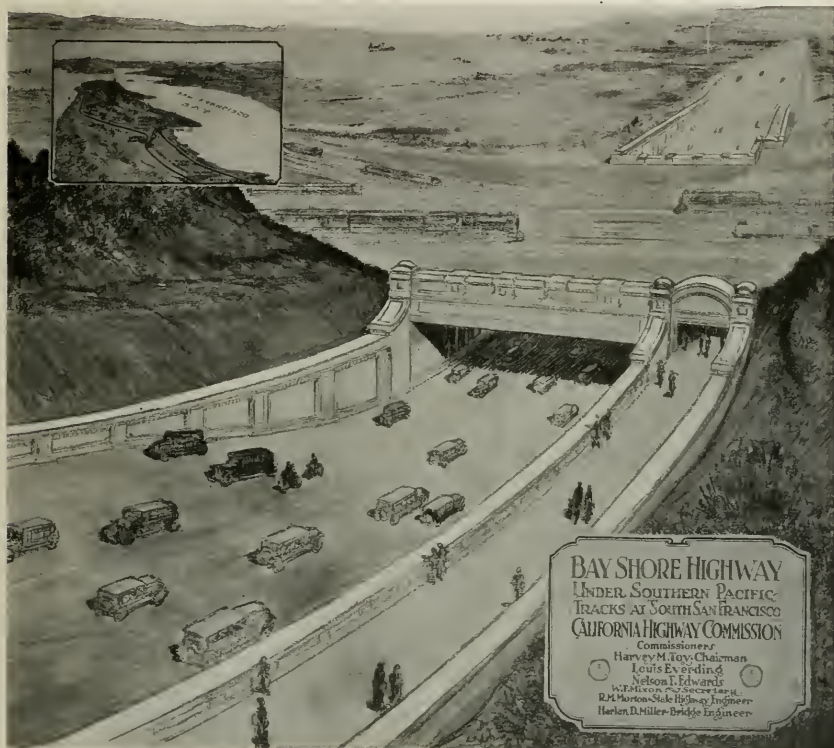
This grade separation, the contract for which has been awarded within the last thirty days, is by far the largest yet planned for the state highway system. It will have a clear roadway width of forty feet and at one side a separate subway, ten feet above the grade of the road, will accommodate an eight-foot sidewalk. The deck of this great subway will provide space for sixteen lines of railroad. Future expansion of rail-

road facilities is thus provided for.

The peninsula from San Francisco to as far south as San Jose is a good example of a growth induced by steady improvement in transportation facilities. The record of Southern Pacific train service reveals that that company is a fundamental factor in the developments of the peninsula territory.

Thirty-five trains daily in peninsula service, running in, and 35 trains running out of San Francisco, adequately care for the army of commuters who ride between their homes and their business. Fast schedules permit a 45-minute run to Palo Alto, and an hour to an hour and ten minutes for fast trains to San Jose.

# The Underpass at South San Francisco



**BAY SHORE HIGHWAY  
UNDER SOUTHERN PACIFIC  
TRACKS AT SOUTH SAN FRANCISCO  
CALIFORNIA HIGHWAY COMMISSION**

Commissioners  
 Harvey M. Toy, Chairman  
 Louis E. Harding  
 Nelson I. Edwards  
 W. H. Dixon, Secretary  
 R. M. Barton, State Highway Engineer  
 Harlan D. Miller, Bridge Engineer

**C**ONSTRUCTION of the Bay Shore Highway, a great commercial artery that will extend from San Francisco to San Jose, will be further advanced by building the Underpass at South San Francisco.

Contracts for the Underpass have been awarded by the California Highway Commission to Barrett & Hilp, of San Francisco, and preliminary work on the big improvement already is under way.

The new highway has been designed to provide better transportation facilities to and from the great Peninsula territory, the outlet being through the industrial section of San Francisco, affording an easy route for use by commercial trucks.

Grading work has been done between South San Francisco and

Broadway at Burlingame, the new grade extending across tidelands just south of South San Francisco.

The Underpass, beneath all main-line tracks of the Southern Pacific, will afford a straight-line route for the movement of vehicles. The structure will be similar to the subway at the San Francisco ferry building. It will provide a roadway 40 feet wide, sufficient to accommodate exceptionally heavy traffic. The length of the Underpass is 1,182 feet.

In addition to the 40-foot roadway there will be a walk for pedestrians, another eight feet being allowed for this feature. Total cost of the Underpass is placed at \$300,000 and it is estimated by contractors that it will require close to 300 days in which to complete the structure.

Between San Francisco and South San Francisco the present road will be straightened, eliminating curves and grades. Buildings will be removed and the road widened, affording ample room for the approach to the Underpass at South San Francisco.

Continuing across the tidelands between South City and Burlingame, the route of the new highway proceeds down the Peninsula, contacting Seventh Street in San Mateo.

Engineers of the Highway Commission point out that the Bay Shore Highway route is new and that it does not hook up with previously constructed roads south of South San Francisco.

The Bridge and Highway Committee of the San Francisco Cham-

[continued on page 20]



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Large Redwoods  
Two hours from San Francisco  
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**T E L E P H O N E 1 5 0**

## Chamber Assists in Locating Site for Kroehler Co.

**T**HE Kroehler Manufacturing Company, largest makers of furniture in the world, will establish a half-million-dollar factory in San Francisco. This is the announcement by E. R. Rosentrater, vice president and local manager of the company, through the San Francisco Chamber of Commerce, which has worked tirelessly for several months to secure this large industry for San Francisco. The property transaction, which was handled through the firm of Harrigan Weidenmuller Co., involves an ideal industrial site comprising almost four acres bordering the new Bay Shore Highway, in what is known as the Paul Avenue Tract, between San Bruno and Third Street.

The Kroehler Company will erect a three-story-and-basement structure, for which ground was broken on Monday, August 2. The plant will include three lumber dry kilns, power house, automobile shed, loading platform and minor buildings. The main factory building will provide 120,000 square feet of floor

space. The building will be reinforced concrete and will represent the last word in factory construction. It will be fully equipped with wood-working machinery of the most modern type, and when in full force will employ from three hundred to four hundred men. The plant will be in operation December 1st of this year.

The decision of the Kroehler Company to establish its factory in San Francisco was reached after thorough surveys of this and neighboring cities, in which the Chamber of Commerce and the Furniture Exchange extended every possible cooperation. This assistance, according to Mr. Rosentrater, together with the outstanding advantages of the site chosen, prompted the decision of the company.

Two years ago the Kroehler Company, headquarters of which are in Chicago, purchased the Continental Furniture Manufacturing Company of San Francisco and Los Angeles, and has operated at the present quarters, 1636 Bryant Street, employing approximately one hundred and fifty workers. Growth of the business and of the community demanded expansion, as the local plant will serve the furniture trade from Bakersfield north through California, Oregon and Washington.

Other factories operated by the Kroehler Company are in Naperville, Ill., Binghampton, N. Y., Kankakee, Ill., Bradley, Ill., Dallas, Texas, Los Angeles, and Stratford, Ontario.

Ample room has been provided in the local plans for still further expansion.

## SOUTH S. F. UNDERPASS

[continued from page 19]

ber of Commerce has urged the early completion of this road as a vital necessity to the entire state. It has been stressed upon officials that the Bay Shore Highway is designed to take a portion of the traffic pressure off the main Peninsula highway, which has been declared to be the most crowded of any in the United States.

The highway, when completed between San Francisco and San Jose, will shorten the distance as negotiated by the present highway, and will make marketing in San Francisco easier and likewise make distribution to Peninsula cities less difficult.

Use of the commercial artery by the heavier vehicles will greatly lighten the traffic pressure on the present route, which traverses the scenic areas of the Peninsula residential sections.



# The Radio Exposition

**L**OCAL and national interest is now being centered on the Pacific Radio Exposition which will be held at the Civic Auditorium, August 21 to 28, inclusive. San Francisco is accorded the distinction of producing the first radio exposition of the season in the United States. The first showing of 1927 radio receivers and accessories will be made at this exposition.

From a mere infant, almost a plaything, radio during the past five years has grown to be the fifth largest industry of this country. It has taken its place alongside electrical devices and other specialties as a major line of production and distribution. Each year has witnessed a big and sound growth.

The public has come to look upon radio receivers as a necessity comparable with the telephone, the piano and the phonograph. A perusal of the daily programs broadcast from the various stations of San Francisco and elsewhere shows the great diversity of amusements and pleasures which radio today furnishes the public. Included are musical programs from jazz to symphony concerts and operas; educational talks; weather, stock and market reports; helpful hints to the housewife; sports; addresses by men of prominence, even including the President of the United States.

As time has progressed the radio industry has kept pace, making improvements particularly in tone quality and sound reproduction until today one can sit in one's home and obtain a faithful reproduction of many events which are daily transpiring throughout the city and country.

In view of the strategic importance of San Francisco as the logical distributing center of the Pacific Coast and for the Orient, both manufacturers and distributors are taking an unusual interest in this exposition. Here will be found a most comprehensive display of the latest radio receivers, parts and accessories of national and local manufacture. It will be a demonstration of the rapid progress of the industry. The exposition will be on a scale that will give it a place alongside the New York and Chicago radio expositions, the outstanding market displays of the United States. Approximately 500 manufacturers will be represented.

New loud speakers produced to go with the 1927 radio receivers will be shown here for the first time. The combination of new receivers and loud speakers, new tubes, A and B eliminators, battery chargers, and other important accessories to give the public the maximum to be desired in radio reproduction, will be exhibited.

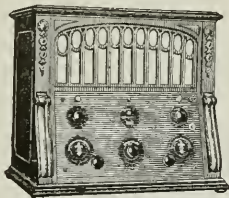
Although no radical changes are to be expected in the models and accessories to be shown, there will nevertheless be important improvements and refinements to mark the progress and stability of the industry.

A feature of the show will be the first public demonstration on the West Coast of radio's latest marvel, the transmission of photography. The instrument, known as the radio

## PACIFIC RADIO EXPOSITION

CIVIC AUDITORIUM  
SAN FRANCISCO

Aug. 21-28



SEE—  
Broadcast Artists  
in Person

SEE—  
Latest Models  
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Reproducers

Photo Transmission  
and  
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September 1st

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and next month for the fall semester.

A new classroom building is to be ready for occupancy at the San Rafael Military Academy. This is the fifth building of the larger school plan completed within the last year.

The new unit, which is the same Spanish type of architecture as the other buildings on the campus, will house 14 classrooms. In addition to the living quarters and the school rooms the institution has an indoor gymnasium, rifle range and riding academy. Horsemanship is a feature of this school. Superintendent A. L. Stewart and his staff of instructors emphasize the importance of outdoor athletics, under special supervision, in the life of the growing boy.

The Palo Alto Military Academy, exclusively for junior boys, Miss Harker's School for Girls, at Palo Alto, and the College of Notre Dame, at Belmont, are among the Peninsula schools that are expanding. Outdoor life on the Peninsula the year round also is stressed by its educational institutions.

The call of commerce, making necessary thorough training for musicians in motion picture theaters, has caused the Arrillaga Musical College, in San Francisco, to install its second pipe organ. This is in a special studio with projection equipment and all organ accessories, enabling the students to become familiar with phases with which they will come in contact in practical work.

The Nelson School of Lettering, with its special courses in commercial art and window display, has moved into larger quarters at 583 Market Street.

The steady increase in the manufacture of millinery and wearing apparel of all types in San Francisco and elsewhere on the Pacific Coast has brought a greater demand for designers.

The Fashion Art School, located in the Scottish Rite Temple, under the direction of Miss A. A. Gallagher, has five special courses to meet mercantile requirements. These include costume designing, pattern drafting, millinery making and designing, fashion illustration and advertising art.

Among the schools specializing in commercial courses, the Dorothy Durham School, during the year, has moved into more commodious classrooms at 693 Sutter Street.

The San Francisco Law School

has a much larger enrollment for the current term than a year ago.

Other private schools contributing to the development of the community are the Munson School for Private Secretaries, Heald's Business College, Heald's Engineering and Automobile School, Saline-Johnstone School for Secretaries, Miss Burke's School, Inc., The Potter School, an accredited day school for boys, Margaret G. Barrett's Coaching School, Edith Steven Giles' Study Place, McDowell School of Dressmaking, and the Charing Cross Kindergarten.



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## San Francisco Dealer Announces Arrival of New Automobiles

THE new Buicks for 1927 are now on display in the showroom of Howard Automobile Company, local Buick distributor.

There are sixteen body styles, mounted on chassis lengths of 114½, 120 and 128 inches. The line is made up of four sport type open cars and twelve closed cars.

According to R. F. Thompson, general manager of the Howard Company, the Buick engineering department has developed a chassis which is built around Buick features of the past, but with additional improvements which are in most cases entirely new in the industry.

"The problem of period vibration has been solved in the new Buick," Mr. Thompson said. "This is accomplished by a counter-balanced, four-bearing crankshaft in combination with light, cast iron pistons, a heavy flywheel and an exclusive Buick creation called the torsion balancer.

"Counter-weights are used to keep the crankshaft from deflecting. They also balance the shaft so perfectly that there is no high bearing pressure or whipping out of line, which are the main causes of engine rumble, noise and roughness.

"Any crankshaft, no matter how scientifically worked out, has periods of torsional vibration. The torsion balancer absorbs the tendency of the shaft to twist under the power impulses, and delivers these impulses back to the shaft after the piston forces are spent. In this manner it irons out vibration periods and gives the engine a smooth flow of power throughout the speed range. The light pistons and heavy flywheel help obtain this result."

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LEO L. WEEL, Atty.

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#### CLEVELAND

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## Another Innovation in Hotel Construction

**A**N INNOVATION in hotel construction in the West is to be undertaken at the new Mark Hopkins Hotel in San Francisco in the finishing of the interior walls of all rooms and corridors in finest of unbleached muslin. Fifty thousand yards of this canvassing material, about one-third the yearly output of the large mill in Massachusetts where it is manufactured, will be used.

Work of canvassing the walls has already started and will continue for four months. More than one hundred men will eventually be engaged by the decorators, D. Zelinsky & Sons, to finish the painting and decorating so that the hotel will be ready for a gala opening night on December 1 this year.

The order for the unbleached muslin is the largest ever placed on the Pacific Coast and the Mark Hopkins will be the only large hotel in the West with rooms and corridors finished in this manner.

Cost of the splendid Mark Hopkins will total \$4,200,000, according to George D. Smith of the Canterbury Hotel of San Francisco, owner of the Mark Hopkins. Situated on the crest of Nob Hill and towering more than a hundred feet above the Fairmont Hotel, the Mark Hopkins commands an unexcelled view of San Francisco Bay, the Golden Gate with the gray hills of Marin County in the background, the Pacific Ocean and the hills and dales of Northern California.

Brickwork has been completed on the hotel and the interior finishing is going ahead at a rapid pace. The opening of the Mark Hopkins is scheduled to be one of the big events of San Francisco's social season. There will be a preview dinner and opening reception for members of the hotel fraternity at which hotel men from all over the United States are expected to be present. A special train will likely bring the Easterners to San Francisco for the event.

The following night there will be a formal dinner which will be strictly invitational.

Beautiful mural decorations for the ballroom are now being painted by Maynard Dixon and Frank Van Sloun, two of California's foremost artists. The paintings will depict the history of California, real and allegorical, down to the days of the early American pioneers. "The Lure of California Gold" will be the theme running through the entire set of murals.

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SAN FRANCISCO  
CALIFORNIA



## National Interest in Pacific Radio Exposition

[continued from page 21]

pictograph, is one of only four in service in the world. The others are in Honolulu, New York and London.

The transmission of the average photograph requires about forty minutes and arrangements are being made so that the actual reproduction may be viewed by the many thousands of visitors to the exposition. It is planned to send photographs daily from Honolulu and New York.

The doors of the exposition will open at 7 o'clock the evening of Saturday, August 21, and thereafter the show will be open to the public daily from 2 to 5:30 p. m., and 7 to 11 p. m.

It is planned to make the exposition one of action from the time the doors open in the afternoon until they close at night. This will be accomplished through an array of daily special events and through the cooperation of the various exhibitors and the local broadcast stations. Visitors to the exposition will be given an opportunity of meeting with their favorite artists of the air. Outstanding radio artists will appear in person. Announcements of special events will be found in the daily programs throughout the duration of the show which will appear in the newspapers. Keen competition has developed among the various broadcasters to present the most interesting programs.

It is anticipated that many thousand visitors throughout California and the Pacific Coast will attend. The annual Pacific Radio Exposition is not merely a display for the public but assumes the proportions of radio market week for buyers throughout Northern and Central California and nearby states.

More than 100,000 persons attended the last two radio expositions held in San Francisco under the auspices of the Pacific Radio Trade Association. Records show that of this number 40 per cent were out-of-town visitors.

A convention of radio dealers and distributors will be held in connection with the exposition. More than 500 outside dealers have already made reservations for this event. In addition leaders of the industry from distant parts will be in attendance. Among these will be A. T. Haugh, president of the Radio Manufacturers' Association and vice presi-

dent of the King Quality Products Company of Buffalo, New York. A constructive program for the advancement of radio will mark this initial convention.

The exposition committee under whose jurisdiction this show has been planned includes: Mark E. Smith, chairman; W. E. Darden, H. W. Diekow, Ernest Ingold, W. H. Kaemper, Nathan Levinson, A. S. Lindstrom, Herbert E. Metcalf, Leo J. Meyberg, E. A. Portal, Ed. Quarg, A. B. C. Scull, L. H. Waldron and William P. Bear. A. A. Tremp is manager of this year's radio exposition.

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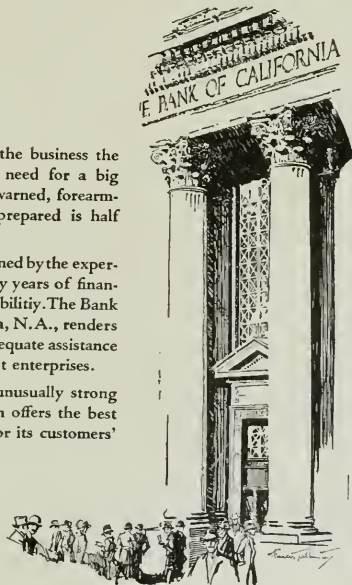
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# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10585—Oakland, California. Manufacturers of a COIN CONTROLLED LOCK FOR TOILET DOORS wish to establish business connections with San Francisco exporters who would be interested in handling the sale of their locks in foreign markets.

10586—Hongkong, China. Firm of import and export merchants and commission agents, established in Hongkong for over thirty years, are desirous of establishing connections with San Francisco firms interested in purchasing CHINESE PRODUCE AND MANUFACTURES. They are also prepared to import such merchandise from California as is suitable for their market.

10587—Tientsin, China. Exporter of the following commodities desires to act as buying agent for San Francisco importers: EGG ALBUMEN, SPRAYED YOLK, GRANULAR YOLK, GOAT SKINS, PEANUTS, SAUSAGE CASINGS, RUGS, HORSEHAIR, FURS, BRISTLES, etc. He is thoroughly familiar with all these lines and assures satisfactory attention to their orders. He is also in a position to represent California concerns desiring to market their products in Tientsin.

10588—Montreal, Canada. Exclusive representatives for Canada and the United States of one of the largest Belgian GOLD AND METAL LEAF manufacturers are in a position to quote a C. I. F. price of \$10.15 per 1,000 leaves, minimum order 20,000 leaves. Cash against documents in New York. They desire to get in touch with interested importers and wholesalers in San Francisco.

10589—London, England. A member of the American Chamber of Commerce in London desires to get in touch with San Francisco bird and animal dealers for the purpose of exporting various kinds of PARAKEETS, CASARIES, PIGEONS, etc., of the best breeds. He will ship on C. I. F. terms.

10590—Sydney, Australia. The inventor and manufacturer of a special line of ORANGE CONSERVE, consisting of slices of orange (the full round of the orange), set in a jelly, which may be turned out of a glass and retains its perfect shape, desires to get in touch with California firms in the preserving line, to whom he might forward samples, with a view of coming to California to manufacture his product on a large scale.

10591—Bombay, India. Firm is in the market for large quantities of UNUSED, OVERSIZED NEWSPAPERS. They have connections with the large buyers and consumers throughout India, particularly in Bombay, Calcutta, Madras, Karachi and Rangoon.

10592—New York, N. Y. Distributors of FRENCH PERFUMES of good quality desire to secure the services of a suitable representative in this territory to work on a commission basis.

10593—France. Party having a new apparatus to detect infallibly real pearls from the cultivated Japanese pearls, desires to interest jewelers and precious stone merchants in his apparatus.

10594—France. The owner of the license for the process of feeding motors with a mixture of a heavy carburating oil and acetylene, realizing an economy of 40 to 50 per cent on the current prices of gasoline in France; and for the manufacture of bottles of dissolved acetylene (porous matter), would like to get in touch with manufacturers of OXYGENE and of CARBIDE OF CALCIUM.

10595—France. Manufacturer of chemicals offer the following products for sale in this market: CHLORIDE OF ZINC, SULFATE OF SODA, INDUSTRIAL HYPOSULFATE OF SODA, PHOTOGRAPHIC HYPOSULFATE OF SODA. Prices for delivery C. A. F. San Francisco are as file with the Foreign and Domestic Trade Department.

10596—Marseille, France. AN OLIVE OIL manufacturing concern desires to appoint a business representative in San Francisco.

10597—Lyon, France. Manufacturers of SILK

PIECE GOODS, particularly interested in exporting, desire to get in touch with San Francisco importers and dealers in such materials.

10598—Brussels, Belgium. Belgian gentleman, well introduced among big industries and manufacturers in Belgium and France, wishes to put American firms into direct communication with same on special terms, not increasing prices.

10599—Traunstein, Germany. Manufacturer of ART PORCELAINS and ART EMBROIDERIES wishes to communicate with interested San Francisco importers and art stores. His wares are of very high class.

10600—Hamburg, Germany. Gentleman wishes to get in touch with California exporters of DRIED FRUITS, such as APRICOTS, PRUNES, etc.

10601—Harmen, Germany. Manufacturers of SILK RIBBONS for hats, etc., desires a representative in this territory.

10602—Berlin, Germany. Old established firm, giving California references, offer their services as agents to California exporters of TIMBER and LUMBER wishing to extend their sales in Germany.

10603—Hamburg, Germany. Firm wishes to represent a California packer or exporter of DRIED PRUNES, APRICOTS, PEACHES and PEARS in the Hamburg market. References given.

10604—Bremen, Germany. Manufacturers desire to get in touch with firms of contractors interested in the use of PEAT-PLATES as a new construction material. These peat-plates insure protection against heat and cold and are fire and water proof. Plates are made in handy sizes and of any desired thickness. Descriptive letter and samples on file with Foreign and Domestic Trade Department.

10605—Berlin, Germany. Manufacturer of CALCULATING MACHINES wishes connections with San Francisco firms.

10606—Leipzig, Germany. Gentleman wants  
[continued on page 28]

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42 Grades Carbons and Ribbons.  
Moderate prices. Get samples.

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# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have an chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

**Amusement Bookers**—Pacific Vaudeville Studios, 1112 Market to Marshall Square Bldg.

**Art and China Painting**—Arthus Studio, 408 Stockton.

**Attorneys**—Edmund and Thos. Nelson, 935 Market to American Bank Bldg. M. J. Dooley, 1 Montgomery; Wallace E. Hyde and Ralph W. Scott (Hyde & Scott), Hearst Bldg. to 625 Market.

**Automobiles**—B. J. Cosnac (Hudson-Essex Agency), 528 Columbus Ave.; Island Peoples (Hudson and Essex Cars), 5630 Geary.

**Auto Accessories**—Volvo Bumper Distributors, 520 Van Ness Ave. to 937 Post.

**Auto Repairing**—Shop, 72 Olive. Oleon Grundbezer Co., 228 Hyde.

**Bakers' Supplies**—Ad Seidel & Sons (A. P. Charlier), 435 Bryant.

**Beauty Parlor**—Gloria Beauty Shop, 1120 Polk. **Building Hardware**—Grant Pulley & Hardware Co., 365 Market.

**Candy**—J. S. Astredinoff (retail), 2100 22d.

**Check Protectors**—Checkometer Sales Co. G. G. McComb, 981 Market to 555 O'Farrell.

**Checkwriters**—Checkwriter Service Co., Sharon Bldg.

**Cigars**—Castro Cigar Mfg. Co., 70 Taylor

**Cleaners**—City of Washington Cleaning & Dyeing Works (Beo Samuels), 1642 Bush.

**Clothing**—Marx & Hans Clothing Co. 821 Market.

**Confectionery**—Mrs. J. Byrne, 3078 26th.

**Cooks' and Waiters' Lines**—Frank Coffield, 429 Bush to 964 Market.

**Dancing**—Boston Dancing Academy, 1109 Market.

**Dramatic Studios**—Hutchins Studio of Dramatic Art, Marshall Square Bldg.

**Drugs**—Swanson Drug Co., 1696 Hayes; Abram Drug Co., new open, 2300 Polk

**Furniture**—Home Comfort Bedding & Furniture Co., 753 Market.

**Furs**—Max Dunn, 233 Post.

**Grocers**—Sunshine Stores Co., 545 to 542 Haight.

**Hatter**—H. E. Melitor, 50 Taylor.

**Ladies' Tailor**—A. Hoffman, 321 Stockton.

**Ladies' Wear**—Maries Exclusive Shop, 3 Stockton.

**Lumber**—West Coast Lumber Co. and Pine Tree Lumber Co., 593 Market.

**Marine Supplies**—H. A. B. Sneve Co., 12 Steuart to 38 Spear.

**Markets**—Val Ushaco, 1500 Ellis; New State Market, 5805 Mission.

**Meats**—A. Gimenez, 3958 Irving.

**Nurseries**—Golden Gate Nursery, 577 41st Ave. **Purifying**—Jones Gasket Shop, 261 Clara.

**Physicians**—Dr. Nonie Berelson, 490 Post; Dr. A. H. Beebe, 490 Post.

**Printing**—Raeta Printing Co., 5131 Mission.

**Real Estate**—Isaac Goldmeyer, 235 Montgomery to 127 Montgomery; Irvine & Davis, 26 Montgomery.

**Restaurant**—Robbek's Cafeteria, 128 Eddy.

**Sculptors**—Maus & Bailey, Sharon Bldg.

**Shoe Repairs**—New Twin Peaks Shoe Shop, 4696 18th.

**Tailors**—M. Z. Lewis (ladies'), 737 Sutter to 535 Stockton; Louis Jonas, 1136 Sutter to 50 Taylor.

**Miscellaneous**—David Donzel, Clunie Bldg. to Chancery Bldg.; Dr. G. M. Pearson, 305 6th Ave.; Hockaday Co. of California (E. J. Beedle, Mgr.), 76 8th to 205 9th; Dr. H. A. Teanyony, 821 Market; MacKeozie Sales Co., 1201 Van Ness Ave. to 2247 Folsom; Edw. N. Jackson, 690 Market; Rate Service Bureau, Humboldt Bank Bldg.

WM. SPENCER  
Room 404, Nevada Bank Bldg. Phone Kearny 3825  
SAN FRANCISCO  
makes a specialty of collecting  
**JUDGMENTS**  
MORE THAN 5 YEARS OLD  
in the State of California

## THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed . . . . . Yen 100,000,000.00  
Capital Paid Up . . . . . Yen 100,000,000.00  
Reserve Fund (Surplus) . . . . . Yen 83,500,000.00

Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

San Francisco Branch

415-429 Sansome Street

K. KOJIMA, Manager

## Attention

### MINING INVESTORS!

We SOLICIT all INQUIRIES on MINING Securities. All buying and selling orders promptly executed.

Those desiring information on all Listed and Unlisted MINING STOCKS will be promptly answered, if possible to obtain from reliable sources.

( Stocks — Bought )  
( Sold and Quoted )

## Bryson & Company, Inc.

Licensed Brokers

114 Sansome Street, San Francisco

**Situation Wanted** Young advertising man, now conducting successful advertising agency in Middle West, seeks advertising connection. Interested in advertising manager's position, agency or sales connection. Ample references as to reliability, experience and performance. Well grounded in all phases of advertising and selling work. Address Box 395, San Francisco Business, 465 California Street.

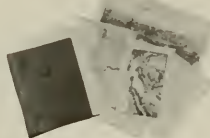
## Automobile Accident Insurance

NON-CANCELLABLE

Policy pays \$5000. for death or loss of both eyes; \$5000. for loss of both hands, both feet or one of each, and in addition an annuity of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability, \$50. for partial disability. Policy also provides other valuable benefits. Cost \$18.00 per year.

**CRAIG CARRIER COMPANY**  
Insurance - Brokers - Surety Bonds  
Merchants Exchange Building  
SAN FRANCISCO

Writing all classes of insurance and surety bonds and acting exclusively as counselors and advisors for our policy holders



## Send This REPORT on the PACIFIC COAST MARKET

To your Eastern Connections/

"East is East and West is West"—the Pacific Coast Market cannot be judged by Eastern standards. This Report gives facts of immense practical value.

Maps and charts—information concerning population, distribution, industries, natural resources, transportation facilities, bank clearings, living conditions, buying power, retail conditions and many other factors of utmost importance to manufacturers, distributors and sales managers.

It will pay you to send copies to your Eastern connections. They will gain better understanding of your problems and new enthusiasm for this great and growing market!

### No Charge—

A request on your business stationery will bring prompt response. Please give your executive capacity. Write Today.

## LAWRENCE WAREHOUSE COMPANY

At T. GIBSON, President

Douglas 5577

37 DRUMM STREET  
SAN FRANCISCO

## DECKELMAN BROS., Inc.

Wholesale and Retail

Barbers' Supplies, Cutlery and Beauty Parlor Equipment  
Koken Barber Chairs

48 Turk Street Franklin 2870

## Foreign Trade Tips

[continued from page 26]

agency of California exporters of APRICOTS, APPLES, and PRUNES.

10907—Hamburg, Germany. Firm wishes connection with California RICE, TURPENTINE-OIL and BEESWAX firms.

10908—Holland. Firm desires to represent Pacific Coast manufacturers of ELECTRICAL PRODUCTS, GAS and WATER METERS, MACHINERY, and RADIOS, in The Netherlands East Indies and Holland.

10909—New York, N. Y. Concern is seeking a firm or individual to act as representative, or a firm of brokers who can sell IRON AND STEEL PRODUCTS, for direct shipment from the Continent, via the Panama Canal, in San Francisco.

10910—Boston, Mass. Firm, with works in Sweden, desire to get in touch with San Francisco dealers and jobbers in iron and steel, or with a suitable representative to handle the sale of their SWEDISH IRON AND STEEL, including hollow and solid drill steel, etc.

10911—Gothenburg, Sweden. Established commission agent desires to form connections with a California packer and exporter of DRIED FRUITS wishing representation in Sweden.

10912—New York, N. Y. A firm of direct importers of FANCY LINES and HAND MADE LACES by the yard, and ALL-OVER PIECES, desire to market these products in San Francisco, and would appreciate hearing from interested San Francisco linen and lace shops.

10913—Guaymas, Mexico. Gentleman having excellent connections in the State of Sonora is in a position to handle the representation of California firms wishing representation in the following lines: GREASES AND OILS, for manufacturing soap; CANNED SARDINES and SALMON; WOODEN BOXES, knocked down for packing; CANNED MEATS and VEGETABLES.

10914—Havana, Cuba. Firm of sales agents, covering the Island of Cuba, desire to get in touch with San Francisco exporters of the following products, wishing representation in Cuba. RED KIDNEY BEANS and JAPANESE BEANS, CANNED GOODS, HARDWARE, KITCHEN UTENSILS, TABLE GLASSWARE, PAINTS and VARNISHES, METAL BEDS, TOOLS, IRON and STEEL, BARBED WIRE, NAILS, PAPER BAGS and CHEAP WRAPPING PAPER.

10915—Calcutta, India. Well recommended firm desires to hear from American grape shippers interested in sending consignments of GRAPES in casks, without cold storage; are also interested in securing GRAPEFRUIT and ORANGES to be shipped in cold storage. In addition, this firm is in a position to dispose of 100 boxes of APPLES daily. Quotations are preferred C.I.F. and prices may be quoted in dollars.

## Domestic Trade Tips

D-2172—Portland, Oregon. Manufacturers of a "perfected" WASHING MACHINE, desire to get in touch with a firm or individual capable of promoting their industry in San Francisco. They are manufacturing in a small way at present and have proven their product thoroughly, but require additional capital to expand their business.

D-2173—Warsaw, Indiana. Firm desires to purchase BEAR GREASE.

## Customs Regulations

Certificates of Sanitation to Accompany Baled Newspapers Consigned to Tsingtao, China.

Consignments of new or unused newspapers in bales from the United States to Tsingtao, China, when accompanied by an authenticated certificate, will be exempt from disinfection and payment of the disinfection fee of Mex. \$0.20 per bale, in accordance with assurances given to the American Consul by the Tsingtao authorities. A form of the certificate to accompany such shipments of new or unused

[continued on page 29]

## We Repeat:—

We've yet to find a business, product or service that cannot be

*dramatized!*  
by  
photographic illustration

## LOTHERS & YOUNG STUDIOS

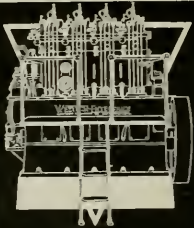
Illustrative and Commercial Photography  
419 Sutter Street San Francisco  
Telephone Garfield 5100

## AGAIN—LEST YOU FORGET! PRIMARY ELECTION, AUG. 31



Delicious and Nutritious  
Quality Unexcelled

MANUFACTURED BY  
H. C. LONG SYRUP CO.  
SAN FRANCISCO, CALIF., U. S. A.



## WESTERN-ENTERPRISE DIESEL ENGINES

Power that is dependable under all conditions, at all times; immediately available in any crisis; always ready for instant service; no "minimum" costs when idle, but decidedly minimum when operating. Write for the

"Western" Catalog

WESTERN MACHINERY COMPANY  
Offices & Factory—912 North Main St.  
LOS ANGELES, CALIFORNIA  
San Francisco Offices & Factory  
102 and Alabama Streets



### TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than August 19. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 7060—Furs, any quantity, import; 7061, magnesium chloride, CL, eastbound; 7062, garlic, CL, eastbound for export; 7063, sanitary pads, LCL, westbound; 7064, canned goods, CL, eastbound; 7065, coke, CL, westbound; 7066, pull rods and couplings, CL, westbound; 7067, ferns and evergreens, LCL, eastbound; 7068, drums or barrels, empty, returned, LCL, westbound; 7069, fir poles or tongues, in the white, CL, eastbound; 7070, fir lumber, CL, eastbound; 7071, Bartlett Western Railway: Proposal to eliminate as a participating carrier in Tariffs 1-Z, 4-W, 14 L and 35-B, and Circulars 59-E, 61-F; 7072, crushed oyster shells, CL, westbound; 6948 (amended), lumber and shingles via Great Lakes Transit Corporation, eastbound.

### Customs Regulations

[continued from page 28]

newspapers is available at the Foreign and Domestic Trade Department of the San Francisco Chamber of Commerce.

#### CUBA

Restriction on Importation of Live Stock and Forage from California and Texas Removed.

The restriction which was put into effect last November on the importation of cattle and forage from the States of California and Texas has now been revoked, according to an official statement of the Department of Agriculture. This action was

taken following receipt by the Government of information to the effect that the cattle disease then prevalent in those states has now disappeared.

### Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with taper pipe ends, to be delivered at Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, Second District, 83 Second Street, San Francisco, Calif., and will be opened August 14, 1926.

For furnishing the War Department with substitute supplies, to be delivered to the Army Transport Wharf, Fort Mason, San Francisco, as required during the month of September, 1926. Bids are to be submitted to the S. F. General Intermediate Depot, Quartermaster Section, Fort Mason, San Francisco, Calif., and will be opened August 16, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, Calif., on or about October 15, 1926, for shipment to Manila, P. I. Bids are to be submitted to the S. F. General Intermediate Depot, Quartermaster Section, Fort Mason, San Francisco, Calif., and will be opened August 19, 1926.

For furnishing The Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel, refrigerating apparatus, oil-testing outfit, scaphopore signals, wire rope, cable, wire, fiber conduit, steel conduit, motors, electrical supplies, locks, binses, end mills, gear cutters, barrel bolts, griddlestones, odometers, pressure gauges, brushes, bibb cocks, glass, horse-hide gloves, tires, packing, asbestos gaskets, oakum, linoleum, emery cloth, calcium chloride, stearic acid candles, hectograph paste, and lumber. Bids

are to be submitted to the General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened August 20, 1926.

### UNIQUE BUILDING

in the new financial district  
FOR RENT, 10 Floors. Lot 20 x 80.  
FOR LEASE as a Whole or Part.  
Class A. White Tile Front.

HEINEMAN BUILDING  
130 Bush Street

### Montague Pipe & Steel Co.

Riveted Steel Pipe, High Pressure Pipe  
Lines, Oil and Water Tanks, Steel Flumes,  
Siphons, Stacks, Montague Well Casting,  
Water Tube Safety Boilers,  
Works: 17th and Kentucky Sts.,  
Phone Market 6909, San Francisco  
Office: Hobart Building  
Phone Kearny 698-699, San Francisco

where you pay no more for the

## BEST FLOWERS

*Podesta and Baldocchi*

The Voice of a Thousand Gardens

224-226 Grant Ave. Tel. Kearny 4975

# B OBRICK'S GRAVITY LIQUID SOAP SYSTEMS

provide sanitary washroom service. This method of dispensing liquid soap is the latest and most improved. It is especially adapted for use in lavatories having need of two or more dispensers.

The system consists of an enameled tank or reservoir from which the soap is conveyed through pipes to dispensers placed over each washstand. The reservoir can be installed in some out-of-the-way place. The pipes leading from it carry the liquid by gravity to all stations. Any number of dispensers, even on different floors, can be supplied from one tank.

These Sop-O-zoN Dispensing Systems are neat, simple in construction, and as "permanent as plumbing." The service is individual in character, satisfactory to the user and economical for the purchaser.

We will gladly furnish further information on the Sop-O-zoN Gravity Systems. Convince yourself by trying this new dispensing equipment in your washroom.

MANUFACTURED BY

## NATIONAL PAPER PRODUCTS COMPANY

No Waste Tissue

Public Service Towels

Sop-O-zoN Liquid Soap

Brobick Chemical Company Division  
Plant at 111 Garey Street  
Los Angeles, California



Western Sales Office  
1789 Montgomery Street, San Francisco  
Telephone Davenport 2770



Brobick's Gravity Liquid Soap System

## CERTIFIED PUBLIC ACCOUNTANTS

Section 3 of the Act of March 23, 1901, Statutes of California, creating the State Board of Accountancy, provides:

"Any citizen \* \* \* may apply for examination \* \* \* and upon issuance and receipt of such certificate, and during the period of its existence, or any renewal thereof, he shall be styled and known as a Certified Public Accountant or Expert of Accounts, and no other person shall be permitted to assume and use such title or to use any words, letters or figures to indicate that the person using the same is a Certified Public Accountant."

Is your Accountant licensed to practice as Certified Public Accountant in California?

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Douglas 4548

**AUSTIN & CO.**  
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Douglas 607

**WILLIAM DOLGE & CO.**  
369 Pine Street  
Sutter 697

**H. S. PATTERSON**  
Mills Building  
Kearny 2395

**WALTER B. BAILEY**  
255 California Street  
Douglas 7539

**HASKINS & SELLS**  
Crocker Building  
Douglas 3480

**PEAT, MARWICK,  
MITCHELL & CO.**  
American Bank Building  
Sutter 2696

**ALEXANDER BALL**  
1219-1220 Hearst Building  
Sutter 1464

**LESTER HERRICK &  
HERRICK**  
Merchants Exchange Building  
Kearny 844

**ROBINSON, NOWELL & CO.**  
Crocker Building  
Sutter 1848

**STUART S. BARNARD**  
Kohl Building  
Sutter 468

**PAUL HEYMANN**  
Mills Building  
Garfield 1963

**RUCKSTELL & LAND**  
703 Market Street  
Claus Spreckels Building  
Kearny 6010

**BOURS AND SMYTH**  
Crocker Building  
Garfield 5653

**HOOD AND STRONG**  
425 Standard Oil Building  
Sutter 793

**CHARLES P. RUPP**  
24 California Street  
Douglas 8256

**BROTHERTON, THOMAS &  
CO.**  
American Bank Building  
Kearny 3939

**EDWARD B. JORDAN**  
110 Sutter Street  
Kearny 7956

**SKINNER & HAMMOND**  
332 Pine Street  
Douglas 6898

**BULLOCK & KELLOGG**  
American Bank Building  
Garfield 3424

**JORGENSON, LUCKHAM &  
BUNN**  
Chancery Building  
Garfield 4499

**JAMES O. SULLY & CO.**  
260 California Street  
Sutter 1886

**CERF & COOPER**  
Successors to  
Greenhood & Jansen  
519 California Street  
Kearny 1131

**GEO. J. KASCH**  
325 Bush Street  
Garfield 6136

**A. SUTTER & CO.**  
Nevada Bank Building  
Sutter 3179

**C. P. CHAMBERLAIN**  
311 California Street  
Sutter 5019

**HOWARD KROEHL & CO.**  
1010 Balboa Building  
Sutter 3296

**WALTHER WOLF**  
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Garfield 6354

**WALTER H. CRAMER**  
268 Market Street  
Sutter 2588

**LYBRAND, ROSS BROS. &  
MONTGOMERY**  
2 Pine Street  
Sutter 1232

**E. G. WUNNER**  
260 California Street  
Sutter 1886

**DAWSON & RILEY**  
Hearst Building  
Sutter 5175

# Market Week, an \$8,000,000 Institution

**B**ARTERING has always been a deep-seated human instinct. As civilization advanced, that instinct brought its own customs; it built up an ethical code and finally found its outgrowth in a market place. That became the very center of community life.

On a mammoth scale that is what Market Week means to San Francisco.

Established many years ago by a group of far-seeing merchants who bound themselves together in their common interest in an organization which is known today as the Manufacturers and Wholesalers Association, Market Week was built in theory upon the tradition of the market place. It is the central meeting place of a vast community interlaced by the facility of modern travel and communication and including the vast expanse of the Pacific Slope with its eleven states and Western Canada.

This year the association has announced that Market Week will be held from August 23 until August 28, inclusively. It will be a bigger and a better event than has ever been held in the city before. Secretary H. J. Lawrence has estimated that not less than 10,000 merchants and their authorized buyers will make the mercantile pilgrimage and that orders estimated at \$8,000,000 or \$9,000,000 will be placed, within the six days devoted to selling.

Although Gargantuan in its plan, nevertheless much of the simplicity of the old market place will be retained in spirit. There will be the old, tried friends of San Francisco's merchants who have come year after year and who will return again to restock the empty shelves of their establishments, to freshen themselves by contact with their fellow merchants, gain new ideas and have a pleasant "dish of gossip." They will find time to transact the business which brings them, to make a survey of market conditions and gain a forecast of the next season's

styles which will stand them in good stead in the months to come, but they will find time too for play.

Then there are the new visitors who are attracted every year by word of the new mercantile center. They will come to see and inevitably they will buy and come again.

That is the true value of Market Week to San Francisco, a value far beyond that contained in the dollars and cents of the business transacted within its six days. Those who come once, come again. They are attracted by special inducements but they are

convinced by the actual visual proof of a merchandising center established

[continued on page 34]

**Motorists Save 27 Miles**

**DIRECT FERRY**

**Vallejo-San Francisco**  
Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Bleck and News Service

**Monticello Steamship Co.**

North End of Ferry Building Phone Sutter 371



**back east  
Xcursions**

Round trip tickets on sale daily to principal cities in the United States and Canada at greatly reduced fares via the Santa Fe.

Take advantage of these substantial savings in transportation costs to visit the old home back east this summer. You may include as many of the myriad scenic attractions and interesting cities of America as you desire in your Santa Fe itinerary.

**LONG LIMITS . . . CHOICE OF ROUTES  
LIBERAL STOPOVER PRIVILEGES**

**Santa Fe Ticket Offices & Travel Bureaus**  
601 Market Street • Telephone Sutter 7600 • Ferry Depot

**SAN FRANCISCO**  
OAKLAND BERKELEY SACRAMENTO SANTA ROSA  
434 13th Street 2134 University Ave. 1006 K Street 516 Fourth Street  
SAN JOSE STOCKTON  
15 East Santa Clara St. 221 Pirot National Bank Bldg.

**SACRAMENTO**




and Sacramento Northern R. R.

Points

Observation and Parlor Cars.  
Dining Cars leave 7:40 a. m. and 5 p. m.

**SACRAMENTO  
SHORT LINE**



When you buy Zerolene, your car benefits much — your investment of 25¢ a quart\* purchases 48 years of oil-refining experience , a low-temperature vacuum processed product, checked  for accuracy 15 times in the making—in a word “correct lubrication” for your car and every car made 

## ZEROLENE

*puts Standard Oil efficiency  
in your crankcase*

\*Price slightly higher in some distant localities.

STANDARD OIL COMPANY OF CALIFORNIA



## Territorial Fair Tour on Big Matson Liner Starts Sept. 15

MUCH interest is being taken by the business men of San Francisco and Oakland in the coming Territorial Fair tour which will leave San Francisco September 15 aboard the Matson liner *Maua* under the auspices of Crabtree's Travel Office.

This tour is for the purpose of enabling business men of the Bay Region to meet the merchants and wholesale dealers of the Hawaiian Islands at the 1926 Territorial Fair, which will be held in Honolulu September 25th to October 2nd at the Fair Grounds in beautiful Kapiolani Park at Waikiki.

"The forthcoming tour is an unusual opportunity to meet the business men of Hawaii, to demonstrate San Francisco and Oakland merchandise at the fair and to establish trade connections of lasting value," said W. H. Sellander, passenger traffic manager of the Matson Line, this week just before his departure for Honolulu to arrange details of the entertainment program.

"Many products are being shipped to Hawaii in increasingly large volume from other ports than San Francisco and if the merchants of this region will go to Honolulu and meet the merchants of Hawaii they can best participate in this trade to the islands through personal contact made at the fair. Products which should be sold in larger volume by San Francisco to the Hawaiian Islands include auto accessories,

tires, canned fruit, confections and candy, dry goods, flavoring extracts, furniture, hardware, iron pipe and fittings, machinery, general merchandise and roofing."

## Santa Fe Co. Reports New Interest in Indian Detour

Increasing interest in the Indian Detour, a motor trip through New Mexico, is reported by passenger department officials of the Santa Fe.

Westbound passengers desiring to visit the pueblos detrain at Las Vegas, boarding special sight-seeing cars known as Harvey-cars. Eastbound passengers detrain at Albuquerque for the trip. Specially trained couriers accompany each car giving authentic information on the archaeological and ethnological history of the Southwest.

Stops are made at the old Spanish capital of Santa Fe, the inhabited Indian pueblos of Tesuque, Santa Clara, San Juan, Santo Domingo and others in the valley of the upper Rio Grande, as well as at the huge communal ruins of Puye, a cliff pueblo twenty centuries old.



**DUCO**  
Special Summer Rates as Low as \$90  
for All Makes

**DON LEE**  
1000 VAN NESS AT O'FARRELL

STANDARD OF  
THE WORLD

# LINCOLN SERVICE

## for San Francisco Motorists

Because it is in line with the Lincoln policy, we encourage periodical inspections of your car. To this end we possess unmatched service equipment and we are conveniently located so that Lincoln service may at all times be easily available.



# EDWARD LOWE MOTORS COMPANY

Lincoln Sales and Service Dealers  
Van Ness at Jackson

"FORT SUTTER," "CAPITAL CITY"

## SACRAMENTO



From  
**Jackson Street Pier No. 3**  
DAILY EXCEPT SUNDAY  
AT 6:30 P. M.

**PALATIAL STEAMERS**  
Suites with Bath—Barber Shop  
Fare \$1.80 One Way \$3.00 Round Trip

Try Our Famous 50 Cent Dinners  
Phone Sutter 3880 for Reservations  
California Transportation Company

W. A. HALSTED, President  
 PERCY L. HENDERSON, Vice-President  
 The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
 No Branches

1123 SUTTER STREET  
 Telephone GRAYSTONE 7100

## BISHOP & BAHLER

(INCORPORATED SEPTEMBER 16, 1914)  
 369 PINE STREET  
 Sutter 1040

### Traffic Managers

E. W. HOLLINGSWORTH  
 Commerce Counsel

Are you on a fair basis with your competitor in the matter of freight rates? A solution of your traffic problems will doubtless increase your business. Write or phone us and our representative will call.

OUR AIM:

"Transportation Economy"

## Market Week

[continued from page 31]

in the West for Western demands and meeting those needs much more efficiently than the markets of the East.

Every line of merchandise is offered by the city's wholesale establishments and its manufacturers. The stocks on display are satisfying to the most discriminating buyer. Merchants who visit the establishments of association members are greeted as old friends, they are hospitably made to feel that they are free to roam from the basement to the top story. While they are touring in such a fashion they gain a visual impression of the extent of the merchandising opportunity afforded which fixes San

Francisco in their minds for the future.

Those are the elements of Market Week. This year the eleventh is to be celebrated.

It is no longer a mercantile experiment. In its annual repetitions it has established San Francisco as the logical market place of the entire West, one affording the most extensive mercantile privileges west of the Mississippi. Merchants have been brought to realize that this way lies prosperity, that in San Francisco's wholesale establishments they will find the solution of the old bugbear of overstocking. Such is no longer necessary; it is too easy to reach a nearby market for replenishments upon which rapid delivery is assured by close geographical proximity and excellent means of transportation.

Market Week gives the keynote for the year's shopping. Advance styles are displayed in all lines and as the months roll along merchants are no longer dependent upon the sample and the advance advertising. They will have been to see, and they will know for themselves.

That is the serious, business-man side of Market Week. There will be another and a gayer side with tumultuous play hours in which visitors and hosts will join alike.

E. J. Feisel as chairman of the entertainment committee has selected the Palace Hotel as the scene of the daily luncheons to be held during the first four days and which are planned to be the breathing spot of the day where business will be forgotten for an hour.

On Monday night the Jinx will be held at the Commercial Club. That will be the big stag event of the year and a hearty welcome is planned for every man among the visitors. The program has not been announced but enough has filtered from the secrecy of the committee room to indicate a spectacular and diverting entertainment.

Tuesday, those of the visitors who so desire may witness the early-morning yacht races off the Marina which are to be a part of the Pacific Coast Championship Yachting Regatta and will give the spectators from the inland cities a vision of what life by the Golden Gate is. Luncheon will be held at the Palace.

The dinner dance to be held in the Fairmont Hotel on Wednesday night and for which every ballroom in the huge hostelry has been engaged will be the grand climax of the week's entertainment and will give the out-of-town guests a true glimpse of San Francisco's lavish hospitality.

Howard Automobile Company  
 invites every lover of fine  
 motor cars to drive the

G R E A T E S T  
**BUICK**  
 E V E R B U I L T

and know the thrill of the  
 Century's greatest contribution  
 to motor car progress—an  
 engine VIBRATIONLESS  
 beyond belief

*Cars are waiting at our showrooms  
 You incur no obligation*

## Howard Automobile Company

*Largest Distributor of Automobiles in the World*

Van Ness Avenue and California Street

SAN FRANCISCO

PORTLAND

LOS ANGELES

OKLAND

MORE  
MILES  
TO THE  
GALLON



*start* *stride* *finish*

**the champion must have all three**

"More miles to the gallon" can result only from a perfect coordination of these three essential qualities in motor fuel: A quick get-away according to seasonal demands! A full continuous flow of power! Mileage that stands

for real economy! Associated, through its distinctive range of boiling points, insures this kind of a performance. That's why Associated is Champion. Associated is always associated with "more miles to the gallon."

ASSOCIATED OIL COMPANY  
Sustained Quality Products



THE STANDARD OIL COMPANY OF CALIFORNIA - AN H. K. McCANN COMPANY CLIENT SINCE 1911

*Advertising that  
accomplishes the most sales for the  
fewest advertising dollars*





# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

AUGUST 18, 1926

NUMBER 6

## 200 Yachts Here for Regatta

**S**AN FRANCISCO, recognized as one of the world's greatest ports, is being advertised this week as having one of the finest bodies of pleasure waters to be found anywhere.

The fourth annual Pacific Coast Championship Yachting Regatta has attracted not only the representatives of all the yacht clubs of the coast, from British Columbia to Mexico, but the United States Fleet of 70 ships, which will be an active participant in the week-long program of water sports.

A citizens' committee, headed by many of the leaders of the local yacht clubs, has been organizing a hospitality program commensurate with the importance of the occasion. Market Street and Van Ness Avenue are to be decorated. There will be fireworks and band concerts on the Marina, harking back to the colorful days of the exposition in 1915. The Ferry Building, the City Hall and the entire water front are to be put in gala attire.

It is to be a big week in which San Francisco will not boast of its tonnage, but of its miles and miles of inland waterways capable of staging any kind of yachting or motor boat events any time of the year. Admiral Robison is bringing some 70 ships, thus giving the stamp of endorsement by the Navy to one of America's premier yachting events of the year. The battleships will compete off the Marina for the perpetual challenge trophy offered by the Olympic Club. There will be many other Navy events, however, with every promise of the fleet joining hand in hand with San Francisco to exploit the attractiveness of water sports in a way that this city has never before enjoyed.

It is estimated that some 200 yachts and motor boats from all along the coast will participate in the racing events and water pageant. The regatta starts Saturday and continues through until the end of

### ENDORSEMENT COUNCIL REPORT

The San Francisco Endorsement Council has agreed upon the following general principle:

1. "Existing regular civic organizations deriving their support from regular memberships and soliciting for new memberships shall not be considered for endorsement by the San Francisco Endorsement Council."

In accordance with this principle the Council has determined that the Convention and Tourist League of San Francisco is an existing regular civic organization and that therefore its campaign for increased memberships to be held in this community from August 20th to 25th is not subject to endorsement.

2. The Council desires to call the attention of the Associate Members to the undesirability of any solicitation of funds over the telephone and urges that appeals so made be disregarded.

The following action was taken by the Council, at its meeting on August 10th:

1. Street Traffic Survey. Endorsed.

(A campaign to raise \$25,000 among the commercial interests directly interested in street traffic, for a survey that will lay the basis for a sound program of handling street traffic conditions.)

2. Californians, Inc. Endorsed. (A campaign for \$50,000 in San Francisco, to continue the community advertising program carried on for the past three years.)

the following week. The big championship event will take place Saturday. On the following day there is to be a parade of yachts, motor boats and other craft attracted here for the regatta, that as a water pageant will surpass anything of its kind ever witnessed, it is said.

The various yacht clubs in and around San Francisco will be hospitality centers throughout the week.

### The *Dahlia Show*

By CURTIS REIFERN



SAN FRANCISCO is to be hostess during the week of August 23d to 28th to thousands of out-of-town visitors attending Market Week of the Dry Goods Industry and also the Third Radio Exposition. It is a fortunate coincidence that the Eleventh Annual Show of the Dahlia Society of California will be held Thursday, Friday and Saturday of the same week at the Palace Hotel.

San Francisco has become famous the world over for the fine quality of its dahlias and other flowers and the visitors will have an opportunity to see for themselves that our reputation has been well earned.

### The World's Largest Show

Our Dahlia Show is the largest special-flower show in the world and without doubt it is the most spectacular, for the local exhibitors have been weaned from the old-fashioned milk-bottle display habit and now show their flowers on long stems in baskets and vases. It is a feast for the eyes.

It is difficult to realize that the mammoth flowers originated by several of our local hybridizers all trace their ancestry to a small single daisy type of flower growing in the mountain regions of Central Mexico.

The advertising value to a city in adopting some variety of flower as its City Flower, as has been done by Portland with the rose, Rochester with the gladiolus, etc., has been well proved. San Franciscans might look upon the dahlia as their city flower for it grows to perfection here, our mild summer weather approximating the cool moist climate of the mountain plateau region south of Mexico City, the native habitat of the dahlia.

# SAN FRANCISCO BUSINESS

AUGUST 18, 1926

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## LEADS for NEW BUSINESS

**Advertising**—Display Service Co. (F. Barnaby), 600 Market  
**Architects**—Albert Schropfer, 68 Post to 681 Market  
**Attorneys**—S. R. Pfund, Mills Bldg. to Crocker Bldg.; S. N. Barnes, 626 Market; J. T. Summerfield, 1112 Market to Marshall Square Bldg.  
**Auto Repairs**—Park Auto Repair Co., 461 to 717 Divisadero; Service Motor Co., branch 6145 Geary  
**Auto Supplies**—Behrmann Tire & Battery Co., 22 Van Ness Ave.; Van Ness Ave. Supply Co., 20 Van Ness Ave.  
**Banks**—International Banking Corp., to 225 Bush  
**Building Materials**—River San & Gravel Co., Inc., 2960 17th  
**Candy**—Huston's Candy Store, 4007 24th; Marsh & Methmann 3910 24th  
**Cleaning and Dyeing**—Loy Friedman, 3512 to 3545 20th  
**Dental Supplies**—Alfred Brotschneider, 870 Market  
**Dresses**—A Van Horn, 127 Montgomery  
**Drugs**—Jonas Drug Co., 316 Steiner  
**Electric Switchboards, Etc.**—Stewart Works of the Frank Adams Electric Co., 50 Columbus Square to 425 Fishum, room. Factory to 340 Fremont  
**Food Products**—Millennial Food Co., 1434 Howard  
**Furniture Refinisher**—H. C. Bruns, 61 Clara; Balboa Furniture Refinishing Co., 4032 Balboa  
**Furs**—Claire B. Waener, 209 Post; A. Lapidus 259 Geary  
**Grocers**—Tunncliffe & Criebton (3303 Mission), 1792 San Jose Ave.  
**Hatters**—Lundstrom Hat Co., 1082 to 1120 Market  
**Insurance**—H. C. Stephens, Exchange Bk. to 703 Market  
**Insurance Brokers**—S. C. Guglielmino, 240 Montgomery to 605 Washington  
**Laundries**—Fairmont Terrace French Laundry, 841 Powell  
**Manufacturers Agents**—W. B. Schmidt, 220 Post  
**Medicinal Water**—Vittel French Mineral Water Co., 320 Market  
**Millinery**—Arnold Millinery Shop, 307 Sutter; E. J. Marks (Los Angeles Hat Co.), Commercial Bldg.  
**Mining**—Julius A. Laepschultz, 760 Market to 821 Market  
**Music**—Imperial Academy of Music, 157 Fell  
**Needties**—Tornek Bros., 644 Market, soon  
**Physician**—Dr. R. P. Seitz, to 490 Post  
**Real Estate**—Geo. T. Jacobs, 22 Battery; Frank P. Weymouth, 155 Montgomery to Chancery Bldg.  
**Sausages**—Purity Sausage Co., branch 1084 Howard  
**Stocks and Bonds**—W. T. Burney, 515 Montgomery  
**Tailors**—St. George Tailors, 359 Jones; Morris Serbin, 3482 20th; Fairmont Exclusive Tailors (W. H. Kalfasian, Paul Leivo), 817 Powell  
**Tools and Dies**—Tool Die Mfg. Co., 258 Clara

**Ventilating Systems**—Ilz Electric Ventilating Co., 681 Market to Mata on Bldg  
**Vulcanizing**—Yosemite Tire Shop (M. Calmeil), 1672 Revere Ave.  
**Miscellaneous**—Oriental Pictures Co., Dollar Bldg.; Lally Co., 1123 Harrison; California Sea Food Distributing Co., 214 Front to 351 California; O'Connor & Ryan, 223 Jones

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department

For furnishing the War Department with block oak fire preservers, 1/4 horse power electric motors, and 2 horse power electric motors, for delivery at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Intermediate Depot, Fort Mason, San Francisco, Calif. and will be opened August 23, 1926.

For furnishing the War Department with quartered oak typewriter stands, with drawer and sliding dictation arm. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, Calif. and will be opened September 2, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, Calif., on or about October 20, 1926, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, Calif., and will be opened September 10, 1926.

For furnishing the Panama Canal with Portland cement, to be delivered by steamer, free of all charges, on dock at either Cristobal (Atlantic port), or Balboa (Pacific port), Canal Zone, Isthmus of Panama. Bids are to be submitted to the Office of the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened August 27, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Diesel engines, tanks, staples, screws, drinking glasses, soldering irons, tape, plug tapers, key sockets, marine fixtures, conditi valves, extension bells, magnet wire, twine, pencils, rubber bands, blotting paper, record books, writing paper, Bristol board, and tarboard. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened August 30, 1926.

## REVENUE FREIGHT LOADING

Revenue freight loading the week ended July 31 totaled 1,102,590 cars—the record for any week thus far this year, according to the car-service division of the American Railway Association. For the corresponding period of 1925 and 1924 the loading totaled 1,045,626 and 945,613 cars, respectively.

With the exception of a slight decrease in the loading of live stock, increases were reported in the loading of all classes of commodities the week ended July 31, as compared with the preceding week.

## LISTS AVAILABLE

A compilation of the Textile Manufacturers of the Eleven Western States has just been completed by the Chamber of Commerce. Members having need for such a list are invited to get in communication with the Industrial Department.

## New Industries and Expansions

### NEW INDUSTRIES

**UNITED STATES RADIATOR COMPANY**, 640 Second Street. A few months ago, the United States Radiator Company decided upon San Francisco as the logical distribution center of its steam and hot water radiators and boilers for heating plants for the entire State of California, Utah and Arizona.

This large factory branch is now occupying a three-story building at 640 Second Street, which takes care of assembling and warehousing of the company's products.

San Francisco was decided upon after a careful study of the other distribution centers, as being the most logical center to serve the required territory.

**KERITE INSULATED WIRE & CABLE COMPANY**, 418 Mason Building, have recently opened offices in San Francisco to serve the Pacific Coast. The headquarters of the Kerite Company are in New York City with plant at Seymour, Connecticut. The principal products manufactured which will be sold from the San Francisco office are insulated wire and cable.

### EXPANSIONS

**CALIFORNIA STEEL PRODUCTS COMPANY**, 452 Bay Street, have changed their plans and have acquired 60,000 square feet of land adjoining their present property and will remain in San Francisco. Several weeks ago this company bought land in Oakland for the purpose of putting up a new plant owing to the fact that room for expansion was unobtainable. Later developments assured this plant for San Francisco, and the East Bay property will be sold.

A boiler house and a new office building are now under construction, and when additions have been completed, the facilities of the plant will be doubled to take care of greatly expanding business. The company makes hot water, oil storage and gasoline tanks, and specializes in pipe bending work. It ships the steel tanks all over the western part of the United States and into Canada. The investment represented in the new expansion will approximate \$25,000.

[continued on page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10616—French Indo-China Firm desires to sell GRAPHITE (flakes) in this market. Samples and prices and further particulars are on file with the government representative of French Indo-China in San Francisco.

10617—Germany. Firm desires to import from California, COCOA WASTE, BLEACHING EARTH CONTAINING OIL, MEAT CANS AND SIMILAR PRODUCTS FOR EXTRACTION, DISTILLATION AND REFINING OF OIL.

10618—Berlin, Germany. Concern wants connection with exporters of LUMBER.

10619—Duesseldorf, Germany. Manufacturer of GUMMING, LABELING AND BANDEROLING MACHINES, AUTOMATIC FILLING AND CLOSING MACHINES FOR PAPER BAGS, etc., wishes connection with California firms.

10620—Hettenshausen, Rheon, Germany. Manufacturer of WOODENWARE, FOR KITCHEN USE, and CLOTHES HANGERS wishes representative in San Francisco.

10621—Hessen-Nassau, Germany. Manufacturer of FELT JOINTS wishes representative in San Francisco.

10622—Limbach, Saxony, Germany. Manufacturer of SPORTING GOODS, such as: SWEATERS, BATHING SUITS, etc., wishes to be represented in San Francisco.

10623—Berlin, Germany. German firm wants connection with California exporter of LUMBER.

10624—Weissenburg, Bavaria, Germany. Manufacturer of LEONIC (IMITATION) GOLD AND SILVER FABRICS, also of METAL WIRE PLOT CLEANERS, wishes representative in San Francisco.

10625—Leipzig, Germany. Manufacturer of an APPARATUS FOR OILING AND PARAFFINING THE THREAD IN WINDING KNITTING MACHINES wishes representative in San Francisco.

10626—Berlin, Germany. Manufacturer of GLASS VASES with SILVER BASE wishes representative in San Francisco.

10627—Hamburg, Germany. Established import and export house is very desirous of establishing connections with packers and exporters of CALIFORNIA CANNED AND DRIED FRUITS, who are interested in representation in Germany.

10628—Rotterdam, Holland. Large suppliers of HERRING MEAL and PHOSPHORINATE FEEDING LIME, for use in poultry feed and hog feed, desire to market these commodities in San Francisco.

10629—Antwerp, Belgium. Concern is in a position to supply CHALK IN LUMPS, GROUND CHALK, and WASHED AND POWDERED CHALK, on advantageous terms.

10630—Prague, Czechoslovakia. Established business broker, offers his services as representative and commission agent in all commercial branches and other businesses in Czechoslovakia. References supplied.

10631—United Kingdom. A firm of British manufacturers is desirous of appointing an agent in this district for the sale of ladies' gita', men's and boys' GARMENTS made of all fabrics, such as: COTTON, WOOL, ARTIFICIAL SILKS and SILKS, RUBBERIZED, also the same garments made of COTTON, WOOL, and WOOL AND COTTON, "CARVENETTED," or WATERPROOFED.

10632—Wellington, New Zealand. Firm of fruit and produce merchants and importers, having an excellent reputation, wishes to purchase CALIFORNIA FRESH FRUITS of all grades, in A-1 quantities; quantities determined by business. Desire to purchase c.i.f. New Zealand ports.

10633—Milway, B. C., Canada. Gentleman having been granted the Canadian and United States patent on an AUTOMATIC RETAINING VALVE FOR RAILWAY CARS, which valve is said to have

many advantages over the one in present use and is a great time saver, wishes to introduce his product in the Western United States and desires to get in touch with interested manufacturers or investors.

10634—Tokyo, Japan. Exporters of CELLULOID TOYS wish to get in touch with interested San Francisco importers or buyers.

10635—Osaka, Japan. Old established manufacturers and exporters of GLASSWARE of all kinds; also exporters of SILK GOODS and GENERAL MERCHANDISE, at lowest prices obtainable, desire to establish business relations with San Francisco firms interested in importing these articles.

10636—Osaka, Japan. Manufacturers of buttons, brushes, etc., desire to communicate with California meat packing houses.

10637—Yokohama, Japan. Import house is in the market for CHOCOLATE TOPPING, MILK LAYER CHOCOLATE, POWDER COCOA, CRUSHED FRUITS FOR SODA FOUNTAINS. Requests samples and quotations from interested suppliers.

10638—Guadalajara, Mexico. Concern desires to get in touch with manufacturers of DENTAL SUPPLIES in San Francisco.

10639—Guadalajara, Mexico. Manufacturers of all kinds of CERAMIC PRODUCTS, ARTISTIC INDIAN STYLE POTTERY, wish to establish a market for their products in San Francisco. They can also offer other Mexican curiosities and novelties. Illustrations of their pottery on file with the Foreign and Domestic Trade Department.

10640—Medellin, Colombia. An established coffee broker, furnishing references, desires to get in touch with San Francisco firms interested in purchasing MEXICAN EXCEL COFFEE directly from Colombia at lowest market price, for which he would charge a commission of 80.15 per bag. He could also furnish SECONDS, MARAGOIFF and PEABERRY COFFEE on the same basis. Further details on file with the Foreign and Domestic Trade Department.

10641—Pacasmayo, Peru. Gentleman desires to get in touch with San Francisco concerns interested in the exportation of WHEAT.

10642—Harbin, Manchuria. Concern wishes to establish commercial relations with American exporters. Solicits catalogs, price lists, etc.

10643—Melbourne, Australia. Old established firm in the agency business, wishes to get in touch with houses wanting to open up business in Australia. They are prepared to do business on a consignment or commission basis or on a letter of credit basis.

10644—Osaka, Japan. Firm desires to get in touch with American exporters of CLOTHING FOR MEN, WOMEN, and CHILDREN. Catalogs, samples and price lists are desired, with prices "in U. S. A."

10645—Calamata, Greece. Party desires to get in touch with American shippers of SUGAR, COFFEE, RICE, etc., and American importers of GREEK FOOD PRODUCTS.

10646—Kaunas, Lithuania. Gent'lman wishes to get in touch with American exporters of COAL, BRIQUETS, RUBBER ARTICLES, LEATHER, FOOTWEAR, BICYCLES, and MUSICAL INSTRUMENTS. He exports FLAX, LINSEED, BEESWAX, WOOD CARVINGS, DRIED MUSHROOMS, DRIED FISH, BUTTER, HORSE-HAIR, and FRUIT AND MEAT CONSERVES.

10647—Kobe, Japan. Manufacturers of CHIP MATS, used for decorative purposes by florists and artificial flower dealers, wish to get in touch with San Francisco importers.

10648—Marseilles, France. Concern wishes to get in touch with American importers of OILS, SOAPS, ESSENTIAL OILS, DRUG SEEDS, CRUDE DRUGS and BOTANICALS, and UNDERWEAR.

10649—Vienna, Austria. Engineer wishes the agency of American manufacturers of SMALL ELECTRIC MOTORS and RHEOSTATS.

10650—Oran, Algerian Party desires to get in touch with American importers of DRIED VEGETABLES, especially PEAS.

10651—Calcutta, India. Company wishes to communicate with American importers of INDIAN PRODUCTS, particularly SPICES, MUSTARD, RICE, PULSE, GHEE, etc.

10652—Mexico City, Mexico. Old established firm of wholesale merchandise distributors, selling supplies to the railroads, etc., desire to represent American manufacturers and jobbers of all types of goods. An official of the firm now in San Francisco. Local references.

## Domestic Trade Tips

D-2174—Detroit, Mich. Gentleman, opening offices in Detroit, as a manufacturers' agent for the sale of PRODUCTS ALLIED TO THE AEROPLANE INDUSTRY, wishes to get in touch with California manufacturers of such products wishing to introduce them in the Detroit aeroplane market.

D-2175—Memphis, Tenn. The representative of a Memphis firm, now in San Francisco, desires to establish connections with California packers and canners of FRUITS, VEGETABLES and FISH, also packers of FRESH and DRIED FRUITS, desiring the services of a good representative in Tennessee, Mississippi, Alabama, Louisiana, Arkansas, Texas and Oklahoma. Will operate on a brokerage or commission basis.

D-2176—Portales, New Mexico. Produce company has several cars of TENNESSEE RED PEANUTS for sale this Fall and desire to get in touch with San Francisco buyers. They claim the peanuts to be of extra quality and that they will be released before shipment.

D-2177—Rock Island, Illinois. Manufacturers of a "B" BATTERY LIFE SAVER, a product for radios, are seeking representation in San Francisco. Descriptive circular on file with the Foreign and Domestic Trade Department.

D-2178—Norfolk Va. Forwarding agents and port agents offer their facilities for handling commodity distribution via Hampton Roads for San Francisco shippers wishing to take advantage of the low port charges and low rail and water freight rates offered by that port.

D-2179—Grand Junction, Colorado. Organization offers for sale SCRIP MICA for insulating purposes. Can make carload shipments on 10-days' notice.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than August 26. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce;

Docket No. 7073—Lumber, CL, eastbound; 7074, east iron soil pipe and fittings, CL, westbound; 7075, phosphate rock, CL, westbound; 7076, adding machines, CL, westbound; 7077, paper napkins and paper towels, CL, eastbound; 7078, paint, CL, westbound; 7079, automobile engine shipping blocks, returned, CL and LCL, eastbound; 7080, lumber, CL, eastbound; 7081, wool in grease, CL, eastbound, import; 7082, oak and maple flooring, CL, westbound; 7083, Chicago, Peoria & St. Louis Railway Company: Proposal to eliminate as a participating carrier in Tariff 1-Z, 4-W, 14-L, 27-1, 28-H, 29-P, 30-N, and 33-B, and Circulars 59-0 and 61-F, also Tariffs 2-T and 3-T; 7084, cascara bark, CL, eastbound; 7085, railway car or locomotive parts, CL and LCL, westbound; 7086, adding machine rolls and printed wrapping paper and wrappers, CL, eastbound; 7087, estimated weights on cauliflower and broccoli, eastbound; 7088, electric floor polishers, LCL, westbound; 7089, cane glass and glass tubing, CL, westbound; 7090, handles, broom or mop, CL, eastbound; 7091, newspaper printer, CL, westbound; 7092, vinegar, in bulk in barrels, CL, eastbound; 7093, flash powder, LCL, westbound; 6965 (amended) tractor, CL, westbound; 7014 (amended) lumber, CL, eastbound.



## POULTRY SHOW

The California State-Wide Poultry Show, Baby Chick Convention and Farm Bureau Fair, October 5 to 10, according to Leslie Cranbourne, general manager, promises to be one of the most unusual events ever held in California.

The spacious grounds known as Carpenter Circus Area, located on Soquel Avenue, Santa Cruz, have been specially engaged to house the four large tents, each 100x340 feet.

In addition to poultry, arrangements have been made to hold a state-wide dog show, rabbit show and a horse show.

A large tent with one thousand chairs will be provided to take care of the special conferences to be held jointly with the poultry show and the conventions of the California Baby Chick Association and other conferences under the auspices of the California Poultry Council.

The Western Zone Meeting of the American Burred Rock Club will also be housed at the show and meetings will be held in the conference tent. Numerous other poultry clubs will meet during the big fair.

Professor Rice, president of the National Baby Chick Association, has been invited to attend. Secretary of Agriculture Wm. Jardine has already accepted an invitation to be present. M. A. Jull, Chief Poultryman, United States Department of Agriculture, Washington, D. C., has promised to attend the fair and address the members of the combined conventions.

According to Cranbourne, the hatching and market egg educational exhibit of the show will be the largest ever staged on the Coast.

One of the features of the big event will be the participation of foremost movie stars, many of whom are poultry raisers and will attend in person.

### EXPANSIONS

(continued from page 2)

**STERLING LAUNDRY**, 56 Julian Ave., are now remodeling their place of business by the addition of a two-story office and rest rooms, and enlarging their drying room; estimated cost of this expansion being between \$8,000 and \$9,000.

**EISELE & DONDERO**, 2895 Third Street, have completed and are now occupying an addition to their plant, which, together with equipment, represents an investment of approximately \$25,000. This expansion, which increases the plant's capacity about 30%, was made necessary to take care of a growing business which covers the whole State of California and Ne-

## Who's Who Among New Members

The Membership Department announces this week the names of twenty-seven new members. The list indicates the steady expansion of dependable commercial interests in the community.

### HORACE C. BROWN & CO.

PRINTING, 454 Turk Street.

### GHELLI GLASS & CO.

COMMISSION MERCHANTS AND IMPORTERS, 347 Columbus Ave.

### ELSIE B. CONNITT

ADVERTISING, 304 De Young Bldg.

### DETROIT FIDELITY AND SURETY CO.

SURETY BONDS, 518 Standard Oil Building.

### J. B. DETWILER

CLERK FARALLON, 1003 Shreve Bldg.

### E. V. FRAME

FLORES, 431 Bush Street.

### HAYDEN STERN & CO.

INVESTMENT BROKERS, 519 California Street.

### IRWIN-HARRISONS-WHITNEY CO.

EXPORT AND IMPORT, 25 California Street.

### RADIOART CORPORATION

RETAIL RADIO AND PHONOGRAPHS, 347 Geary Street.

### WALTER E. TREFTS

CLERK FARALLON, 1003 Shreve Bldg.

### YORK STERN PAPER BOX CO.

MANUFACTURERS OF CARTONS AND PAPER BOXES, 775 Brannan St.

### E. I. BARTHOLOMEW

MINING, 226 Balboa Building.

### BERKEFELD & MILLER

MINERAL AND METAL BROKERS, 341 Montgomery Street.

### CIBA COMPANY

ANILINE DYES, 592 Howard Street.

### RICIARDI DIETRICH CO

IMPORT AND EXPORT, 24 California Street.

### FIBRESTONE AND ROOFING CO.

ROOFING, 51 Ringold Street.

### J. N. HARRIS

CERTIFIED PUBLIC ACCOUNTANT, 2 Pine Street.

### LEVISON BROTHERS

INSURANCE BROKERS, 310 Sansome Street.

### MCKENZIE YOUNG & CO.

BONDS, 68 Post Street.

### MCCRONE & FONT

FREIGHT FORWARDING, CAR LOADING AND UNLOADING, 149 California Street.

### OIL-O-MATIC OF CALIFORNIA

AUTOMATIC OIL BURNERS, 135 New Montgomery Street.

### PLYMOUTH CAFETERIA CO.

CAFETERIA, 509 Market Street.

### A. W. REID DRAYING CO.

DRAYING AND DELIVERY, 377 Minna Street.

### A. B. RILOVICH

CEMENT AND CONCRETE CONSTRUCTION, New Call Building.

### JOSEPH, Jr. & H. BLISS RUCKER CO., INC.

REAL ESTATE, 206 Mills Building.

### UNITED SEED CO.

SEED GROWERS AND DEALERS, 161 63 Jackson Street.

### UNIVERSAL FURNITURE MANUFACTURING CO.

FURNITURE, 200 Van Ness Ave.

## SANTA CLARA COUNTY, CONSOLIDATED,

embracing many organizations within the county, now standing as a unit for development, is devoting its efforts to advancing the interests of what it terms the "Valley of Hearts' Delight."

Wendell C. Thomas is president, E. F. Smiley and Fred H. Gardner, vice presidents; Ray W. Smith, secretary-treasurer. The president is located at San Jose and the secretary-treasurer at Palo Alto.

The board of directors is made up of the presidents and secretaries of the following organizations: Campbell Chamber of Commerce, Cupertino Improvement Club, Gilroy Chamber of Commerce, Los Altos Club, Los Gatos Chamber of Commerce, Mountain View Chamber of Commerce, Morgan Hill Chamber of Commerce, Palo Alto Chamber of Commerce, San Jose Chamber of Commerce, Santa Clara Chamber of Commerce, Saratoga Improvement Club, Sunnyvale Chamber of Commerce.

Annual events in the valley receiving special attention from the organization are the Prune and Apricot Exposition at Mountain View, in September; Old Settlers' Day at Campbell, in February; Blossom Festival at Saratoga, in March; Fiesta de las Rosas at San Jose, in May, and the Los Gatos pageant, a yearly event each June.

New buildings and improvements are numerous throughout the valley where the prune just now is king. The fruit season is on with an abundant yield.

vada. The firm has its own quarry in the Sierras from which it brings in marble blocks. These are cut into slabs, and finished in the plant for use in interior decoration such as wainscoting, floors, fireplaces, stairways and the like. Fancy marbles are imported from Italy and finished in the plant.

**CALIFORNIA CANNERIES CO.**, 18th and Minnesota, packing a full line of canned fruits, particularly under the trade names of "Bear" and "Lusks Luscious," have just completed a \$30,000 warehouse building to serve as storage space for green fruit, to can fruit, and a certain section to be occupied as a nursery to care for children of employees. This expansion will increase the facilities of the plant 25%. The output has a world market—shipments being made to every state in the Union, and to European countries—especially England and France.



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

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VOLUME XIII

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NUMBER 7

## Taxicab Color Schemes To Be Regulated

**T**HE Police Commission, at the suggestion of the Chamber of Commerce, has decreed that independent operators of taxicabs in San Francisco may no longer imitate the colors, uniforms and other distinguishing marks of standardized services representing larger investments and operating in strict accordance with city ordinances.

The action of the Commission at its meeting on Monday night of this week was in response to the following letter from President Clay Miller:

"On frequent occasions the San Francisco Chamber of Commerce has given attention to the taxicab conditions in this city. Our understanding is that all matters pertaining to the regulation of taxicabs in San Francisco are within the jurisdiction of the Police Commission.

"There are a number of companies operating taxicabs in San Francisco in strict accordance with the city ordinances and are performing a very useful service in the community. Such companies have a large investment and from our investigations are endeavoring to develop the taxicab business in San Francisco in a legitimate and proper manner.

"On the other hand, there are individuals and groups operating taxicabs in such a manner as brings discredit to San Francisco and creates a very unfavorable impression upon visitors and others who use them. This confusion and discredit is brought about by the imitation of legitimate operators in color schemes, hat bands and other devices.

"Our opinion is that the color schemes of the legitimate companies which have been adopted and are generally known to represent a proper policy of such companies should not be illegitimately imitated, and inasmuch as the color schemes and distinguishing insignia are within the control of the Board of Police Commissioners that the Police Commission should exert their full authority not only for the protection of visitors and others using taxicabs but for the protection of those organizations which have made large investments and are properly operating their businesses.

### TERRITORIAL FAIR TO BE GREATEST EVER

Preparations for the coming Hawaiian Fair—September 25 to October 2—are going forward with reassuring speed, and from all present indications this season will be the biggest and best in its history.

The Fair will be held in the beautiful 70-acre fair grounds on Kapaehulu Road, half a mile from Kapiolani Park, the polo grounds, and only three quarters of a mile from famous Waikiki beach.

The people, through the government, own and operate this fair, hence they will be served with the best in everything. There will be all manner of accommodations including an American cafe, Oriental restaurant, telephones, radio service, rest rooms, fire, police and hospital protection, bank, nursery, religious and club rooms, etc.

The aim of the Fair commission is to make the annual Hawaiian fair a general event in the hearts and lives of the people as well as a golden opportunity for merchants and business men to establish and maintain closer contact with their neighbors.

"At a meeting of the Board of Directors of the San Francisco Chamber of Commerce, held on August 19th, a resolution was adopted requesting the Board of Police Commissioners and all others in authority to compel the observance of the city ordinances regulating the operating of taxicabs to the end that the public of San Francisco be protected and that the legitimate companies operating within the ordinances of the city be not injured by misleading use of color schemes and insignia on the part of drivers and operators in no way connected with the organizations entitled to the insignia and color adopted, and generally known.

"In accordance with this resolution, may we request that immediate and full attention be given to this matter and that the color scheme of all cabs and the insignia of drivers be such that no confusion may be possible."

## New Industries and Expansions

### NEW INDUSTRIES

**THE AMERICAN PAULIN SYSTEM, INC.**, Standard Oil Building, is another new industry secured for San Francisco. This concern makes Altimeters, which measure changes in elevation with greater speed and accuracy than any other similar instrument, according to H. E. Linden, vice president and general manager. This new industry will occupy about one-half of the new, three-story \$60,000 building being erected on the northwest corner of First and Folsom streets, and to be completed by November 15, where altimeters will be manufactured, and from which distribution will be made to the Western Hemisphere. This company has secured the rights for the parent company in Sweden for this territory. George H. Eberhard is president of the American Paulin System, and the George H. Eberhard Company, manufacturers' agents for Ingersol watches, Waterbury clocks, Gem safety razors, etc., will occupy the other half of the building.

**GOLDEN WEST PRODUCTS COMPANY**, 3220 Fillmore Street, has recently opened a plant to can artichokes in olive oil. These are put up in 4-, 8- and 16-oz. bottles and 1-gallon cans. New industries of this type are assisting the artichoke growers by taking care of the excess crop.

**ATLAS SPECIALTY COMPANY**, 14 Otis Street, occupying three floors, have recently opened a factory for the manufacture and distribution of their new "Superfine" table covers that need no laundering. The material out of which this article is manufactured is a DuPont product which is embossed and finished in this factory. It has the appearance of linen, the corners of which are embossed with flower-

[continued on page 3]

# SAN FRANCISCO BUSINESS

AUGUST 25, 1926

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## LEADS FOR NEW BUSINESS

**Accountants**—Rodriguez Simple System Service, 681 Market to Kuhl Bldg.; Joseph L. Rodriguez (Rodriguez Simple System Service), 681 Market to Kuhl Bldg.  
**Advertiser**—S. F. Colman (financial), 690 Market. Advertising—Brinckman & Sebree, 821 Market; Doremus & Co., Crocker Bldg.  
**Antiques**—E. C. Morra, 434 Post.  
**Architect**—E. B. Betts, 168 Sutter to Shreve Bldg.  
**Arts**—Graphic Studio, 555 Sacramento; Vera Linnam, 617 Montgomery; Waldo E. Bemis, 114 Sansome to 085 Montgomery.  
**Attorneys**—F. H. Eichelberger, 503 Market; E. R. Hoehner, Mill Bldg.; J. W. Ayres, 117 Market; E. Leta H. Leach, Robert L. Levy, Henri Bldg.; to Grant Bldg.; Wm. H. Dowe, Call Bldg.; to United Bank Bldg.; E. J. Varri, Flood Bldg.; to 948 Market; Selig A. Abrams, Hearst Bldg.; to Western States Life Bldg.; Sumner Hurd, 1 Montgomery to 690 Market; Herman A. Baehreck, 690 Market to Humboldt Bank Bldg.; to 1200 Market; Henry C. Fildes, 550 Montgomery; Ernest Mann, Santa Fe Bldg.; to de Young Bldg.  
**Auctioneers**—Lewis Antrick Co., 526 McAllister to 2947 Mission.  
**Automotive**—Yellow Truck & Coach Mfg. Co., 515 Van Ness Ave.; H. & H. Auto Sales Co., 526 Golden Gate Ave.; Street & Crane, 4434 Mission; David McCooker (Motor and Diana Motor Cars), 1000 North Point, Motor and Diana Motor Cars, 1004 E. Hill; Kennedy Dump Truck Co., 388 5th to 698 Octavia.  
**Auto Accessories**—Auto Parts Service Co., 425 Golden Gate Ave.; Dealers Auto Supply Co., 3019 Van Ness Ave.  
**Auto Equipment**—Allan Automotive Export Co., 820 Market.  
**Auto Finance**—Federal Security Co., 1674 Bush.  
**Auto Painting**—Hugh Laeger Co., 375 O'Farrell.  
**Auto Repairing**—Golden State Motor Service Co., 1210 9th Ave.; Carl Jacobson, 4818 Geary.  
**Auto Tires**—Grandfield Tire & Supply Co., 12th and Howard; Brooks & Scalen, branch 3645 Geary.  
**Bakeries**—Little Cake Shop, 2418 Fillmore; A. Hershkovitz, 1000 Clement; Irving Cake Shop, 1360 Irving; Newland Bros., 1057 Howard to 2779 16th.  
**Batteries**—Electric Storage Battery Co. (Geo. H. Murphy, Mgr.), factory 6150 Ind. San Francisco Battery Service Co., 947 to 1200 Golden Gate.  
**Beauty Parlors**—Butterfly Beauty Shop, 1149 to 1207 Divisadero; Florence Beauty Shop, 1775 Fulton to 1615 Post.  
**Birds**—Sullivan Bird Store, 1240 Market.  
**Blue Prints**—Western Map & Blue Print Co., 54 to 47 Kearny.  
**Bolts**—Star Expansion Bolt Co., 121 2d.  
**Bottlers' Supplies**—Pacific Bottle Supply Co., 533 Eddy.  
**Brokers**—Klute & Co., St. Clair Bldg.; John J. O'Donnell, 214 Front.  
**Builders**—Steel Form Contracting Co., 681 Market; Doering Bldg. Co., 1218 Mission Ave.  
**Building Materials**—Bay Cities Material Supply Co., 290 De Haro; Western Artificical Stone Works, 1769 Howard.  
**Campaign Headquarters**—Fitzpatrick for Superior Judge, 1261 Market.  
**Candy**—Howard Edwards, 1034 Taraval; Barrett's Sweet Shop, 837 Holloway Ave.; A. Carril, 507 Mission; Jas. Promoz, 836 Irving; Sweet Shop, 3408 22d.; Carnation Sweet Shop, 464 Kearny; Alma Mae Sweet Shop, 3010 24th.  
**Canned Goods**—United California Canners, 16 California.  
**Cement**—California-Idaho Cement Co., 68 Dame.  
**Certified Public Accountant**—C. E. Van Dine, Mills Bldg.  
**Cleaners**—Peerless Cleaning & Dyeing Works, 6211 Geary; O'Farrell Cleaning Co., 500 O'Farrell; Clausen's Cleaning & Dyeing Works, 6211 to 5419 Geary.  
**Clothing**—Sam Martin, Ltd., 153 Kearny; Knickerbocker Co. (dress suits), Gillette Bldg.; Gold & Co., 130 Geary.  
**Collections**—Dahl Credit Bureau, 1112 to 1095 Market.  
**Commission Merchants**—E. Maracci & Co., 322 Front.

**Compressors**—E. B. Laeer (Air Compressor Co. of California), Van Ness Ave. to 521 Golden Gate Ave.; Contractors—A. J. Kronquist, 3835 Mission; P. V. Johnson (plaster), 3835 Mission; Christensen Construction Co., Clementine Bldg.; to 27th and Folsom; H. Golden Gate Concrete Co. (A. B. Rulovich), 2588 Mission to Call Bldg.  
**Court Reporters**—I. H. Sullivan, 760 Market.  
**Creamery Products**—Parkside Snow White Creamery, branch 2255 Polk.  
**Credit Bureaus**—California Medical Credit Exchange, 902 Market.  
**Delicatessen**—Henry's Delicatessen, 45 West Portal.  
**Dental Laboratories**—Elzie Holt, 209 Post; Dr. Benj. Posner, 821 Market.  
**Deistars**—Dr. N. K. Grovesy, 3195 24th; Dr. W. E. McElroy, 195 22d.; Dr. S. C. Petrusich, 3402 26th; Dr. J. E. Dodson, 400 Post; Dr. H. P. Denson, 802 Greenwich; Dr. L. E. Bryan, Flood Bldg.; Dr. H. H. Woonman, 190 Post; Dr. F. E. Esteman, Butler Bldg.; Dr. W. H. Armstrong, 323 Geary to 662 California.  
**Diamond Setter**—H. T. Rann, Gillette Bldg.  
**Draperies**—J. P. Hauser, 1913 Fillmore.  
**Drugs**—State Drug Store, Oliver and Mission.  
**Electric Lamps**—Electric Mfg. Co., 361 Hayes; Electrical Service Bureau, 593 Market; Commercial Fixture Mfg. Co., 58 Oak Grove Ave. to 2 Morris.  
**Enameling**—Industrial Enameling Spray Co., 1034 Howard; Segerdahl & Doss, 1111 Geary to 1010 Market.  
**Engineers**—T. F. Taylor, 593 Market; Julius M. Howelle (consulting), 530 Bush to 58 Sutter; S. G. Whittier (consulting), 1000 Market; J. C. Mackay, Prop., 1444 Market; J. T. Phillips (consulting), 1315 to 230 Montgomery.  
**Exporters**—De Jong Trading Corp., 444 Market.  
**Expresses and Drayage**—Office Express Co., 1053 Mission; Williams Express Co. and Sutter Express Co., 2222 Sutter to 2045 Divisadero.  
**Flour**—Western Loan Leaf Co., 1045 Sansome to 310 Valley.  
**Flouring**—California General Flour Co., 625 Market.  
**Floors**—Enterprise Floor Co., 1820 Clement; Derrickson Floor Co., 1438 to 1022 Clement.  
**Florists**—Garcia Flower Shop, Jas. Mataa, Prop., 509 Jones; Brown & Kennedy, 3091 16th to 510 Valencia.  
**Flour and Feed**—Weldon Flour & Grain Co., 465 California.  
**Fruit**—Valencia Fruit Market (1086 Valencia), 108 Valencia.  
**Fuel**—Independent Coal & Coke Co., 112 Market; California Fuel Co., 2080 Sutter to 1762 Eddy.  
**Furniture**—California Mission Furniture Co., 636 Mission; H. & C. Brinkman Furniture Co., 935 Howard; J. A. Bedding, 1000 Market; Meck Furniture Finisher—Mitchell Panker, 1851 Divisadero.  
**Furniture**—Little Fur Co., 465 O'Farrell to Pacific Bldg.  
**Garages**—New State Garage, 5600 Mission.  
**Golf**—Piedmont Golf School, 520 Post; Romie Espinosa Golf School, 360 Kearny to 579 California.  
**Grain**—H. G. Lane & Co., 486 California.  
**Grinding and Sharpening**—Electric Sharpening Co., 33 Montgomery to 163 Sutter.  
**Grocers**—Edison Grocery, 3540 22d.; Frank Porter, 1601 Balboa; J. Calomies, 4451 18th; Arthur Lomboa, 1098 Valencia; Dick Heims, 721 Central; Geo. D. Market, 249 Holloway; Piggy-Winkly, branch 2700 Hyde, son, P. H. Smith & Co., 501 to 700 Valencia.  
**Haircutting**—J. B. Martines, 166 Geary to 240 Stockton.  
**House Dressing**—Bernstein Beauty Store (Leo Bernstein), 602 Geary; Annie Foley, 133 Geary.  
**Harrocs Collars**—Declan Harton, 1098 to 1013 Howard.  
**Hats**—Isadore Gordon, 1011 Golden Gate Ave. to 1205 Divisadero.  
**Heating Appliances**—Seebeline Mfg. Co., 361 Hayes.  
**Heating Systems**—Schliel & Magnecine, 1341 Mission.  
**Hotels and Restaura of Supplies**—J. D. Fabris, 579 McAllister to 1695 Market, Sept. 1.  
**Household Furnishings**—Household Utility Co. (W. A. Allen, H. H. Grossman), Claus Spreckels Bldg.  
**Importers and Exporters**—Albert B. Hood, 369 Pine; Western States Importing Co., 35 St. Anne; H. Cady, 38 Davis to 46 Davis.  
**Individual Ice Bags**—Pacific Tea Bag Co., 1131 to 92 Folsom.  
**Insurance**—Oil Insurance Assn., 465 California; A. A. Barnett, 120 Golden Gate Ave.; Irving Garca Co. (International Surety Bldg., A. J. Robertson, 626 Market; Security National Fire Insurance Co. (R. H. Jenkins, org. aft.), Chancery Bldg.; Geo. H. Knudsen, Mills Bldg.; F. A. Amalie, 760 Market to 144 Bush.  
**Insurance Brokers**—Leo Pokwickz Co., 485 to 433 California.  
**Interior Cleaners**—C. W. Broom & Co., United Bank Bldg.; C. B. Hobson, 703 Market; E. W. La Tourette, 1101 Post; E. W. La Tourette, 1207 Van Ness.  
**Iron Works**—Bunting Iron Works, 1 Montgomery to Mills Bldg.  
**Jewelry**—Howard Jewelry Co., 43 Powell, in September; Sunset Jewelry Co., 908 to 760 Market.  
**Lacquering and Polishing**—Laquer Finishing

Co. and Service Polishing Co., 16 Sherman to 1309 Harrison.  
**Ladies' Apparel**—Marie's Exclusive Shop, 8 Stockton; Kavanagh Millinery and Dress Shop, 1632 Haight; K. W. K. Brae, 22 to 22 J. Jones.  
**Lessee**—Storr, 218 Mills.  
**Locksmith**—H. R. Simpson, 1005 Mission to 115 Turk.  
**Lumber**—Roddis Lumber & Veneer Co., 1707 Brannan to 30 Sterling Place.  
**Machinery**—Jones & Lamson Machine Co., 503 Market to 827 Folsom.  
**Magazines**—National Motorist, 356 to 300 Pine.  
**Manufacturers' Agents**—E. E. Brown, 356 Howard; J. H. Mackay, 18 Howard; W. W. Taylor, 821 Market; H. E. Marshall, 130 Ruess to 663 Folsom; Switzer Sales Co. (Lewis Switzer), 38 to 46 Folsom.  
**Manufacturing Jewelers**—Hurstel & Mann Whitely Bldg.  
**Maps**—A. Nyström & Co., 43 2d.  
**Matches**—Monogram Match Co., 690 Market to 833 Market.  
**Meats**—O. K. Meat Market, 1292 Valencia.  
**Men's Furnishings**—Eagleson & Co., branch 738 Market, soon; Crown Suspender Co., Pacific Bldg. to 718 Mission.  
**Milk Spinning**—Joseph Sawery, 274 Spear.  
**Milk Products**—Powell Dairy Milk Co. (Plant, Tulare, Cal.), 630 Pine.  
**Milliners**—Rosen Millinery Co., 731 Market; Robert E. Allen, 843 Market; Josephine Carr, 1635 Central; Finisher Inc., 83 to 673 Market.  
**Money Brokers**—Hugo Landcker, 495 Pine to 25 Kearny.  
**Movie Pictures**—Westcoat Feature Syndicate, 665 Broadway.  
**Nipples and Pipe**—Western Nipple Mfg. Co., 24 Dore to 873 Folsom.  
**Notions**—Barnet Stationery & Toy Co., 1943 Mission.  
**Novelty Hand and Soft Wood Boxes**—Wooden Box & Novelty Co., 2006-2014 Bryant.  
**Oil**—Industrial Petroleum Co., 681 Market.  
**United States Petroleum Co., Mission Bldg.**  
**Oil and Greases**—E. J. Ensign Co., 61 Natoma.  
**Optometrist**—Irving Holbert, 882 Market to 8 Powell.  
**Organizations**—Foresters of America (J. B. Rehoh), 1112 to 1182 Market; San Francisco Art Association; to Chestnut and Jones; J. S. Housing Assn. of Cal., Santa Fe Bldg. to de Young Bldg.  
**Outfitters**—Dr. Isaac Burk, 1462 Divisadero.  
**Paints**—Festivals Paint Co., 1155 Mission to 700 2d.  
**Paints**—Weston Paint & Sales Co. (O. G. 947 Broadway), 1000 Market.  
**Paper**—Weston Byron Co., 68 Post.  
**Photographers**—Dorthea Lange, 2182 Union to 718 Central; Frank G. Gates, 1130 Market to 15 7th.  
**Physician**—Dr. B. A. Cody, 400 Post.  
**Printing Mills**—Dan Ostrander, 154 Main to 245 Folsom.  
**Plasting Supplies**—Economy Fuse & Mfg. Co. (Chicago, Ill.), branch office, Rialto Bldg. to Call Bldg.  
**Plumbing**—Philip Wesendunk, 11 Clement; Progressive Plumbing, Electric and Sheet Metal Works (W. H. Roth), 313 Green; S. Szank, 1714 O'Farrell to 1834 Geary.  
**Plumbing Supplies**—Mission Plumbing Supply Co. and Mission Lumber Co., Rialto Bldg.  
**Porcelain Products**—W. A. S. Porcelain Laboratory, 20 Hidalgo Terrace.  
**Printing**—Russell Mayors, 140 2d.; M. F. Bevans & Co. (Process Engraving), 340 Sansome; Osborne Printing Co., 30 Pine; Curtis Printing Co., 440 Sansome; Dante Publishing Co., 1434 Howard; Ace Printing Co., de Young Bldg.; Carter Printing Co., 345 Battery to 145 9th.  
**Printing Presses**—W. H. Rogers (Goss Printing Press Co.), Call Bldg.  
**Public Representative**—R. H. Loney, 417 Montgomery.  
**Publications**—Progressive Baker, 821 Market; B. M. Rowe Co. (educational), 143 2d to 149 New Montgomery.  
**Radios**—Koster Radio Co., 654 Howard; Pacific Radio Service Club, 2312 Polk; Beta-Tone Radio Co., 1033 Market; H. L. L. Radio, 4564 Broadway; Radio Craft Co., 1216 Polk to 525 Geary; Baldwin-Park & Co., 212 Market to 640 Natoma.  
**Rainings**—Anti-Seed-Rainfall Sales Co., 640 Natoma; J. E. Blakely, E. 369 Pine; Castro Realty Co., 417 Castro; Burke, Kennedy & Co., 708 Taraval; Sprecklemyer Real Estate Geary; 440 Post; Leary, 300 Leary; Geo. E. Bremer, Inc., 244 Kearny; Marcellus Krigbaum & Co., Nevada Bank Bldg.; E. Patrone, 555 Montgomery; J. H. L. Co., 1295 to 1297 Geary; H. C. Hamilton, 703 Market; Clifford S. Alfred, 391 Ashton Ave.; Doty Klein & Co., 500 Fulton; Vision Realty, 690 Leary; Lord Realty Co., 37 Post; Tatill & Lux Realty Co., 5439 Geary; Donner Lake Co., 360 Fremont; Napa Properties Consolidated, 1400 Geary; R. H. L. Co., 1295 to 1297 Geary; 221 Clement to 6260 Geary; T. W. Kennedy, 312 Bush to 703 Market; Thoy, Davis, 403 Pine to 25 Kearny; Marston Realty Co., 3229 to 4377 Geary.  
**Refrigeration**—Sanitary Refrigerator & Mfg. Co., 1675 Mission.  
**Restaurants**—Charnie Buffet, 899 Mission; American Restaurant, 1701 Folsom; John McNamee, 29; Venia Tavern Restaurant, 344 Sutter; Novarian & Son, Pier 7; 230 O'Farrell; R. J. S. Restaurant, 160 O'Farrell; Ray Lindsay, 2063 Sutter; Golden State Lunch, 327 Front; Jacks Tamale Parlor, 253 Eddy; E. W.andler, 277 4th.  
 (Continued on page 2)

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10653—London, England. Firm wishes to get in touch with San Francisco exporters of APPLES, particularly OREGON NEWTON and CALIFORNIA varieties, in fancy and extra fancy grade. Has done business on firm order basis, drafts drawn at 30/60 days D/A, and occasionally on consignment.

10654—Los Angeles, Calif. Concern wishes to sell, for export only, 9,000 new FIVE-GALLON WATER BOTTLES labeled "Puritas Water."

10655—Ghent, Belgium. Established importer and exporter wishes to act as buying agent for San Francisco houses. References supplied.

10656—Florence, Italy. Firm wishes to get in touch with importers and dealers in EMBROIDERY.

10657—Fiume, Italy. Dealers in RAINBINS wish to make connections with brokers in this city from whom they can make purchases.

10658—Hamburg, Germany. Firm is seeking agency for California concerns. Is willing to sell California goods in Germany and to act as buyer of German goods for firms here.

10659—Futzingen, Wurt, Germany. Manufacturer of DRUGGISTS' LABORATORY and HOSPITAL SUPPLIES wishes representative in San Francisco.

10660—Chemnitz, Saxony, Germany. Manufacturer of FONGUING and GROOVING MACHINE desires representative in San Francisco.

10661—Bergen, Norway. Old established importing house wishes to represent exporter of FRESH, DRIED and CANNED FRUITS. References given.

10662—Havana, Cuba. Firm of manufacturers' agents wishes to secure connections with San Francisco concerns.

10663—Havana, Cuba. Concern desires to represent San Francisco exporters of fine GROCERIES.

10664—Havana, Cuba. Established merchant wishes to secure representation for large export houses. References supplied.

10665—Matanzas, Cuba. Broker is seeking commercial connections with San Francisco firms, in all lines.

10666—Havana, Cuba. Firm wishes to represent San Francisco houses in Cuba.

10667—Havana, Cuba. General commission merchant desires to get in touch with San Francisco exporter of RED KIDNEY, RED MEXICAN and PINK BEANS, who is in a position to ship at terms of eight draft against documents in Havana. References given.

10668—Cienfuegos, Cuba. Firm with selling agents in all principal cities of Cuba wishes exclusive representations for San Francisco firms.

10669—Buenos Aires, Argentina. Representative of foreign firms offers his services as agent in Argentina and Uruguay for exporters of SARDINES IN TOMATO SAUCE, DRIED and SALTED FISH, and DRIED and FRESH FRUIT. Further details on file with Foreign and Domestic Trade Department.

10670—Pecosmayo, Peru. Importing and exporting house wishes to get in touch with San Francisco exporters of WHEAT in grain.

10671—Maracaibo, Venezuela. Manufacturer's representative is desirous of making a connection with an exporter of CANNED FRUITS in SYRUP. Sells for account of shippers on a commission basis, merchandise, to be shipped and invoiced direct from sellers to clients. Usual terms are 30 to 60 days sight draft, interest and bank charges included in the prices.

10672—Matatlan, Mexico. Music publishers wish to market Mexican MUSIC HITS. Names and prices on file with Foreign and Domestic Trade Department.

10673—Mexico City, Mexico. Firm wishes to represent packers and exporters of CANNED FRUITS and VEGETABLES.

10674—Dunedin, New Zealand. Well-known broker wishes to get in touch with San Francisco firms export of CALIFORNIA APPLES, ORANGES, LEMONS, GRAPEFRUIT, GRAPES, and ONIONS. Desires information regarding terms of payment, style of packing, time and route of shipment, per cent on all quotations to be allowed for brokerage.

10675—Tokyo, Japan. Wholesale dealers in shoes are in the market for American-made BOOTS and SHOES.

10676—Soerabaja, Java. Importing house wishes quotations C.I.F. Soerabaja and samples of goods, suitable for the Eastern market, such as WOOLEN, COTTON, and LINEN GOODS; LACE TRIMMINGS; LADIES' AND MEN'S UNDERWEAR, HOSE, SHOES, etc.; EARTHENWARE, CHINA and GLASSWARE, KITCHEN UTENSILS, CUTLERY, etc.; SOAPS, SCAPES, SCENTED POWDER, WRITING PAPER and NOTEBOOKS; CIGARETTE PAPERS; PACKING PAPERS and OLD NEWSPAPERS; RUBBER GOODS; FANCY ARTICLES and NOVELTIES.

10677—Chicago, Illinois. Firm is seeking connection with San Francisco importer of EGG YOLK and EGG ALBUMEN.

## Domestic Trade Tips

D-2180—Indianapolis, Indiana. Manufacturers of "The Teeter Whirl," a REVOLVING TEETER TOTTER for children, wish to secure representation for their product in this city. Pamphlet with illustrations on file at Foreign and Domestic Trade Department.

D-2181—Los Angeles, Calif. Firm wishes to buy ONE GALLON USED CANS, of the kind used for canning fruit. Will buy in carload lots, F.O.B. San Francisco.

D-2182—San Francisco, Calif. Gentleman wishes to get in touch with firms desiring representation in the Northern States.

D-2183—Quartz Mountain, Nevada. Townsite association advises that there is an excellent opportunity for establishing lumber yard, to supply mines with MINE TIMBER and town with BUILDING MATERIAL, which are badly needed.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with bacon, beef, butter, ham, oleomargarine, onions, and potatoes, for delivery during the month of October, 1926, at Alestia Island, Benicia Arsenal, Letterman Hospital, Fort MacArthur, Fort McDowell, Presidio of Monterey, Presidio of San Francisco, Rockwell Field, and Fort Winfield Scott, as called for by the Post Quartermaster. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened September 7, 1926.

## Import and Export Restrictions

### CANADA

A ministerial order of August 9, 1926, cancels the restrictions on the importation into Canada of cattle, sheep, swine, or goats from California, Nevada, or Arizona. All restrictions imposed against the United States on account of the foot-and-mouth disease are now removed.

### AUSTRALIA

A bill to regulate and control the export of canned fruits has passed the Australian House of Representatives. The bill provides for a canned-fruits control board similar to and with like powers as the dried-fruits control board and the dairy-produce control board which were set up under the respective acts of 1924. At present only apricots, clingstone peaches, and pears are included in the bill but others may be added later. The bill must pass the senate before becoming a law.

## Leads for New Business [cont. from page 2]

Hungarian Koshor Restaurant (Harry Jacobs), 1324 Fillmore; Chib Sandwich Shop, branch 95 New Montgomery; Mayflower Tea Room, 214 Montgomery to 212 Sutter.

Roofing—Keane & Tainter Roofing Co., 356 Ocean Ave. Sewing Machines—Edwards Sewing Machine Co., 3985 17th.

Shirt Maker—J. A. Evans, 908 Market. Shoes—Reuring—Hart Bros., 800 Sutter. Shoe Repairing—Eisenberg, 2592 to 2526 Mission. Shoe Cans—The Foot Shoe Case Co. (Simon Sack), 752 to 526 McAllister.

Smelting—Chapman Smelting Co., 314 Battery to 381 Market. Soap—Caliputo Co., 15 California; Super Soap Co., agency 1302 Fulton.

Stations—Halpbach, 104 Exelander; Commerce Stationery, 167 Frasklin; Greeninger's, 1216 Polk to 528 Geary.

Steel Products—Standard Steel Works Co., 703 Market. Stereopticon Slides—Art Slide Studio, 1112 to 1141 Market.

Stewards—C. F. Kitzgaard, 16 to 71 Stuart. Stocks and Bonds—O. A. Lindstrom & Co., 233 Sansome; J. L. Fuller, 433 California.

Suit Cases—C. A. Davis, 53 Colton. Tailors—Shop, 1436 Pine; P. Mullen, 904 Irving; Arthur I. Miller, 320 Fillmore; I. L. Cooper (vest-maker), 101 Post A. Day, 1503 Mission; Californian Tailors, 416 O'Farrell; F. G. Kuna, 942 Market; Frank Cardinale, 342 Columbus Ave. to 232 Powell; Metalists, Taylor, 124 Mason to 908 Market; Armstrong Tailoring Co., 1112 to 1028 Market.

Taxi Service—American Limousine Service Co., 323 Post. Therapeutics—Burton Institute (Madge Murton), 555 Sutter.

Toilet Requisites—Houbigant, Ind., 350 Mission. Tools—Kelly Axe & Tool Co., 55 New Montgomery.

Truck Attachments—Trailer & Truck Equipment Co., 1340 Howard to 234 Beale. Washing Machines—Crescent Washing Machine Co., 90 Gates to Sheldon Bldg.; Eden Washer Service & Sales Co., 124 Van Ness to 235 6th.

Welding and Cutting—Producers' Welding Service Co., 219 Spear. Window Shades—S. Scholman, 1905 Fillmore.

Wool—Chas. J. Webb & Sons, Inc., 38 Davis to Hinnford Bldg. Woollen—Leopold Woollen Co., 222 Kearny; Oregon City Woollen Mills, 882 Market, in September.

X-Ray Laboratory—Ruggles & Bryan, 135 Stockton to Fitzhugh Bldg.

Miscellaneous—C. P. Murdock, Inc., 1179 Market; C. H. Sells, 485 Market; C. F. Fagan & Co. of China, 369 Pine; Chrisi Shop, 150 Powell; Fulton, Preso, Co., 251 Eddy; Western Catalogue, 124 Van Ness, 1045 Sansome; London Ship & Engine Co., 593 Market; Commercial Sales Co., 951 Folsom; Master Products Corp., 1340 Howard; J. E. McElhinney, 1461 Harrison; White Metal Mfg. Co., Sheldon Bldg.; New National Co., 703 Market; Mercantile Interstate Alliance, 995 Market; California Gun & Rod Club, Inc., 681 Market; D. D. Mirer Co., 491 Montgomery; Mills Laboratories, 461 Market; Howe, Snow & Bertles, Inc., 486 California; Educational Games Co., 466 Geary; International, Inc., 270 Sutter; Dr. Silverberg, 555 Post; Baljon Co., 1263 Mission; National Underwriter Co., 417 Montgomery; Dr. Charles Preston French, 760 Market; Conroy-Foley Letter Service, 222 Kearny; Allee & Robinson, Ltd., Cunard Bldg.; Standard Equipment Co., 55 New Montgomery; Lightning Co. of Calif., 2533 Army; Gwynn Wright Co., Inc., 114 Sansome; C. N. Gabe & Co., 582 Market; Le Clair & Sankoff Bros., 124 Van Ness; A. J. Ward & Fricero, 517 Valencia; Johnson Bros., 2091 Folsom; T. P. Stroupe, 10 3d; Metal Protection Corp., 103 Folsom; Commercial Supply Co., 464 7th to 690 Market; Graff Brothers, 213 Mt. Airie; Mass.) Rialto Bldg. to Call Bldg.; Cash Mercantile Co., 326 to 411 Market; Pan-American Development Co., 681 Market; Powell Co., 31 G. St.; C. O. 210 Sansome to 660 3d; McCann Pleas Co., 234 7th to 660 Mission; Premier Service Co., 575 Mission to 681 Market; Rust Post, 495 Montgomery to 68 Post; Art Fabric Mfg. Co., 109 New Montgomery to 2482 Mission.

## REVENUE FREIGHT LOADING

Revenue freight loading the week ended August 7 totaled 1,083,199 cars, as compared with 1,102,590 cars the preceding week, and 1,052,518 and 941,407 cars in the corresponding periods of 1925 and 1924, respectively, according to the car service division of the American Railway Association.

INDUSTRIES—[continued from page 1] basket design. Orders are being received for this article from various parts of the country and it is widely distributed throughout the East.



# SUMMARY of WORLD MARKET CONDITIONS

Based upon Cables and Other Reports received in the Department of Commerce

## CANADA

Wholesale and retail trade conditions continue satisfactory, and collections are fair. Wholesale prices rose very slightly during July, and there was an average advance of 1 per cent in retail prices of forty-six food products. Prices of non-ferrous metals are somewhat higher. The percentage of employment continues high, especially in the automotive industry. Loadings of revenue freight during the week ended July 31 exceeded the previous week's total by more than 2,100 cars.

The index number of the twenty-five best selling industrial and public utility common stocks on the Montreal and Toronto exchanges rose 5.8 points to a new high level of 187.5 during the first week of August. The value of trade with the United States during June exceeded \$100,000,000, with imports slightly above \$62,000,000 and exports somewhat over \$38,000,000. The import figure represents an increase of nearly \$3,000,000 over imports from the United States during May. The Dominion Government's yield of August 10 places the probable yield of wheat at 316,000,000 bushels, as compared with the July 12 estimate of 348,625,000 bushels.

## GREAT BRITAIN

Notwithstanding endorsement by their executive committee, the miners have voted against acceptance of the basis-of-settlement proposals of the Industrial Christian Fellowship, and, hence, another meeting of miners' delegates has been called to determine the future policy of the miners in the controversy. Only about 12,000 workers are on duty at the coal pits. About 1,000,000 tons of coal were imported during July, as compared with 600,634 tons during June, and 3,618 tons during May. The unemployment figure on August 2, exclusive of disagreeing coal miners, stood at 1,378,800 and represented an increase of 13,300 from the unemployment register total for July 29.

## THE NETHERLANDS

Industry and trade in The Netherlands during June showed seasonal dullness. The important commodity markets have been awaiting crop results in the various exporting countries. Retail sales have been especially affected. The major harvests in The Netherlands are slightly above the average for the last ten years. Great activity has prevailed in the port of Rotterdam. Due to insufficient berthing space many vessels have been obliged to wait outside the harbor. Coal traders report the signature of long-term contracts with new clients, especially in the Scandinavian countries. The situation of The Netherlands' bank is slightly stronger with little demand for credit facilities. Money rates are easy but closed with an upward tendency. Wholesale prices are low but the foreign trade tendency continues to be unfavorable. Conditions in the cotton textile industry are still unsatisfactory, while the leather industry shows improvement.

## BELGIUM

The forced consolidation of 4,000,000 francs in Treasury bills and 1,800,000,000 francs in five-year bonds has been favorably received. The special dispensation which has been promised to credit institutions has instilled confidence

and has resulted in the repatriation of capital and a consequent 20 per cent improvement in the exchange. Important new legislation passed includes the doubling of the hotel tax to 20 per cent for citizens of high-exchange countries, including the United States, England and Germany. The 2 per cent tax affecting transportation contracts, gas and electricity bills and rent and movable property, which was voted in June became effective August 1. The Government is considering the limitation of domestic sales of gasoline and the reduction of government employees to the pre-war number. The Government through the National Bank has taken advantage of the franc appreciation to purchase exchange to be used toward covering the \$50,000,000 foreign floating debt.

## FRANCE

Optimism in commercial centers is somewhat shadowed by the August 16 increase in transportation rates, amounting to 30 per cent for passengers, 28 per cent for fast freight and 24 per cent for slow freight, by the continuance of price increases, and by the effects of the higher discount rate. Prices are adjusting themselves more rapidly than heretofore to the fall of the franc.

## GERMANY

There was a continued current of optimism throughout Germany during the past month regarding the business situation. Official statements of the Labor Ministry show that unemployment was reduced by 89,000 during July, leaving a total of 1,645,000 persons now receiving government assistance. Some improvement was noted in certain basic industries with the July production of pig iron exceeding that of June by 7 per cent. There has also been a notable increase in Russian orders under the provisions of the 300,000,000 mark government guarantee credit. Orders under this arrangement now total 40,000,000 marks and are divided among machine tools, mining machinery, agricultural machinery, automobiles, and electrical goods.

## CZECHOSLOVAKIA

A preliminary meeting was held in Vienna on July 29 for negotiations between Czechoslovakia and Hungary with a view to concluding a commercial treaty. Meanwhile Czechoslovakia has extended until August 31 the period of minimum duties on Hungarian grain and flour. Canada has requested the same concession but no action has yet been taken. Czech crop harvesting has begun but it is indicated locally that the grain will be inferior and the quantity below normal as a result of adverse weather conditions.

## ITALY

The scarcity of capital for financing the industrial needs of the country continues to be a principal point of difficulty in the Italian situation. The Milan money market has been especially tight. Recent reports from Genoa indicate a slight easing up in financial stringency there on account of a lower speculative activity on the bourse. Wholesale prices in Italy continue to rise as is indicated by the Milan index for July, standing at 676.73, with vegetable foodstuffs, minerals and metals indices the highest on record.

## SPAIN

Spanish import and export figures for the first three months of 1926 show an increase of approximately \$5,000,000 pesetas in Spain's importation over the corresponding period of 1925, and an increase in exportation of 35,000,000 pesetas. During the 1926 period Spanish importation had a total value of 624,475,367 pesetas, and exportation of 473,481,358 pesetas.

## FINLAND

The only change in business conditions in Finland towards the end of July was a slight easing in the money market. The crop outlook is reported in Finland to be satisfactory and the recent recovery in trade is expected to improve the situation within the next few months.

## LATVIA

An English purchase of 500,000 tons of Polish coal for immediate use, which it is impossible to handle entirely through Danzig has diverted 200,000 tons to the port of Riga. A noticeable decline in protested notes occurred during July resulting principally from the adoption by the credit institutions of a more cautious policy in granting new credits.

## DENMARK

Danish crop reports are optimistic regarding the current year's harvest, but agricultural production in other lines, especially bacon and butter, seems to be on the decline and exports of these products during the first three weeks of July were considerably less than during the corresponding period in June. This development, though largely seasonal, is more pronounced than usual due to a great extent to the prevalence of hoof-and-mouth disease.

## POLAND

The improvement in the Polish financial and general economic conditions which began in June assumed a more definite aspect during the month of July. Stabilization of the government has had a reassuring effect upon the business elements of the country. The foreign trade balance continues favorable, coal exports having reached a record figure largely on account of the British coal strike.

## JAPAN

Fears in regard to this year's rice crop in Japan have been dispelled by favorable conditions obtaining during the past week. In consequence prices on the Tokyo rice market are declining. It is reported in Japan that the silk conditioning law, which has been under consideration for the past year, is likely to take effect on January 1, 1927.

## CHINA

Business in North China continues to be adversely affected by uncertainty in regard to political developments. The fighting in the neighborhood of Peking continues without decisive results. In consequence the Peking-Su Railway is still closed to all traffic. Despite the unfavorable conditions some business is being done in North China in motor cars, electrical equipment and railway supplies.

Declared exports from Shanghai to the United States during the first seven months of this year totaled \$34,512,000 compared with \$32,382,000 for the same period last year.



# SAN FRANCISCO BUSINESS

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## Chamber Endorses 1c Gas Tax

**T**HE proposed one cent gasoline tax increase measure which will appear on the November ballot as Proposition No. 4 has been unanimously endorsed by the directors of the San Francisco Chamber of Commerce. This measure provides for a one-cent gasoline tax, the net proceeds of which are to be used to complete the California state highway system. It is estimated that this will raise, through a period of ten years, approximately ten million dollars per annum, a sufficient but necessary amount of money to complete California's system of state roads within that time.

The Chamber directors at a previous meeting directed to oppose Proposition No. 8 on the November ballot which provides another method of raising funds for highway construction. Measure No. 8 provides for an annual appropriation of five million dollars from the State treasury and it was the conclusion of the board that this annual appropriation, with no particular source of revenue to support it but coming out of the State treasury, therefore out of the general funds, could not be made without disturbing our state tax system, which would mean either a revision of the King Tax upward or a levying of an ad valorem tax on the state. The disapproved Proposition No. 8 is sectional in character, inequitable in the manner of the distribution of the funds and would divert money into the southern part of the state which rightfully belongs to the section north of the Tehachapi.

The position of the Chamber of Commerce is that the highway system should be completed at the earliest possible time, and it believes that the proposed gasoline tax increase, Proposition No. 4 which was approved, is the most equitable method of doing it.

Following is the resolution adopted by the Chamber:

### SAFETY WEEK

**T**HIS is Safety Week in San Francisco. Automobiles and street cars carry signs emphasizing the importance of protecting human life. Stickers on windshields urge drivers to be careful. Men of national prominence are here to address safety councils; men who have devoted years to the study of accident prevention. Among them, W. H. Cameron and E. G. Sanford of Chicago, J. B. Gibson of New York and Judge D. J. Parker of Pittsburgh.

"Safety Week" is the antithesis of "Say It With Flowers Week," and while the gentleman who initiated "Father's Day" contributed a very beautiful and sentimental note to the symphony of human progress, the one who contrives to keep father with us a little while longer is deserving at least of our undivided attention.

And so it behooves us all to give serious thought to this Safety Week, to walk and to drive when the whistle blows and to try and stretch the campaign out over three hundred and sixty-five days in the year.

Whereas there will appear, as Proposition No. 4 on the ballot at the election November 2, 1926, an initiative measure concerning a proposed three-cent gasoline tax, which is an increase of one cent over the present statutory two-cent gasoline tax and

Whereas the net proceeds of this additional gasoline tax will be credited to the State highway construction fund and will be used to complete the State Highway System, and

Whereas it is estimated that the increased tax provided by this measure will produce through a period of twelve years approximately \$10,000,000 per year, which though sufficient is necessary to complete the State Highway System in that period, and

Whereas, the State Highway System should be completed at the earliest practicable time, and the method of raising funds therefor proposed by this measure appears to be fair and equitable, putting the burden as it does on the motor vehicle owners who derive the first and most immediate benefit from highway construction, and the amount of the proposed additional tax seems reasonable and necessary, and

Whereas this method of raising funds for highway construction was heretofore approved by the San Francisco Chamber of Commerce,

Now Therefore Be It Resolved that the San Francisco Chamber of Commerce hereby approves said Proposition No. 4 on the November ballot, concerning a one-cent gasoline tax in addition to the present two-cent statutory gasoline tax, and that it hereby reiterates its former approval of such a method of raising funds for highway construction.

### Taxpayers' Conference

The advisory committee of the Western States Taxpayers' Conference will hold its fourth annual meeting at the Biltmore Hotel, Los Angeles, October 11 to 13 inclusive, according to announcement just received by the Chamber of Commerce. Its purpose is to encourage co-operation among the Western States in establishing economy in the expenditure of public money. W. H. Nanry, director of the San Francisco Bureau of Governmental Research, is a member of the advisory committee of the Conference.

# Foreign TRADES Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keary 112, list numbers being given.

## Foreign Trade Dies

10678—New York Firm desires to get in touch with importers and buyers of DRIED SUGAR BIT PULP.

10679—Vancouver B C Firm of manufacturers' agents and brokers wishes to represent DRIED FRUIT packers.

10680 Manila, P. I. Radio concern erecting and equipping nine commercial stations for the Philippine Government, wishes to establish connections with American manufacturers for supplies. Further details on file with Foreign and Domestic Trade Department. References given.

10681—Cincinnati, Newcom Firm wishes to buy new or second hand MACHINERY called "PELLERS" FOR EXTRACTION OF PALM AND COCOA OIL.

10682—Czech (Holland), Germany Manufacturer of CHILDREN'S SHOES wishes a representative in San Francisco.

10683—Hofeldberg, Baden Germany Manufacturer of BABY SHOES and XSIZES desires to make connections with San Francisco importers.

10684—Marcheune-au-Pont, Belgium, Manufacturers of STEEL CASTINGS, WHEEL CENTERS, and ACCESSORIES FOR RAILWAY MATERIAL, wish to appoint an agent on the Pacific Coast to work on a commission basis.

10685—Santa Cruz de Tenerife, Canary Islands Firm of commission merchants and representatives wishes to make connections with San Francisco houses importing fruits, such as POTATOES, ONIONS, CHILIES, TOMATOES, BANANAS, ETC. They would also like to represent houses exporting MANUFACTURED PRODUCTS.

10686—Chefoo, N. China Manufacturers and exporters of CHINESE SILK wish to establish business connections with importers of silk on our coast sales or commission basis. Samples on file with the Foreign and Domestic Trade Department.

10687—Hongkong, China Firm desires to get in touch with manufacturers of STEAM or ELECTRIC MACHINERY for use in a laundry, also MACHINERY FOR DYEING AND DRY-CLEANING of clothes.

10688—Kobe, Japan, Ltd established firm desires to make connections with exporters of CALIFORNIA RICE. References given.

10689—Yokohama, Japan Firm desires to make connections with San Francisco exporters of SCRAP IRON.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with lima beans, canned salmon, canned tomatoes and pineapple, canned spinach, and raisins, for delivery at San Francisco on or before October 15, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, and will be opened September 10, 1926.

For furnishing the War Department with horse-shoes and horseshoe nails, handles, forks, cotton mops, coal boots, erasers, ink, paper, cards and tags, for delivery at Fort Mason. Bids are to be submitted to the Quartermaster Supply Officer, San Francisco General Intermediate Depot, Fort Mason, California, and will be opened on September 14, 1926.

## Customs Regulations

### CHINA

Stamp Tax Instituted for Oil Monopoly in Canton.

The Canton Government has abolished the monopoly on petroleum products and substituted a tax of \$2 Canton currency per unit of 10 gallons on gasoline and kerosene. In accordance with the regulations recently promulgated by the ministry of finance with respect to the application of the tax oil companies are required first to apply for licenses enabling them to import oil and to engage in its distribution. In addition the regulations provide that the local government shall have the right to confiscate shipments of oil upon which no taxes have been paid and also the right to levy fines for serious violations of the tax regulations.

### CUBA

Official Valuation System Recommended by Tariff Commission.

The Cuban Tariff Commission finished its work of drafting a proposed tariff on July 12, 1926, and was to deliver its report to the President on August 12.

Although details of the proposed tariff have not yet been reported, it is understood that increases in the duties on a large range of merchandise, espe-

cially manufactured articles, and reductions on certain raw materials employed in Cuban industry have been recommended.

It is also reported that the tariff commission has recommended that a system for the official valuation of merchandise subject to ad valorem duties be embodied in the decree by which the new tariff is to be put into effect. Under this system every article subject to an ad valorem duty, whether this be a simple ad valorem duty or a combination of specific and ad valorem rates, is to be given an official valuation by a special commission or board of three men appointed by the secretary of the treasury, who is charged with the responsibility of approval, disapproval, or amending. This commission is to consist of the chief of the customshouse division, a representative of the ministry of finance, the director of commerce, and a manufacturer to be named by the Cuban Manufacturers' Association.

[The proposed tariff embodied in this report has also been adopted by the President by the ministry of finance before promulgation by presidential decree. It is understood that the revised tariff will not become effective until 10 days after promulgation.]

## Tariff Changes on Specific Articles

### CANADA

Import Valuations on Fruits and Vegetables for Duty Purposes.

Under authority of section 47 (A) of the customs act and an order in council of July 12, 1926, the Acting Minister of Customs and Excise has fixed certain valuations on fruits and vegetables, when imported from the United States, and the values shall be taken as the fair market values for the application of ad valorem rates of duty and special duty. Products may not, however, enter at less than their true invoice value.

A ruling of July 14 provides for the following values, per pound net, on the products specified:

Apples, 2 cents; cherries, 3 cents; peaches, 1½ cents; celery, 2 cents; onions, 1½ cents; potatoes, 2 cents; asparagus, 10 cents; spinach, 1½ cents; beets, 2 cents; lettuce, 3 cents; corn, 3 cents; cauliflower, 2½ cents; praches, 3 cents; and raspberries, 17 cents.

# SAN FRANCISCO BUSINESS

SEPTEMBER 1, 1926

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The following values, per pound net, were fixed on July 20: Plums and prunes, 2 cents; pears (fancy), 3½ cents; pears (choice), 2½ cents; and cantaloupes, 5 cents.

[Section 47 (A) of the customs act provides that, if it appears to the governor in council, on report from the Minister of Customs and Excise, that natural products of a class or kind produced in Canada are being imported, either on sale or on consignment, under conditions so regulated to the advantage of Canadian producers, the governor in council may authorize the minister to value such goods for duty, and the values so determined shall be the fair market value thereof.]

## Transcontinental Freight Bureau

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than September 9. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Boxset No. 7130—Lumber, shingles, etc., to stations on the Fort Smith, Subacoa and Rock Island Railroads, Cl., eastbound; 7111, J. I. Fernon & Northwestern Railway Co. Request for representation as a participating carrier in Tariff 1-12, 2-1, 3-1, 4-1, 14-1, 18-1, 27-1, 29-P and 30-C; and to provide for class and commodity rates from and to stations on that line; 7112, steel wool, Cl., westbound; 7113, water clarifying or purifying materials, Cl., westbound; 7114, printing paper, not printed, Cl., westbound; 7115, box or crate material, Cl., westbound; 7116, soap, Cl., eastbound; 7117, grass shopping bags, Cl., westbound; 7118, alfalfa meal and hay, Cl., eastbound; 7119, candy, Cl., eastbound; 7120, battery separator stock, Cl., eastbound; 7121, heating and cooking apparatus, Cl., westbound; 7122, mops, polishes, dusters, wax, mop handles, etc., Cl., ad l.c.l., westbound; 7123, printing machinery, l.c.l., westbound, export; 7124, lounges and day beds, Cl., westbound; 7125, screen doors and window screens, Cl., eastbound; 7126, newspaper print, Cl., westbound; 7127, nails, roofing, iron or steel, with lead heads, Cl., westbound; 7128, piston rings, l.c.l., eastbound; 7129, brooders, Cl., westbound; 7130, sarsen, Cl., westbound; 7131, iron, l.c.l., westbound; 7132, window doors with maple (hardwood) panels, Cl., eastbound; 7133, cat crates, Cl., westbound; 7134, lumber to stations on the Hickory Valley Railroad, Cl., eastbound; 7135, Kelso (Longview, Washington), Proposal to amend Export Tariff 20-P and Import Tariff 30-O to show Kelso (Longview, Wash.), as a Pacific Coast Port of import and export; 7136, Fordyce and Princeton R. R. Co. Proposal to eliminate the Fordyce and Princeton R. R. Co. as a participating carrier in Tariff 35-C; 7137, sugar, Cl., eastbound; 7138, window glass, Cl., westbound; 7139, estimated weights on grapes and peaches, Cl., eastbound; 7140, refrigerator showcases, Cl., eastbound; 7062 (corrected) garlic, Cl., eastbound for export.

## SPECIAL NOTICE

A copy of the new regulations concerning foreign commercial travelers in Denmark, including regulations on the importation of samples, has been received from the Danish Consulate, and is now available at the Foreign and Domestic Trade Department of the Chamber of Commerce.

# SUMMARY of WORLD MARKET CONDITIONS

*Based upon Cables and Other Reports received in the Department of Commerce*

The dollar volume of trade during the third week of August, as seen from check payments, continued to show increases over a year ago, as shown by enlarging figures. More goods moved into consumption during the second week of the month than in either the previous week or the same week of last year. The output of bituminous coal in the second week also recorded increases over the previous week and the same week of 1925, while lumber production although larger than in the first week of 1925, was smaller than a year ago.

## CANADA

Wheat harvesting has begun in the prairie provinces. Agricultural implements, automobile, and textile industries are showing greater activity. The aggregate of building authorization of sixty-three Canadian cities during the seven months ended July 31 approximated \$97,500,000 as compared with less than \$79,000,000 during the same period of 1925. Loadings of revenue freight from the beginning of January through August 7 totaled 1,782,382 cars, as compared with 1,577,532 during the corresponding period of 1925.

## GREATER BRITAIN

Unemployment on August 9, exclusive of coal miners, numbered 1,504,200, as compared with 1,618,800 persons on August 2.

The knit goods manufacturers' application for a 45 per cent tariff on the importation of knit goods has been rejected by the Board of Trade committee that heard the appeal. The committee, however, has suggested a future application in the event that the proportion of imported knit goods increases substantially, and if there is a decrease of employment within the industry.

## FRANCE

French Government revenues in July amounted to 3,661,000,000 francs, the highest figure since January, while the total revenues for the first seven months of the present year were 19,707,000,000 francs. The direct tax yield for July shows a large increase due to advance payments of 1926 taxes.

The foreign trade balance for the first seven months of 1926 was largely unfavorable, imports being valued at 34,420,000,000 francs and exports at 31,967,000,000 francs. July trade showed a favorable balance of 228,000,000 francs as compared with an unfavorable balance of 569,000,000 francs in June.

The Comite des Forges, the central organization of the French iron and steel producers, states that the agreement between iron and steel producers of France, Germany, Belgium and Luxembourg will probably be signed September 15. The statement of the Bank of France for the week ended August 18 shows advances to the state amounting to 36,950,000,000 francs and a note circulation of 55,658,000,000 francs. These figures represent a decline from previous high levels which is especially marked in the note circulation. By a decree of August 14, the specific duties on imports, with a few exceptions, were increased by 30 per cent.

## AUSTRIA

The industrial trade depression in Austria continued during August with little apparent change. However, an increase in the quantity of orders in the textile, iron and steel, and electro-technical industries

is considered as a sign of coming improvement. Favorable weather which has set in following the heavy rains of June and July, has somewhat improved the crop prospects, but in the Danube basin both quality and quantity are below last year's standard.

## DENMARK

Danish imports during the first six months of this year totaled 802,000,000 crowns and exports 784,000,000 crowns, thus leaving an import excess of 18,000,000 crowns, as compared with 71,000,000 crowns and 147,000,000 crowns respectively for the corresponding period of 1925 and 1924. Increasing raw material consumption following the readjustment in wage levels is expected to result in a continuation for several months of the monthly import surplus.

## SWEDEN

The Swedish economic situation did not change materially during the past month, basic factors continuing to indicate in general a favorable development. Largely as a result of minimum credit demands for industrial expansion, the money market eased up during the last few weeks. Deposits in commercial banks have been decreasing for several months but this has now been checked and the upward swing has apparently started.

## ITALY

The projected international iron and steel agreement between French, Belgian, Luxembourg and German producers has occasioned considerable interest in the industry which claims that the dependence of the Italian iron and steel industry on these foreign sources of supply would weaken Italy's competitive position in the products of the mechanical industries if foreign control were to be exercised over basic materials. It is reported that the regulations regarding bread making will become effective September 1.

## JAPAN

General business in Japan is somewhat more optimistic owing to continued favorable crop conditions. The sheet steel market is improved and rails, black and galvanized plate, pipe and tin plate are also fairly active. Building construction is active in Tokyo and Osaka but the tariff on structural steel makes American competition difficult. Further increases in the tariff on steel products are under consideration.

The continued advance in Japanese export is adversely affecting Japan's cotton yarns and textiles. However, buying in the raw silk market has been stimulated by sacrifice sales by filatures and reclears to secure funds for the O'Bob festival settlement period. July silk exports were slightly larger than June, but far below the same month of 1925.

## CHINA

The general tone of business in China is quiet owing to continued uncertainty regarding military and political developments and the consequent unwillingness of merchants to place orders for future delivery. General business is restricted to immediate demands.

The Shanghai iron and steel market is somewhat better but business is restricted by unfavorable exchange and hand-to-mouth buying by interior dealers.

## PHILIPPINE ISLANDS

The rainy season has caused Philippine business to be somewhat slower, but slight improvement in most lines was witnessed in the early part of August. Registrations of automobiles in July were again record-breaking and sales of small cars and light trucks continued excellent. Tire sales to small consumers have been large. Because of the rains, the textile market has been less active. Import business in machinery, hardware and shoe lines is good.

## HAWAII

Well distributed general rains during July and August, together with about 70 per cent of sunshine, have enabled Hawaiian crops to catch up with growth lost during the preceding droughty period. At the end of July sugar was about 91 per cent harvested. Latest estimates placed production at 790,000 short tons as compared with 776,072 short tons in 1925. Early estimates for the next crop place the output at 800,000 short tons.

Hawaii is experiencing a record summer tourist business.

## INDIA

Indian business in most lines is seasonally dull, the normal slackness being accentuated by the after effects of internal disturbance, but steady recovery is apparent. Imports are being well maintained and the industrial situation is showing gradual improvement. Bazaar trades are seasonally slow but there are prospects of increased buying activity in September. Most important is the satisfactory progress of the monsoon and the good condition of crops.

## AUSTRALIA

Australian business conditions during August showed little change from the preceding month. Winter clearance sales continue and merchants are now looking forward to spring business. Wheat remains inactive, awaiting developments. The wool season has commenced and receipts at Sydney are larger than for the corresponding period of last year, indicating an early season. The Federal Parliament has adjourned and except for a brief session at Melbourne during the early part of 1927, all future sessions will be held at Canberra, the new Federal capital.

## ARGENTINA

Unfavorable conditions in Argentine trade continue with no cessation of the rainy weather and its resultant adverse effect on grain shipments. The market for cattle is dull but that for hides is active. A decrease of 10 per cent in the value of exports from Argentina during the first six months of this year as compared with the same period in 1925 is reported.

## MEXICO

There has been no improvement in the business situation in Mexico during the past week and unsettled conditions previously reported still prevail, although the specific effects of the boycott are less noticeable in some sections.

## COSTA RICA

Conditions throughout the Port Limon district were normal during the first half of the year. Labor was well employed at stable wages and dealers were not over-



stocked with goods. Imports and exports were satisfactory in volume. The import trade was somewhat less than for the same period of 1925, while most exports showed a slight increase.

#### PORTO RICO

Commercial transactions continue light with San Juan bank clearings slightly less than in 1925. The rebuilding of sheds, barns and small houses damaged by the storm, especially in the tobacco district, continues and is causing a movement from seaports of construction materials, chiefly lumber and roofing. Lumber importers are complaining of the recent increase in freight rates from gulf ports. Sugar shipments from January 1 through August 16 were 499,000 tons as compared with 482,000 tons during the corresponding period of 1925. Recent climatic conditions are favoring growing crops.

#### THE BAHAMAS

The general feeling of depression which was prevalent during May has gradually disappeared and the business community is more optimistic, due to the steady increase in the tourist trade and the prosperity of the recently established building companies. Although the supply of labor has been plentiful, wages of both skilled and unskilled workers have risen considerably, with a favorable reaction on the retail trade. Building construction during the quarter ended June 30, 1926, progressed rapidly and the new Fort Montagu Hotel has practically been completed.

Total imports into the Bahama Islands for the quarter ended June 30, 1926, were \$2,226,548, an increase of \$300,000 over the same quarter of 1925. Exports decreased from \$381,447 in the second quarter of 1925 to \$435,364 in the same period of 1926. The leading commodities showing a decline were sponges, tortoise shell, cascarrilla bark and pineapple. There was substantial increase in the export of lumber from Abaco, the majority of which was shipped to Cuba.

#### BRAZIL

The situation generally is quiet in Brazil. Coffee is higher and shipments somewhat heavier. Santos stocks on August 13 were just over 1,100,000 bags. It is reported in Brazil that Sao Paulo interior planters are receiving financial aid.

#### CHILE

The wholesale and retail trades continue to register a slow improvement. There is marked activity in the stock market and the sight draft exchange rate on the dollar has risen to 8.12 pesos from 8.26. The central bank discount rate has been reduced to 9 per cent from an earlier rate of 10 per cent while the re-discount rate is being maintained at 8 per cent.

#### REVENUE FREIGHT LOADING

Loading of revenue freight the week ended August 14 totaled 1,109,557 cars, according to the car-service division of the American Railway Association. This was an increase of 45,081 cars above the same week last year and an increase of 156,149 cars above the same week in 1924. It was the twelfth week this year that loadings have exceeded the million-car mark. The total for the week of August 14 was an increase of 26,358 cars above the preceding week.

## New Industries and Expansions

A WEEKLY REVIEW

### NEW INDUSTRIES

**GEORGE HOOKE, INC.**, 753 Bryant Street, is opening up a plant to can salad fruits and salad vegetables. Building and equipment used by this new industry represents an investment of approximately \$75,000. Mr. George Hooke, who has been in the canning business for forty-five years in Santa Clara Valley, has moved his headquarters to San Francisco. The plant runs the year around, using canned fruits and canned vegetables prepared for this company. The plant reassembles the fruits or vegetables for salad purposes. The salad vegetable pack is consumed mostly on the Pacific Coast, but the salad fruits find a big market all over this country and in Europe.

**THE CROWELL PUBLISHING COMPANY**, 485 California Street, has recently opened up a branch Advertising Department. The executive offices are located in New York City, maintaining branch circulation offices in about sixty-five of the largest cities of the country. This company is the largest magazine publishing house in America according to W. H. Keenan, Pacific Coast manager, with a production plant in Springfield, Ohio, which manufactures more than 120,000,000 magazines a year. The magazines published by this company are: "Woman's Home Companion," "The American Magazine," "Collier's—The National Weekly," "Farm and Fireside," and "The Mentor."

**OIL-O-MATIC COMPANY OF CALIFORNIA**, 135 New Montgomery Street, branch of Williams Oil-O-Matic Corporation of Bloomington, Illinois, largest automatic oil burner factory in the world, according to Mr. R. F. Bierbaum, president, have recently opened Northern California headquarters here. This company has leased the main, mezzanine and basement floors at above address. The automatic oil burner manufactured by this company was unknown seven years ago, but now is sold throughout the United States.

### EXPANSIONS

**PACIFIC CARBON MANUFACTURING COMPANY**, 1451 Harrison Street, manufacturers of all types of carbon paper from letter

carbons to sales-book carbon paper, and all lines of inked ribbon for typewriters, adding machines, etc., have just completed an additional story on their plant which doubles the plant's capacity. Under the trade name of "Grand Prize," this company markets its product all over the United States.

**AMES-HARRIS-NEVILLE CO.**, 37 Front Street, manufacturers of cotton and burlap bags, tents and awnings, have commenced building their new four-story concrete factory and warehouse at the corner of Harrison, 17th and Alabama streets. The estimated cost of this building is about \$250,000, and it will be completed about February 1, when their tent and awning factory on Front Street and bag factory on Potrero Avenue will be moved to the new building.

**SAN FRANCISCO WAREHOUSE CO.**, 625 Third Street, occupying five floors, 150,000 square feet, are now making alterations and improvements in their warehouse building in order to facilitate handling, storage and distribution of merchandise and to enlarge their office space. This expansion will increase their facilities about 10 per cent and the cost is estimated at \$15,000. These alterations will be completed in about one month.

**THEATRICAL APPLIANCE COMPANY**, 1108 Howard Street, are adding another story to their present building to take care of their expanding business and large stock of equipment. This company manufactures, sells and rents all kinds of electrical equipment for special lighting effects in theaters, also for window display purposes. A catalog of their supplies has recently been issued and distributed on the Coast, which is expected will increase demands for their equipment considerably. It is estimated this addition will increase their facilities 75 per cent.

**W. H. RADBRUCK**, 824 Folsom Street, in the business of finishing and spraying lighting fixtures, has commenced building a new one-floor concrete office and plant at 479 Tehama Street, at an estimated cost of \$8,000 including cost of land. This building covers about 2,000 square feet and will increase facilities about 10 per cent.



**SAN FRANCISCO**  
**BUSINESS**



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**All-California Edition**

**September 8 • 1926**



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# RADIOGRAMS

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150  
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All over the West  
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# The Wealth of Our Central Valleys



**T**HERE are forty-three million peach trees in the United States today. Nearly seventeen million of these are in California, and nearly fourteen million of the California peach trees grow in the great valleys of the Sacramento and San Joaquin rivers.

In other words, those valleys produce 82 per cent of the peaches grown in California and about 33 per cent of those grown in all the United States. The average productivity of a California valley peach tree is much greater than the productivity of the average American peach tree. Therefore it is more than likely that these valleys produce at least 35 per cent of all the peaches grown in the republic. They do produce exactly 60 per cent of all the tree fruits, nuts and grapes raised in California.

Wherever on earth commerce has pioneered a path for civilization, in lands even recently unexplored, in the jungles, in the deserts, and in the mountains, and along the old routes of the slave traders, mute monuments to the glories of the Delta at

the confluence of these valleys twinkle in the moonlight or gleam in the glamour of the noonday sun.

At Sokoto in Nigeria, the palm-oil trader or the British administrator, when his luck is in, has canned asparagus for lunch or dinner. On the borders of the Gobi desert, on the fairy house-boats in Kashmir, the wanderers and the pleasure-seekers alike carry canned asparagus in their commissariats. Practically every pound of such asparagus that helps to make life livable beyond the farther seas is grown in the San Joaquin Delta.

There is no region in the world whose products so ubiquitously permeate civilization as do those of the great central valleys of California. Nevertheless there are a great many people in America and elsewhere who have very little idea as to where and what these valleys are, and the part they play in the economy of the Golden State and the commerce of the world at large.

California is still essentially an agricultural state, and the backbone of its agricultural prosperity is the immense valley that runs through its

center from Shasta County on the north to the Sierra Madres in Kern County on the south.

The northern part of this valley is the valley of the Sacramento River; the southern part is the valley of the San Joaquin.

These rivers have their confluence in the upper reaches of the San Francisco Bay. In the Delta, or angle enclosed by the rivers near their mouth, a triangle with its base on the line drawn from Sacramento to Stockton and its apex at Suisun Bay, is some of the richest and most productive soil on earth.

The length of the combined valleys is about 350 miles from north to south. Its width varies from 40 to 70 miles. It comprises an area of about 9,500,000 acres, more than 14,800 square miles, of which only about 2,000,000 acres are as yet under cultivation. The whole of it is destined in time to become the greatest garden ever conceived by man.

Numerous towns and important cities thrive in this region of productivity and prosperity. There

[continued on page 16]



SAN FRANCISCO CHAMBER OF COMMERCE

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GEORGE L. NORTH, *Editor*

L. F. BOYCE, *Advertising Manager*

## Serving the World's Richest Territory

By CLAY MILLER

*President, San Francisco Chamber of Commerce*

**T**HE prosperity of producers of agricultural crops is dependent in a large measure upon the export shipments of such commodities.

The development of manufacturing industries in any region is dependent largely upon the low costs of raw materials.

Export shipments and imports from materials whether to or from the Orient, the Occident, or from Central or South America, or the Eastern Seaboard, are, in the major proportion, waterborne.

Upon this fundamental condition the harbor of San Francisco Bay is the great port which, in the physical nature of things, must serve the entire north central section of California in its waterborne freight. Such trade is the very backbone of the busi-

ness of San Francisco and therefore it at once becomes apparent that a seaport city as is San Francisco, serving perhaps the



CLAY MILLER

*President, San Francisco Chamber of Commerce*

richest producing territory in the world—and a potential manufacturing and industrial area of vast promise—must have a great concern for the welfare and prosperity and progress of its trade and

shipping area, and it is right that all the communities which must look to San Francisco as their Seaport City should have a sympathy and interest in the advancement and improvement of this city.

Therefore, the interests of San Francisco and all of the territory which it must serve are so interwoven and interdependent that cooperation and helpfulness in common problems is of deepest mutual concern.

The San Francisco Chamber of Commerce recognizes the importance of a world seaport and the interdependence of agriculture, manufacturing and shipping, and is constantly studying these conditions to the end that San Francisco business may better serve and facilitate this world-wide business.

# LOS ANGELES

By ARTHUR S. BENT

President of the Los Angeles Chamber of Commerce

**T**HE ending of the first two-thirds of 1926 finds Southern California in a highly prosperous condition. While there are, of course, in a community developing as young industrially as Southern California certain lines of business in which adjustment is taking place, it can safely be said that on the whole a continuation of the rapid progress of the past few years is evident.

Gauging the situation by the usual business indices it may be noted that in the first seven months of 1926 the bank clearings of Los Angeles amounted to more than \$5,431,049,956, or a gain of more than 15 per cent over the same period of 1925, which up to this time had been a record year. It is interesting that the value of the commerce at Los Angeles Harbor during the first half of 1926, totaling \$417,900,000, showed a substantially equal gain over 1925, the percentage of increase being 13.6 per cent. Tonnage handled during the same period increased 8½ per cent to a total of 10,797,942.

In building construction, a rapid pace has been maintained, although not quite equaling the figures for 1925. The total for the first six months in Los Angeles was \$77,288,000, which is sufficient to maintain Los Angeles in fifth place amongst the cities of the nation. During the month of July, building in Los Angeles alone amounted to 45 per cent of the entire building in the State of California and approximately 30 per cent of the building on the Pacific Coast, being four times that of any other city on the Pacific Coast.

In the oil fields, conditions have been steady with an output for the first seven months of 1926 approximately the same as that during 1925, the average yield of all oil wells in the state being about 610,000 barrels per day. A considerably higher production of gasoline has been possible through the development of the cracking process and more oil is being refined than ever before. A relatively small amount of crude oil is being shipped, with larger amounts of refined products.

One of the outstanding developments in manufacturing lines in Southern California during the past year has been the extension of

markets for manufactured goods into a radius of territory never before reached. Many manufacturers are regularly shipping to Arizona, New Mexico and Nevada and also Idaho, Utah, Washington and Oregon. Especially significant during the past year has been the increase of business in the Arizona market which appears to be looking to Los Angeles as a source of supply to a degree never before reached.

This extension of market has given the greatest stability to manufacturing conditions than has ever been attained in the past and promises to be the characteristic of the sales conditions for some time to come.

Illustrating this tendency in more



detail, were the results of the Industrial and Trade Exposition conducted by the Los Angeles Chamber of Commerce from August 16th to 22nd. At this time, a total of 6,000 buyers from all over the West visited the Los Angeles market for the purpose of obtaining their requirements. One Los Angeles manufacturer reports fifty-two new accounts opened in Oregon and Washington. Another one reported twenty-seven in Arizona and New Mexico alone, while a manufacturer of rubber tires in Los Angeles is now shipping regularly two carloads a month to the New York market.

The volume of commercial transactions as both wholesale and retail, has made new records during 1926, particularly large gains being registered by the larger individual units

such as department stores. The cumulative index of retail trade maintained by the Chamber of Commerce shows approximately 8 per cent larger volume than during the same period of 1925.

All agencies indicate a great deal of interest in the East in California and forecast a very large attendance of tourists and visitors during the coming winter. Southern California's summer vacation visitors, especially those arriving by automobile, have been more numerous than ever before and as a result, hotels and resorts have been well satisfied.

A general summary would indicate a favorable business picture and an indication of the continuation of sound progress for Southern California in the balance of the year and for 1927.



# Business in San Diego

One of the Nation's "White Spots"

A

"WHITE SPOT" on the financial map of Nation's Business for an almost unbroken period of three years, San Diego's population today is nearly double that of 1920, the city holds sixth place among Pacific Coast cities in volume of building permits, its ratio of loans to discounts is 67 per cent and has since 1919 been constantly below 70 per cent, representing money as easy and business very good.

Almost any city of San Diego's size—today 140,000—that is installing electric meters at the rate of 500 a month, whose building permits provide homes for more than 300 new families every month, and whose skyline is changing daily under the pressure of big business—almost any city, I say, that enjoys these conditions would be shouting "boom, boom" and would be swamping the countryside with facts and figures about its amazing growth.

Not so San Diego. The citizens have steadfastly refused to tolerate any sporadic growth. They have continued to talk climate, recreation, and beauty to their prospective visitors and people have come by the thousands to settle in the Silvergate City.

Industry has followed the population. Harbor shipping has doubled these last six years. The Army and Navy have increased their permanent investment in the city to \$35,-

By LANE D. WEBBER  
President San Diego Chamber of Commerce  
and Vice President First Trust and  
Savings Bank of San Diego



000,000 with an annual expenditure for pay roll and supplies approximately \$20,000,000. The gold mines in the county that produced \$8,000,000 worth of the yellow metal in the '80's and early '90's are being reopened with gratifying results. The county mineral deposits are daily coming to supply a bigger share of

the non-metallies for California agricultural development of San Diego and Imperial counties is contributing more and more to the prosperity and industry of the city.

The old bugaboo of not enough water has passed. Today there is water enough in San Diego reservoirs to supply the city for four years without a drop of rain, and the city is going ahead with a development program to provide water for a half million people in 1945. The city confidently expects to have 250,000 people by 1930 and is making plans for that time.

The last call of the banks showed a substantial transfer of money from savings to commercial accounts, while total assets increased \$5,000,000 over the previous quarter. This indicates that money is being put to work in building, which will run at least \$20,000,000 for 1926; in industry, which has an annual output of \$35,000,000, and in real estate, which is active but not speculative.

Realty values are still below the corresponding values in other cities of San Diego's size, although the assessed valuation has increased from \$88,067,609 in 1920 to \$131,666,494 in 1925. The city recently annexed considerable territory to prevent improper subdividing and poor improvements in the outlying territory. Several very high-class residential and country club developments are going forward.





**P**RESAGING an era of prosperity in the Stockton section is the expansion taking place in all lines of trade, industry and commerce.

Stockton and Central California stepped into a year of general business increases. With a tremendous building program continuing unabated in this inland port and in the surrounding agricultural sections, new development projects under way bringing industrial growth and increasing commerce, a great flow of new wealth is in evidence for investment.

Large industries have been engaged in record production schedules and night shifts have been operated to speed up production to satisfy increased demands for manufactured products.

Pay-roll increases have been exceedingly gratifying. The adding of new industries and the expansion of the marketing field have been responsible for adding 1,290 industrial employees in the Port of Stockton, which will result in an increase in the city's industrial pay rolls for the year of approximately \$1,938,000.

The building program in the city of Stockton and throughout the San Joaquin Valley continues. It is gratifying to note the utter lack of any building boom. Building construction is only keeping pace with the great business expansion being experienced. With new development projects under way, added industrial production, heavy employment gains with consequent increase in population; with the inauguration of large projects attracting outside capital to seek investment, there has been need for a heavy building program. Needed development now programmed for a period of years, and

By IRVING MARTIN, SR.  
President of Stockton Chamber of Commerce



desirable investment fields just opening up, guarantee rapid and continuous growth.

The normal business and population gains which follow in the wake of a heavy development program conclusively determine continued activity in the building field to keep abreast of growing needs.

Back of the industrial prosperity and business expansion of the Stockton section is the stabilizing influence of diversified agricultural production of San Joaquin County and the San Joaquin Valley. In 1925 the soils of San Joaquin County yielded a new wealth in crops which returned to the growers of the county \$50,000,000. While the harvest is far from complete at this

writing, there is every indication that this record yield will be exceeded by approximately \$2,000,000 this year.

The Port of Stockton is a concentrating point and a natural marketing center for a great agricultural area. Through the marketing channels of this city clears the vast flood of fruit, grain, vegetables, live stock, minerals and manufactured output of interior California.

And within a few months a development project will be under way which will extend the deep water of San Francisco Bay into the heart of California's great productive valley.

The San Joaquin River will be deepened to 26 feet to permit of ocean-going vessels docking at the wharves of Port Stockton; 95% of the vessels passing through the Golden Gate may come up the deep-water channel to the inland port of Stockton with their cargoes of raw materials and the merchandise of commerce needed in the valley. Going forth to the markets of the world will be returned cargoes of agricultural products and manufactured output. A recent freight survey shows that 513,000 tons of freight will be immediately available for movement through the Port of Stockton annually. The port will serve the entire Great Valley of California, which comprises an area of 30,000 square miles and a contiguous trade area of 100,000 square miles.

The early completion of the Stockton channel will provide an impetus to great development in the Stockton section and in the interior of the state generally. New investment possibilities will be created, new markets developed, and a stimulus will be applied to colonization of valley lands and to the location of numerous industries.

# How Power Transformed a Desert

**W**HEN California was young in the artifices of civilization, Spanish padres were forced to abandon an effort to establish a mission in the San Joaquin Valley because of the desert character of the territory and its apparently impenetrable isolation.

Settlers looking for homesites came to California with prospectors lured by the discovery of gold. The groups of these settlers who wandered to the San Joaquin Valley stayed under the shadows of the Sierras to build their homes, hugging the banks of the rivers for protection against the desolate desert. Gradually reaching out from their river banks for more of the fertile valley land, the settlers penetrated parts of the waste with irrigation ditches. A rich agricultural area was developed. But always on the outskirts was the desert, for gravity ditches were adequate to water only a small portion of the parched acres.

Not until A. G. Wishon, pioneer in hydro-electric development, proved the practicability of his vision of land made verdant by water from electrically driven pumps, did the final subjugation of the inhospitable stretches of arid waste seem a possibility.

A. G. WISHON



Arriving in California in August, 1889, with a dream of power development and a need for a job, A. G. Wishon went into the insurance business. Between times he surveyed the country, made practical plans for the realization of his power dream, and endeavored to sell his idea to

capital. Ten years had passed before he procured sufficient capital and built his power house. In June, 1899, a small plant was finished on the Kaweah River in Tulare County, and turned over to the Mt. Whitney Power Company.

Then came the problem of selling the power to the people. In the Lindsay district about 25 shallow wells were being operated by steam and gas engines. The gas engines also were crude. A. G. Wishon believed that water pumped by electricity would some day make valuable the valley's desert lands. But growers were dubious about electrically operated pumps. They never had seen any.

Staking everything on his belief, Mr. Wishon went to San Francisco, borrowed \$25,000, more money than it was possible to obtain in the valley, and invested it in motors and transformers. These he offered to the growers with no down payment, six per cent interest, and the principal payable one-fifth annually. Twenty-five motors, all he had, were sold in two days. Lines were put up in a hurry. People came in wagons, buggies, afoot, and horseback, from all the country round to see the first plant put in operation with its

[continued on page 32]

# Outlook for Business Stirs Optimism

By C. L. SNYDER

President, San Jose Chamber of Commerce

**G**LIMPING the future, one can not but sense a feeling that it holds a continuance of present satisfactory conditions.

While building activities, volume of trade, crop prices and production do not parallel the same story, there is no denying the fact that general healthy conditions do exist.

Building activities are on a greater scale than ever before. We are no longer in the small-city class but have grown to a real metropolitan area, and our people have at last realized that San Jose is a real city, and we must therefore think and act in like terms.

We possess all the major requirements for a successful growing community: land, situation, power, labor and climatic conditions.



Prosperity depends a great deal on one's mental outlook. Having faith in the future leads one to buying, which in turn forces production, resulting in employment and the distribution of wages. When men earn money, more is put in circulation, and the more they earn the larger the circulation. This condition we have had for several years and there is nothing upon the horizon to indicate that there will be any change during the remainder of the year.

The fruit situation, which is the cardinal industry of the valley, is on a sound basis.

There can be no debate as to the results, the outlook for business is most encouraging; and unless some unforeseen force appears it should continue.

# Greater San Francisco, the Billion-Dollar Area

**S**AN FRANCISCO'S Bay area produces one-half of the manufactured output of the State of California. The value of this puts Greater San Francisco in the billionaire class. It amounted to \$1,379,000,000 last year.

The area so often spoken of as the San Francisco Bay area is composed of the five Bay counties of San Francisco, San Mateo, Alameda, Marin and Contra Costa, having a total of 2,464 square miles. To some this number of square miles may seem very large, but it will be found to be strictly conservative when it is compared with the Los Angeles metropolitan area of 4,115 square miles.

San Francisco proper covers only 42 square miles, but its industrial production for 1925 amounted to \$529,000,000 or one-fifth of the total production of the state. Comparing San Francisco proper with the San Francisco Bay area, we find that this city, occupying 1.7% of the area, produces 35% of the area's industrial output. Or looking at it another way, we find that the city of San Francisco produced last year within \$60,000,000 of the total production of the State of Oregon.

## 300 NEW INDUSTRIES

An indication of the fact that no other spot on the Pacific Coast is growing in a more healthy manner is presented by the location in the Bay area last year of well over 300 new industries, which number bids fair to be exceeded during 1926.

Scores of very large expansions have taken place this last year among the industries already located in San Francisco and the Bay area in general. In some cases completely new plants have been built, while in others large additions to existing plants have been made. A few of the most important expansions have been made by the following industries:

EASTMAN KODAK COMPANY,  
AMERICAN RADIATOR COMPANY,  
HERMANN SAFE CO.,  
SUNSET PRESS,  
MONTGOMERY WARD & CO.,  
SIMMONS COMPANY,  
KINGAN & CO.,  
GRAND RAPIDS FURNITURE CO.,  
HILLS BROS. COFFEE CO.,  
WESTERN PIPE & STEEL CO.,  
UNITED DRUG COMPANY,  
W. P. FULLER & CO.,  
ELECTRIC STORAGE BATTERY CO.,

CLOROX CHEMICAL CORPORATION,  
SCHLAGE LOCK COMPANY,  
CALIFORNIA POULTRY COMPANY,  
PACIFIC ELECTRIC MFG. CO.,  
CALIFORNIA MEAT CO.,  
PHILADELPHIA STORAGE BATTERY CO.,  
TRAUNG LABEL & LITHOGRAPH CO.,  
and there have been a great many others.

## MARVELOUS GROWTH

In connection with the growth of industry which has been so marked in and around San Francisco, it is interesting to note that San Francisco has been growing by leaps and bounds in all the fundamental factors. For instance, in the twenty years since the San Francisco fire, the city's bank clearings have increased 374%, putting San Francisco in fifth place among all the cities of the nation, her clearings now amounting to nearly \$10,000,000,000 annually. The value of manufactured products has increased 287%; the value of foreign commerce 298%; savings bank deposits 318%; postal receipts 411%; and so on.

Incidentally, when speaking of bank clearings and savings which show San Francisco to be the unquestioned financial center of the West, it is interesting to note that this city is the home of one of the three United States mints and also of the Twelfth Federal Reserve Bank.

Among the reasons apparent for San Francisco's phenomenal industrial growth stand out prominently her unexcelled distribution facilities. In the first place, San Francisco is squarely in the population center of the Pacific Slope, which is comprised of the 11 Western states. Then it is the terminus for the seven rail lines serving this section, besides being the port of call for practically every boat afloat on the Pacific, and the home port for some of the largest steamship lines.

## CENTRAL POSITION

This central position holds a great advantage, since from San Francisco 67% greater population can be reached at less transportation cost than from the cities of the Northwest, while 84% greater number can be reached from here more cheaply than from the southern portion of California. Then within the Bay

area itself 68% greater number of people can be reached within the switching limits of San Francisco than within the switching limits of any other Bay point. But the distribution system of the Bay is a unit both in time of delivery and its charges. All outgoing freight is handled through certain consolidation points at which freight from both sides of the Bay is assembled in the same train, the shipments proceeding to their destination together.

Our distribution facilities, however, cannot be evaluated without taking into account the great Port of San Francisco, since both the value and the tonnage of receipts and shipments of the port for 1925 exceeded the figures of the three other Pacific Coast ports combined.

Here are the figures that bear out this statement:

	TONS	VALUE
San Francisco	38,395,634	\$2,316,202,029
Los Angeles	22,444,000	\$741,911,000
Seattle	7,848,000	772,832,000
Portland	4,199,000	400,000,000
Total	54,491,000	\$1,914,743,000

From the manufacturers' standpoint the Port of San Francisco is the natural gateway to 900,000,000 people, a market which has as yet been hardly touched by California manufactured output.

## DISTRIBUTION FACILITIES

Besides the excellent distribution facilities, another reason why the five counties around San Francisco Bay have experienced such phenomenal growth, a growth which has attracted the attention of the entire country, is the invigorating working climate prevailing in this section. The average summer temperature in San Francisco is 59.5°; the average winter temperature is 52.4°. The ocean breezes continually sweep across the city and on to the hot valleys in the interior of the state, and as they go, they produce a continual freshness in the air that makes fatigue due to sultry heat unknown. At the same time, frozen pipes in the winter are unheard of, not to speak of the many other annoyances experienced in the factories of the East due to the severe climate, all of which are absent in San Francisco.

San Francisco is known widely as a city of diversified industry. Oftentimes in the East a town or city is dominated completely by one, two

[continued on page 33]



# Sacramento Faces New Prosperity

**T**HE Sacramento Valley on the whole has had an excellent year during 1926. Conditions for agriculture have been good and have resulted in excellent crops.

The Sacramento region is distinctive because of the diversification of its agricultural production. This valley, unlike other regions in California, does not specialize in any single type of agricultural product, but includes within the general area almost every type of agricultural product grown in any part of the state. As a result the Sacramento region, irrespective of the market prices for any particular product, has always maintained an excellent record for substantial and steady development.

As a matter of fact, the Sacramento region produces almost 40 per cent of the total value of agricultural products of the State of California, and the total value of crop production in this region in 1926 will be close to \$150,000,000.

Prices for agricultural products for this year in this section of the state have been fair. Peach growers, with a contract price of \$40 per ton, will have a splendid year. The mountain pear sections are securing good returns on an excellent crop, and the rice growers with a record-breaking acreage will have a price sufficient to net a very fair return on their production. It is interesting to note that there has been a very

By GEORGE W. PELTIER  
*President Farmers and Mechanics  
Bank of Sacramento*

greatly increased car movement for fresh fruits during the present year and the railroads have been taxed to their capacity.

All of these conditions are naturally reflected in the steady growth and development of the city of Sacramento. No city in the state has a more substantial basis for sound prosperity than this Capital City of California, and this community is maintaining its position as the largest and most important inland city in California.

It may be of interest to call attention to some of the outstanding facts relative to development in Sacramento. The following comparative statistics indicate the rapidity with which the city has been increasing in size and wealth:

Postal Receipts . . .	1920	\$660,863.20
	1925	895,903.00
School Enrollment	1920-21	12,243
	1925	20,206
Telephone Connections . . .	1920	15,128
	1926	25,040
Industrial plants with a total value of products for each plant over \$5,000 annually.	1919	304
	1924	417
Building Permits	1920	\$3,449,388.00
	1925	11,351,277.20
Bank Deposits	1920	\$63,806,894.00
	1925	91,287,089.00
Bank Clearings . . .	1920	\$324,348,245.00
	1925	450,001,311.00

Solomon and Ellice Islands. Vessels carrying live animals as ship stores from other countries will not be allowed to enter port, according to the order.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended August 21 totaled 1,088,791 cars, according to reports filed by the carriers with the car service division of the American Railway Association. The total was an increase of 8,796 cars above the same week last year and an increase of 106,031 cars above the same week in 1924. It was the thirteenth week this year that loadings exceeded the million-car mark. The total for the week ended August 21st was a decrease, however, of 20,766 cars below the preceding week.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with miscellaneous packing boxes, to be delivered at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Office, S. F. G. I.

Sacramento and the Sacramento region, in spite of the remarkable growth in the past six years, are now entering a new era of agricultural, commercial and industrial development. With over 50 per cent of the water resources of the state and millions of acres of fertile soil, the Sacramento region has the two indispensable factors for agricultural development and in addition has the great advantages of almost unlimited deposits of industrial minerals, of timber supplies and all the other raw materials which make for industrial development.

The city of Sacramento has expended \$58,000,000 during the past six years in municipal improvements, and the county government has maintained a remarkable record of highway and bridge construction, opening up new area and making it possible to develop more rapidly the agricultural possibilities surrounding this community.

Sacramento is now the most important fruit and vegetable canning center on the Coast and its new developments will be along industrial and commercial lines in order to effectively meet the requirements and needs of the great agricultural empire which adjoins this city.

The city of Sacramento and the Sacramento region will maintain a sane, substantial and steady growth and development during the years to come and all conditions point to a period of sound prosperity.

Depot, Fort Mason, California, and will be opened September 13, 1926.

For furnishing the War Department with groceries, to be delivered to the U. S. Engineers, Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, and will be opened September 13, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at the Army Transport Depot, Fort Mason, San Francisco, as required during the month of October, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened September 15, 1926.

For furnishing the various California State Institutions with tobacco and pipes, during the period from October 1, 1926, to December 31, 1926. Bids to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 15, 1926.

For furnishing the various California State Institutions with fresh fish, during period from October 1, 1926, to December 31, 1926. Bids to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 15, 1926.

For furnishing various California State Institutions with grain, feed and poultry supplies, during period from October 1, 1926, to December 31, 1926. Bids to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 14, 1926.

For furnishing various California State Institutions with flour and cereals, during period from October 1, 1926, to December 31, 1926. Bids to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 14, 1926.

For furnishing various California State Institutions with meats, tallow and provisions, during period from October 1, 1926, to December 31, 1926. Bids to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 13, 1926.

[continued on page 26]



# What the Chamber is Doing

**T**HE following comprise a few of the most interesting items of activity on the part of the San Francisco Chamber of Commerce during the last thirty days:

## 1. Important Industry Located:

The San Francisco Chamber of Commerce was largely instrumental in securing for San Francisco the new half-million-dollar furniture plant of the Kroehler Manufacturing Company. Construction has already been started.

## 2. Interstate Control of Motor Busses:

The Traffic Bureau of the San Francisco Chamber of Commerce participated in the hearing of the Interstate Commerce Commission on this subject. The meetings were held at the Chamber of Commerce.

## 3. Regulation of Taxicab Color Schemes:

The San Francisco Chamber of Commerce is actively participating in a plan to prevent independent taxicab operators from imitating the colors and uniforms of standard taxicab services. This practice has, in the past, been misleading and confusing to visitors.

## 4. Distinguished Visitors Entertained:

The Board of Directors of the San Francisco Chamber of Commerce were hosts to Governor Farrington of Hawaii and Dr. J. Morton Howell, United States Minister to Egypt, on August 5th.

## 5. Gas Tax Measure Favored:

The proposed one cent gas tax increase measure which will appear on the November ballot as Proposition No. 4 was unanimously endorsed by the Directors of the San Francisco Chamber of Commerce at their meeting on August 26th. This is a very important measure not only for San Francisco but for all California.

## 6. Retail Merchants Association Co-operates:

The Retail Merchants Association, affiliated with the San Francisco Chamber of Commerce, co-operated effectively in the preparation for Market Week, Furniture Week and for the retail fall openings. The association has also been helpful in adjusting cases of illegal taxation imposed on retail deliveries in the Bay area. The Association has under way a plan for another retail institute during October.

## Reapportionment

By ALLEN G. WRIGHT

A thorough  
and  
interesting review  
of the  
Federal Plan

## Solving Our Traffic Problems

By DR. MILLER McCLINTOCK

In the  
October issue of  
San Francisco  
Business

## 7. Netherlands Visitors Entertained:

The Hospitality Bureau was active in the entertainment of the officers and men of the Holland submarine *K XIII*. The personnel of the submarine, which is making a trip around the world, was given a launch ride about the bay and a tour of the city.

## 8. Washington Bureau Active:

As an evidence of the value of the Washington Bureau maintained by the San Francisco Chamber of Commerce, C. B. Dodds, manager of this bureau, reports that over two hundred and sixty-five San Francisco firms availed themselves of the bureau's services during the past legislative session. This effective bureau is maintained for the business community of San Francisco.

## 9. Fleet Made Welcome:

The San Francisco Chamber of Commerce participated in the entertainment of the officers and men of the United States Fleet during their stay in San Francisco.

## 10. Federal Reapportionment Endorsed:

The San Francisco Chamber of Commerce, through its Board of Di-

rectors, has officially endorsed the so-called Federal Reapportionment Plan of legislative representation in the Senate and Assembly and voted opposition to the Arnold Plan initiated in the southern part of the state. The Federal Plan will be designated as Measure No. 28 in the November election and is of great importance to the entire state.

## 11. State Highway Initiative Measure No. 8 Opposed:

The San Francisco Chamber of Commerce has placed itself on record as opposing the state highway measure known as Initiative Measure No. 8, which is designed to divide the income from gasoline taxation so that it would be unfavorable to San Francisco and its neighboring communities and would appropriate \$5,000,000 annually for twelve years without any definite means for raising the money.

## 12. Maintenance of Exhibit at State Fair, Sacramento:

In conjunction with the city of San Francisco the Chamber of Commerce is maintaining an exhibit at the California State Fair at Sacramento devoted principally to the industrial advantages of the city.

## 13. Distinguished Visitors Greeted by San Francisco Chamber of Commerce:

Some of the distinguished visitors greeted by the San Francisco Chamber of Commerce during August were:

Sir Joseph Carruthers, ex-Premier of Australia;

E. O. Hoppe, London, noted British author;

Honorable Chu In-Kwang, Peking, China, Chinese Minister of the Interior;

Miss Australia;

Sir Albion R. Banjeri, India.

## 14. Legislative Bureau at Sacramento:

The San Francisco Chamber of Commerce maintains a bureau in Sacramento during the sessions of the legislature for the purpose of securing favorable consideration on those measures appearing on the ballot which have been approved or disapproved by the Board of Directors of the organization.

## 15. Initiation of Plan to Obtain Additional Federal Employees:

The Chamber of Commerce initiated a plan to obtain additional Federal employees to facilitate the entry of goods into the port of San Francisco.

# Memorializing California Pioneers

By E. A. PARSONS, Director Promotion and Publicity, Pioneer Memorial Bridge Commission

*"I hear the tread of Pioneers,  
Of Nations yet to be,  
The long, low wash of waves where  
soon  
Shall roll a human sea."*

**T**HUS the poetic seer, the business prophet, with inward eye beheld the coming age. But had he visualized the hardships, the tragedies, the tricks of circumstances, the travail accompanying the birth of this new Nation in the

rush"—all pioneering, even from the Spanish don and padre to the American Empire Builders, and the present generation, still pioneering, trail blazing for "nations yet to be."

"Shall old acquaintance be forgot?"

The citizens of Sacramento and neighborhood communities have undertaken to provide a suitable memorial in honor of "those hardy pioneers whose works preceded ours and made it possible to

feet above levee, five per cent grade, single span 600 feet, clearing river traffic, the long approaches surmounting railroad grade crossings, with fifty-foot roadway and ten-foot walkways.

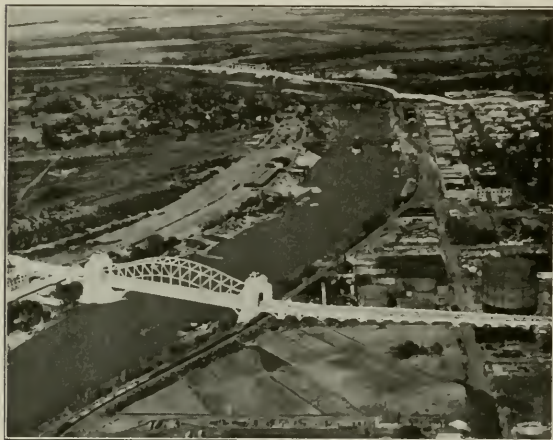
The memorial feature is proposed as a means of embellishment through great arches at the bridge heads, with surmounting friezes symbolical of primitive overland and ocean transportation methods. These should include the Clipper Ship, the Covered Wagon, Concord Coach, Pony Express, Sailor, Soldier, Scout, the Indian, the Spanish Padre and Don, the American Pioneer in his various occupations—trapper, trader, merchant, miner—a history of California in stone.

The pylons or marking points on the approaches of the bridge should be utilized as bases of memorial tablets in bronze, including bas-relief sculpture of Sutter, Marshall, Huntington, Crocker, Hopkins, Stanford and other outstanding individuals; and the four large interiors at the base of the arches could be dedicated as museums of pioneer times, dating back to the beginning of history in California.

As thus outlined, a truly magnificent and altogether appropriate memorial is in mind, our plans being to combine the utilitarian and artistic in a broad, constant, beautified highway bridge, without lift or draw. The features of embellishment being limited only by the extent of our Memorial Fund.

Among the members of the Bridge Association and their friends are Native Sons and Daughters, the Society of California Pioneers, the American Legion, Veterans of Foreign Wars, Grand Army of the Republic, all service clubs and civic bodies—unanimous co-opera-

[continued on page 34]



Pacific West; had he foreseen the mad rush, the heartless usurpation, the belated recognition to which those pioneers were to be subjected; dirge instead of paean would have been the burden of his song.

The "human sea" surged across plain and mountain, the prairie schooner, the covered and uncovered wagon, "rolled" in ceaseless procession, onward, ever on toward the golden sunset. No poet vision inspired those pioneers. The lure and lust for gold, alone urged them on and on even as the Argonaut sailed the Seven Seas, braved the tempest, to enter the Golden Gate.

But the mystery of movement finally evolved a new civilization. Hardships and privations were soon forgotten, merged into successful accomplishment, and as generations succeeded, progress prevailed, wealth accumulated. Wave after wave of varying character followed the "gold

evolve a new civilization in the Pacific West."

The movement has assumed practical form in the proposed Pioneer Memorial Bridge.

Permit to construct the bridge has been granted by the U. S. War Department, it being specified as 100

Pioneer Memorial Bridge Commission,  
W. W. Bassett, Treasurer,  
Sacramento, California.

Believing that the Pioneer Memorial Bridge as planned by your commission will be a fitting memorial to those who have sacrificed and served in peace and war, I hereby remit the sum of .....1926  
DOLLARS \$ ..... to the Memorial Fund of your commission.

Signed.....

Address.....

JOHN H. MILLER, Chairman  
(City Councilman)  
MILTON J. FERGUSON, Historian  
(California State Librarian)

CHARLES W. DETERDING, JR.  
Vice Chairman and Secretary  
(Sacramento County Engineer)

HARLAN D. MILLER, Consulting Engr.  
(State Bridge Engineer)  
ASA G. PROCTOR, Associate Engineer  
(Yuba County Surveyor and Engineer)

E. A. PARSONS,  
Director Promotion and Publicity

W. W. BASSETT, Treasurer  
(President Capital National Bank)

# Pioneer Memorial Bridge Commission

(Appointed by Sacramento County Supervisors)

914 Sixth Street

Phone Main 226

SACRAMENTO, CALIFORNIA

JULY 28th, 1926

T H E U N D E R S I G N E D MEMBERS OF THE PIONEER MEMORIAL  
BRIDGE ASSOCIATION, APPROVE THE GOOD WORK OF THE BRIDGE COMMISSION  
AND HEREBY REGISTER CONTINUED CO-OPERATION -

*Wm. M. Giesel* President California National Bank

*Geo. Capetier* President Farmers and Mechanics Bank

*Prof. Montrose* Vice President Bank of Sacramento  
Chairman Board of Control, Grand  
Parlor N. S. G. W.

*Admiral of  
F. H. Kinross, M. D.  
H. C. Stephens* Vice President, Bank of Italy  
Capitalist

*Alden Anderson* President, Merchants National Bank

*Albert Evers* Chairman, Board of Directors,  
Capital National Bank of Sacramento.

*Frank H. Reynolds* Chairman, Memorial Gift Commission

*Frank H. Reynolds* Sacramento City Planning Commission  
and Engineer Antioch-Sherman Isl. Bridge

*Frank H. Reynolds* United Bank and Trust Company

*Ed. Gray* Vice-President United Bank & Trust Co

*Troy J. Nielsen* Assemblyman 14th District and former  
Commander, Sacramento Post American  
Legion

*Peter J. Shields* Judge Superior Court, Sacramento

*Louis J. Bremer* Merchant, Member Board Down Town Ass'n

*George K. Fleming* Realtor County and City Property

*Al. Peterson* City Manager, Sacramento

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*More than*

**60**

*daily trains*

**44**

*minutes from  
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No firm can offer you better service

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& Clark**  
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130 UNIVERSITY AVENUE  
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## The Wealth of Our Central Valleys

[continued from page 5]

are stretches where an automobilist may travel from dawn to dark, with verdant orchards, vineyards, alfalfa or grain fields as far as eye can reach on every side of him. Even in the cities through which he passes there are customarily shade trees in avenues reminding him of the orchards and gardens behind and before him.

In many such places, in the San Joaquin Valley, scant pasturage for half wild cattle, or sheer desert, prevailed less than forty years ago.

The railway opened this country, and the railroad makers put towns on the map. In some cases towns that are now cities had no existence save as marks upon the maps drawn by these railroad makers.

But irrigation ditches were dug and the desert blossomed. Thereafter in the nineties, the hydro-electric power pioneers came into the valley and taught the farmer how to pump water into his fields by means of that power.

The abundance of this same power suggested and facilitated the development of electric railroads. These pushed out their lines as the steam railroad had done, and established new towns, new settlements.

Later on, the automobile and the motor truck came on the scene and prompted the construction of new roads over which the produce of the valley farms, vineyards and orchards could quickly and economically be brought to railhead or waterside.

Thus, within the last twenty years, with the farther development of transportation systems and hydro-electric power, the great valleys were launched upon an era of profitable development and social progress such as nowhere else aforesaid has this world ever seen.

In no other country, in no other region on earth, is there any equal area of land so rich in its productiveness, with a climate so benign, and an environment so attractive, where the amenities of farm work and general existence are so enhanced as they are by the ubiquitous abundance of cheap and matchless light, power, and transportation that prevails in the great central valleys of California.

The large and the small farmer each alike profits by this amazing system. The dams that are built to hoard the water of the Sierras for his irrigation ditches also supply the power that pumps that water into his irrigation ditches or into his domestic supply tanks for him,

lights his house and barn, drives the machinery with which every valley farm is now equipped, and reduces in countless other ways the drudgery of agriculture in other less favored places.

On either side of this valley, but chiefly in the foothills of the Sierras on its eastern borders, are some of the most enchanting beauty spots in the world. There are forests of matchless trees, wonder parks like the Yosemite, Mariposa Grove, Sequoia and Grant parks. There are streams and lakes of incomparable beauty, and vast areas of forest primeval in which the hunters of the world find a paradise.

There are places in the valleys where, in winter time, one may gather roses and oranges after breakfast, and drive out and play a game of snowball before noon. There is through it all an atmosphere of prosperity, comfort and highly developed social civilization such as is practically unknown and impossible in the other agricultural regions of the world.

In a country town of the valleys, on the occasion of some holiday or marketing day, one may see parked more automobiles than could be counted in a European city of twenty times its population in the course of a month.

It is, so far as it is developed, a rich, fat country, populated by healthy and happy people, whose children are probably the finest and handsomest children ever bred in any clime or at any period, and whose palatial schools, that are dotted through every cultivated section of the valley, stand out as landmarks along the highways to amaze and delight the observers from every other land.

These and the high towers of the

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*dramatized!*  
by  
photographic illustration

**LOTHERS & YOUNG  
STUDIOS**

Illustrative and Commercial Photography  
419 Sutter Street San Francisco  
Telephone Garfield 5100



## Vineyards, Fields and Orchards, the Richest in the World

electric power lines that net the skies are—the verdant vineyards, fields and orchards aside—the distinguishing marks of the great valleys.

There are also, of course, the homes and the farms and the towns and cities with their asphalt or concrete roads and streets, their shade trees, their banks, theaters, packing plants, factories, and all the rest of it. But the things that necessarily most impress the visitor from elsewhere are the power lines and the schoolhouses and the automobiles—the facilities for power distribution, education and transport that are the foundations of the material prosperity and social development of the valleys.

In this article it is proposed only to give a résumé and outline of the products and development of the valleys themselves, and not to attempt any comment upon or description of the industries or other resources of the greater cities and the towns that flourish within these valleys. It should be pointed out, however, that as a result of the enviroing agricultural development,

many entirely new towns have sprung into existence during the past thirty years while several of the older towns and cities have expanded with unprecedented vigor.

Sacramento, which had a population of about 22,000 in 1885, has now a population of 92,000; Stockton has expanded from 15,000 to 51,000 during the same period; Chico from 3,500 to 10,000; Modesto from 1,700 to 11,500; Bakersfield from 500 to 27,500; Fresno from 1,000 to 70,000, and so on.

Stockton, as the home of the caterpillar tractor, has become one of the great aids to agriculture and general development throughout the world. Bakersfield, as the metropolis of the oil fields of Kern County, figures largely in the productive economies of California, and is also of influence in world-commerce as being the focal center of cotton production at the southern end of the San Joaquin Valley.

Sacramento, as the capital of the state, and the starting place of the miners for the Diggings in 1849, was always a city of importance. But it has been as one of the great markets

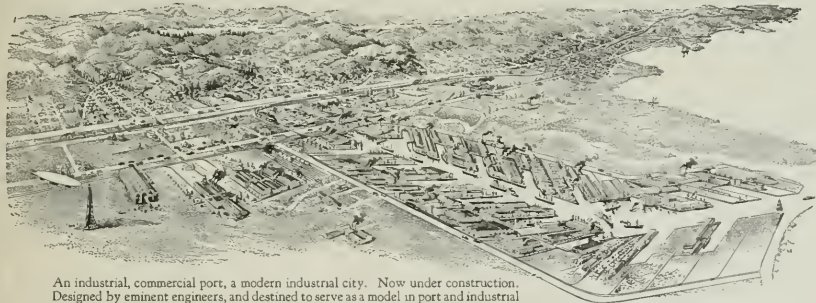
and distributing centers of the produce of the valleys, and especially that of the Delta, that its recent great development has been achieved.

Such varieties of soil and climate are found along the length of the valley that its products vary considerably. In Tehama County at the extreme north, conditions are materially different from those in Kern County at the extreme south or from those that obtain in the Delta region, about midways. Tehama County is a good general farming region, and all deciduous fruits and vines grow there; but its principal products are grain, hay, alfalfa, sheep, hogs and cattle. About fifty thousand head of cattle, beef and dairy, six thousand horses and mules, and eleven thousand swine are raised there. A quarter of a million sheep find pasture in the foothills adjoining the valley in that county.

In the upper half of the Sacramento Valley, the eastern side is the better fruit country. The western side of the river is better adapted to

[continued next page]

## Port San Francisco



An industrial, commercial port, a modern industrial city. Now under construction.

Designed by eminent engineers, and destined to serve as a model in port and industrial city construction for all the world.

An area of seven square miles—the first unit of one thousand acres of industrial sites to provide fifty thousand linear feet of wharfage on deep water where the largest commercial vessels entering the Golden Gate can enter on their own power, with every known advantage and industrial facility; ten miles of city streets and industrial highways.

Port San Francisco is the logical location for industries, large and small, requiring economical production and distribution and those requiring deep water service for domestic or foreign commerce.

### Port San Francisco is Unique in These Outstanding Features:

Large or small areas for industry on or accessible to deep water, at low cost, or on long term leasehold.

Ownership of property in fee; no tolls; no political control.

Modern facilities for receiving, forwarding, warehousing, distributing, inland coastwise and foreign commerce.

A scientifically planned, modern industrial terminal and city. Belt Line Railway service. Lighterage to all Bay and Inland points.

Perfect climate and living conditions. Economy in Operation. Lowest living cost, highest labor efficiency.

Permit us to submit specific information on the outstanding desirability of Port San Francisco as a location for your enterprise.

## The San Francisco Bay Terminals Company

564 MARKET STREET

SAN FRANCISCO, CALIFORNIA

41 SUTTER STREET

Owners and Builders of **Port San Francisco**

## Our Central Valleys Richest in the World

[continued from page 17]



grain. Thus Colusa and Glenn counties are great grain regions, and formerly produced the greatest wheat crops in the state. Thirty years ago one ranch alone, that of Dr. Hugh Glenn, after whom Glenn County is named, raised fifty thousand acres of wheat on his property along the Sacramento River. The fields stretched for nearly seventeen miles along the river bank and carried 150 miles of fencing. In those days the annual exports of California wheat usually exceeded 700,000 tons, and sometimes approached 1,000,000 tons. This year the total harvest will be about 350,000 tons, from 653,000 acres. Of this crop, about 230,000 tons, or about 66 per cent, will be from the central valleys.

But the barley crop, which is estimated at more than 770,000 tons—more than double the wheat crop—will nearly all be harvested from the valleys of the Sacramento and the San Joaquin.

The California wheat crop in 1925 was valued at nearly \$17,000,000; the barley crop at nearly \$24,200,000. This year the wheat crop is slightly larger than in 1925 and the barley crop slightly smaller. At recently current (August 20) market rates—(\$1.45 a bushel for wheat and \$1.20 for barley) the California wheat crop this year should be worth about \$17,400,000 and the barley crop about \$38,600,000.

More than a million acres of barley are now harvested in California, chiefly from Colusa, Glenn, San Joaquin, Solano, Tehama, Sutter, Yolo and Stanislaus counties.

As a result of the stupendous and cheap production of barley within



the state, California has developed into what promises to be one of the greatest hog-raising regions in the republic. When the great Eastern packing companies first established their Pacific Coast plants in California about thirty years ago, they were faced with the condition that California hogs were too "soft" for curing purposes.

In recent years, however, the process of hardening California hogs on barley has been economically developed. The result is that California hogs can be cured and pickled to greater advantage than most of the corn-fed hogs of the Middle Western states, and an enormous hog industry has been developed. There are now about 470,000 swine, valued at about \$2,000,000, in California. About 220,000 of these, valued at about \$900,000, are in the Sacramento and San Joaquin valleys.

The California rice crop this year is estimated 8,370,000 bushels raised on 150,000 acres. Next to Louisiana's crop, this is the largest in the United States, and exceeds the crops

of Arkansas and Texas, respectively the next two largest producers. All this valuable crop is raised in the Sacramento Valley, Butte, Glenn, Colusa and Yolo counties being the chief producers. The California rice crop in 1925 was valued at more than \$8,000,000. This year it is about twice as large, and its value should be about \$16,300,000.

There are 43,000 acres of potatoes growing in California this year, and this area is expected to produce nearly 6,000,000 bushels of potatoes.

About 60 per cent of all these are from the Delta region, and another 10 per cent at least from other sections of the great valley. Last year the potato crop of this state was 6,500,000 bushels, and was valued at more than \$13,000,000.

Beans are one of the important crops of California. In 1924 the bean crop was valued at more than \$18,000,000, but prices have fallen considerably since then. But this year, next to Michigan, which is expected to produce about 6,134,000 bushels from 614,000 acres, California leads the United States with an estimated crop of 4,941,000 bushels from 305,000 acres. About one-third of this acreage is in the San Joaquin Valley. California, it will be seen, produces sixteen bushels of beans to the acre; Michigan, ten.

Tomatoes are not as important a crop as beans; nevertheless they are very important. Last year California had about 41,000 acres in tomatoes. These yielded a crop estimated at the value of about \$7,700,000, about \$4,900,000 worth of canning toma-

[continued on page 20]

THIS year  
Don't be forced  
to take Christmas Cards  
the other  
fellow leaves

This advertisement is aimed directly at the average, easy-going person who puts off ordering his Christmas Cards until after December first, and then wonders why the cards he receives from his friends are so much more desirable than those he was able to pick up for himself during the last-minute rush. This year don't be forced to take the cards the other fellow leaves. Make your selection during September and take your pick of our *complete* new assortment. Your order placed with us *now* before the rush begins will be carefully executed, delivered at any time you wish and invoiced December first. Simply drop in at either of our two stores, or phone Douglas 5800 for our representative, who will gladly show you samples in the quiet of your own home or office.

## H. S. Crocker Company, Inc.

565-571 Market Street 242 Montgomery Street

Telephone Douglas 5800

SAN FRANCISCO

# Adolph M Schwarz

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MILTON A. KRUG, Atty.

### SAN FRANCISCO OFFICE

Holbrook Building  
ABRAHAM S. GOLDMAN, Mgr.  
THOMAS CONLON, Atty.

### ASSOCIATE EASTERN OFFICES

#### NEW YORK

299 Broadway  
HAROLD M. FINE, Mgr.  
JOSEPH M. HERZBERG, Atty.

#### CHICAGO

First National Bank Bldg.  
MAURICE THORNER, Mgr.  
LEO L. WELL, Atty.

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## Our Central Valleys

[continued from page 18]

atoes, and about \$2,800,000 for table use. About 92 per cent of these were raised in the Sacramento and San Joaquin valleys. This year the average is about 42,000 acres, nearly all in the same valleys, and the output will probably be better than in 1925.

Half the sweet potato crop of the state, this year estimated at about 1,360,000 bushels, is raised in the central valleys. Last year the crop of 1,100,000 bushels was valued at nearly \$1,900,000.

The valleys also produce about 70 per cent of the onions raised in the state. This amounted in 1925 to 2,180,000 bushels, valued at \$2,670,000 from 7,200 acres. In the Delta region alone this year there are 5,500 acres of late onions; besides this there were about 1,000 acres in Kern County.

Cotton is a comparatively new crop, and promises to be a very important crop, in California. Of the 172,000 acres of cotton, producing 122,328 bales, or 58,500,000 pounds of fiber, raised in California in 1925, 96,600 acres in the San Joaquin and 3,500 acres in the Sacramento valley, produced 80,352 bales, or 35,460,000 pounds. This year 140,000 acres are cultivated to cotton in these valleys.

It is, however, in the fruit and grape crops of the state, and of America, that the valleys of the San Joaquin and Sacramento rivers most heavily predominate, and this aside from their importance as the localities whence the more populous centers of the East receive important supplies of such early season vegetables as asparagus, spinach, cauliflower, new potatoes, lettuce, cantaloupes and so forth.

Cantaloupes, though domestically considered as a fruit, are agriculturally classified as vegetables. California produced more than \$9,800,000 worth of cantaloupes in 1925. The earlier and greater crop of these was produced in the Imperial Valley, but the later output of the San Joaquin Valley was valued at nearly \$1,200,000. The lettuce crop of the Imperial Valley was worth the enormous sum of \$8,700,000 in 1925. The lettuce from the Central valleys was only worth \$4,000,000; but the amount produced was twice as large. The added value of the Imperial Valley product was because it appeared on the market earlier. The Imperial Valley lies below the sea level, and has a climate warmer than the central valleys. To those ac-

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customed to normal climatic and certain other conditions of environment, however, the amenities of agricultural life are more attractive in the latter region.

As for fruits—grapes, peaches, apricots, apples, plums, and so forth, as well as almonds and walnuts—the central valleys produce approximately 81 per cent of the grapes and 40 per cent of all the other fruits harvested in the state.

Japan makes a festival of its cherry-blossom season during the spring of each year. The Santa Clara Valley can eclipse that with its plum blossoms. But there is nothing to eclipse a drive through the big central valleys when the peach blossoms are in bloom, to see the endless dazzle of more than 120,000 acres of peach trees decked in their pale pink flowers. In the valley, all through, there are nearly 130,000 acres of peach orchards. The total peach crop for the state last year was 390,000 tons, valued at \$14,430,000. More than \$11,500,000 of this crop was raised in the central valleys, the bulk of it in the region extending from Sutter County in the lower Sacramento Valley to Tulare in the San Joaquin.

As well as these, there are thousands and tens of thousands of acres in pears, apricots, plums, prunes, apples and cherries.

In the San Joaquin also are the great fig orchards of the state. These cover more than 40,000 acres in Merced, Fresno, and Tulare counties alone. This comparatively new but important and growing industry has its hub in this section of the San Joaquin, where 90 per cent of the bearing fig trees in the state were harvested in 1925, and produced 9,500 tons of fruit valued at more than \$1,000,000.

There were then 35,000 acres of bearing fig trees and 24,500 acres of non-bearing fig trees in the state. Thirty-two thousand of the bearing and 21,000 acres of the non-bearing trees were in the San Joaquin Valley, and the fig acreage there is being expanded more rapidly than any where else in the country.

Citrus fruit culture in California is customarily associated with the southern country below the Tehachapi Pass, and it is not generally known that oranges and lemons, and even grapefruit, are commercially cultivated north of the Sierra Madre Range. As a matter of fact, one quarter of the bearing acreage of oranges in the state lies in the San Joaquin and Sacramento valleys, two-thirds of this being in Tulare County where more than 36,000 acres of oranges were harvested last

year. This county, next to Imperial and San Bernardino, respectively, ranks third among the orange producing counties of the state, and has more than double the acreage of Riverside County (17,000 acres) that ranks fourth. Fresno also has nearly 4,500 acres of oranges; while

Tulare, with nearly 1,200 acres of grapefruit, ranks second after San Bernardino (2,200 acres) and has 21 per cent of all the grapefruit acreage (5,700 acres) in the state.

There is also in the Sacramento Valley, chiefly in Butte, Glenn and

[continued next page]



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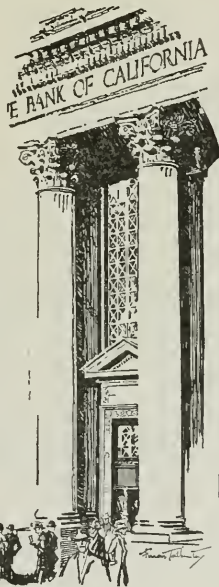
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## Our Central Valleys

[continued from page 21]

Sacramento counties, what is known as the Northern Citrus Belt, where oranges of exceptional quality are raised and come into bearing earlier than the southern oranges. This area grows about 4,200 acres of oranges as well as about 1,000 acres of lemons and grapefruit.

In the same region of the Sacramento Valley, olive culture is very

successful, and at Oroville in Butte County there is an olive products plant that manufactures olive oil which is esteemed by epicures as superior to any other produced in any country. This plant, as well as all other similar plants in the state, also produces various other fancy olive products as well as the pickled green and ripe olives of commerce.

The olive orchards in Butte and Sacramento counties cover respectively 4,400 and 4,600 acres. Tulare County in the southern San Joaquin,

however, has the largest orchards. These extend over 6,400 acres. The total olive acreage in the state is 32,000 acres, of which about 27,000 acres are in bearing. Of this total, 72 per cent, or 22,500 acres are in the central valleys. 18,800 acres were in bearing last year, 3,700 acres non-bearing. The California crop of 14,000 tons was valued at \$840,000. This year the crop will not be so large.

The greatest cantaloupe producing areas of California are the Imperial Valley, which sends out the early crop, and then the San Joaquin Valley. The Imperial Valley raised 35,300 acres of cantaloupes this year as compared with 27,600 acres in 1925. The San Joaquin has about 8,000 acres, 5,600 in the Turlock district near the borders of Stanislaus and Merced counties, 1,800 acres in Kern and Tulare counties, the rest scattered. Turlock, now a prosperous and lovely city of about 5,000 inhabitants, did not have 150 people residing within a ten-mile radius of its depot twenty years ago.

North of Turlock is Modesto, the capital of Stanislaus County, but now celebrated as the hub and center of the California dairying industry. Twenty years ago all this district was a wheat field of more than 80,000 acres, with the production poor. Thereafter the LaGrange and Don Pedro irrigation and power dams were built, and the semi-arid wheat fields were turned into one of the most verdant spots in the world. Vineyards, peach orchards, and alfalfa started this verdure. Thereafter industry expanded. Poultry and dairying were developed, as well as orchards of every description.

The alfalfa crops were so stupendous that the county was exporting it in large quantities. Within the last few years, however, the dairy industry has so developed that Modesto now has to import alfalfa from other districts. And Modesto packs and exports more butter, cheese, canned milk and other dairy products than any other city in the state.

This year Stanislaus County has about 39,000 milking cows and 9,000 heifers. Merced, the adjacent county, has about 37,000 milk cows and 7,000 heifers. Tulare, Fresno, San Joaquin and Kings are also great dairying counties, and the deep but vivid green expanses of alfalfa stand out conspicuously among the equally verdant but quite differently hued green swaths of orchards and vineyards all along the valley.

[continued on page 24]

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## What the Chamber Does in Washington

By C. B. DODDS

Washington Representative San Francisco Chamber of Commerce

**T**HE Washington Bureau of the San Francisco Chamber of Commerce had a busy winter and summer, with its activities ranging from investigations into Bridge-the-Bay plans, proposed harbor improvements, presenting the great need for new public buildings, taking up business problems of San Francisco commercial interests, to straightening out legal tangles involving unfortunate immigrants.

Because of its financial and commercial supremacy—a fact generally recognized in Washington—San Francisco probably has more interests at stake in the National Capital than has any other city west of the Mississippi. Scarcely a day passes but that one or more new problems arise needing investigations. Some require but a few minutes, others may occupy days, but all need to be gone into thoroughly.

The Washington Bureau is maintained primarily for information purposes. It keeps the Chamber advised of developments in legislation, of departmental rulings affecting San Francisco interests, and also keeps officials of the Government informed of conditions in San Francisco so that their decisions may be made with full information at hand. The Bureau co-operates with the two Senators and the members of Congress from California, aiding them wherever possible and working through them to accomplish the results it obtains.

### San Francisco Harbor Improvements

Because Nature was bountiful in the beginning, the Government has spent less money on San Francisco Harbor than on any other of the great harbors. A little dredging around the piers, a pinnacle or two blasted away and some dredging on the Oakland side constitute about the only improvements made in San Francisco Harbor. The Government is now engaged in dredging a channel outside of the harbor over the bar which will provide a depth of forty feet at low water. Within the last few weeks Army engineers have ordered a survey of the cost of providing a channel forty feet deep from the Golden Gate down as far as Mission Rock in the vicinity of China Basin. For most of the way the channel will be much deeper than

forty feet and is today, but when the project is completed all pinnacles and shoals will have been eliminated to the forty-foot depth, thus giving San Francisco as deep a harbor as New York. Further Congressional action will not be necessary in the future on this project except to make the necessary appropriations.

### San Francisco Bay Bridges

The Washington Bureau has followed closely and has kept the officers and directors of the Chamber informed of every development in the various plans for bridging San Francisco Bay. It has attended conferences between sponsors of the projects and Army and Navy officials.

### Islais Creek Project

Co-operation was extended to Supervisor Welch and the California delegation during the consideration of this project by the Board of Engineers for Rivers and Harbors and by the House Rivers and Harbors Committee. The negotiations were carried out successfully, the Govern-

ment agreeing to pay a larger share of the cost than had originally been planned, with the result that San Francisco will have room for new piers and docks, much needed in the expansion of its shipping.

[continued on page 27]

## "Selling Short —A Source of Profit"

Our "Profit Pointers" No. 14, just issued, discusses plainly a little understood and widely misinterpreted type of stock market business.

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## Our Central Valleys

[continued from page 22]

In the San Joaquin Valley, there are now about 200,000 milking cows

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and 55,000 heifers. In the whole state there are 603,000 milking cows valued at \$46,500,000, and 145,000 heifers. Therefore the San Joaquin Valley now pastures one-third of all the milking cattle in the state.

Sacramento, Yolo, Solano and Glenn counties in the Sacramento Valley, also have large dairying industries. If we count the two valleys we find they have 260,000 milking cows and 70,000 heifers; that is to say 43 per cent of the cows and 48 per cent of the heifers, or 44 per cent of all the milking cattle in the state.

Almost similar conditions apply in the beef cattle industry. Exclusive of heifers, there are about 1,090,000 beef cattle; cows, bulls, steers and calves, in California. About 425,000 of these, or 40 per cent, are in the central valleys. About 260,000 of these latter are in the San Joaquin. Kern County alone has more than 80,000.

More than 123,000 of the 302,000 horses in the state (total value \$23,000,000) and more than 2,000,000 of the 3,000,000 sheep in the state (valued at \$32,000,000) are in the seventeen counties comprised in the two valleys; 85,000 of the horses are in the San Joaquin and 1,200,000 of the sheep are in the Sacramento Valley counties.

It is, however, as the vineyard of America that the San Joaquin stands supreme. In Fresno County alone, there are 182,000 acres of raisin grapes, and 50,000 acres of wine and table grapes. More than 360 square miles of vineyards, or nearly four times the acreage of all the prunes in the whole Santa Clara Valley.

In the other seven counties of the San Joaquin, there are another 270,000 acres of vineyards, 86,000 acres of which are in Tulare County. The whole valley contains more than half a million acres of vines, or nearly 800 square miles of vineyards. If we add to this area the 41,000 acres of vines in the Sacramento Valley, we get an area of 850 square miles of vineyards in the central valleys. This is 80 per cent of the total acreage of vines in the State of California.

Last year, California produced 180,000 tons of dried raisins valued at \$14,400,000; more than 700,000 tons of table grapes valued at more than \$17,220,000; and 395,000 tons of wine grapes valued at more than \$22,900,000. The total crop was valued at more than \$40,100,000, of which more than \$32,000,000 was from the central valleys. This year the crop promises to be slightly larger than in 1925.

It would be impossible adequately to describe in the course of one magazine article even a tittle of the other various enterprise that contribute to the prosperity and progress of this unique region. But, from the facts and figures above set forth, some concept may be gleaned as to the magnitude of opportunity these great valleys afford, the great part they now play, and the greater destinies they are ordained to fulfill in the development of California.

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## Port San Francisco's Project

**S**AN FRANCISCO is the greatest port of the Pacific Ocean. It is the Pacific metropolis of the richest nation the world has ever known; it is already the second port of the Western Hemisphere in tonnage and value of its commerce. There are more millions of people, more miles of shore line, more billions of potential commerce of which San Francisco is the undisputed capital than can be claimed by any other port.

A Greater San Francisco will be the greatest seaport and industrial center the world has ever known because of its central position in relation to natural resources and a potential commerce yet undreamed of.

The Port San Francisco project, as it is now planned, is an evolution from a first effort to find a satisfactory industrial-plant location on San Francisco Bay, to a realization of the dire need for a modern industrial center having deep-water facilities, and finally to the conception of Port San Francisco as it is now planned and which engineers and architects believe a most comprehensive, scientifically planned and truly modern industrial port and city development.

The influence of this project on the industrial and commercial future of the whole San Francisco Bay district and the general prosperity which necessarily accompanies a highly organized industrial and commercial activity, is little realized.

A brief explanation of the outstanding features of Port San Francisco may serve to introduce the project to business men, industrialists and executives.

This project is located about twenty miles southerly from Market Street on the west shore of San Francisco Bay and on the deep-water channel of the bay. It includes about 4,500 acres of land, with two and a half miles frontage on San Francisco Bay and extending to the main line of the Southern Pacific Railroad, and with a liberal frontage on the county road and the present state highway. The route of the Bay Shore Boulevard will pass through the property for a distance of twelve thousand feet.

The dredging contract already let provides for the handling of approximately twenty million cubic yards of material, which will create fifty thousand lineal feet of wharfage on thirty feet of water. This development will make available almost one thousand acres of industrial prop-

erty, filled to a proper engineering grade, no part of which will be more than twelve hundred feet from deep water. This industrial acreage will be served by industrial highways and belt-line railroad and will have every provision for adequate freight, express and transportation service and public utility service.

The city of Port San Francisco will be built on several hundred acres of land lying between the boulevards. The plan design for the whole project is being made by Harland Bartholemew, a nationally famous city planning engineer, and every provision by the most competent experts and engineers will be made to the end that the city and port development shall be a model in size, design, equipment and efficiency.

A remarkable combination of natural and climatic conditions represented by location, physical features, the great acreage owned, the permanent deep-water channels and the outstanding position of San Francisco as an industrial and commercial port serves to make this project incomparable in point of desirability,

[continued on page 34]



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Industrial Department

## Foreign TRADE Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

### Foreign Trade Tips

10696—Bluefield, W. Va. Firm of brokers is in the market for imported CRANBERRY BEANS. They wish to communicate with interested San Francisco importers.

10697—Los Angeles, Calif. Concern wishes to get in touch with importers of SMOKELESS ARTICLES, such as CIGARETTE BOLDERS, PIPES, etc., also NOVELTIES that can be used for salesboards.

10698—United Kingdom. A manufacturer is desirous of appointing an agent in this district for the sale of English manufactures, particularly Lancashire COTTON GOODS.

10699—Prince Rupert, B. C. Firm of importers and manufacturers agents wish to get in direct touch with manufacturers of PLUMBING GOODS and PLUMBING SUPPLIES, as they are in a position to sell these goods to the trade in Northern British Columbia.

10700—Vancouver, B. C. Firm wishes to get in touch with San Francisco manufacturers desiring an agent or representative in British Columbia. They have excellent connections with the drug trade of that Province.

10701—Temakaming, Que. Canada. Party talking out a patent on a machine which is built somewhat in the form of a gantry crane and is used for

loading logs, timbers, railway ties, etc., either into stake cars or onto decks of ships, wishes to get in touch with manufacturers of logging or shipping industries which might be interested in such a LOGGING MACHINE, which will greatly speed up their loading operations and cut down expenses.

10702—Invercargill, New Zealand. Large dealers in tobacco and cigarettes wish to get in communication with a manufacturing company, or their agents, of CIGARETTE PAPERS.

10703—Bombay, India. Dealers in Indian produce wish to get in touch with San Francisco importers interested in DYING and TANNING MATERIALS, OIL SEEDS, OIL CAKES, OILS, DRUGS AND SPICES, LEATHER, HORNS, TIMBER, MINERAL ORE and GENERAL PRODUCTS.

10704—Ceylon, India. Exporters of CEYLON PRECIOUS AND SEMI-PRECIOUS STONES wish to communicate with interested San Francisco importers.

10705—Erlangen, Germany. Manufacturer of TISSUE PAPER of all kinds and FASHIONED PAPER, firm desires representative in San Francisco.

10706—Breslau, Germany. Concern wishes connection with San Francisco firms to act for them as buying agents of TEXTILES for gentlemen's and ladies' clothing.

10707—Breslau, Germany. Firm wishes agency of exporters in San Francisco for Continental Europe.

10708—Hamburg, Germany. Large exporters of IRON AND STEEL PRODUCTS are getting in touch with San Francisco shippers and importers.

10709—Leipzig, Germany. Firm wishes to get in touch with San Francisco exporters of THOMPSON'S SULPHUR-BLEACHED SULTANAS. Also Hamburg, Germany. Firm desires to get in touch with San Francisco exporters of ANIMAL RAW PRODUCTS, such as HAIR, GLUESTOCK, HIDE CUTTINGS, SKINS, HORNFITHS, BONES, HORNS, HOFS, etc.

10711—Prague, Czechoslovakia. Importers and commission representatives desire to get in touch with California producers and exporters of PRESERVED AND CANNED FRUITS. They solicit local offers with samples.

10712—Norsay, England. Packers and exporters of CANNED FISH desire to appoint agents in San Francisco.

10713—Venice, Italy. Manufacturers of VENETIAN BEAD FRINGE, suitable for use on lamp shades, desire to establish a market for their products in San Francisco. Sample and price list with Foreign and Domestic Trade Department.

10714—Santiago, Cuba. Firm of commission merchants and representatives desire to act as agents for San Francisco firms dealing in FOOD STUFFS and wishing representation in Cuba.

10715—Havana, Cuba. Gentleman desire to be put in touch with a packer or exporter of PROVISIONS, PEACHES, APRICOTS, PEARS, SARDINES, TUNA, etc., wishing the services of a commission agent in Cuba.

10716—Havana, Cuba. Manufacturers' agents desire to get in touch with manufacturers and exporters of the following lines wishing representation in Cuba: HARDWARE, GLASSWARE, ELECTRICAL GOODS and MISCELLANEOUS ARTICLES. Excellent references given.

10717—Guayaquil, Ecuador. Importers and exporters desire to get in touch with San Francisco suppliers of HIGH WIGGIE COTTON GOODS, which is a new to representing them in Ecuador. They are in a position to do an exceptionally large business in WHITE SHEETINGS, PRINTED COTTON GOODS, DRILL, CALICOES, etc. Solicit samples and prices from interested exporters.

10718—Milwaukee, Wisconsin. Manufacturers of a high grade line of MEN'S DRESS SHOES, retailing from \$7.50 to \$11.00, desire to appoint a representative to handle the sale of their shoes in the Hawaiian Islands, where an excellent market is said to exist for their products.

### Domestic Trade Tips

D-2190—Los Angeles, California. Company wishes to get in touch with manufacturers of CIGARETTE BOLDERS, PIPES, SMOKELESS ARTICLES and NOVELTY LINES, suitable for use on salesboards.

D-2191—Lincoln, Nebraska. Clothing store wishes to purchase direct from manufacturers, INFANTS' and CHILDREN'S SWEATERS AND KNIT GOODS.

D-2192—New Orleans, La. Manufacturers' representatives and purchasing agents desire to communicate with California packers of SARDINES IN OVAL CANS.

D-2193—Greenville, Tenn. Packers of COUNTRY CURED HAMS and SHOULDERS wish to establish connections with some of the largest distributors or jobbers in this territory who would be interested in handling their products. They also wish to establish a market here for their ALL PORK SAUSAGE.

D-2194—Aurora, Illinois. Manufacturers of a complete line of high quality CENTRIFUGAL

PUMPS, DEEP WELL TURBINES AND POWER HEADS wish to become associated with a San Francisco machinery house interested in handling their equipment on strictly exclusive basis. Descriptive pamphlet on file with Foreign and Domestic Trade Department.

D-2195—Brooklyn, N. Y. A nationally known radio manufacturing corporation, having established an industrial products division, are merchandising a PORTABLE ELECTRIC CLOTHES WASHER that can be fitted into any laundry tub. They desire to establish business connections with a San Francisco buying organization. They will grant exclusive rights to the proper concern.

D-2196—Nord, California. Party offers for sale on hundred tons of RICE STRAW, suitable for packing glassware, pottery, etc.

D-2197—Kirkville, Mo. Manufacturer of a COMPOUND TO DESTROY WEEDS, TREES, GRASS, OR ANY OBJECTABLE PLANT LIFE, wishes to establish a market for his product in California. He guarantees it to absolutely clear land of objectionable plant growths and any growths destroyed by this compound will not sprout again.

D-2198—Seattle, Washington. Experienced sales representative, now in San Francisco, wishes to get in touch with San Francisco manufacturers or distributors who desire to expand their business in the Northwest area. Local references.

D-2199—Cleveland, Ohio. Manufacturers' representatives, having company and inventory rooms, offer their services to San Francisco manufacturers wishing representation in Cleveland and Northern Ohio.

### SPECIFICATIONS [continued from page 12]

For furnishing various California State Institutions with produce, beans and dried fruits, during period from October 1, 1926, to December 31, 1926. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 12, 1926.

For furnishing various California State Institutions with groceries during period from October 1, 1926, to December 31, 1926. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, California, not later than September 15, 1926.

## PATENTS

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[continued from page 23]

### Redwood City Harbor

A survey of Redwood City Harbor improvements was ordered and is about completed following negotiations carried on by the Congressional delegation with which this bureau co-operated. This bureau had several conferences with the Board of Engineers for Rivers and Harbors in behalf of the Redwood City project.

### Commercial Survey

After months of negotiation conducted by officers of the Chamber and the Washington Bureau, the Department of Commerce agreed to prepare a commercial survey of southwestern United States, which will be centered in San Francisco. The southeastern survey, which was centered at Atlanta, Georgia, has just been finished and has proved to be of great benefit to manufacturers and jobbers in that field. More than a year will be required in the southwest survey and when finished it is hoped that the San Francisco field of commercial influence can be considerably extended.

### Trade Commissioners in Latin America and the Orient

The Washington representatives of the Los Angeles, Portland, Seattle and San Francisco Chambers of Commerce, together with the Congressional delegations from the Coast states, combined their efforts to obtain an increase in the appropriations for the Department of Commerce so that additional trade commissioners could be established in Latin America and the Orient. The effort was successful, with the result that five and possibly six new American commissioners will be established in these two fields, all of whom will devote themselves to the development and sale of Pacific Coast manufactured products. A lumber commissioner has been established in Tokio, the other new officials being sent to Central and South America. Pacific Coast exporters have high hopes that these new governmental salesmen will be of great aid to them in developing their foreign trade.

### Kahului Harbor Project

The San Francisco Chamber of Commerce co-operated with the Honolulu Chamber in the successful negotiations ending in the recommendation of the Board of Engineers for Rivers and Harbors for the further improvement of Kahului Harbor on the island of Maui. The Kahului project is included in the rivers and harbors bill, which has been passed by the House and which

is expected to pass in the Senate early in the December session of Congress. The project includes the extension of the breakwaters and dredging inside the harbor so that the largest boats in the Pacific may go safely to this harbor to pick up cargoes of sugar and pineapple.

### Congressional Reapportionment Bill

The fullest co-operation was extended the delegation in all of the negotiations and conferences during the last session of Congress on the Barbour reapportionment bill. This bill would have increased the California representation in the House of Representatives by three members. It was defeated in committee through the influence of those states which would either lose representation or which would gain none. However, in the closing days of the session an agreement was made with Republican leaders by which the Barbour bill will be passed during the forthcoming short session but amended so as to make the reapportionment not effective until after the census of 1930. The Californians will continue their fight for the bill without the amendment so that re-

apportionment may become effective immediately.

### Canadian Meat on Army Transports

San Francisco meat packers have been deprived of the sale of between fifty and seventy-five thousand pounds of meat a month to the United States Army transports sailing out of San Francisco, because they were underbid by Canadian exporters who were permitted to bring in their product under bond and land it on the transports free of duty. The difference in the bids between American and Canadian packers often was as small as twenty-five cents a hundred pounds. The California Cattlemen's Association took the matter up with the Chamber, alleging that they were up against

[continued next page]

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[continued from page 27]

unfair competition inasmuch as the protective tariff on meat was not applied to Army transport sales. The Chamber carried on negotia-

tions with the Customs Division of the Treasury with the result that the Collector at San Francisco has been instructed to assess the full duty on all foreign meats sold for use on

Army transports. This will give the San Francisco packers an opportunity to compete for Army transport business.

#### Use of Crissey Field by Private Mail Planes

War Department orders barring the use of Crissey Field by the planes of the Pacific air transport, the coastwise air mail contractor, were changed to permit the planes to use this field temporarily until San Francisco's own airport is available. Negotiations with the Secretary of War were carried on by the Postmaster General and a representative of the Chamber.

#### Federal Building

Several conferences were held by the Bureau with representatives of the Treasury and Post Office Department on the subject of the new Federal building for San Francisco. The great need of a new public building was recognized by these officials with the result that one of the earliest structures to be erected will be built at San Francisco.

#### Community Property

During the long-drawn-out community property battle the Bureau maintained close contact with public officials in Washington, keeping the Chamber advised of all new developments. Conferences were held with the Attorney General and his deputies and with the Secretary of the Treasury and his assistants.

#### McFadden Banking Bill

A number of California banks appealed to the Washington Bureau for telegraphic information on the progress made by the McFadden banking bill and seeking information as to the probable outcome. Immediate attention was given to all these requests.

#### Radio Communication

Frequent conferences were held with Navy officials and members of the House and Senate during the last Congress on the subject of an amendment to the pending radio bill which would permit the use of Navy radio facilities wherever private facilities were not available. The amendment, which was proposed by San Francisco interests, was accepted by Senator Dill and probably will be incorporated in the radio bill when it is passed in the forthcoming session of Congress.

#### Immigration Status of Chinese Travelers

At the request of the Chinese Chamber of Commerce the Bureau carried on negotiations with the De-

[continued on page 30]

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## New Industries and Expansions

### NEW INDUSTRIES

**AMERICAN GAS MACHINE COMPANY**, with factory at Albert Lee, Minnesota, which is the largest manufacturer of underpressure gas appliances in the world, according to Mr. R. J. Ackerman, Pacific Coast sales manager, has opened Pacific Coast sales office in the Chronicle Building, with a force of 12 salesmen covering the Western states of Washington, Oregon, Idaho, Nevada, California, Arizona, Utah and New Mexico. This company manufactures what is known as the "American Camp Cook Stove" and also miniature gasoline gas plants for lanterns, heaters, lamps and industrial heaters.

**HOUBIGANT, INC.**, manufacturers and importers of perfumes, cosmetics and toilet articles, with American headquarters in New York, have recently opened branch sales offices at 350 Mission Street, where stock will be carried for distribution to Washington, Oregon, California, Montana, Nevada, Utah, Arizona and New Mexico. San Francisco was chosen as Western headquarters because of its logical location and excellent distribution facilities.

### EXPANSIONS

**CALIFORNIA PETROLEUM COMPANY**, 311 California Street, have recently built a one-story steel warehouse at corner of Granada and Georgia streets to take care of their growing business. This warehouse is being used for the storage of their petroleum oil products. The estimated cost of this building with improvements is \$100,000.

**CRYSTAL LAUNDRY**, 1700 Folsom Street, has recently commenced building an addition to its place of business for the purpose of facilitating bundle distribution. This expansion will increase its facilities 10%; estimated cost, \$3,500.

**CALIFORNIA CASING COMPANY**, 855 Mission Street, one of the largest importing and distributing concerns of butchers' supplies, sausage casings, etc., on the Coast, according to Mr. B. Neustater, president and general manager, is now building a one-story-and-base-ment office and re-selecting plant, covering about 12,000 square feet, at 1180 Folsom Street, which it is expected will be ready for occupancy about October 1st. This new plant

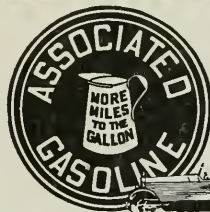
will increase the company's facilities considerably.

**A. M. CASTLE & CO.**, 20th and Indiana streets, are now occupying their new one-story steel warehouse and plant, representing an investment of about \$50,000. This new plant greatly increases the facilities for handling, warehousing and distributing steel which is handled by this company. This concern was formerly located at 1045 17th Street. Increased business, due to business activities in the San Francisco trade territory, made this expansion imperative.

**ASSOCIATED FLOWER AND**

**SUPPLY CO.**, 172 Fifth Street, have leased and are now occupying a new three-story concrete and glass building, which will increase their facilities about 400%. This company has been in existence for about three years, formerly occupying a one-story building at the above address. The third floor is being utilized as a factory for the manufacture of various articles entering into the flower business such as baskets and novelties. The second floor has been set aside for storage and display of floral supplies, ribbon baskets and novelties, while the cut flower department is located on the first floor.

# MORE MILES TO THE GALLON



It takes in *all three!*

**CHAMPIONS** of the cinder path live and breathe these three axioms:

- [1] start—off the mark like a flash
- [2] strong, rhythmic stride
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And the sprinter knows he must have *all three* to win. Likewise, motor-fuel, to give what 999 out of 1000 motorists want, must have in perfectly proportioned combination [1] quick starting according to seasonal demands [2] full measure of power and [3] mileage.

That is why the 1929 like Associated—it gives them "more miles to the gallon." The secret of Associated performance is its distinctive chain or series of boiling points.

**ASSOCIATED OIL COMPANY**

*Sustained Quality Products*



start



stride



finish

For sale at all Company stations and at the best independent dealers.

(continued from page 28)

partment of Labor on the subject of the departmental regulations affecting Chinese travelers. The department has agreed to amend its regu-

lations in a few particulars so that Chinese travelers may carry on their negotiations with the Department of Labor with greater dispatch.

#### Foreign Trade Zone Bill

San Francisco commercial circles are interested in the foreign trade zone bill introduced by Senator Jones of Washington. This bill would permit the establishment of zones at certain ports where dutiable goods could be temporarily stored, repacked and reshipped without the payment of duty. This Bureau made an investigation of the bill's status and possibilities on a number of occasions, reporting the situation to the Chamber. Offers of co-operation have been extended to Senator Jones.

#### San Francisco Fire Claims

The Shortridge-Kahn bill for the relief of the San Francisco fire claimants who were not paid in full after the fire of 1906 was given considerable attention by the Bureau, which co-operated with the authors of the bill and with Representative Lea, member of the House committee having the bill under consideration.

#### Base for Lighter-than-Air Ships

The Bureau was advised early last winter of Navy plans for the establishment of one or two bases on the west coast for lighter-than-air ships. A San Francisco site was being considered together with other Pacific Coast sites. Full information was sent to the Chamber for its consideration and for further negotiations with the Navy Department.

#### Equadorian Consular Fees

The Equadorian Government assessed what amounted to an export tax by increasing its consular fees, which worked to the disadvantage of California importers. The matter was taken up through the State Department, whereupon the proposed increases were abandoned.

#### New Zealand and Cuban Embargoes

Embargoes adopted by the New Zealand and Cuban governments against California products because of the hoof-and-mouth disease were abandoned after negotiations were carried on through the State Department.

#### Tobacco Culture in California

A thorough investigation and report on the possibilities of tobacco culture in California was made by the Bureau. This information, obtained from the Bureau of Plant Industry, was forwarded to the Chamber for use by interested parties.

#### New Coast Guard Cutters for West Coast

For more than a year the Chamber has been negotiating with the Coast Guard for additional cutters on the west coast for the protection of shipping. The Bureau co-operated with the California delegation and Coast Guard officials in the enactment of the bill authorizing the construction of ten new cutters. Three of these cutters are to be built and stationed permanently on the west coast.

#### Veterans Bureau Diagnostic Center at Palo Alto

Several conferences were held with General Hines and members of his medical staff on the establishment of the diagnostic center at Palo Alto, the third to be established in the country.

#### Personal Matters in Washington

The Bureau investigated and reported on a large number of personal matters brought to its attention by members of the Chamber.

#### FAREWELL DINNER

A farewell dinner will be tendered by the Foreign Trade Club of California to Mr. Norman F. Titus, newly appointed Chief of the Transportation Division, Bureau of Foreign and Domestic Commerce, United States Department of Commerce, Washington, D. C., Monday, September 13, 1926, at 6:30 p. m., in the San Francisco Commercial Club. Mr. Frederick J. Koster will be toastmaster.

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STANDARD OIL COMPANY OF CALIFORNIA

# How Electric Power Transformed a Desert

(continued from page 10)

wheels turning from an invisible force. Looking back, Mr. Wishon has said, "It was the proudest moment of my life when I closed the switch that started that motor."

Thus was installed for the first time electrical power enabling the San Joaquin Valley to draw on its subterranean water supply to supplement limited supplies of gravity water and uncertain rainfall.

The year 1902 saw the connections

of A. G. Wishon severed from the Mt. Whitney Company and his promotion efforts put behind the tottering San Joaquin Company in Fresno. The early life of the San Joaquin Electric Company, which afterward became the San Joaquin Light and Power Corporation, of which Mr. Wishon is now president, was full of troubles. Each step was one of exploration. Machinery was poor. Trained men were scarce; money

even more scarce. The people were skeptical.

Through it all Mr. Wishon believed that the great gift from electric power to the valley was water for irrigation. He extended lines to valley towns and when finances permitted built the expensive rural lines. Within two years after his company had gone into Kern County it was serving power to 300 pumping plants. Here, little gravity water was available. It was with the water pumped from these electric pumping plants that Kern County began its rise to agricultural prosperity.

Selling pumping motors to scattered farmers in those days entailed unceasing work. Each man first had to see a motor at work. When a power line was to be built into a new district, the farmers had to be driven behind horses over the miles of sandy roads to a district already using power, to be shown that the story was not a fairy tale.

Throughout the populated area pumps were installed to supplement gravity water and to assure irrigation when needed. But still the desert skirted the garden lands. The stunted grass, the baked brown soil created such a prejudice against the West Side land that generally it was held to be worthless. But a miracle of irrigation was unfolded.

Water was found hundreds of feet below the surface when oil promoters sank their wells. Power lines were extended over the desert stretches. Powerful motors brought the water to the surface. The once useless land, irrigated, is yielding bumper crops. Each year thousands of the desert acres are reclaimed to add their produce to the state's market basket.

Today, 130,000 electric horsepower on the San Joaquin system is working to pump water for approximately 750,000 acres. The twenty-seven years which have passed since those first twenty-five pumping plants were installed have witnessed a transformation from desert to garden of California's greatest expanse of potential agricultural lands. The carpet of green is still unfolding, hiding the desert's sand. The youthful vision of a far-sighted man and that man's unceasing effort to see it realized has brought life from barren acres—a miracle of water, of electricity, of a man's life work.



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Eastbound passengers leave the California Limited or the Navajo at Albuquerque, rejoining trains the evening of the third day at Las Vegas, N. M.

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[continued from page 11]

or three factories, all making the same article, such as paper, or shoes, or textiles. This condition means that the entire town reflects the ups and downs of the dominating industry. But in San Francisco no one industry dominates the situation, although in several lines San Francisco is the recognized center for the Pacific Slope. An even prosperity prevails in San Francisco at all times, because at no one time is a slump felt in all industries, the city never experiencing a general depression.

Some of the lines of industry of which San Francisco is the undisputed center for the Pacific Coast are:

The FURNITURE industry; San Francisco having, in addition to her 69 furniture factories, the largest and finest Furniture Exchange west of Chicago.

The APPAREL MANUFACTURING CENTER; with a new eleven-story Apparel Center Building just being erected to provide a market center for this growing industry.

The COFFEE industry, with twenty coffee roasteries in San Francisco. San Francisco has become so well recognized nationally as the Western coffee center that the United States Government has recently ordered

that all bids for coffee ordered by the Navy shall be opened in San Francisco.

The BAG industry; San Francisco having four out of the seven bag factories on the Coast.

The SUGAR industry; the only sugar refineries on the Coast being here, one of which is the largest in the world.

The STEEL industry; with largest mills on the Coast.

This list could be extended indefinitely, taking up line after line in which San Francisco is the manufacturing center, an enumeration which would lead us all the way from chocolate and salt to tennis rackets and savings banks.

From another angle let us consider just two industry groups in order to obtain some idea of the diversity of San Francisco's pay roll. For instance, the food industries number 418, with 7,295 employees, receiving \$9,500,000 in wages, turning out a product valued at \$108,687,000, while the metal industries number 562, employ 7,017 people, to whom a wage is paid of \$10,555,000, and a product is turned out to the value of \$47,000,000.

Greater San Francisco has a population of 1,250,000, a pay roll of \$200,000,000, and produces an industrial output valued at \$1,379,-

000,000. Oakland, Berkeley, Alameda, Richmond and all the other cities and towns of the Bay area are growing at a wonderful rate as well as San Francisco. Oakland, occupying 49.3 square miles, is the second largest industrial unit in the area and produced industrial output last year to the value of \$141,000,000.

There is abundant room for new industry on the San Francisco Peninsula and all around the Bay. Certain new lines of production are needed, such as silk, textiles and glass manufacture. A great future lies before pioneers in these new and virgin fields especially, and taking the Bay area in general, the future growth and development defy estimate owing to the fact that San Francisco is the natural and inevitable gateway to the vast market in the awakening Orient.

The San Francisco Chamber of Commerce prepares high-class engineering reports for industries looking to the West for a location. This Chamber was the original organization to prepare these special studies for industrial executives and they have proved very helpful, although prepared entirely without cost to the industry requesting the service.

# Onlookers

—on the side lines often see things the players do not notice. It may be bad form to offer suggestions unasked and yet the breach is usually pardoned if the suggestion is really worth while.

Looking over the field we see many people using cloth towels who would be more contented and better off if they used paper towels in their washrooms. If such people accept our suggestion to try PUBLIC SERVICE Paper Towels they will thank us for the suggestion. We advocate PUBLIC SERVICE Towels because a careful investigation proved to us that they measure up in every particular. They do their work well, economically, and are dispensed without waste.



At your request we will be glad to have a representative call and explain fully all details regarding the installation of PUBLIC SERVICE Towels.

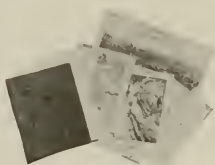


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"East is East and West is West"—the Pacific Coast Market cannot be judged by Eastern standards. This Report gives facts of immense practical value.

Maps and charts—information concerning population, distribution, industries, natural resources, transportation facilities, bank clearings, living conditions, buying power, retail conditions and many other factors of utmost importance to manufacturers, distributors and sales managers.

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## Port San Francisco to Offer Ideal Sites for Industries

(continued from page 25)

low cost of property and an inevitable tremendous development.

Recognized leaders in engineering and in contracting and development work are unanimous in their opinion of the unique position of Port San Francisco and believe the project has a future of unparalleled activity and growth.

Never before in history has it been possible for a corporation or a municipality to say to engineers: "Here is a vast acreage of land in one ownership, free from political control, municipal boundaries, every ownership established, rights or easements; incomparably situated in respect to climate, location and living conditions, with adequate transportation and boulevard facilities; a modern port development and a modern industrial city without restriction."

## Memorial Bridge to Honor Memory of Pioneers

(continued from page 14)

tion and influence is assured through supervisors of Yolo and Sacramento counties, the city of Sacramento and State Highway Commission—the only condition imposed being that the Pioneer Memorial Bridge Commission shall provide the funds for memorial embellishment, \$250,000 at least. No "drive" or aggressive campaign, passing the hat or "passing the buck" will be tolerated by the commission. A dignified appeal in a spirit of reverence and in sacred memory of those gone before.

Sacramento is abundantly able and willing to build its own utility bridges, but it is the opinion of patriotic friends that there are many generous souls of large and small means who would consider themselves honored in having a share in our Memorial Fund; the money thus accumulated being pledged and confined to embellishment—memorial records in the form of tablets, bas-reliefs or single names on the honor roll, in proportion to the amount contributed to the memorial fund by friends or relatives of pioneers or war heroes, gone but not forgotten.

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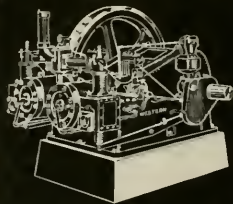
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San Francisco Offices & Factory  
10th and Alabama Streets



## BUSINESS judgment BROUGHT HOME —

YOUNG Mrs. Wellford was talking about her husband's recent illness.

"Bill was home for a whole week. It was his first real chance to see me in action as a housewife—we've been married only a year, you know.

"The third day he said to me: 'Sally, you need an Extension Telephone. You're wearing yourself out, running up and down stairs and from room to

room every time the telephone rings. I never realized before how much a woman will put up with without complaining. I wouldn't stand for it a minute in my office.'" (Wellford's Inc. was a *model* office.)

"And so?" said her visitor.

"There it is," said Sally proudly.

An Extension Telephone costs only a few cents a week.

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THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY  
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# 63 hours to Chicago

**E**FFECTIVE November 14—faster time and even finer service for the world-famous San Francisco *Overland Limited*. Save a business day; evening departure from San Francisco; make convenient connections at Chicago with first-class trains to points farther east. \$10 extra fare for passage on this new transcontinental aristocrat.

The *Overland's* prestige among the world's famous trains has long been recognized. It has long been the choice of discriminating and experienced travelers. Its atmosphere is that of gentility; its equipment and service that of an exclusive town club or hotel.

No finer travel accommodations anywhere. Pullmans of latest design have permanent-partition section space, insuring new privacy. There are shower-baths for men and for women, a club car forward has card-room and smoking lounge; in the observation car a private lounge for women. Carefully trained personnel includes ladies' maid, barber and valet; porters are specially selected—eager to serve you.

**Overland Limited Dining Car Service.** Delicious meals which you may enjoy in leisurely comfort are features of the *Overland* journey. Menus are varied; the food is tempting; gleaming new silver service, spotless linen, and a deft, courteous dining car staff complete a remarkable cuisine.

San Francisco *Overland Limited* has in its very name the historic significance of America's pioneer days, the traditions of the nation's great railroads. It travels the direct *Overland Route*, Lake Tahoe Line, trail of the 49'ers—rich in romance. It is the shortest route across the center of the continent.

#### New Gold Coast Limited.

The *Gold Coast Limited* also starts in daily operation November 14 over the *Overland* route. Not an extra-fare train, yet with new Pullman equipment, composite observation car with barber shop and shower-baths, plus luxurious dining car service. Through sleeper to Salt Lake City. *Gold Coast Limited* will leave San Francisco at 11:00 a. m., arriving Chicago at 9:00 a. m. the 3rd day following.

*{ Please reserve space on the Overland Limited as far in advance as possible. Its departure time from San Francisco will be 6 p. m., with arrival in Chicago 11 a. m. 3rd day following. }*

Only 2 business days enroute on

**SAN FRANCISCO**

# **Overland Limited**

**Southern Pacific**

**Union Pacific**

**Chicago & North Western**



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

SEPTEMBER 15, 1926

NUMBER 10

## Shipping Board Hearing

THE United States Shipping Board will hold a public hearing in San Francisco October 12 and 13, beginning at 10 o'clock a. m. in Room 237, Merchants Exchange Building, under the auspices of the San Francisco Chamber of Commerce.

The Shipping Board has been requested, by the provisions of Senate Resolution 262 of the 69th Congress, "to prepare and submit to the Senate not later than January 1, 1927, comprehensive and concrete plans for building up and maintaining an adequate merchant marine for commerce and national security (1) through private capital and under private ownership and (2) through construction, operation and ownership by the Government."

This San Francisco hearing, which is one of a series of regional hearings to be held throughout the United States, is for the purpose of enabling the Shipping Board to secure data and to permit all interested parties to attend and submit any matter they see fit that will be helpful in assisting the Board to formulate the comprehensive and concrete plans called for.

The San Francisco Chamber of Commerce has been requested by the Shipping Board to invite all interested commercial associations, firms and individuals in this territory to attend the hearing.

The U. S. Shipping Board, prior to the meeting, will forward a questionnaire which will indicate the scope of the hearing.

The Chamber is endeavoring to notify all interested parties, but any organization or individual not receiving an invitation may attend the hearing, which will be public.

## New Industries and Expansions

### NEW INDUSTRIES

**TOOL DIE MANUFACTURING COMPANY** has leased the one-story building at 258 Clara Street and is manufacturing all kinds of machine tools and dies. This company also makes models of special machinery prior to the manufacture of the machines under production conditions.

**OSBORNE PRINTING COMPANY** has recently been organized, occupying one entire floor at 30 Pine Street. The plant of this company is equipped to handle all kinds of printing, lithographing, engraving and bookbinding.

### EXPANSIONS

**REED VULCANIZING & TIRE COMPANY**, 1658 Market Street, has commenced building a one-story brick building at the corner of Gough and Fulton streets, covering 2,500 square feet. It is the intention of this company to remain at their present address, the new building to serve as a branch vulcanizing plant and sales room for tires, to take care of growing business. This expansion will double the concern's facilities, and the building represents an investment of \$10,000.

**ROYAL TALLOW WORKS** are erecting a two-story concrete factory at their present location, 1260 Davidson Street, which will be ready for occupancy about December 1st. This expansion, the result of a recent fire, represents an investment of about \$30,000. New machinery will be installed, and facilities will be increased twofold. The chief products are laundry soap and tallow, great quantities of the latter being shipped into Mexico.

**STANDARD ELECTRIC SIGN CO.**, 1047-B Mission Street, manufacturer and distributor of all kinds of electric signs and special electric letters known as "Standex," has recently expanded, leasing two floors

## Do These Features Interest You?

SAN FRANCISCO BUSINESS  
presents regularly in its Weekly Bulletin issues  
three Features for the information of its readers:

*Leads for New Business*  
*Foreign and Domestic Trade Tips*  
*Summary of World Market Conditions*

As this publication is designed to render the greatest possible service to members of the Chamber of Commerce and others interested in the welfare and business development of the community, it is interested in determining the value of these departments.

Will you therefore check the following articles and send the accompanying coupon to the Chamber of Commerce by return mail?

Editor San Francisco Business,  
Room 205, Merchants Exchange Building,  
San Francisco, Calif.

I am  interested in Leads for New Business.  
I am  not interested in Leads for New Business.  
I am  interested in Foreign and Domestic Trade Tips.  
I am  not interested in Foreign and Domestic Trade Tips.  
I am  interested in Summary of World Market Conditions.  
I am  not interested in Summary of World Market Conditions.

Name \_\_\_\_\_

Address \_\_\_\_\_

Business \_\_\_\_\_

# SAN FRANCISCO BUSINESS

SEPTEMBER 15, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 7, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## LEADS FOR NEW BUSINESS

Accountants—Continental Service Co., 760 Market.  
Adjuster—R. I. Clark, credit, 690 Market.  
Advertising—Clark & Tarr, 690 Market.  
Attorneys—Wilson & Wilson, 14 Montgomery to 409 Pine; G. T. Fowler, 690 Market; W. D. Badke, Mills Bldg. W. L. To. Brun, Mills Bldg.; J. R. Cunningham, Mills Bldg.; John F. Deuman, 593 Market to Grant Bldg.  
Automobiles—Pacific Steam Motors Corp., Davis Motor Car Co., 1801 Van Ness Ave.  
Bakeries—Buena Vista Bakery, 1623 Haight; Belting—J. J. McDonald, 354 6th to 726 Harrison.  
Books—H. B. Cereulante Library, 54 Kentucky to 250 O'Farrell.  
Coffee—C. S. Carr (broker), 314 California.  
Collections—Commercial Liquidation Co. (Mr. Hooley, Mgr., Successors to Continental Collection & Adjustment Co.), 710 Humboldt Bank Bldg.  
Confectionery—California Cracker Co. and Canterbury Candy Makers, Inc., 734 Harrison.  
Contractors—A. R. Edwidge, 2588 Mission to Rm. 627, New Call Bldg.; John Eshin (plaster), 690 Market.  
Dentists—Dr. F. E. Barkelow, 908 Market; Dr. A. A. Torre, 1202 Union.  
Diamond Setter—Holt J. Larson, 760 Market.  
Engineers—H. Bechtel (contractor), 484 California; D. M. Folsom (mining), 582 Market; Berkeley & Miller (mining), 311 Montgomery.  
Engineering—Engineering & Sales Corp., 74 New Montgomery.  
Finance—Federal Securities Corp., 433 California.  
Glass—W. H. Appleton and M. S. Whitmore, 3482 Mission.  
Hardware—Nissen Currier Co., 265 Mission.  
Hat Factory—Isadore Gorman, 1011 Golden Gate Ave. to 1209 Divisadero.  
Importers and Exporters—W. R. Gerhardt & Co., 760 Market; W. K. Hughes, 405 California; Chas. Elliott (tea), 37 Drumm.  
Insurance—Great American Indemnity Co., Daniel McPeak and Alfred W. Hillback, 244 Sansome.  
Insurance Broker—Frank Donovan, 333 Pine.  
Machinery—W. H. Coleman, 884 Howard; Crawford & Taylor, 681 Market.  
Manufacturers' Agents—Martin Schmitt, 833 Market; R. M. Diamond, 821 Market.  
Oil—Ansonia Oil Co., 35 New Montgomery; Continental Petroleum Co., Mission Bldg. to 255 California.  
Olive Oil—Bertelli Olive Oil Co., 412 Front.  
Organizations—Metal Lath Mfrs. Assn. of Calif., 74 New Montgomery.  
Paint—Superior Waterproofing & Paint Co., 537 6th to 59 13th.  
Painters and Decorators—Berke Bros., 15 Carson to 350 Divisadero.  
Physicians—Dr. J. B. Giovino, 600 Filbert; Flood Bldg. and 6002 Mission; Dr. W. E. Glasser, 3530 25th.  
Plumbers—Supplies—Victory Safe Cleaning Flush Valve Co., 369 Market.  
Publications—Western Irrigation, 233 Sansome; Packer and Causer, 447 Sansome.  
Radio Equipment—Baldwin-Pacific Inc., 821 Market to 640 North.  
Real Estate—S. J. Hirsch, Park Bldg.; Samuel Shane, deYoung Bldg.; Millington Realty Co., 57 Post; Newbridge Park Realty Co., Mission Bldg.; Bay Properties Co., 1141 Market; Harry Dowd, Howard S. Eldridge and James Ferguson, 690 Market; Edw. A. Hayden, 68 Post to 625 Market; W. W. Goodwin, Phelan Bldg.; A. & A. Realty Co., 429 Stockton; L. N. Hoekwald, 321 Bush to 336 Kearny.  
Refrigerators—Hessman-Pollard Co., 523 Market to 1740 Van Ness Ave.  
Signs—S. R. Glasser, Marvin Bldg.  
Smokers' Supplies—Clove Cigarette Agency and Aston Fisher Tobacco Co., 310 Brannan to 37 Drumm.  
Stocks and Bonds—Gormon, Beckstrom & Co. (A. W. Gorman, E. G. Beckstrom, Elmer P. Kayser, H. E. Sloop, M. M. Hayden), 153 Montgomery.  
Storage—Security Storage Co., Inc., 1388 Mission.

Tailor—Louis Alessio, 444 Columbus Ave.  
Taxi Service—San Francisco Auto Taxis Inc., 585 Post to 545 Geary; Gen. Offices, 47 Powell.  
Tires and Tubes—H. C. Cochran, 102 Stewart to 1101 Fillmore.  
Transportation—Ayres - Whitcomb - Transportation Bldg.  
Typewriters—Milnske Typewriter Service Co., 728 Montgomery.  
Wheeler Toys—Coast Specialty Co., 200 Davis.  
Miscellaneous—Homer Henley Studio, 545 Sutter; Jelliff Mfg. Corp., 463 California; Hallen Dickey, 411 Montgomery; Bouslog Inc., 411 Montgomery Bldg.; Watson Manufacturing Co., 477 Mission; San Francisco Compressed Air Cleaning Co., 610 Clement to 426 Bryant; Superior Steel Plate Co., 30 Sutter; National Builders Corp., Pacific Bldg.; Automobile Industries Protective Bureau, Chancery Bldg.; Hellman-Wade Co., 104 Clunie Bldg.; Gunmer, 107 1/2 Post to 1113 Post; Wood Conversion Co., 325 Market; Commercial Liquidation Co., 785 Market.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than September 16th. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7141—Steel tank material, C.I., westbound; 7142, cooprage and cooprage stock, C.I., westbound; for export; 7143, stamped steel typewriter desk attachments, L.C.L., eastbound; 7144, stove poker, shakers and shoe lasts and stands, L.C.L., westbound; 7145, corsets, L.C.L., westbound; 7146, sperm oil or sperm whale oil, C.I., eastbound; 7147, heating apparatus, C.I., eastbound; 7148, rates to Edwardsville and Rozans, Ill.; Proposal to amend Tariff 3-T by providing for application of Group E rates to Edwardsville and Rozans, Ill.; 7149, nails or fastenings, C.I., westbound; 7150, cedar box shooks, C.I., eastbound; 7151, track jacks, C.I. and L.C.L., westbound; 7152, hay, C.I., eastbound; 7153, junk, via, zinc ashes, zinc dross, etc., C.I., westbound; 7154, lumber, etc., L.C.L., eastbound; 7155, farina in mixed carloads with cereal and cereal products, westbound; 6176 (amended), Arkansas Valley Interurban Railway (electric): Request for representation as a participating carrier in Lumber Tariff 18-1 and to provide for certain rates to station territory; 7074 (amended), east iron oil pipe and fittings, L.C.L., westbound; 7128 (amended), piston rings, L.C.L., westbound; 7130 (amended), saggars, C.I., westbound.

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than September 23. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.  
Docket No. 7156—Amputation, for export, C.I., westbound; 7157, targets, clav, C.I., westbound 7158, linings, ball mill, C.I., westbound; 7159, iron Group E, L.C.L. (amended), cast iron oil pipe and fittings, L.C.L., westbound; Tariffs to be amended to include radio power units, 7162, unframed mirrors, for export, C.I., westbound; Request for amendment to include radio power units, 7163, mirrors; 7163, radio receiving sets, L.C.L. and C.I., westbound; 7164, plaster, C.I., westbound; 7165, heating or cooling apparatus, C.I., eastbound; Request that Tariff 3-T be amended to provide for the same rates eastbound as in force westbound; 7166, cranes, traveling, C.I., westbound; 7167, grinding tables, C.I., westbound; 7168, transportation of men in charge of shipments of citrus and deciduous fresh fruits and fresh vegetables, eastbound; 7169, wrenches and pliers, L.C.L., westbound; 7170, cereal and cereal products, C.I., westbound; 7171, coater, L.C.L., westbound; 7172, sheep in double deck carloads, eastbound; 7173, transportation in rates from California points to Eastern defined territories; 7173, cast bed or coin collars, C.I., westbound; 7174, pumps, C.I., westbound; 7175, wool and mohair, C.I., eastbound; 7176, canned fish, C.I., eastbound; 7177, hog, 7169, wrenches and pliers, L.C.L., westbound; 7178, grass, imported, C.I. and L.C.L., eastbound; 7179, nitro-cellulose, wet, westbound and eastbound; 7057 (amended), haloleum cement, C.I., westbound.

## MEXICO

### Fumigation of Seeds Required

In view of the importation of American seeds into the country of Mexico to supply the numerous growers of tomatoes, alfalfa, garbanzos (chick-peas), cotton, etc., the attention of American exporters of such seeds should be directed to the fact that the Mexican Government requiring their fumigation at the port of entry into Mexico.

## Business Activities

**B**USINESS during the first week of September, as measured by the volume of check payments still continued to record increased activity over a year ago. Wholesale prices declined, both as compared with the previous week and a year ago. Loans and discounts of Federal reserve member banks continued to mount while interest rates on time money were stronger than in either the previous week or the corresponding week a year ago. Call loans rates, although showing no change from the last week of August, were higher than in the same week of 1925. Prices of stocks and bonds continued to rise. Business failures were more numerous than in either the previous week or the corresponding week of the preceding year.

## EXPANSIONS

(continued from page 1)

of the building at 1122 Folsom Street. It is estimated this expansion will increase facilities 25%. "Standex" electric letters have a nation-wide distribution, while this plant's electric signs are distributed widely over the entire Pacific Coast.

**PIONEER RUBBER MILLS**, 353 Sacramento Street, well-known manufacturers and distributors of all kinds of packing, belting, fire hose, garden hose and railroad supplies, such as air brake hose, steam hose, hot water hose and hose couplings, are making an extension of their present plant at Pittsburg, California, by erecting a one-story reinforced concrete factory, containing 33,000 square feet, for the exclusive manufacture of belting and fire hose. This expansion will double their facilities, and represents an investment of about \$150,000. The products of this company are distributed widely all over the world.

**BASS-HUETER PAINT COMPANY**, 2240-24th Street, manufacturer of paints, varnishes, paint colors and oils, is constructing a one-story hollow tile building at the corner of Kansas and Army streets, which will represent an investment of approximately \$50,000. The building is to be used exclusively as a factory for the manufacture of one of its new lacquer products. It is expected this new factory unit will commence operating about January 1st.

The Mexican customs do not accept documents relating to fumigation at the point of origin in the United States, but require that the process be carried out at the port of entry under the supervision of a Mexican official veterinary attached to the customs. Where the exporter does not have an agent at the port of entry, the seed is turned over to a local Mexican customs broker for the necessary fumigation. It is reported that parcel-post shipments of seeds are being turned over to customs brokers for this purpose.

The process of fumigation occupies between 24 and 48 hours and the cost is in the neighborhood of \$1 for every 20 pounds of seed. This figure for small and medium shipments, as the expense would probably be reduced for large shipments.

# SUMMARY of WORLD MARKET CONDITIONS

*Based upon Cables and Other Reports received in the Department of Commerce*

## CANADA

Because of recent heavy rains in the Prairie Provinces a delay of a few days in threshing operations over a large portion of that area is expected. General trade conditions are reported as rather unsatisfactory in Nova Scotia. Business is improving in Quebec Province while the usual seasonal slump is being experienced in Ontario. Trade is fairly active in the Prairie Provinces and in British Columbia.

## GREAT BRITAIN

August with splendid holiday weather prevailing was unusually quiet. Frequent conferences were held during the month in an effort to end the coal dispute, but there are no evidences of any headway having been made. The permissive eight-hour-day law has not resulted in any large-scale return of the miners to the pits. Only about 50,000 coal miners are working. Coal is being imported at the rate of about 1,000,000 tons a week.

Gradual, though slight improvement in the employment situation is apparent.

## FRANCE

The general situation remains outwardly favorable. The Government is working on administrative economies, which, however, may be offset by the salary demands of public employees. It has been unofficially reported that there is enough foreign exchange accumulated to meet remaining obligations this year.

## GERMANY

The fall fair in Leipzig has been disappointing. It is reported that there were 8,500 exhibitors and approximately 50,000 visitors. Sales were chiefly confined to German retailers replenishing stocks and placing Christmas orders. Textiles are depressed, with the exception of novelty goods. Most of the exhibitors at the fair are readily extending credits to buyers with a minimum of 60 to 90 days with special inducements offered for earlier payments. It is noteworthy that to a large extent foreign buyers are absent.

## AUSTRIA

With the adoption of the long-delayed Hungarian-Austrian commercial treaty, tariff reductions on both sides will apply to American goods under most-favored-nation treaties. Vienna announces that negotiations are under way between two Venetian bank concerns and a New York financial group for the construction of a large hydroelectric power station on the Danube at Korneuburg, just above Vienna. Electrification on the Austrian railways is proceeding rapidly and it is expected that the stretch to the Swiss frontier will be completed by 1927.

## ITALY

As a direct result of the governmental restrictions on various forms of financial and economic activity, the Italian lira showed a sharp advance during the past month. The reaction was not so noticeable in the case of government bonds, which showed only a fractional increase over previous quotations. The unfavorable balance of international payments, however, continues to affect the lira's progress. The stock exchange is quiet after midsummer recess. The cotton industry is tied up on account of the prices paid for raw materials, which were considerably above the present market

quotations. Mooney stringency is expected to increase in Genoa during the next two or three months on account of the requirements of the cotton industry.

## NORWAY

A strong attempt is now being made to effect a settlement of the labor dispute in the paper industry, one of Norway's most important export branches, and it is quite generally expected that the efforts will result in a mutually satisfactory wage agreement. Press reports state that the conflict in the electrochemical industry has been settled through the acceptance by both sides of the proposal advanced by the government arbitrator. The labor situation remains quiet, threatening in several minor industries, however. Business in general continues dull and inactive, but prices have been very stable during the last two months, largely as a result of the firmness of the crown.

## SWEDEN

Sweden is steadily but slowly progressing economically. Activity in trade and manufacture has increased during the last few months, which is shown in the greater volume of goods carried by the state railways, larger imports of coal and raw materials for industry, increased exports, and the upward trend in the total value of discounted commercial bills. Building activity has declined, however, and the iron industry is still in a very unfavorable position.

## DENMARK

The decline in the cost of living index, which amounted to only about 5 per cent, instead of the expected 8 or 9 per cent reduction for the period, will nevertheless benefit Danish fiscal affairs through a reduction of public expenditures, and industry and business generally through reduced labor costs. It is quite likely that buying and commercial activity in general will remain low during the fall and early winter. The possibilities for a material reduction in the tax burden are very small. Unemployment remains high. The money market continues tight, even though the Bank of Issue has tempered its credit restriction policy, and foreign capital is slowly beginning to filter into Denmark.

## MEXICO

Conditions in general remained unchanged during the past week, although improvements were noted in sales of paper, drugs, trucks and tires. It was reported that further damage was sustained by the crops in the Laguna district and the Lerma Santiago Valley. The silver discount compared with gold fluctuated around 5 per cent.

## PORTO RICO

The business situation in Porto Rico continues quiet, but slightly above the 1925 level. Bank clearings for San Juan during August were about \$17,200,000, an approximate increase of \$200,000 over those for August, 1925. Collections are fairly prompt and were slightly greater in volume than during the preceding week, but banks are tightening somewhat on loans. Importers are now placing orders to supply the winter retail trade. Sugar shipments January 1 to August 30, 1926, were 512,000 tons compared with 526,000 tons for the same period of 1925.

The past week has been favorable to agriculture, for while the rainfall was but one-third of normal the fields retained adequate moisture from previous rains.

## BRAZIL

Retirements of paper currency by the Bank of Brazil during the month of August amounted to 11,333,000 milreis, as compared with 11,333,000 milreis in July and 13,500,000 milreis in June. During the week ended September 4 exchange continued firm and coffee prices were steady. The Coffee Institute has announced its intention of constructing four or five additional warehouses for the storage of coffee. Present stocks of coffee at Santos total approximately 1,000,000 bags as compared with the then considered low figure of 1,048,000 bags on August 21. Exports from the present coffee crop are approximately 320,000 bags under last year.

## ARGENTINA

Favorable weather conditions in Argentina during the week ended September 4 have produced a more optimistic outlook for agriculture. Railway freight rates to the seaboard on shipments of corn and oats have been reduced as an aid in the movement of large export surpluses of these crops. There has been a large increase in wheat and linseed shipments. The cattle market is quiet but prices are good and the hide market is active.

Commercial failures during August, although including one failure of considerable importance, show an encouraging decline; the total was slightly under that for July.

## PERU

Peruvian trade was characterized by inactivity during the week ended September 4. A slight decline in exchange to \$3.865 to the Peruvian pound took place at the close of the period; the rate quoted at the close of the previous week was \$3.88. Imports in June amounted to \$1,413,075, of which the United States' share was valued at \$150,271. Great Britain's at \$174,677, and Germany's at \$114,471.

## PHILIPPINE ISLANDS

The Philippine copra market continues steady with slightly higher prices, mainly due to the advance in London oil prices. Resecado (dried copra) is now quoted at 13 to 13.50 pesos per picul of 139 pounds. (1 peso equals \$1.50.) All mills are operating and production continues high.

Prices in high grades of hemp, both United States and United Kingdom, have advanced slightly as a result of firmness in foreign consuming markets, but the price of medium grades remains unchanged. Grade F is now 38 pesos per picul; 1, 35; 2, 28; 3, 25; 4, 22; 5, 17.25; and 6, 15. The Manila is fair, but production is still slightly under normal.

Cigar exports in August amounted to only 13,500,000 cigars, as compared with 18,000,000 in the same month of last year, the decline being due to the strike in cigar factories.

## AUSTRALIA

The Australian wool season opened at Sydney during the week of September 2, with a large attendance. Auction prices are said to have been about 5 per cent higher than for the June series. The

[continued next page]



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, last numbers being given.

## Foreign Trade Tips

10719. New York, N. Y. Firm wishes to communicate with San Francisco importer of MULLERY and DRESSES, who would be interested in representing an Austrian firm in this territory.

10720. San Pedro, California. Concern wishes to get in touch with San Francisco importers of RAW SILK from the Orient.

10721. Yokohama, Japan. Firm is looking for interested American importers of CANNED CRAB MEAT, FISH OILS, MENTHOL CRYSTALS, PEPPERMINT OIL, LILY BULBS, LORFAH SOCKS, HEMP BRAIDS, LACQUER WARES, CELLULOID TOYS, SILK HANDKERCHIEFS, and ANTIMONY WARES.

10722. Kyoto, Japan. Trading company is in the market for various American products, such as CHEMICALS, DYES, TEXTILES, ESSENTIAL OILS, FIBRES, NEARLY INVENTED ARTICLES, NOVELTIES, COTTON and WOOLEN PIECE GOODS, PICTURE CARDS, RUBBER, SPORES, FOR BICYCLES, PROVISIONS, etc. They can export. MANUFACTURERS OF BAMBOO, TOOTH BRUSHES, BUTTONS, FLOOR COVERINGS, CURTAINS, CELLULOID ARTICLES, SILKS, HATS, LACQUER WARE, PEARLS and BRADS, PLANTS, SOYA BEANS, PORCELAIN and EARTHEN WARES, etc.

10723. Kobe, Japan. Concern wishes to get in touch with San Francisco dealers in CHEMICAL MATERIALS for the LAQUER INDUSTRY.

10724. Tientsin, China. Import house is in the market for FINELY POWDERED PURE DRY BARLEY, EGGS, SUGAR, COCOA, GASTRAL and MILK. Requests samples and prices C.F.F. Tientsin.

10725. Ludhiana, India. Concern wishes to import MEN'S, WOMEN'S and CHILDREN'S CHECKERED SOCKS, VARI-COLORED, for which an extensive market exists in India.

10726. Rangoon, Burma. Export and import house is in a position to export LACQUER WARES, CARVED WARE, TEAKWOOD FURNITURE, BURMESE CURTAINS and BURMA PRODUCE. They are interested in importing CALIFORNIA SARDINES as well as FANCY GOODS and NOVELTIES.

10727. Jaffa, Palestine. Manufacturers' representative, covering Palestine, Egypt and Syria, furnishes references, desires to represent a Californian packer or exporter of FRUITS, on a commission basis.

10728. Berlin, Germany. An American resident in Berlin wishes to get in touch with San Francisco

importers or wholesalers who could handle very high class, hand-finished metal articles, such as TABLE, BOWL and ASHTRAYS, TABLETS, CANDLE STICKS, etc. made of a gold or bronze artistically worked, leaving the appearance of precious metal, but comparing in price to first-class brass objects.

10729. Berlin, Germany. Exporter of LINEN HIRDGE SETS, about 30 by 36 inches, and four napkins 12 by 12 inches, plain colors or with colored border, wishes to get in touch with interested San Francisco importers.

10730. Hamburg, Germany. Manufacturers' agent desires to represent a California manufacturer in Hamburg.

10731. Paris, France. Exporters of FRENCH PRODUCTS, particularly FABRICS, LACES, RIBBONS, COXPLICTIONERY, MATCHING, HAIR WARE, METALS, and ARTICLES FROM PARIS, wish to communicate with interested San Francisco importers. They are also in the market for California RAW MATERIALS, OIL PRODUCTS, GUM, SUGAR, COCOA, GRAINS, RICE, ESSENCES, WOOD, SKINS, FEATHERS, etc.

10732. Havana, Cuba. Commission agent wishes to get in touch with California exporters of FRUIT STUFFS in general who desire representation in Cuba. He can supply complete references to interested firms.

## Domestic Trade Tips

D-2209. New Orleans, La. Large corporation desires to get in touch with West Coast sawmills who are interested in shipping FIR, SPRUCE and REDWOOD to New Orleans and other Gulf port markets, in parcel lots, via steamer. They are also interested in establishing an agency in San Francisco for the sale of SOUTHERN HARDWOODS in the West Coast market, for shipment by steamer from New Orleans, Mobile and other Gulf ports. They wish a salesman to represent them on a commission basis.

D-2201. Chicago, Ill. Manufacturers of CHOCOLATE SYRUP, which they sell to dairies and fountain supply jobbers, desire to appoint a distributor in San Francisco.

D-2202. Salt Lake City, Utah. Business man, who can furnish highest credentials and references, is seeking one or two good lines to handle as manufacturer's agent in his territory. Solicits communications from interested manufacturers.

# TRADE AND GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending	Previous	One Year
	Sept. 8	Week	Ago
San Francisco	\$217,223,000	\$213,664,000	\$139,168,000
Los Angeles	180,912,000	199,346,000	110,118,000
Seattle	42,792,000	50,287,000	44,263,000
Portland	39,888,000	41,582,000	36,646,000
Oakland	29,692,000	31,826,000	22,614,000

[Federal Reserve Bank]

## BUSINESS FAILURES

	Week Ending	Previous	One Year
	Sept. 9	Week	Ago
SAN FRANCISCO			
Number Failures	4	3	4
Net Liabilities	\$146,611	\$7,304	\$72,960
LOS ANGELES			
Number Failures	4	8	10
Net Liabilities	\$15,421	\$42,075	\$14,332
SEATTLE			
Number Failures	1	5	4
Net Liabilities	\$11,574	\$48,040	\$105,960

[R. G. Dun & Co.]

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with soaps, towels, cooks' caps, points, varnish, hardware and miscellaneous supplies, to be delivered at Fort Mason, San Francisco. Bids are to be submitted to the S. F. G. I. Depot, San Francisco Supply Office, Fort Mason, San Francisco, Calif., and will be opened September 23, 1926.

For furnishing the War Department with meats, butter and eggs, to be delivered at Redwood, Rio Vista, California. Bids to be submitted to the U. S. Engineer Office, Second District, 83 Second Street, San Francisco, California, and will be opened September 21, 1926.

For furnishing the War Department with candles, toilet paper, laundry soap, naphthalene chip soap and Manila wrapping paper, to be delivered at Fort Mason, San Francisco. Calif. Bids to be submitted to the Quartermaster Supply Office, S. F. G. I. Depot, Fort Mason, San Francisco, Calif., and will be opened September 28, 1926.

## San Francisco's Sunshine Suburbs

SAN MATEO and Burlingame have very aptly been called "San Francisco's Sunshine Suburbs." Here, sheltered to a great extent from the fog and wind of the Pacific by a barrier of hills, are clustered the homes and estates of many San Francisco business men who prefer the out-of-door advantages for their families and themselves and who go to the city to their business, either by train, electric cars, motor busses or their own automobiles.

During the past two years there has been a steadily increasing building program in these two communities, nearly one thousand building permits having been issued. Requests for water connections have been registered at the rate of more than one a day for this period.

These communities provide excellent educational facilities, which is one of the biggest factors in the growth of any city. There are eight grade schools and two high schools in the two cities. Another high school is being built to take the place of one of the older schools which is being converted into a junior college.

Both cities have unusually thriving business sections for suburban towns; a fact that has frequently been remarked by visitors, who expect to find communities of homes without much business activity because of the close proximity to San Francisco. Excellent amusement places, good lodges and churches and several very active community social organizations bring the community life considerably above the average.

San Mateo and Burlingame have, undeniably, much to offer that most suburban communities (whether East or West) do not have. The family that has not investigated the advantages of these communities still has something in store.

## WORLD MARKET SUMMARY

[continued from page 3]

demand for the finer grades of wool was especially keen. Greasy merino averaged around 25½ pence per pound.

Customs revenue for July and August reached a total of £7,200,000, or about £200,000 above the estimates of the Commonwealth Statistics.

## INDIA

Monsoon rains are general throughout India at present and a good agricultural year seems assured. In Burma some damage has occurred to the rice crop from floods, but no report has been received of floods in other regions of India.

Bazaar trade continues seasonally slow, but a steady improvement is apparent.



# SAN FRANCISCO BUSINESS

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## San Francisco's Need of an Airport

**N**O seaport is properly and fully equipped to compete in the fields of commerce unless it has an airport for the planes of commercial aviation.

This was the statement made last Friday by Edward P. Warner, Assistant Secretary of the Navy in charge of naval aeronautics, at an informal luncheon extended to him by officials of the Chamber of Commerce at the Commercial Club.

Six members of the Board of Supervisors were present to listen to Secretary Warner urge that San Francisco obtain an adequate air port at the earliest possible moment in order to promote the advancement of commercial aviation upon the Pacific Coast.

The Navy is greatly interested in commercial aviation and is willing to cooperate to the fullest extent in aiding San Francisco or any other city in thrashing out the problems that may be faced in plans to purchase an airport. Secretary Warner declared. He said:

"The need of an airport by a sea-coast town cannot be exaggerated. No city is equipped to compete for world commerce without an airport.

"In selecting a port the needs of the future and not the present should be considered.

"Many cities have made the mistake of selecting a small site and then have been compelled to purchase additional land at great expense and trouble.

"As to the size of an airport I should say the larger the better. I would recommend anywhere from 400 to 1000 acres.

"If possible the airport should be situated near water in order that it may serve as a terminal for both land planes and sea planes.

"A centralized terminal for all types of planes is the best. A large area of land for land planes adjacent to an open space of water of sufficient area for the landing of sea planes is ideal.

"The part that is being played by hydroplanes in commercial and

naval aviation will increase in future rather than decrease, although it is a popular delusion that the sea plane is a relic of the past.

"The sea plane has many advantages over the land plane, especially in seaports.

"It can land on water, close to the center of population, while it is often necessary for land planes to land on a field many miles away.

"A particular example of this is shown in conditions in New York City. There hydroplanes drop right into the East River, close to the center of town, while land planes are forced to land many miles away."

Secretary Warner praised the late Captain John Rodgers, commander of the Hawaiian flight.

The supervisors who attended the luncheon were Gallagher, Kent, Marks, Roncovieri, Shannon and McSheehy.

Among others who attended were Rear Admiral C. J. Peeples, representing the Navy, and Major H. B. Clagett, officer in charge of aviation, Ninth Corps Area.

### *New Industries and Expansions*

#### NEW INDUSTRIES

WOODEN BOX NOVELTY COMPANY, 2014 Bryant Street, has recently been organized to manufacture wooden novelty boxes made of California redwood and Tennessee cedar; products being candy boxes, dried fruit and glacé fruit boxes, radio boxes, suitcase and bag frames, and redwood burl novelties. This concern, occupying 15,000 square feet of floor space, serves the dried fruit and glacé fruit packers, candy stores and manufacturers of suitcases and leather goods, distributing widely over the Pacific Coast, and is now endeavoring to open up a market for its product in the East.

[continued on page 4]

**M**ORE than one hundred key men of the Chamber of Commerce membership organization listened to Irvin H. Rice, chairman of the Activities Committee of the Chamber, outline the duties and responsibilities of citizenship at a luncheon in the Commercial Club last week.

Rice, who for years was president of the Merchants and Manufacturers Association in Los Angeles, was described by Frederick J. Koster as one of the outstanding figures in California's legion of public workers.

Urging the necessity of all business men to get behind the Chamber of Commerce and to take an active part in its program of development, Rice said: "We're not working for the Chamber of Commerce; we're not working for individuals or groups, but rather for San Francisco and for ourselves. In exact proportion to the effort we expend toward the welfare and development of our community will we realize its advantages. What we put in with one hand we take out with the other—with interest. The efficiency of our Chamber of Commerce is commensurate with the amount of work we contribute to its accomplishments, and if San Francisco is lacking in one thing—if it has failed to make the most of its opportunities it is because too much energy has been expended and not enough work done. We've got to work harder—and all together."

#### REVENUE FREIGHT LOADING

"A new high record for all time in the number of cars loaded with revenue freight was established for the week of September 4," says the car service division of the American Railway Association. "The total for the week was 1,151,346 cars, the greatest number for one week ever recorded.

"The total for the week of September 4 exceeded by 15,113 cars the previous high record established the preceding week, when 1,136,233 cars were loaded."







NEW INDUSTRIES—[continued from page 1]  
 "PROGRESSIVE BAKER" is a new trade journal now being published monthly for retail bakers, at 334 Pacific Building. This journal has already worked up a circulation over the Pacific Coast of 850 subscribers. The publishers are advocating the holding of the State Retail Bakers' Convention in San Francisco next year, since this convention has not been held here for ten years. In the course of a few years, it is hoped that the National Bakers Convention, which has never been held west of Chicago, will be held in San Francisco; and "Progressive Baker" intends to do everything in its power to secure these conventions for San Francisco.

### EXPANSIONS

**INDEPENDENT PARISIAN CLEANING & DYEING WORKS**, 4587 Mission Street, is now building a two-story and mezzanine floor, fireproof building containing 30,000 square feet, at the corner of Howard and Eric streets, which will increase its facilities 500 per cent. One entire floor will be devoted to carpet and rug cleaning. New improved machinery will be installed. When completed, it will be one of the most modern cleaning and dyeing plants on the Pacific Coast, according to Mr. Steuer, the proprietor, and will represent an investment of approximately \$125,000. It is expected this building will be ready for occupancy about December 1st.

**B. C. VAN EMOX ELEVATORS, INC.**, 235 First Street, manufacturer of movable platforms and automatic stages for theaters, has recently expanded, moving into the one-story building at 224 Fremont Street, covering 2,740 square feet, which expansion will double facilities. This concern manufactured and installed the present automatic stage in the Granada Theater, this city, and has also installed like platforms and stages in theaters in Chicago and Los Angeles.

**EVER-READY RUBBER PRODUCTS CO.** has leased and is now occupying one floor, containing 75,000 square feet, of the new building at the corner of 12th and Howard streets, increasing facilities about 75 per cent. This concern manufactures sanitary rubber wearing apparel such as rubber kitchen aprons, dress shields, brassieres and kindred articles.

**CALIFORNIA PACKING COMPANY**, 101 California Street, has recently completed construction of a two-story brick warehouse in San Jose, California, for storage of products to make room for increased production in San Jose Plant No. 39.

## Who's Who Among the New Members

The Membership Department, this week, announces 35 new members, as follows:

### WILLIAMS BROTHERS AIR-CRAFT CORP.

AIRCRAFT MEN, 1301 Potrero Ave.

### SYRACUSE WASHING MACHINE SALES CO., INC.

DISTRIBUTORS OF "EASY" WASHING MACHINES, 408 Stockton Street. Mr. J. H. Gilson is the Manager.

### J. W. STAGEY, INC.

SPECIALISTS IN MEDICAL AND SCIENTIFIC BOOKS, 228 Flood Building.

### STANLEY W. SMITH, INC.

DISTRIBUTORS OF THE HUDSON AND ESSEX, 1625 Van Ness Ave.

### SHIELD HAT CO.

MANUFACTURERS AND WHOLESALEERS OF LADIES' HATS, 741 Mission Street.

### MAILLER SEARLES, INC.

MERCHANDISE HANDLING EQUIPMENT, 135 Fremont Street

### OVERLAND-KNIGHT SALES COMPANY

AUTOMOBILE DISTRIBUTORS, 1414 Van Ness Avenue.

### MARY DRY CANDIES

CANDY MANUFACTURERS, 481 Jessie Street.

### LACKO SPECIALTY CO.

VARNISHES AND INSECTICIDES, 824 Montgomery Street.

### JAMES L. JERICHAU

WHOLESALE TOBACCO, CIGARS AND CIGARETTES, 30 Front Street.

### INTERNATIONAL FILTER CO.

WATER PURIFICATION EQUIPMENT, 928 Monadnock Bldg. Mr. Gale S. Stuart is Manager.

### INDUSTRIAL BELTING & SUPPLY CO.

BELTING, HOSE AND PACKING, 364 4th Street. Mr. R. E. Steele is Manager.

### ELECTRICAL PRODUCTS CORPORATION

ELECTRIC SIGNS, THEATER EQUIPMENT, 255 Golden Gate Ave.

### BROCKELBANK GARAGE

A MODERN AND FULLY EQUIPPED GARAGE at Mason and Sacramento Streets, under the management of M. J. Peterson.

### BEESEMYER-WAGGONER, INC.

EXPORTERS OF CALIFORNIA CANNED AND DRIED FRUITS, 260 California Street.

### WEST MADE DESK CO.

MANUFACTURERS OF THE "WEST MADE" DESKS, OFFICE FURNITURE AND TABLES, 525 Market Street. Mr. G. V. Breckenridge is Manager.

### S. J. VOGEL

LIFE INSURANCE, 802 Nevada Bank Building.

### W. C. SWEETMAN

ASSISTANT MANAGER, OIL INSURANCE ASSOCIATION, 317 Merchants Exchange.

### EUGENE SONDIHEIM

RESIDENT SECRETARY, CASUALTY ASSOCIATION OF AMERICA, Mills Building.

### HENRY H. MEYERS

ARCHITECT, 1201 Kohl Building.

### P. M. JOST

MANAGER, SUN LIFE ASSURANCE CO., 701 Alaska Commercial Building.

### JENSEN & KESSLER

INSURANCE, 334 Pine Street.

### THE C. A. HORNE CO.

ADVERTISING AGENCY, 510 Montgomery Street.

### HEESEMAN-POLLARD CO.

DISTRIBUTORS OF THE SERVEL ELECTRIC REFRIGERATORS, 1740 Van Ness Avenue.

### HAWAIIAN STUDIO MUSIC & CURIO CO.

ORCHESTRA BOOKING AGENCY AND STUDIO, 315 Mason Street.

### S. C. GUGLIEMINO

INSURANCE BROKER, 605 Washington Street.

### JOHN W. ESTES, JR.

LIFE INSURANCE, 1058 Phelan Building.

### DE LUXE INDEX CARD CO.

CARD INDEX SYSTEMS, 440 Sansome Street.

### CLERICAL PLACEMENT BUREAU

EMPLOYMENT BUREAU, under the management of Gertrude J. Sullivan, 593 Market Street.

### W. A. CHOWEN

MANAGER, CALIFORNIA RATING AND INSPECTION BUREAU, 216 Pine Street.

### H. L. BRADFORD

ATTORNEY, 827 de Young Bldg.

### J. H. ANKLE

INSURANCE, 240 Montgomery St.

### FLOOD REALTY CO.

ESTATE MANAGERS AND REALTORS 428 Flood Building.

### BUDD MICHAEL

SHIRTS, UNDERWEAR, ETC., 255 Kearny Street.

### CLINTON CO., INC.

CAFETERIAS, 725 Market Street.

This warehouse represents an investment of approximately \$33,000.

**AMERICAN CAN COMPANY**, manufacturer of various kinds of tin containers, with offices in the Mills Building, and with five plants and one warehouse in San Francisco, is constructing four one-story concrete buildings in Sacramento, California, to be used as a factory, office, warehouse, storage room and power

plant; a complete new unit serving the fruit canning industry of Sacramento Valley. In view of the large production of fruit this year, it is anticipated this new unit will greatly increase facilities. This expansion represents an investment of \$2,000,000. Construction of these buildings is progressing rapidly, and it is anticipated the new unit will commence operating about January 1st.



# SAN FRANCISCO BUSINESS

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## Arizona Celebrates New "Main Line"

**S**OUTHERN PACIFIC'S new \$15,000,000 main line through Arizona will be completed by October 15, in advance of the schedule set by the Interstate Commerce Commission and with time to spare. This announcement is made by Geo. W. Boschke, chief engineer for the railroad, who states that work is being energetically pushed everywhere along the new line.

The railroad is now completing in Arizona construction of 164 miles of main line, which, with rehabilitation of 63 miles of old line, will give the company a second main line route through Arizona by way of Phoenix and the Salt River Valley. This, with the El Paso & Southwestern properties which were acquired November 1, 1924, will give Southern Pacific a second track or line from El Paso, Texas, to Yuma, Arizona, except between Picacho and Tucson, a distance of 40 miles, and from Dome to Ivalon, a distance of 15.85 miles.

The new construction consists of 50.0 miles from Picacho, 40 miles west of Tucson on Southern Pacific's present main line, to Chandler; 96.8 miles of line from Hassayampa to Wellton; and 18.0 miles of line from Wellton to Dome, on the present main line of Southern Pacific, 21 miles east of Yuma. New construction also includes branch line of 6.0 miles from Gila River, on the new line from Picacho to Chandler, to a point near Florence. The maximum grade of the new lines is .5 per cent except for five miles west of Big Horn pass, which is 1 per cent. There are no tunnels.

Connection of rails laid from Wellton east and from Hassayampa west was made June 5, thus bringing about the actual physical rail connection from Picacho through Phoenix to Wellton.

The old lines reconstructed and brought up to main line standard as part of the new route include lines formerly operated by the Arizona Eastern as follows: 7.1 miles from Pozo to Chandler Junction; 56.0 miles of main track and 7.37 miles



VIEW OF FERTILE ARIZONA LANDS READY FOR IRRIGATION ALONG SOUTHERN PACIFIC'S NEW MAIN LINE ACROSS THE GILA RIVER NEAR ANTELOPE HILL

second track between Tempe and Phoenix.

No tunnel work was necessary in the Arizona construction program but a number of bridges had to be constructed. Principal ones are across the Gila River at Cholla mountain, consisting of nine 150-foot spans and short trestle approaches, and across Hassayampa River, consisting of eleven 80-foot spans, and the second crossing of the Gila River at Antelope Butte near Wellton, consisting of twelve 150-foot spans. All of the main bridges are now completed.

Of the line, 88 per cent is straight track and 12 per cent curved track; the longest straight section is 40 miles in length, and the maximum curve three degrees. Except for five miles in the Gila Bend Mountains, where it was necessary to use one per cent grade, the maximum grade is .5 of 1 per cent.

Throughout the entire distance from Picacho to Dome the track is laid with creosoted ties, 90-pound

rails, and fully ballasted in accordance with the Southern Pacific's first class main line construction standards.

A festival program celebrating completion of the new construction will be held at Phoenix, October 15, under the auspices of the Phoenix Chamber of Commerce. Placing of Phoenix and the Salt River Valley on a main line railroad is regarded by the people of that territory as an important step in the progress of Arizona and the Southwest.

Large areas of virgin land suitable for cultivation will be opened to settlement by the new line, especially in the region west of the Hassayampa River. Availability of transportation is also expected to bring into active production a number of mines, operation of which will be made profitable by rail service.

Passenger travel over the new line, it is thought, will do still more to dispel the "arid Arizona" conception of the state held by many travelers.

# SAN FRANCISCO BUSINESS

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## LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends and established firms have a chance of obtaining a certain amount of business from newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of removals and expansions.

**Attorneys**—Joseph Anderson, Chancery Bldg., C. M. Jenks, Mill Bldg.

**Auto Repairs**—H. L. Schaffner, 62 DuBoce Automobiles Geo. Minors (used cars), 1691 Market Gilman & Eppinger (used cars), 47-1 to 343 Golden Gate Ave.

**Bakeries**—Mission Bakery, 2170 Mission; Greenleaf Bakers, Inc., 620 Lewis

**Barber**—A. Nave, 1720 Market

**Botlers**—Supplies Pacific Bottle Supply Co., 625 Lark

**Candy**—Allender's Sweet Shop, 609 Bush

**Canneries**—California-Nevada Packing Co., 711

**Income Exchange Bldg.**

**Chiropractor**—A. S. Becker, 5142 Geary.

**Cigars**—Horan & Walsh, 30 Third

**Cleaners**—New System Cleaners & Dyers, 3249

**Mission, Frerking & McIvor, 183 Gough**

**Consults**—Consulate General of Peru, to 2300

**Van Ness Ave.**

**Delicatessen**—A. Van Epp, 1985 Mission.

**Dentist**—Dr. F. V. Schullert, 153 Stockton.

**Educational**—Moyer School of Retail Salesman-

**ship, 17 Grace, Moser, 17 Geary**

**Electric Castings**—Western Steel Casting Co.,

**foundry to open in November, 18th and Illinois**

**Embroideries and Lace**—Art Linen Laundry

**Importing Co. 33 Shattuck; 821 Market**

**Engineer**—Chas. A. Newhall (chemical), 267

**Minn.**

**Furniture**—Weber Showcase & Fixture Co., 521

**Market to 197 Mission.**

**Furniture**—Samuel Hirsch, 1024 to 986 Mc-

**Alister, Happy Homes Furniture Co., Arthur**

**Mosher's, 137 New Montgomery to 719 Mission.**

**Furs**—Model Fur Shop, 212 Eddy

**Grocers**—Peter Pan Groceries, 16th and Mis-

**sion, 302 1/2 25th to 17 Stockton, Gordon**

**Alto, 6340 Pacific**

**Hats**—United Hat Factory, 3183 22d.

**Health Appliances**—L-G-A-C-O., branch 1415

**Hosiery**—Rollins Hosiery Mills (Frank Selby,

**360 Mission.**

**Ice Cream Etc.**—California Ice Freeze Corp.,

**1620 Pacific.**

**Insurance**—C. F. Foulonist (life), Mills Bldg.

**Investments**—Arthur Butty, 486 California

**Leather**—H. L. Wallenberg, opening 724 Wells

**Ferro Bldg.**

**Painters**—Eagle Painting & Decorating Co., 1234

**Steiner.**

**Pipe**—Steel Tank & Pipe Co., United Bank Bldg.

**Radiators**—Western Radiator & Fender Works,

**76 Eighth.**

**Restaurants**—J. Cabasa, 131 Bay; Powell St.

**Sandwich Shop, 1827 Powell**

**Saxophone Repairs**—Wallace & McElhatten, 101

**Post.**

**Sealing Machinery**—A. H. Barnett, 821 Market

**Stationers**—Mildred Ball and Roger Reynolds,

**222 Kearny to 474 Pine.**

**Stocks and Bonds**—Geo. M. Forman & Co. (Franklin Field), Standard Oil Bldg.; A. C. Wagy

**to 203 Mills Bldg.**

**Tailors**—Wolf the Tailor, 1112 Fillmore.

**Theatre**—Roosevelt Theatre, now open, 24th and

**York.**

**Vineyardists**—Central California Vineyard Assn.,

**821 Market.**

**Watchmaker**—J. C. Kelly, 704 Market.

Miscellaneous Co-per and Robinson, 65 11th; Americas Cyanamid Sales Co., Inc., 6<sup>th</sup> California; Edwards & Pierce, 317 Vaicard; Western State Sales Co., Inc., Chronicle Bldg.; Great River Co., 10 Ross Alley.

## Convention League Is Out for Increased Membership

**B**USINESS men throughout San Francisco are responding enthusiastically to the opportunity given them to back the efforts of the Convention and Tourist League in its Expansion Campaign for a larger membership.

The Convention and Tourist League, during the last ten days, through a strong team organization built among the business and professional men of the city, has sought \$75,000 to continue its work of bringing conventions to San Francisco. It is endeavoring to raise this money through 3,000 new members for the League at \$25 each.

"Other cities have large appropriations for the purpose of inducing conventions to hold their sessions within their borders, and San Francisco must meet this competition," Colonel Charles A. Simmons, third vice-president and manager of the League, declared.

"San Francisco last year entertained 164 conventions, and the delegates and visitors who came with them left more than \$17,000,000 in local trade channels. Do conventions pay?"

"San Francisco's reputation as a convention city is going to be upheld. I am positive that every organization, every civic unit and every citizen in San Francisco appreciates the work the Convention and Tourist League has done during the past sixteen years, and will give the utmost support and co-operation.

"Our city has a splendid reputation for receiving convention visitors gracefully and considerately, and we are going to uphold that tradition. San Francisco, with the help of its progressive citizens, will become the convention city of the West. San Francisco must entertain conventions, not only a few months of the year, but throughout the year.

"Conventions mean progress, new wealth and new population. Every city in the United States wants these important factors. They are spending thousands of dollars annually for them.

"The Convention and Tourist League has justified its financial worth to the business interests of San Francisco. It has been an important factor toward the building of the community. The League has helped to create that good will

which has gone far in advertising San Francisco. Every convention delegate and visitor who has left our city has become an advertiser. These visitors have carried the story of San Francisco's hospitality and possibilities to the four corners of the globe.

"Greater co-ordination is necessary in all affairs which have to do with the progress of San Francisco. The Convention and Tourist League has done a great work in the past—on very little money. With the \$75,000 derived from the 3,000 new memberships, the League will continue with its fine work on a bigger, firmer and healthier scale."

Colonels in charge of the twelve districts into which San Francisco has been divided for the Expansion Campaign are: Charles W. Haas, A. Gordon Nicolson, Joseph A. Garin, Joseph Civelli, M. McCants, Irwin H. Rice, George W. Caswell, Byron G. Mobbs, H. Hauser, O. Van Every, R. Lyle Holder and H. H. Seales.

## Refund of Switching Charges Ordered

Coast Rock and Gravel Company, having filed a complaint with the California Railroad Commission against Southern Pacific Company and the Atchison, Topock & Santa Fe Railway Company alleging that charges assessed on carloads of crushed rock, sand and gravel moving from Eliot (near Livermore) on the Southern Pacific line to track 29, Pier 50, on the Atchison, Topock & Santa Fe Railway in the China Basin District in San Francisco, were excessive, when including two switching charges, amounting to \$6.20 per car, the Railroad Commission has ordered defendants to refrain from collecting such switching charges in the future and to refund as reparation the amount of \$6.20 per car on all shipments involved.

The Traffic Bureau of the Chamber of Commerce intervened in these proceedings in favor of the complainant.

## Subjects of Vital Interest

to ALL San Franciscans will be discussed in the October magazine issue of SAN FRANCISCO BUSINESS WATCH FOR IT

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10768—Vancouver, B. C. Firm having the sole selling rights in Canada and the United States for a **WAX MILLER** in powder form. Desires to appoint a distributing agent in this territory. The powder is being distributed in Canada by firms having feeding connections, agitators, etc. and the firm wishes to hear from concerns handling similar lines in San Francisco. Descriptive circular on file with Foreign and Domestic Trade Department.

10769—United Kingdom. A firm of British manufacturers is desirous of appointing an agent in this district for the sale of **CAMEL HAIR BRUSHES** and **SABLE BRUSHES**, suitable for artists, sign writers, porcelain painting, etc.

10770—Wellington, New Zealand. Wholesale firm in New Zealand desires to establish connections with California exporters of **CANNED FRUITS**, **CANNED VEGETABLES**, **FRUITS** and **OTHER DRIED FRUITS**, **SEEDS**, **COFFEE** and **SPICES**. Representative in San Francisco until November, 1926.

10771—Calcutta, India. Exporter of **KAPOK** and **LINED CAFE** wishes to get in touch with San Francisco firms interested in importing these commodities.

10772—Marseille, France. Exporters of **VEGETABLE OILS**, **SOAPS**, **ESSENCES**, **OLIVE FLAVORING EXTRACTS**, **BOTANICAL DRUGS**, **SPICES** and **SEEDS** wish to establish a market for their products in San Francisco. References supplied.

10773—Amsterdam, Holland. Firm is desirous of establishing business connections with San Francisco firms which are in a position to export **GALVANIZED CORRUGATED** and **FLAT STEEL SHEETS** to the Pacific East and West Indies and to South America. They state that though business of this kind is usually done on a cash basis, they are in a position to supply first class and trade references.

10774—Denmark. Firm wishes to be put in touch with California exporters of **FOREST TREE SEEDS**.

10775—Austria. Manufacturers of **NECKTIES**, **LEATHER PURSES** and **BILFOLDERS**, and **TOILET BAGS** of all colors, wish to appoint representatives in San Francisco. Representative of firms now in San Francisco, through whom arrangements could be made.

10776—Hamburg, Germany. A Hamburg firm, the owner of a large greened pineapple plantations in what was formerly German Samoa, desires to obtain the agency of a good firm of packers of **CANNED LIME PINEAPPLE** for Germany. The firm is also interested in an agent for other **CANNED FRUITS**. Reference supplied.

10777—Hamburg, Germany. Importers are in the market for **RESIN** and **APPALUM** and wish to communicate directly with the packers. Member of the German firm is now in Pasadena, California, and would appreciate hearing from interested fresh apple packers and exporters.

10778—Hamburg, Germany. Manufacturers and wholesalers of **ANTI-RHIZOIVE PAINTS**, with aluminum oxide as base, are desirous of establishing a market for their products in this territory. Circular describing their main line on file with the Foreign and Domestic Trade Department.

10779—Hamburg, Germany. Exporter desirous of appointing a representative in San Francisco.

10780—Ludenscheid, Germany. Large manufacturer of **PLAIN AND ORNAMENTAL BRACKETS** and **FANCY SHELF KITCHEN FIXTURES**, **METAL HANDLES**, **SCREW LOCKS** and kindred metal articles, wishes to secure services of a suitable agent in San Francisco. Illustrated catalog on file with the Foreign and Domestic Trade Department.

10781—Mamia, P. I. Manufacturers' representative wishes to handle in this territory, and the Philippines of a line of **HARDWARE**, and is interested in **PLUMBING FIXTURES**, **PIPES**, **VALVES**, **TEES**, etc.

10782—Swartz, La. Individual wishes to get in touch with importers or wholesalers of **JAPANESE NECKTIES**.

10783—Osaka, Japan. Firm having close connections with the manufacturers of the following articles is interested in exporting same to San Francisco: **FANCY SHELF KITCHEN FIXTURES**, **TOYS**, **PORCELAIN WARE**, **LAQUER WARE**, **IMITATION PEARLS**, **SHELL BUTTONS**, and other varieties of Japanese goods. They are the sole selling agents of one of the largest manufacturers of **PORCELAIN WARE** and the patenters of **IMITATION PORCELAIN HEAD DOLLS** in Japan, and are therefore, in excellent position to supply interested firms with these products at the most favorable prices.

10784—Austria, G. Gentlemen wish to get in touch with a San Francisco wholesale dealer in **CHINESE FOODSTUFFS**.

10785—Pateau, Okla. Individual desires to communicate with San Francisco wholesale houses

dealing in **CHINESE IMPORTED GOODS**, **NUTS** and **NOVELTIES**.

10786—Shanghai, China. Firms are interested in representing California exporters of **CANNED FRUITS** in this territory.

10787—Shanghai, China. Shanghai firms desire to establish connections with California exporters of **CARPETS**, **FURS**, **HAINETS**, **SILK**, **OF ALL KINDS**, **GROUND NUTS** and **OIL SEEDS**, in San Francisco.

10788—Suzhou, French Indochina. Well established firm wishes to establish business connections with exporters of **FINE ROLLED FLOUR**, who are interested in expanding their business activities in French Indochina. Samples and c. i. f. prices are solicited.

10789—Mexico City, Mexico. Firm wishes to get in touch with San Francisco buyers of **FINE HEAVY MEXICAN LUMBER**, suitable for the manufacture of furniture and other articles.

10790—Cienfuegos, Cuba. Gentleman is interested in securing the exclusive representation for Cuba of a firm which exports **BEANS** on a large scale, for purpose of selling to importers in Cuba on a commission basis.

10791—Mayaguez, Porto Rico. Dealer in hand-made embroideries wishes to establish a market for **PORTO RICAN EMBROIDERED LINEN** Textiles in San Francisco.

10792—Valparaiso, Chile. Established commission agent wishes to get in touch with a firm of exporters of **CALIFORNIA SARDINES**, with a view to selling for their account on a commission basis in Chile. Reference given.

10793—San Francisco, Calif. American with previous experience in export trade abroad, leaving shortly to establish offices in Australia, wants to represent local firms on a commission basis in Chile. Reference given.

10794—Auckland, New Zealand. Representative of a New Zealand firm, who is in San Francisco at the present time, wishes to interview San Francisco manufacturers or exporters who are interested in appointing a representative to handle the sale of their products in New Zealand. The firm is in a position to undertake the sole agencies for American firms in almost any line of business.

## Domestic Trade Tips

D-2211—Sumnerland, Calif. Fisherman wishes to establish connections with San Francisco fish dealers who would be interested in securing arrangement to purchase his **CRAWFISH** catch this season.

D-2212—Longview, Wash. Gentlemen wish to purchase trimmings for cap-making, such as **VISOR FASTENERS**, **WHAISTS**, etc.

D-2213—Fort Collins, Colorado. Firm has about 5,000 lbs. of good **GOAT CHEESE**, for which it desires to find a market.

D-2214—Boston, Mass. Manufacturers of **METAL TIME STAMPS**, **UTILITY STAMPS**, **AMOUNT CERTIFIERS** and kindred stamps for office use, desire to appoint a representative in San Francisco to handle the sale of their products. Illustrative descriptive circular on file with the Foreign and Domestic Trade Department.

D-2215—Eric, Pa. Various Erie industries are desirous of appointing agents in San Francisco. As Erie manufactures and distributes in this territory **STEAM ENGINES**, **STEAM BOILERS**, **STEAM SHOVELS**, and allied foundry products predominantly used in this territory that representation is required.

D-2216—Portland, Ore. Manufacturers of a **HEALTH MACHINE**, an apparatus for health and exercise, desire to secure the services of a representative in this territory. Manufacturer, distributor or sales organization or firm interested in this territory. Illustrated descriptive circular is on file with the Foreign and Domestic Trade Department.

D-2217—Cleveland, Ohio. Manufacturers of an **ELECTRIC HEATING PAD** are seeking a representative in this territory. Descriptive circular on file with the Foreign and Domestic Trade Department.

## MEXICO

Steps Toward Required Use of Metric System on Invoices and Goods.

In view of conflicting reports received by American exporting houses from their Mexican counterparts in Mexico as to the requirements of that country for the use of metric units in trade with Mexico, Acting Commercial Attaché George Wythe has been asked to investigate the situation in this regard. His findings indicate that while the Mexican Government is eager to extend the use of the metric system in all lines, it is not the intention to force its unnecessary adoption upon the trade, and no new regulations have been issued, which might seriously inconvenience the American export.

The strict requirement for the use of the metric system applies only to the sale of merchandise in

Mexico, and is not necessarily applicable in connection with importations of merchandise. The officials of the Mexican department of weights and measures has declared that exporters from the United States may pack and mark their goods in their own units, but recommends that shipments to Mexico be marked in kilos, or in other units of the metric system, for the convenience of the customs in Mexico. It is pointed out to meet the desires of the Mexican Government for the most rapid, complete adoption of the metric system in that country.

The Mexican Government is not now laying fines on merchants who sell goods in packages which contain labels in their own units of measure, but the metric system. It is the intention of the government, however, eventually to require that all labels contain markings in the metric system. Many American manufacturers are already complying with this requirement by packing in units of tens or in cases containing even metric units, such as liters or kilos. For some time to come, it will probably be sufficient that labels be pasted on the packages giving the measurement of weight in metric units.

## Specifications Available

The following specifications covering bids requested for various supplies, are available at the Foreign and Domestic Trade Department:

For furnishing the War Department with substitute supplies, to be delivered at posts on or before October 20, 1926, and as called for during the month of November, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 5, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco on or about October 20, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 5, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, on or before October 20, 1926, for shipment to Panama, Canal Zone. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 5, 1926.

For furnishing the War Department with substitute supplies, to be delivered at San Francisco, on or about October 20, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 5, 1926.

For furnishing the War Department with substitute supplies, for delivery at Fortland or Tacoma. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 5, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Colon (Pacific port), 1926, Zoel, Athrus of Panama, with conduit elbows, pipe fittings, bolts, nuts, lag screws, washers, expansion-bolt shears, rollers, light chisels, receptacles, lamp jacks, split connectors, porcelain knobs, electric soldering irons, test clips, vulcanized rubber sheets, valves, pumps, and floor machine. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened October 6, 1926.

A public sale of Indian lands will be held at the Sacramento Indian Agency on November 15, 1926. Bids will be accepted at the above agency until that time. A list of the property for sale is on file with the Foreign and Domestic Trade Department.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than October 7. Full information concerning the subjects listed will be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 7214—Mattress spring assemblies or compressed springs. I. C. I., eastbound; 7215, stands and tables, K. D., C. L., westbound; 7216, cereals and cereal products, C. L., eastbound; 7217, power flour and flour, C. L., eastbound; 7218, ice creamers combined, railway motor inspection cars, power coffee graders or spice mills, in mixed cereals with machinery, C. L., eastbound; 7219, wrappings, artificial leather, C. L., westbound; 7219, wrapping paper, I. C. I., eastbound; 7220, cereals and cereal products, C. L. and eastbound; 7221, pictures in mixed cereals with furniture, westbound; 7222, can openers, I. C. I., eastbound; 7223, ribbon blenders, paraffin, C. L., eastbound; 7223, nested, I. C. I., westbound; 7224, potato, C. L., eastbound; 7225, iron drum plug rollers, threaded, I. C. I., westbound; 7226, clean rice, C. L., eastbound; 7227, hardware lumber, C. L., eastbound; 7228, power cans, C. L. and I. C. I., westbound; 7229, fire paper, etc., C. L., westbound; 7230, automobile floor boards, wooden, C. L., eastbound; 7230, wrapping paper, other than newspaper, C. L., westbound; 7232, household ironing machines and washing machines, westbound; 7232, ironing machines, C. L., westbound; 7234, steel belts, I. C. I., eastbound; 7235, domestic sewing or school laboratory work benches, desks or tables, manual training tables, C. L., westbound.



## New Industries and Expansions

### NEW INDUSTRIES

**ART NOVELTIES MANUFACTURING CO.**, 231 First Street, has recently been organized, and is now manufacturing plaster-paris novelties such as statuary, sewing baskets, book-ends, Chinese heads, candlesticks, novelty sleeping cats and dogs, and all kinds of dolls, including French-head pin-cushion dolls. This concern occupies one entire floor of the building at the above address, and is building up a business over the entire Pacific Coast, serving department stores and shops handling such novelties.

**COXON CORPORATION** has recently been organized and has leased the two-story building at 404 Sixth Street. This company manufactures a special candy-bar known as "Indian Sandwich" which is being sold through jobbers throughout the Pacific Coast territory.

### EXPANSIONS

**ALBERS BROS. MILLING CO.**, 332 Pine Street, is constructing at Sacramento a distributing warehouse to make room for increased production, covering 24,000 square feet. This improvement will cost \$40,000 and will be completed about October 1st. This concern mills all kinds of flour, cereals, cattle and poultry feed.

**CALIFORNIA GREEK NEWS-PAPER**, 340 Third Street, has leased two stories of the building at 266 Third Street, covering 16,000 square feet, giving this company four times as much space as in its present location. It is anticipated this expansion will increase circulation considerably, and the estimated cost, including installation of new improved machinery, is \$100,000. This weekly newspaper has a circulation among 10,000 subscribers located over the entire Pacific Coast, a small portion of the circulation being in the East. It is expected this new building will be completed and the plant in operation about the 15th of October.

**HOOD RUBBER PRODUCTS COMPANY**, 585 Howard Street, factory branch of Hood Rubber Products Company of Watertown, Mass., manufacturer of rubber goods, such as tires and tubes, rubber heels and soles, and canvas shoes, have leased the two-story and basement building now being constructed at

## Fire Prevention

Fire Prevention Week, October 3-9, will be prolonged to include the convention of the Pacific Coast Fire Chiefs at Fresno, October 11-15.

The session of the fire chiefs will be the 33rd annual rally, the program providing for a discussion of various city problems in relation to the fire department.

The fire prevention campaign has been carried on for several years by the National Board of Fire Underwriters, the Board of Fire Underwriters of the Pacific, insurance companies, chambers of commerce and other agencies. Fire Prevention Day officially is October 9th, the anniversary of the Chicago fire of 1871.

The annual loss of life in fires is placed at 15,000—an average of one life for every half hour.

Statistics of the National Board of Fire Underwriters show last year's fire loss totaled \$570,255,921—an average waste of \$1,104 for every minute.

Motion pictures, radio, the public press and every other avenue is being utilized to awaken the public to the necessity of eliminating such appalling losses.

450 Ninth Street, to make room for expanding business. The new location will contain double the amount of floor space contained in their present quarters. It is expected this building will be ready for occupancy January 1st.

**SAN FRANCISCO FIBER & CORDAGE CO.**, located at the corner of Vermont and 17th streets, is preparing to expand its business, having leased the two-story building now being constructed at 225 San Bruno Avenue. This concern manufactures a product known as plaster-fiber which is used in plastering buildings and walls, and is supplied to plastering contractors, gypsum mills and ready-mixed mortar plants. According to Mr. G. L. Rae, manager, 90 tons per month of Manila rope imported from Australia, Belgium and Japan, is used in the manufacture of this product.

### FREIGHT HEARING

The Traffic Bureau of the Chamber is in receipt of a copy of Consolidated Classification Committee Docket No. 28, proposing changes in rules, ratings, etc., of Consolidated Freight Classification No. 4.

Hearings on the proposed changes have been set for New York October 12th, Chicago October 19th and Atlanta, Georgia, October 27th.

The docket is filed at the office of the Traffic Bureau for the use of all interested shippers.

## Washington Agrees to Increase Appraiser's Store Staff

**A**CCORDING to telegraphic advice received from the Chamber of Commerce representative in Washington, the Treasury Department has agreed to increase the staff at the San Francisco Appraiser's Store in order to relieve the congestion now existing, which is due to the increased business of the port.

Provision has been made for the immediate appointment of additional employees as follows: two examiner clerks, one billing machine operator, and two openers and packers. Further additions to the staff will be contingent upon an investigation to be made at once by a special agent from Washington in co-operation with the local appraiser.

News of these appointments will be welcomed by local importers, entry of whose goods has been delayed owing to the congestion caused both by an insufficient staff and lack of proper space. The conditions prevailing in the Appraiser's Store are not temporary, but are permanent conditions resulting from the tremendous increase in the volume of business in the last eight years. During the first eight months of this year, 60,112 appraiser packages and 24,226 invoices were received, which is almost double the amount received during the same period in 1918. Indications are that a continued growth of this business may be expected.

The Chamber of Commerce is also working to secure an allotment of the Federal building appropriation for use in remodeling the Appraiser's Store.

### MEXICO MAIL

The Foreign Trade Department of the Chamber of Commerce has received telegraphic advice from Mexico City that mail from Sinaloa, on the west coast of Mexico, will be dispatched via steamer between Yavaros and Guaymas. This order was issued by the Mexican Government in response to a telegraphic protest made by the local Chamber through the American Commercial Attaché at Mexico City, that no mail had been received from points on the west coast of Mexico for more than ten days because of interrupted railway service consequent upon the Yaqui uprising. The areas affected by Yaqui uprising were comparatively small.



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

OCTOBER 6, 1926

NUMBER 13

## Our Business with Klamath Falls

**T**HE new Natron Cut-off between Klamath Falls and Portland, Oregon, recently completed by the Southern Pacific Company, is now in operation. With the inauguration of this service Klamath Falls, a thriving progressive community, acquired the benefits of improved transportation facilities to which it was justly entitled and toward which the San Francisco Chamber of Commerce gave its earnest support and co-operation.

The Natron Cut-off materially reduces the distance between Klamath Falls and Portland, and proportionally reduces the freight costs between the two cities, and the advantage in freight differentials which for years has favored San Francisco shippers, now rests with new neighbors in the North.

Klamath Falls merchants, with few exceptions, are favorable to San Francisco, and because of long years of friendly and satisfactory business relations, have come to look upon this city as their logical source of supply. This feeling of neighborliness is reflected in recent strong editorials by Mr. E. J. Murray, publisher of the *Evening Herald* of Klamath Falls. Mr. Murray is a staunch friend of San Francisco and is keenly interested in our development of still closer relationship with his people. To this end he urges that San Francisco shippers meet the freight equalization with Portland and use every influence to speed up their shipments.

### REVENUE FREIGHT LOADING

The greatest number of cars in the history of the railroads was loaded with revenue freight the week ended September 18, the car service division of the American Railway Association announced September 29.

The total for the week was 1,187,011 cars, the largest number loaded for any one week ever reported.

## Endorsement Council Report

—

The following action was taken by the San Francisco Endorsement Council at its meeting on Friday, September 24:

### 1. AMERICAN RED CROSS— FLORIDA RELIEF—Endorsed

A campaign to raise \$50,000 representing San Francisco's share of the nationwide relief fund for Florida sufferers.)

### 2. SAINT MARY'S COLLEGE— Endorsed.

A campaign for \$500,000 to be held in this city November 12th to 25th, as San Francisco's quota of the total fund of \$1,500,000 for the State as a whole, necessary for the erection of new buildings on the new college site in San Leandro. The contributions will be spread over a period of three years.)

### 3. SAN FRANCISCO MUSICAL ASSOCIATION—Endorsed.

A continuing campaign for support of the San Francisco Symphony Orchestra for the regular season 1926-27, including the plan of broad-casting twenty-one concerts. The total budget required is \$265,000, of which \$90,000 has already been subscribed and another \$90,000 is expected from box office receipts, leaving about \$85,000 still to be raised.)

## New Industries and Expansions

### NEW INDUSTRIES

U. S. GYPSUM CO., with branch offices at 1204 First National Bank Building, headquarters in Chicago, Illinois, has recently leased a warehouse at 569 Teuth Street, covering 3,000 square feet, for the storage of its special products, such as wallboard, fire-proof material, and "Plastint," a plaster tinted so as to provide decoration as well as structural wall finish. Warehouses are also located in Oakland, Los Angeles, San Diego, Portland and Seattle. Raw gypsum is shipped from this company's quarries in Alabaster, Michigan, to its calcining and mixing plant at Dearborn, Michigan, where wallboard, plasterboard, sanded plasters and fire-resistant sheathing lumber are produced. Board mills are also located at Sweetware, Southard, and Plasterco, Va., paper mill in Oakfield, N. Y., for production of news-lined chip paper used for exterior surfacing of company's board products, and the specialty plant for the manufacture of "Plastint" is located in New Brighton, N. Y.

### EXPANSIONS

ILLINOIS PACIFIC GLASS COMPANY is constructing a six-story reinforced concrete building on its property at 15th and Folsom, to take care of expanding business. This concern manufactures glass bottles and jars, and corrugated paper, distributing widely over the Pacific Coast states, also exporting products to Honolulu, Manila, Panama, and British Columbia. It is expected this building

[continued on page 2]

# SAN FRANCISCO BUSINESS

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

OCTOBER 6, 1926

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## LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from the newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of renewals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Merchants Exchange Bldg., Kearny 112.

A daily service available to members is distributed at 10:30 a. m. at the Merchants Exchange Bldg.

**Accountants**—Aytun & Bittman, 690 Market.  
**Automotive**—Auto Parts Service Co., 555 to 425 Golden Gate Ave.; De Luxe Windshield Co., 508 Van Ness Ave. to 1532 Franklin.  
**Beauty Parlor**—Carolyn Benjos, 811 Holloway.  
**Check Protectors**—Checkmaster Sales Co. (C. G. McConis), 555 O'Farrell to 500 Hyde.

**Cigars**—Bohemian Cigar Store, 1506 Market.  
**Cleaners**—Vogel Products Co. (Ryto'), opening factory, 228 Commercial.

**Clubs**—Indian Hunting and Fishing Club, 528 de Young Bldg.

**Dresses**—Duchess Dress Mfg. Co., 358 Sutter.  
**Electrical Supplies**—Electric Corporation, to 145 9th.

**Engravers**—C. C. Frontin, Whittell Bldg to Whitney Bldg.

**Express and Transfer**—Bell Transfer Co., 2015 Divisadero. Commercial Transfer Co., 94 Stewart.

**Grocer**—J. Holtzman, 1594 Golden Gate Ave.

**Heating Systems**—C. A. Clark, 3333 Fillmore.

**Hosiery**—Hollins, Hosiery Mills (Frank Selby, Mer - 560 Mission, soon).

**Ice Cream**—John Bertelli, 756 Columbus Ave.

**Insurance**—Ed. R. Abbott, to 461 Market.

**Investments**—Wm. Kinley (broker), 155 Montgomery.

**Janitor Service**—Expert Bldg. Maintenance Co., 109 7th.

**Locksmith**—F. Bertrand, 1611 Buchanan.

**Machinery**—Caseres Machinery Co., 109 Mission.

**Manufacturers' Agents**—Western Trading Co. (L. M. Powell), 228 Commercial.

**Organizations**—Anti Race Track Gambling Campaign Committee, 675 Monadnock Bldg.

**Painting**—Excelsior Painting & Decorating Co., 852 49th Ave.

**Pens and Pencils**—Eclipse Fountain Pen & Pencil Co., 821 Market.

**Piano Repairing**—Robert Fay (573 Valencia), 3319 Geary.

**Porcelain Enameling**—Enameled Porcelain Products Co., 1301 Cordell Ave.

**Repairing**—H. P. Easmusen, 4536 Geary.

**Restaurant**—C. B. Coffee Shop, 1637 Market.

**Steamships**—Baltic America Line Agency, 433 California.

**Tailors**—Anderson & Schultz, 690 Market.

**Well Drillers**—Acme Well Drilling Co., 1161 Howard.

**Miscellaneous**—Edwards Service Co., 401 Hyde to 631 Larkin.

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending	Previous	One Year
	Sept. 29	Week	Ago
San Francisco	\$219,434,000	\$249,991,000	\$232,482,000
Los Angeles	192,729,000	211,296,000	190,230,000
Seattle	\$2,289,000	\$7,279,000	49,482,000
Portland	39,687,000	45,445,000	42,505,000
Oakland	32,341,000	40,431,000	34,474,000

Federal Reserve Bank

## BUSINESS FAILURES

	Week Ending	Previous	One Year
	Sept. 30	Week	Ago
<b>SAN FRANCISCO</b>			
Number Failures	6	6	6
Net Liabilities	\$227,156	\$145,704	\$22,034
<b>LOS ANGELES</b>			
Number Failures	6	6	9
Net Liabilities	\$9,094	\$32,737	
<b>SEATTLE</b>			
Number Failures	4	4	2
Net Liabilities	\$96,153	\$60,196	\$20,245

## SAN FRANCISCO BUILDING PERMITS

September, 1926	\$ 4,001,012
August, 1926	4,182,510
September, 1925	3,156,082
First Nine Months 1926	43,943,708
First Nine Months 1925	39,318,786

## EXPANSIONS

(continued from page 1)

will be ready for occupancy by September 1st of next year.

**INDEPENDENT ELEVATOR CO.**, 1810 Market Street, manufacturer of elevator parts such as safety devices, interlocks, etc., is constructing a one-story reinforced concrete building at 72 Kissling Street at a cost of \$6,000 to make room for the manufacture of complete new elevators of this company's own design. This building covers 16,000 square feet, and will be completed about November 1st, when this concern will move from its present location. This concern serves principally elevator companies in this city.

**ZELLERBACH PAPER CO.**, 534 Battery Street, manufacturer of paper products such as corrugated paper in sheets and rolls, fiber boxes, mailing tubes, waxed fiber cartons and containers, has recently remodeled the sixth floor of its building at a cost of \$3,000, enlarging space for executive offices which now occupy the entire sixth floor.

## Subjects of Vital Interest

to All San Franciscans will be discussed in the October magazine issue of

SAN FRANCISCO BUSINESS

WATCH FOR IT

October 13, 1926

Phone  
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**COMMUNITY**  
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# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10795—East Boston, Mass. Concern of furniture manufacturers web to purchase MAHOGANY LUMBER direct from San Francisco importers.

10796—Cleveland, Ohio. Gentlemen wishes to get in touch with a San Francisco house importing CHINESE and JAPANESE BASKETS and NOVELTIES, with a view to buying such goods to sell in the Cleveland market.

10797—Newcastle, N. S. W., Australia. Owner of ornamental plaster works is in the market for CASTING PLASTER and would also be interested in acting as sales representative in his territory for a United States manufacturer of such plaster. He also wishes to import PLASTER FIGURES and NOVELTIES and solicits samples, catalogs and prices on this line of goods.

10798—Auckland, New Zealand. Importers and manufacturers' agents, well established in Auckland, are desirous of establishing business connections with San Francisco firms wishing representation in New Zealand.

10799—United Kingdom. A firm of British manufacturers is desirous of appointing an agent in San Francisco for the sale of REFLECTOR LIGHTS OF ANTIQUE METAL WORK, PIERCED FENDERS AND CURBS, FIRE BRASSES, DOG GRATES and various other kinds of HEARTH FURNITURE.

10800—Copenhagen, Denmark. A well recommended California packer of DRIED AND CANNED FRUITS.

10801—Norway. Firm desires to get in touch with San Francisco importers of WRAPPING PAPER.

10802—Norway. Exporters of NORWEGIAN STUCKFIAS and MEDICINAL COD LIVER OIL desire to establish connections with interested San Francisco importers of these commodities.

10803—Vienna, Austria. Old established import and export firm desires to establish with the large firm throughout Austria, Bohemia, Moravia, Silesia and Galicia, wishes to establish business connections with interested San Francisco importers. They have close connections with manufacturers of the following lines in Austria, and desire to get in touch with San Francisco importers of these commodities: WOMEN'S WEAR, TEXTILES, WINE, TWINE, NAILS, IMPLEMENTS, LEATHER GOODS, FANCY GOODS, SMOKERS' ARTICLES, HEAD PURFINS, BLOWN GLASS, ROOFING RAGS, CHEAP STICKINGS, FARMING MACHINERY, PAPER, ETC., ETC. Numerous references supplied.

10804—Cannstatt, Germany. Manufacturer of ALUMINUM WARE, ARTISTIC METAL GOODS, etc., wishes representative in San Francisco.

10805—Koenig, Germany. Manufacturer of LITHOPHNE and BLANC-FIXE PRODUCTS wishes representative in San Francisco.

10806—Hamburg, Germany. Concern desires to establish connections with exporters of CALIFORNIA PLUMS as they are working with German and Baltic firms who require large quantities of this fruit. References given.

10807—Salonica, Greece. Firm of representatives and commissionaires with to get in touch with San Francisco exporters of FOOD PRODUCTS, particularly SARDINES, who are interested in marketing their products in Greece.

10808—Mexico City, Mexico. Firm desires to get in touch with San Francisco buyers of HARDWOODS from the West Coast of Mexico, such as CEDAR, EBONY, OAK, and MAHOGANY.

10809—Havana, Cuba. Food products merchants offer their services to San Francisco exporters of SANFED CIGAR and MAHOGANY.

## Domestic Trade Tips

D-2218—New York, N. Y. Manufacturers of a high class SAFETY CLIP FOR SEALING WOODEN BOXES and CASES desire to get in touch with San Francisco manufacturers and shippers who would be interested in using their type of clip. It practically eliminates pilferage of merchandise being used by a great many of the leading manufacturers and exporters throughout the world. Descriptive circular on file with the Foreign and Domestic Trade Department.

D-2219—New York, N. Y. Manufacturers of ladies' and children's BELTS and NOVELTY

LEATHER BELTS wish to appoint a sales representative to handle their line in this territory. They desire the services of an agent who is well versed in leather belts, or who is familiar with kindred lines.

D-2220—Judsonia, Arkansas. Old established grower and shippers of STRAWBERRY PLANTS are very desirous of appointing a sales agent in this territory to handle the sale of their plants for the coming season (Oct. 20 to May 20). Circular describing their plants and method of shipment is on file with the Foreign and Domestic Trade Department.

D-2221—Rio Vista, Calif. Gentlemen having a quantity of DRIED PEACHES and DRIED PEARS of which he desires to dispose, wishes to get in touch with San Francisco commission houses which would be interested in purchasing this fruit.

D-2222—San Francisco, Calif. Manufacturer wishes to secure market for an excellent AUTO CLEANER and POLISH.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with subsistence supplies, to be delivered at Army Transport Dock, Fort Mason, San Francisco, California, as required during the month of November, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 15, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco, California, on or about November 27, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened October 28, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal Atlantic or Balboa (Pacific side), Canal Zone, Isthmus of Panama, with steel channels, sewer pipe, steel tubes, washers, rivets, nuts, paint drums, metal cuts, pipe clamps, pneumatic hoists, dynamometers, photometers, folding chairs, filing cabinets, motors, water heaters, electrical supplies and fixtures, electric lighting supplies, tools and instruments, draper, petroleum spirits, pine-oil oil, creosote oil, coal tar, oils, grease, alcohol, asphaltum, linoleum, oils, yellow, white and red, and all binder board, index cards, and paper. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened October 15, 1926.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committees of the Transcontinental Freight Bureau not earlier than October 14. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7236—Pretzels, L.C.L. westbound; 7237, tartaric acid, L.C.L. and C.L. eastbound; 7238, paper bags, C.L. westbound; 7239, plaster, C.L. eastbound; 7240, C.L. eastbound; 7241, cranberries, C.L. westbound; 7242, fire brick, fire clay, magnesite, etc., C.L. westbound; 7243, ebarco, C.L. westbound; 7244, zinc ore, C.L. eastbound; 7245, kieselguhr or soft silica, C.L. eastbound; 7246, denatured alcohol, C.L. eastbound; 7247, fresh apples, C.L. eastbound; 7248, fruit jams, jellies, marmalades, fruit syrups and delicious fruit juices, L.C.L. eastbound; 7249, battery and electrical testing machinery, C.L. westbound; 7250, feed-lime, feeding live stock in transit, westbound; 7251, ordnance heaters, C.L. westbound; 7252, air compressors, L.C.L. eastbound; 7253, lumber, C.L. eastbound; 7094 (amended), gas furnaces in mixtures with range boilers, eastbound, also gas furnaces, L.C.L. eastbound; 7224 (amended), potatoes, C.L. eastbound.

## PHOENIX, ARIZONA, TO HAVE CELEBRATION

On October 15th an important celebration will be held at Phoenix due to the completion of additional railroad facilities by the Southern

Pacific Company in Arizona which puts Phoenix in the main line.

Los Angeles and El Paso are sending special trains of delegates for the occasion and San Francisco has been invited to participate. Any firms who wish to appoint a delegate or who will have someone in that territory at the time to represent them at the regional celebration are requested to notify the Foreign Trade Department of the San Francisco Chamber of Commerce.

## STATEMENT

### OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION, ETC.

Required by the Act of Congress of August 24, 1912.

OF SAN FRANCISCO BUSINESS, published weekly at San Francisco, California, for October 1, 1926.

STATE OF CALIFORNIA  
COUNTY OF SAN FRANCISCO ) ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared George L. North, who, having been duly sworn according to law, deposes and says that he is the editor of the SAN FRANCISCO BUSINESS, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management and if a daily paper, the circulation, etc., of the aforesaid publication for the date shown in the above caption, and required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, San Francisco Chamber of Commerce, 465 California Street, Editor, George L. North, 465 California Street, Managing Editor, None, Business Managers, None.

2. That the owner is: (If owned by a corporation, its name and address must be stated and immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or unincorporated concern, its name and address, as well as those of each individual member must be given.) San Francisco Chamber of Commerce, 465 California Street, Clay Miller, president, 465 California Street, Robert Lyon, vice president, 465 California Street.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders, but also appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or under any fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs and statements do not embrace any debt secured by mortgage or other lien embracing all or part of the published matter, and circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sent or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

GEORGE L. NORTH, Editor.

Sworn to and subscribed before me this 6th day of October, 1926.

[SEAL] DAISY CROTHERS WILSON,  
Notary Public, in and for the City and County of San Francisco, State of California.

(My commission expires August 14, 1929.)

RECOMMENDATIONS OF SAN FRANCISCO CHAMBER OF COMMERCE  
**BALLOT PROPOSITIONS**  
 Election, November 2, 1926

No.	TITLE	Recommendation	
		YES	NO
1	Veterans' Welfare Bond Act of 1925	X	
2	Taxing Highway Transportation Companies.	X	
3	Oleomargarine	No Recommendation	
4	Gasoline Tax.	X	
5	Salaries of State Officers	X	
6	Racing.	X	
7	Taxation of Short Line Steam Railroads	X	
8	State Highways		X
9	Repeal of Wright Act.	No Recommendation	
10	Bonds for State Building and University Buildings	X	
11	Exempting Secondary Schools from Taxation		X
12	Tax Exemption for Veterans and Others		X
13	Suffrage	X	
14	Corporations.	X	
15	School Districts	X	
16	Salaries of Judges		X
17	Requiring Bible in Schools		X
18	Water and Power.		X
19	Pensioning Judges	X	
20	Reapportionment Commission		X
21	Political Subdivisions Incurring Indebtedness		X
22	Exempting Forest Trees from Taxation	X	
23	Election at Primary	X	
24	Irrigation Districts and Transfer of Funds		X
25	Taxation and Local Assessment Exemption	X	
26	Giving Appellate Courts Trial Court Powers.	X	
27	Judicial Council	X	
28	Legislative Reapportionment	X	
29	Water Bonds.		X
30	Air Port.	X	
31	Semi-Monthly Payment of Salaries	X	
32	Salaries of Mayor and Supervisors	X	
33	Palace of Fine Arts Site.	X	
34	Retirement Allowances to Certain Teachers.	X	
35	School Department		X
36	Civil Service—Playgrounds	X	
37	Appointment and Removal from Office		X
38	Wage Fixing Powers		X
39	Hospital Service.		X

[NOTE—The foregoing recommendations were approved by the Board of Directors of the Chamber of Commerce after an exhaustive study of these subjects by the Legislative Committee. A comprehensive analysis of the 39 ballot propositions will be published in the magazine number of SAN FRANCISCO BUSINESS of October 13.]





*San Francisco*

# BUSINESS

OCTOBER 13, 1926.

*Testing  
San Francisco's  
High Pressure  
Water System*

# 9

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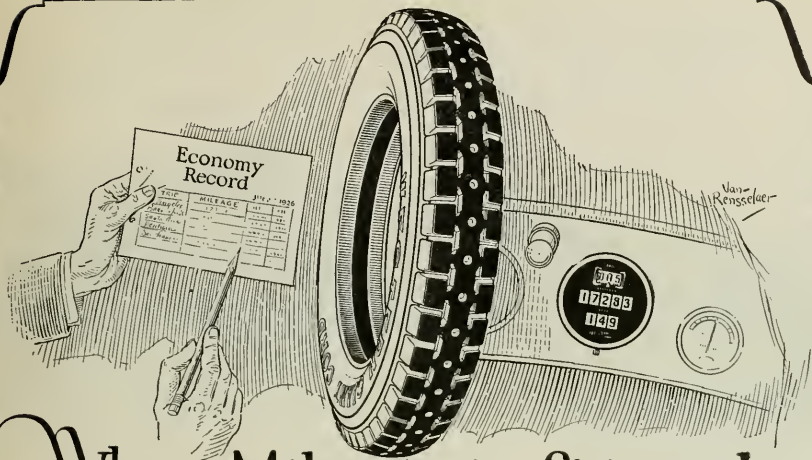
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# Street Traffic a Business Problem

By MILLER McCLINTOCK

*Director of the Albert Russel Erskine Bureau for Street Traffic Research, Harvard University, and Consulting Engineer for the San Francisco Street Traffic Survey*

**S**TREET traffic has become one of the most important business problems of the present day. The problem is of recent origin. Ten years ago little thought was given to the use of the streets. Space in general far exceeded the demand placed upon it. Rapid growth and concentration of business activity, and the phenomenal increase in the number of motor vehicles, have caused street congestion in San Francisco as in all of the other great cities of the country.

Congestion may be defined as a condition where the streets are unable to carry traffic efficiently. Wherever congestion becomes apparent it has an immediate effect upon business activity. Streets are very intimately connected with the commercial structure of a city. In fact, it is not too much to say that business is based upon the street system. Without traffic no business could operate. Every establishment must depend upon the arteries of travel for the collection and distribution of the materials with which it works, and for the carriage of persons who are connected as laborers or patrons with its operation. This dependence is made clear if one will imagine what would happen in a city should all of the streets become impassable. The normal activity of the community would cease immediately and business would be impossible. It is equally true that any condition which tends to render the use of the streets difficult tends also to render business difficult. Those business establishments which depend upon street traffic for the cartage of materials are affected by the increased costs of such services. This is a factor which is of major importance in a city such as San Francisco which must depend to a considerable extent upon its ability to handle materials of commerce speedily and economically.

Retail business establishments, however, are affected most directly by street congestion. The most important element in the value of a retail store is what may be called accessibility, that is, the ability of the public to come to the store readily. If the concern is so located that great numbers of people can

come readily to make purchases, the opportunities for expansion are almost unlimited. If, on the other hand, the establishment is so located that the public can come only with difficulty, growth must be limited.

## Isolated by Traffic

The growth in congestion is tending to lessen the accessibility of established business concerns. In all of the larger cities this condition is making itself felt in a movement which is known as decentralization, that is, the tendency toward the growth of many scattered secondary business districts. Normally carried on, decentralization may not be undesirable, but abnormally fostered it can have no other than unfortunate results. Healthy business depends in the long run upon established property values, and these cannot exist where there is a constant shifting of the business center. Los Angeles is an example of a city that has suffered from shifting values. Fortunately the street system in San Francisco has made it possible for the city to maintain a fair degree of accessibility for its central business district. Growing congestion is making itself felt, however, and the city will be fortunate if by an early start it can forestall the difficulties that other cities are facing.

This close relation between the streets and business has caused a new attitude on the part of commercial interests in the larger cities of the country. Manufacturers are coming to realize that it is just as important that the streets should be open for free use as it is that their factories should operate effectively. Merchandisers have concluded that not only must they make their establishments attractive but that they must also insure the public that their stores can be reached conveniently and safely.

The recognition of street traffic as a business problem is well illustrated in San Francisco in the organization of the Street Traffic Survey Committee, composed of the most prominent business men in the city, under the chairmanship of R. I. Bentley, president of the California Packing Corporation. Its establishment was the result of the request of public officials that street traffic be treated

seriously as a real and basic business problem.

The effectiveness of the committee is due to a number of conditions. In the first place its members are those who are most directly affected by unfavorable traffic conditions. Congestion and allied street problems are not matters of theory to the members of this committee but very immediate and pressing business problems. Their interest is witnessed by the fact that they have not called upon the public treasury to finance their work, but have gone into their own pockets for the necessary funds. In the second place the methods by which they are approaching the traffic problem are distinctly businesslike.

Heretofore the street traffic situation has been approached piecemeal, a one-way street here, a boulevard regulation there, a prohibited left turn at one place and a prohibited parking regulation at some other place. Each of these regulations may have been justified, but at best they have been rarely correlated or passed with a full knowledge and view of the entire system of control.

The Traffic Survey Committee has started out with a basic business principle: get the facts and then go ahead. In final analysis the satisfactory control of traffic is an engineering problem, and requires the same knowledge and technique that is demanded for a water system, a sewage system, or a good bridge. The first step in the survey, therefore, is a collection of facts so that it will be possible to proceed intelligently to the design of a system of control. Such a survey reveals many interesting and novel conditions, which even the most accurate amateur observers have failed to recognize. In Los Angeles, for example, it was discovered that a regulation which was generally considered to be satisfactory was costing the motorists thousands of dollars a day, and was decreasing rather than increasing safety. In Chicago it was found that the assumption upon which all of the parking rules were based was entirely erroneous, and that comprehensive changes would be necessary to gain economical street use. The placing of traffic

(continued on page 30)



### SAN FRANCISCO CHAMBER OF COMMERCE

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VOL. XIII

SAN FRANCISCO, CALIFORNIA, OCTOBER 13, 1926

No. 14

# The Reapportionment Ballot Measures

**A**T THE coming November election two important measures will appear on the ballot affecting legislative reapportionment. The issues which center around these two measures concern the welfare of the whole state. These are two very important measures; they affect the very character of our state government.

One of these measures (Number 20 on the ballot) proposes to throw the control of both houses of our state legislature into the hands of Alameda, San Francisco and Los Angeles counties, which constitute the two metropolitan centers of the state. It will result in the practical disfranchisement of the whole state lying outside of the two metropolitan centers at Los Angeles and around the Bay of San Francisco. It proposes to accomplish in California what the law resolutely forbids in New York and Illinois. Neither the city of New York nor the city of Chicago is permitted to dominate its respective state legislature. In both those states the injustice and the iniquity of metropolitan control of the state legislature is too fully appreciated to be tolerated. This measure (Number 20 on the ballot) is therefore very much against the best interests of the state and is out of line with the best practice in other states and ought to be defeated.

The other of these ballot measures (Number 28 on the ballot) proposes to affect the control of both houses of the state legislature in such a way that the control of the lower house, the Assembly, will fall to the metropolitan centers of the state, while the control of the upper house, the Senate, will go to the part of the state lying outside these metropolitan centers. Under this measure, Number 28, legislative representa-

By COL. ALLEN G. WRIGHT  
*Attorney for the San Francisco Chamber of Commerce*

tion in the Assembly will be based on population, and in the Senate on territory. This divided scheme of representation, partly based on population and partly based on territory, designed, as it is, to prevent the control of both houses by the industrial as opposed to the rural sections of the state, is the scheme of legislative representation substantially as provided for in twenty-nine other states of the Union, including, among others, New York, Pennsylvania, Massachusetts, Iowa and Ohio.

The San Francisco Chamber of Commerce ever since 1921, after a careful study and a thorough examination, has been committed to the policy that the Constitution of the state ought to be so amended as to prevent the control of both houses of the state legislature by the metropolitan centers. Proposition 28 on the ballot offers such a constitutional amendment. On the other hand, Proposition No. 20 on the ballot perpetuates a scheme of legislative representation that will in substance disfranchise all of the state lying outside of the two metropolitan centers. The San Francisco Chamber of Commerce is, accordingly, recommending that on Proposition 20 the vote be "No" and that on Proposition 28 the vote be "Yes."

When the Constitution of California was adopted in 1879, forty-seven years ago, representation in both houses, on the basis of population, did not have the practical effect of disfranchising any large section of the state, and there was no immediate danger of the domination of the halls of legislation by the industrial sections of the state. With the growth of the state, with the rapid

increase of metropolitan populations, an increase the more than probable continuance of which must be recognized, the situation in 1926 is wholly different from that of 1879, and calls for a different adjustment. In 1883 when the first apportionment of the legislature was made under the Constitution, the three counties of Alameda, San Francisco and Los Angeles were allotted 15 senators and 29 assemblymen out of a Senate of 40 and an Assembly of 80 members. In 1912, following the Federal census of 1910, these three counties were allowed 19 senators and 36 assemblymen. At that time a persistent fight was made to allot them 20 senators and 40 assemblymen, half of each house. It has been estimated that 60 or 70 per cent of the population of the state will now be found in these two metropolitan centers, which make up about three per cent only of the territory of the state, and another estimate is that the population of these metropolitan centers exceeds one-half the population of the state by 200,000. In any event as conditions now exist, if not on the basis of the 1920 Federal census, certainly on the basis of the fast approaching 1930 Federal census, legislative reapportionment in both houses on the basis of population alone, such as is proposed by Proposition 20, would throw the control of both houses to the metropolitan centers of the state, and three per cent of the territory would control both houses of the legislature and the other ninety-seven per cent would have only minority representation, a practical disfranchisement.

The Constitution of 1879 provided that the legislature should reapportion legislative representation in Assembly and Senate every ten years immediately following each Federal census, commencing with that of

[continued on page 28]

# Chamber of Commerce Ballot Recommendations

**F**OLLOWING are the recommendations and analyses of the San Francisco Chamber of Commerce on the thirty-nine ballot propositions to be voted upon at the general election in November. The recommendations are made as the result of a thorough consideration of the merits of the various propositions by the Legislative Committee:

## STATE BALLOT PROPOSITIONS:

### No. 1. Veterans Welfare Bond Act of 1925

In 1922, bonds in the sum of ten million dollars were authorized to create a fund to provide farms and home sites for veterans, in accordance with the provisions of the Act of 1921. The proceeds of that Act were used to purchase lands for re-sale to veterans on long-time payments. No veteran was entitled to property in excess of the values named in the statute. The money received by way of interest and by way of purchase price from the veterans is used to meet the cost of operating the Bureau having this land settlement scheme in charge and to meet the interest charges and provide for the redemption of the bonds. All of this money has been used for the purposes authorized and many applications for farms and home sites remain unprovided for.

The measure on the ballot would authorize another bond issue of twenty million dollars, the proceeds of which will be used for the same purposes as those authorized by the Act of 1921. Land purchased by the state with the proceeds of these funds is, of course, not subject to taxation because the title thereto is held by the state but in spite of this fact we favor the proposed bond issue. Where other states are paying bonuses to veterans, California is selling them farms or home sites on easy terms.

Recommendation: Vote YES.

### No. 2. Taxing Highway Transportation Companies.

This proposition is an amendment to the Constitution under authority of which the companies owning or operating as common carriers upon the public highways between fixed termini or over regular routes, jitney busses, stages or motor vehicles, when transporting persons would pay a tax of 4 1/2% of their gross receipts and when operating trucks for transportation of freight would pay 5% of their gross receipts. This tax would be in lieu of all other taxes and licenses and would have the effect of taxing such common carriers in a similar way to that in which steam railroads and electric railroads are now taxed for state purposes. Half of these taxes go to the state and half to the counties and shall be used exclusively for maintaining and repairing the public highways.

We had no data upon which to conclude whether the percentages fixed in the proposed amendment were proper or not. In 1923, however, the legislature, by legislative act, attempted to tax these companies at the rate of 4% of their gross receipts. This act was later held unconstitutional and in 1924, on the initiative of the companies con-

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*All members and others are urged to avail themselves of this opportunity in order that errors in voting may be avoided.*

cerned, a measure similar to that appearing on the present ballot was proposed under which the companies would be taxed at the rate of 4%. That measure failed to carry. The present percentages have been raised to 4 1/2% in the case of passenger service and 5% in the case of freight service. As the legislature by a two-thirds vote could increase these rates if they were not found sufficient, and as the rates proposed are those determined by the legislature itself, the amendment on the ballot, appearing as a legislative amendment and not as an initiative amendment, we approve the measure.

Recommendation: Vote YES.

### No. 3. Oleomargarine.

This is a referendum on an Act amending Section 12 and adding Section 21 1/2 to the General Dairy Law of California. The purpose of the Act is to further regulate the manufacture and sale of oleomargarine and to prohibit the use of dairy terms and symbols in connection therewith.

No Recommendation.

### No. 4. Gasoline Tax.

This measure raises the present gasoline tax from two cents to three cents per gallon. The proposed increase will be used exclusively for new construction of state highways. The proceeds of the present gasoline tax are devoted to the cost of repairs and maintenance. There will be raised by this measure during the next 12 years for new construction about \$10,000,000 each year, which will enable the early completion of the state system of highways. It is to the interest of the state that the highway system be completed at the earliest practicable date. This method of providing funds therefor by taxing those who use the highways is fair and reasonable.

Recommendation: Vote YES.

### No. 5. Salaries of State Officers.

This amendment provides for the following salary increases: Lieutenant Governor from one thousand to four thousand dollars per annum; Secretary of State from five thousand to seven thousand dollars per annum; Controller from five thousand to seven thousand dollars per annum; Treasurer from five to seven thousand dollars per annum; Surveyor General from five thousand to seven thousand dollars per annum; Attorney General from six thousand to eight thousand dollars per annum; Superintendent of Public Construction from five thousand to eight thousand dollars per annum.

Recommendation: Vote YES.

### No. 6. Racing.

This measure creates a board to regulate and license horse racing. It will permit pari-mutuel betting within race track enclosure. It limits the racing period at each track to two meetings in one calendar year of not more than twenty-five days' duration with intervals of not less than ninety days between such meets. Racing will not be permitted except on tracks constructed with the board's approval. All the old evils of book-making are eliminated by this measure. A measure like this has been in successful operation in other states.

Recommendation: Vote YES.

### No. 7. Taxation of Short Line Steam Railroads.

This applies to short line steam railroads independently operated not exceeding 250 miles in length, and provides that they shall be taxed at 5 1/2% instead of 7% of gross earnings. The 5 1/2% rate is that now paid by electric routes. The 7% rate is that now paid by all steam railroads including not only the large transcontinental lines but the short line railroads. About 38 lines would be affected, ten of which are under ten miles in length, half of which are under twenty miles long, the average length of which is about thirty-four miles and the longest of which is 156 miles. The 7% rate on these routes being imposed on gross earnings is out of proportion to their ability to pay. It can only be redressed by a constitutional amendment.

Recommendation: Vote YES.

### No. 8. State Highways.

This measure would appropriate \$5,000,000 per year for 12 years from the general funds of the state for highway construction. It would mean an increase in state taxes that must be met by raising the tax rates on corporations or levying an ad valorem tax on all property throughout the state. It is sectional in character as it would allocate the larger sums to one favored section of the state at the expense of development in the interest of the whole state.

Recommendation: Vote NO.

### No. 9. Repeal of Wright Act.

This is a measure to repeal the present State Prohibition Law. If it carries there will be no state prohibition law in



# Chamber of Commerce Ballot Recommendations

the State of California and therefore no state machinery for enforcing the Federal Prohibition Law, which is what, in effect, the Wright Act now purports to provide for.

**No Recommendation.**

## No. 10. Bonds for State Building and University Buildings.

This measure authorizes the issuance of \$8,500,000 of state bonds, the proceeds of which will be allocated as follows: For University of California buildings at Berkeley, \$3,000,000; for University of California buildings at Los Angeles, \$3,000,000; for completing state buildings at Sacramento, \$1,250,000; for state buildings at Los Angeles, \$1,250,000.

**Recommendation: Vote YES.**

## No. 11. Exempting Secondary Schools from Taxation.

By this measure, property used for school purposes by private secondary schools would be exempt from taxation. If carried, property of considerable amount in value would be withdrawn from the taxable property of the state.

**Recommendation: Vote NO.**

## No. 12. Tax Exemption for Veterans and Others.

Under the present provisions of the Constitution, veterans of the army or navy who had war service and were honorably discharged and their widows are entitled to claim as exempt from taxation one thousand dollars worth of property provided they have not more than five thousand dollars worth of property altogether. This amendment would extend this provision to soldiers or sailors discharged from the army and navy for disability incurred in line of duty during times of peace and to the widows of such discharged soldiers and sailors. There is not the same justification for granting tax exemption to peace-time discharged soldiers and sailors as exists with reference to war-time discharged soldiers and sailors.

**Recommendation: Vote NO.**

## No. 13. Suffrage.

The present provisions of the law permit voters who are absent on election day, under certain circumstances, to cast their vote by mail. This measure would extend this privilege to those electors absent by reason of being engaged in the civil or congressional service of the United States or of the state, and to those who because of injury or disability are absent from their precincts or are unable to go to the polling places. The details of these general principles will be provided for by legislative action.

**Recommendation: Vote YES.**

## No. 14. Corporations.

At present corporations cannot increase their stock or bonded indebtedness without the consent of those holding at least two-thirds of the amount in value of the stock, given at a special meeting called for that purpose after sixty days' public notice. The amendment would do away with the necessity of the sixty days' public notice, which is a provision in the law that serves a

useful purpose but on the contrary delays corporate action, adds to the expense of such proceedings as are referred to and gives no added protection to the interest of the stockholders concerned.

**Recommendation: Vote YES.**

## No. 15. School Districts.

This amendment would authorize the legislature to classify school districts, high school districts, and junior college districts and legislate for them by general laws applicable to such classifications. At present the legislature cannot classify such districts and must attempt the almost impossible feat of providing by general law for districts of varying size and varying needs.

**Recommendation: Vote YES.**

## No. 16. Salaries of Judges.

One-half of the salary of each superior court judge is now paid by the state and the other half thereof is now paid by the county for which he is elected. The salary of the justices of the supreme court are now fixed in the Constitution at eight thousand dollars a year and of the justices of the several district courts of appeal at seven thousand dollars a year. This amendment would permit the legislature to fix the salaries of justices of the supreme court and justices of the several district courts of appeal and would fix the amount to be paid by the state for the salaries of superior court judges at three thousand dollars per annum, leaving to the counties the burden of any portion of the salary in excess of three thousand dollars a year.

The salaries of all the state judges ought to be increased. Ideally the state should pay at least one-half of the salaries of the superior court judges. The amendment fails to preserve this principle. Balancing all considerations, however, the amendment is approved.

**Recommendation: Vote YES.**

## No. 17. Requiring Bible in Schools.

This measure, if adopted, would require the purchase with public school funds and the use of the Holy Bible in the public schools of this state and would require that a copy of the Bible be placed in every public school library and in every public school classroom and that it be studied in such schools or read by any teacher without comment as part of the daily school exercises, but that no pupil should be required to read the Bible or hear it read contrary to the wishes of his parents or guardian.

A familiarity with the Bible on the part of children of school age is very desirable, but the separation of church and state is so firmly fixed as an essential feature of the genius of American institutions that a compulsory use of the Bible in public schools, even surrounded by the restrictions suggested in this amendment, is subject to criticism on the grounds of broad public policy.

**Recommendation: Vote NO.**

## No. 18. Water and Power.

This amendment creates a board to embark the state in the business of developing and distributing water and electric energy and to that end author-

izes an issuance of state bonds of five hundred million dollars. Such a bonded debt in itself would be a staggering load for the state to carry and for the taxpayers to meet. The proceeds of such bonds would purchase property for the state which would at once become tax exempt as state property thus throwing still greater burdens on the taxpayers. This measure is like the Water and Power Acts which have been submitted to the people of the state at the last two preceding general elections and overwhelmingly disapproved by them. Four years ago it was defeated by a majority of nearly 354,000 and two years ago by a majority of over 431,000.

**Recommendation: Vote NO.**

## No. 19. Pensioning Judges.

This measure provides that judges of the supreme court, district courts of appeal, and superior court judges, sixty years of age, who have had a service as such judges aggregating twenty-four years, may retire and shall receive for life a monthly salary equaling half of that last received. No such judge retiring and practicing law shall be entitled to a pension.

**Recommendation: Vote YES.**

## No. 20. Reapportionment Commission.

This amendment provides for a reapportionment commission to reapportion the legislative representation in the Senate and Assembly on the basis of the population as disclosed by the 1920 census, and in the event of any future failure of the legislature to make legislative reapportionment in both houses on the basis of population, at the first session following the Federal census, the reapportionment commission may then make such reapportionment.

This measure will throw the control of both houses of the legislature into the hands of the metropolitan centers of the state and practically disfranchise the balance of the state. New York City is not permitted to dominate the legislature of New York state nor is Chicago permitted to dominate the legislature of Illinois. The legislature of California should not fall under the control of the two metropolitan centers of California.

**Recommendation: Vote NO.**

## No. 21. Political Subdivisions Incurring Indebtedness.

This measure provides that whenever two or more propositions for incurring any indebtedness or liability are submitted at the same election to the electors of any county, city, town, township or school district, the votes cast for and against each proposition shall be counted separately and when two-thirds of the qualified electors voting on any one of such propositions vote in favor thereof such proposition shall be deemed adopted. At the present time, if two or more propositions were submitted none carries unless it receive the assent of two-thirds of the voters voting at the election. This amendment is designed to make the approval of bond propositions easier than at present. Instead of releasing the restrictions upon the voting of bonds it is believed that any change should be in the direction of increasing them.

**Recommendation: Vote NO.**

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## RECOMMENDATIONS OF SAN FRANCISCO CHAMBER OF COMMERCE

## BALLOT PROPOSITIONS

Election, November 2, 1926

No.	TITLE	Recommendation YES	Recommendation NO
1	Veterans' Welfare Bond Act of 1925 .....	X	
2	Taxing Highway Transportation Companies.....	X	
3	Oleomargarine.....	No Recommendation	
4	Gasoline Tax.....	X	
5	Salaries of State Officers.....	X	
6	Racing.....	X	
7	Taxation of Short Line Steam Railroads.....	X	
8	State Highways.....		X
9	Repeal of Wright Act.....	No Recommendation	
10	Bonds for State Building and University Buildings .....	X	
11	Exempting Secondary Schools from Taxation.....		X
12	Tax Exemption for Veterans and Others.....		X
13	Suffrage.....	X	
14	Corporations.....	X	
15	School Districts.....	X	
16	Salaries of Judges.....	X	
17	Requiring Bible in Schools.....		X
18	Water and Power.....		X
19	Pensioning Judges.....	X	
20	Reapportionment Commission.....		X
21	Political Subdivisions Incurring Indebtedness.....		X
22	Exempting Forest Trees from Taxation.....	X	
23	Election at Primary.....	X	
24	Irrigation Districts and Transfer of Funds.....		X
25	Taxation and Local Assessment Exemption.....	X	
26	Giving Appellate Courts Trial Court Powers.....	X	
27	Judicial Council.....	X	
28	Legislative Reapportionment.....	X	
29	Water Bonds.....		X
30	Air Port.....	X	
31	Semi-Monthly Payment of Salaries.....	X	
32	Salaries of Mayor and Supervisors.....	X	
33	Palace of Fine Arts Site.....	X	
34	Retirement Allowances to Certain Teachers.....	X	
35	School Department.....		X
36	Civil Service—Playgrounds.....		X
37	Appointment and Removal from Office.....		X
38	Wage Fixing Powers.....		X
39	Hospital Service.....		X

# Chamber of Commerce Ballot Recommendations

[continued from page 8]

## No. 22. Exempting Forest Trees from Taxation.

This measure would exempt from taxation immature forest trees planted on land not previously bearing merchantable timber, or planted or of natural growth upon lands from which 70% of the original growth in timber over 16 inches in diameter has been removed. It provides that the maturity of forest trees or timber shall be determined by a board comprising the assessor of the county where the forests are located and representatives from the State Boards of Forestry and Equalization, after forty years from the planting or removal of the original timber. This measure is designed to encourage reforestation and the development of timber resources that do not now exist. From the advice given us, the forty-year period provided for by the proposition, under all circumstances, seems to be a proper one. In effect by this amendment the state is foregoing taxation during immaturity of timber that would otherwise not exist.

**Recommendation: Vote YES.**

## No. 23. Election at Primary.

Provides that candidates for judicial, school, county, township or other non-partisan offices receiving a majority vote at a primary election shall be elected thereto without the necessity of running a second time at the general election following.

**Recommendation: Vote YES.**

## No. 24. Irrigation Districts and Transfer of Funds.

This proposition has two purposes in view. One is to authorize irrigation districts, for purpose of acquiring water and water rights and other necessary property rights, to acquire and hold the stock of corporations, domestic or foreign, owning such property rights. There is no criticism of this purpose in the amendment. If such a change in the law, however, is necessary it can doubtless await a delay of two years without serious inconveniences.

The second purpose of the amendment is open to serious objection. The second feature of the amendment is very much like an amendment that was submitted in 1924 permitting the transfer of public funds to meet payments from other funds. Two years ago the Chamber was of record in opposition to the amendment submitted at that time, upon the ground that these transfers were not protected by proper or sufficient safeguards. The same objection applies to the proposed amendment. Under the proposed amendment the treasurer of any city, county or city and county may transfer funds in his custody to any political subdivision if approved by a resolution adopted by the governing body of the city, county or city and county. In other words, the county treasurer of Alameda County could transfer the funds of a reclamation district to the county of Alameda to provide funds for meeting the obligations for the maintenance purposes of that county if such a transfer were approved by the board of supervisors of Alameda County. Such a transfer of funds should

be authorized if it were approved by the trustees of the reclamation district. In other words, the defect in this proposition is that the governing body of the borrowing political subdivision determines upon the propriety of the loan rather than the governing body of the loaning political subdivision.

The proposition is further objectionable in that it not only permits the treasurer to transfer moneys from one fund to another for the purposes of meeting the maintenance purposes of a county, for example, but obliges him to do so, and where the funds are transferred from one fund to another fund of the same political subdivision no resolution of the board of supervisors is required and no provision is made that the money so transferred shall be repaid by any definite date, nor in these any moneys which may be so transferred, nor is it provided that no such transfer shall be made unless taxes accruing are sufficient to refund to the lending fund from the borrowing fund the amount so loaned.

This proposition is doubtless aimed at a purpose which would be justifiable if surrounded by proper safeguards, but in its present form it would not only permit but would require transfers of funds where the repayment of the loan would not necessarily be assured.

**Recommendation: Vote NO.**

## No. 25. Taxation and Local Assessment Exemption.

This measure provides that all property used or held exclusively for the burial or other deposit of the human dead or for the care, maintenance or upkeep of such property or such dead, except as used or held for profit, shall be free from taxation and local assessment.

As far back as 1859 and as late as 1911 the legislature has attempted to exempt property of this character from taxation. But the legislature can only exempt such property from taxation as the constitution authorizes. Hence the necessity of such an amendment as the above which was suggested to the legislature by the county assessors.

**Recommendation: Vote YES.**

## No. 26. Giving Appellate Courts Trial Court Powers.

This measure would authorize an appellate court, in cases where a jury trial is not a matter of right or is waived, to ascertain the facts on appeal from the evidence produced at the trial court or from additional evidence in the appellate court, and to make findings of fact contrary to or additional to those made by the trial court and thereupon to enter such decision on appeal as may seem proper. The purpose of this amendment is to do away with the necessity of sending the case back to the trial court for a new trial with all the additional expense and delay involved therein when the correct decision is obvious to the appellate court. This amendment will enable the appellate court to determine on appeal the litigation finally in such cases.

**Recommendation: Vote YES.**

## No. 27. Judicial Council.

This amendment creates a judicial council of certain judges, under the presidency of the chief justice or acting chief justice, and empowers that council to survey the conduct of business in the several courts with a view to simplifying or improving the administration of justice. The council may suggest to the courts what seems to be in the interests of uniformity and the expedition of business. It may make recommendations to the legislature. It may adopt or amend rules of practice or procedure for all the courts not inconsistent with laws which are now or may hereafter be in force. If this amendment is adopted and the purpose of it is observed, it will result in withdrawing from the legislature the practice of providing rules of procedure for the courts and will leave it for the courts, through the judicial council, to adopt its own rules of practice. The power of framing rules of practice should reside with the courts, who are more familiar with the practical workings of the rules than any legislature can be. This proposed step is in line with what is now being done in the Federal courts.

**Recommendation: Vote YES.**

## No. 28. Legislative Reapportionment.

This measure provides for the apportionment of legislative representation on the basis of population in the assembly and on a territorial basis in the Senate so that in the Senate no county shall have more than one senator and the smaller contiguous counties shall be grouped in groups of two or three and represented by a single senator. The present size of the Assembly, eighty, and the present size of the Senate, forty, will not be increased by this amendment. This amendment will prevent the control of both houses of the legislature falling under the domination of the metropolitan centers of the state, and, on the contrary, will produce a balance of power in the legislature between the metropolitan and the rural sections of the state—a balance of power that is believed will make for fewer and better laws and will create a more wholesome situation for the legislative activities of the state.

**Recommendation: Vote YES.**

## SAN FRANCISCO CHARTER AMENDMENTS:

### No. 29. Water Bonds.

Under the present provisions of the charter there is a 15% limit on the bonded debt of San Francisco, with certain minor exceptions which require no comment in this connection. The charter amendment proposes to exempt all bonds for the acquisition of our water supply heretofore or hereafter voted from any debt limit and proposes to make the debt limit for the remaining bonded indebtedness not exceed 12%, with the same minor exceptions as are now permitted under the present 15% limit.

The practical effect of this charter amendment will be to materially increase the bonded indebtedness capacity of San Francisco. Under the New

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# Laying the Russ Building's Cornerstone

**T**HE cornerstone of the thirty-story Russ Building will be laid on Monday, November 1, at noon—just one year before the day when this greatest office building on the Pacific Coast will be completed and ready for occupancy.

Mayor James Rolph, Jr., President Clay Miller of the San Francisco Chamber of Commerce, and President S. Waldo Coleman of the Russ Building Company, will be the three speakers at the cornerstone laying ceremony.

When Adolphus Gustave Russ, in 1847, bought the future site of the Russ Building for \$12.50 he had more courage than the other San Franciscans who attended the municipal auction that day, because his bid of \$12.50 for nearly three 50 varas was the highest of all ventured. Undoubtedly there were many present that day who thought Mr. Russ had made a bad buy. As we all know now, his confidence in the future of San Francisco was correct. A square foot of that land is worth today nearly four times as much as he paid for the whole parcel.

When the "Russ House" was erected in 1862, its builders had more confidence in the future of the city than other San Franciscans of that day—because, for many years, the Russ House was the finest hotel in the city.

In every stage of San Francisco's progress the leaders of that progress had to have more confidence than their neighbors in the future of the city.

And recently, when it was announced that two national bond houses had underwritten the proposal to build the largest office building on the Pacific Coast on Montgomery Street—a building that should be 50 per cent greater in size than the Telephone Building and have refinements in equipment and service beyond any office building in existence—there were many who felt and expressed uncertainty as to whether this new proposal of public ownership for a great office building could ever be carried out. And, even admitting that the building might be built, there were many who doubted whether its eight acres of office floor space could be rented.

That was less than a year ago, and now that confidence in San Francisco expressed by E. H. Rollins & Sons and Blyth, Witter & Co. has been justified, for the major portion

of the certificates representing preferred and common stock have been sold and, one year before the completion of the building, a considerable proportion of the office space has already been rented.

As the steel frame of this great structure rises, its massive proportions are better appreciated. The main portion of the building, occupying a full block frontage, will rise to or above the height of the sur-

rounding buildings, from which point the tower portion—itself as large as many of the largest buildings on Montgomery Street—will rise to a height of over 400 feet from the sidewalk.

More than 10,000 tons of structural and reinforcing steel are being used. There will be 28 miles of electric conduits and 75 miles of electric wire. The lighting of the

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The Russ Building, San Francisco, California



# Chamber of Commerce Ballot Recommendations

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York State Law bonds of municipalities are not authorized investments for savings banks, trust companies, insurance companies and such institutions except in those cases where the bonded debt of the municipality, exclusive of water bonds, does not exceed 7%. The proposed amendment would authorize bonded indebtedness exclusive of water bonds to the amount of 12%. It is therefore, from the viewpoint of market ability of the bonds, undesirable. It is also undesirable from the point of view of the actual amount of bonded indebtedness which will be authorized. If the water bonds are to be excluded from a debt limit the other bonds authorized should not exceed 7%. There is an unhealthy fiscal condition existing when they do. In view of the annual retirement of outstanding bonds and in view of the larger assessment roll which San Francisco will have as the outgrowth of the reappraisal of real property now under way, there is no necessity of raising the 15% present limit in order to provide the necessary bonds for the completion of the Hetch Hetchy water supply system.

Recommendation: Vote NO.

## No. 30. Air Port.

This measure will authorize San Francisco to purchase land as a site for a municipal air port outside the city limits. There is some question of the right of the city to purchase a site for such purposes outside of the city limits under the present charter provisions. The amendment is necessary to confer that right in clear terms. If a municipal air port is to be acquired the city must go outside of the city limits to acquire it. There is no practical available site within the city limits.

Recommendation: Vote YES.

## No. 31. Semi-Monthly Payment of Salaries.

This amendment will authorize semi-monthly payment of salaries to city employees, thus bringing the city in line with the state law which requires semi-monthly payment of salaries of employees in civil life.

Recommendation: Vote YES.

## No. 32. Salaries of Mayor and Supervisors.

This measure provides for the following salary increases: Mayor from six thousand to twelve thousand a year; supervisors, each, from two thousand four hundred dollars to four thousand dollars a year. Two years ago the Chamber approved increasing the mayor's salary from six thousand to twelve thousand dollars. The present salary is out of proportion to the responsibility and dignity of the mayor's office. The demands upon the time of a conscientious supervisor have been so increased in recent years that the proposed increase in salary of the supervisors can be justified.

Recommendation: Vote YES.

## No. 33. Palace of Fine Arts Site.

This measure will authorize the city to accept a deed from the United States government for the site on which the

Palace of Fine Arts now stands and in return will authorize the city to grant to the United States Government permission to construct, maintain and operate a spur track on certain named streets to connect with the Army Supply Depot at Fort Mason, now being used by the United States Government.

Recommendation: Vote YES.

## No. 34. Retirement Allowances to Certain Teachers.

Two years ago the teachers of San Francisco were brought under the benefit of a retirement system provided for present city employees by a charter amendment adopted in 1923. Teachers who retired prior to the 1924 change in the charter are not entitled to the pension applicable to teachers retiring since the 1924 change. The proposed amendment would extend the benefits of this pension system to teachers who had retired since 1913 and prior to 1924. The amendment affects a comparatively small group of teachers who are today in receipt of utterly inadequate pensions.

Recommendation: Vote YES.

## No. 35. School Department.

This measure was submitted by the supervisors but was not sponsored by the board of education. It covers two subject matters. The first change requires the establishment of an eligible list of teachers as a result of examinations determined and controlled by the board of education. All teachers appointed either to regular positions or to substitute positions shall be appointed from such an eligible list in the order of their standing thereon, thus eliminating any freedom of choice on the part of the board of education.

The second change proposed by this amendment relates to the levying of taxes for the school department. It requires the board of supervisors at the time of levying other taxes to levy and cause to be collected for the common school fund a separate and distinct tax for the support of each of the following:

1. Public kindergarten schools;
2. Public day and evening elementary schools;
3. Public day and evening high schools, technical schools and other secondary schools;
4. Such other schools or policies as may be authorized by the laws of the State of California;

provided that the rate of either separate tax for the support of such schools and purposes shall not exceed in any instance the maximum rate fixed by the state law. The amendment is open to criticism in that it takes from the board of education all freedom in the choice and selection of teachers and in that on both subject matters the amendment makes charter provisions for subjects not authorized by the state constitution.

Recommendation: Vote NO.

## No. 36. Civil Service—Playgrounds.

This amendment proposes to bring the employees of the playground commission, with certain proper exceptions, under the civil service provisions of the

charter. It proposes, also, to blanket in as civil service employees all of the present employees of the playground commission who have served for a period of one year prior to the approval of the amendment.

The amendment has been carelessly drawn up and is proposed to work a repeal of the present charter provisions making certain employees of the board of education appointable only from civil service eligible lists. Serious questions arise whether playground directors ought to be made permanent civil service employees of the playground commission as proposed by the amendment.

Recommendation: Vote NO.

## No. 37. Appointment and Removal from Office.

Under the present charter the mayor is authorized to appoint certain officers whom he may remove at any time for cause. This provision of the charter was the very keystone of the arch of the whole charter scheme, designed as it was to increase the authority and correspondingly increase and center the responsibility of the mayor as chief executive and administrative officer of the city. The amendment proposes that the appointments of all boards or commissions by the mayor shall be ratified and approved by the board of supervisors. The responsibility for all such appointments now rests with the mayor. The amendment would divide this responsibility between the mayor and the majority of the board of supervisors. The amendment also provides that all such appointees may be removed by the mayor only subject to the approval of the board of supervisors. This will have the effect of dividing responsibility for efficient and satisfactory administration of any department, which now rests entirely on the mayor, between the mayor and a majority of the board of supervisors.

The amendment also provides that if six members of the board shall file with the mayor charges in writing of malfeasance or non-feasance of office against any member of such board or commission, the supervisors shall thereupon hear and determine such charges, and if such charges are sustained by a vote of two-thirds of the members of the board of supervisors the person so charged shall be removed from office. This amendment with all these encroachments on the present authority of the mayor will have the practical effect of making the board of supervisors the executive as well as the legislative body in the city. It has all the political disadvantages of divided responsibility and is an attack upon the fundamental purpose of the present charter which sought to divorce, as a matter of sound public policy, administrative and executive functions from the board of supervisors and to limit that body to the consideration of matters of legislative and fiscal policy.

Recommendation: Vote NO.

## No. 38. Wage-Fixing Powers.

Generally where the salaries and wages of officers and employees are not fixed by the charter the power to fix such salaries and wages rests with va-

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# What Irrigation Has Done for the West

By J. R. MASON

Member of S. F. Chamber of Commerce

**T**HAT part of the United States west of the 101st meridian, extending from South Dakota to the Rio Grande, has, in the main, less than twenty inches of annual rainfall.

In this region, with a normal precipitation ranging from less than three inches in the Imperial Valley to about twenty inches in Western Nebraska and parts of the plateau region, we have the greatest arid and semi-arid areas of the United States.

Without irrigation, much of Western America was and would be today uninhabitable.

When the Spanish explorers first entered the territory now forming the states of New Mexico and Arizona, they found the remains of prehistoric aqueducts, and some natives crudely watering their crops.

The beginning of extensive irrigation undertakings in the United States by Americans dates back to 1847, when Brigham Young settled the Mormons in the Salt Lake Valley.

The Mormon settlement in Utah and the discovery of gold in California occurred about the same time, and both the Mormon farmers and the California miners were compelled to irrigate to live.

From these small beginnings, irrigation had gradually spread, until in 1870, when the first considerable community depending on irrigated agriculture settled at Greeley, Colorado, under the patronage of Horace Greeley.

The first great activity in irrigation construction in this country occurred in the late eighties and early nineties, when many large private enterprises were undertaken by those who expected to make large profits in land increased in value by irrigation.

Few of these private undertakings were profitable, to the promoters, although they added materially to the irrigated area of the West.

This development was followed by a long period during which irrigation securities were not in fashion in the East and little new construction took place.

In 1902, through the initiative of Theodore Roosevelt, Congress passed the U. S. R. S. Law, which provided that the Federal Government would construct great irrigation works throughout the arid states, from the proceeds of the sale and rentals of western public lands.

This latter medium has been employed now for over 23 years, during which period about 25 major enterprises have been developed with an aggregate area now under irrigation through the functioning of the U. S. R. S. Law of about 1,700,000 acres with works constructed, capable of irrigating about 3,000,000 acres.

In the initial period of U. S. R. S. operations, the Government undertook to deal directly with individual farmers in collections, water rentals, distributions, etc.

This proved onerous and for the past number of years, the reclamation policy has been to encourage the organization of irrigation districts in the various sections of each reclamation unit, and instead of undertaking to deal directly with individual farmers, to deal rather with a public corporate body, giving over the management of local affairs such as tax collections, water rentals, water distribution, local operation and maintenance, to the irrigation district and giving Federal attention only to the major factors of each enterprise such as large storage dams, trunk line canals, hydroelectric works and main structures.

This practice is rapidly being adopted in each of the major enterprises with attendant harmony, increased efficiency, and satisfaction among settlers.

Probably any new work by the United States Reclamation Service will be started only conditioned upon first the organization of an irrigation district in each principal local unit, to act as the agency for applying the major assistance which rightly belongs to the Government, and which requires a capital investment in excess of what most local communities could finance. Oftentimes a single large dam impounds sufficient water to irrigate an area of land extending along a river valley for fifty or one hundred miles.

This is constructive work of the highest order entirely within the duty and power of the Government and will carry into effect a policy which has already earned the hearty approval of all constructively thinking Americans, and resulted in changing great western desert areas, formerly without value, unproductive, unsettled and untaxed, into gardens where happy, wholesome

homes are established out under the blue of our western skies.

The first enumeration of irrigated lands in the United States was made by the United States Census in 1890; 3,631,381 acres of land were shown to be under irrigation in 1889. The census of 1900 showed 7,527,690 acres under irrigation in 1899, an increase of over 100 per cent in ten years.

By 1909, the area under irrigation had increased to 13,738,485 acres, or about 82 per cent in the ten-year period, and at the present time, the irrigated area in the United States is estimated at about 21,000,000 acres—which is at the rate of about 262,500 acres per year for the 80-year period from 1847 to the present date.

This total amount of 21,000,000 acres now under irrigation in the United States is only about one-half of the area under irrigation in British India which has been financed mainly by the British Government and provinces.

Summarizing irrigation in the United States, therefore, we have:

About \$850,000,000 invested in all irrigation works in the United States.

An annual production of over one billion dollars from the irrigated farms which, without irrigation would yield but a fraction of this, and in many instances be absolutely uninhabitable.

This brief survey of irrigation development in the United States to date will give a background and perspective, when considering "Irrigation Credit and its Importance to Western Development."

In a state where even a lawn cannot be kept alive throughout one-half of the year, without irrigation, the question of "water" is surely paramount.

No business interest or group of individuals can long reside in California without appreciating two facts, viz.: First, that without irrigation, no wide crop diversification can be enjoyed and little, other than limited grain crops raised and, second, that the governing factor in the permanent growth and future development of this and all other western states is—permanent control of the West's greatest natural resources, viz., "water," by the public for the use and best good of the greatest number, rather than exploitation by the few to the per-

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# What Irrigation Has Done for the West

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manent prejudice and loss of the public.

Let us briefly consider a few specific instances of how "water" or the lack of it has affected the history of other arid regions of the earth.

It is of interest here to note, that a very large part of the earth's surface is in the arid and semi-arid region with an annual rainfall of less than twenty inches, and that the practice of irrigation is as old as the history of the human race.

The first recorded history of national life is of those peoples who resided in Mesopotamia—"the land between the rivers," lying in a fertile plain and foothill between the Tigris and Euphrates rivers.

Forty million people resided there in the days when those vast areas were irrigated and when enormous crops of wheat, vetches, peas, apples, dates, oranges and grapes were a source of living to the farmers and of life and trade to the cities, and when the well-irrigated plains were dotted by farm homes and great cities.

Herds of camel, oxen, sheep and goats fed in the green pastures and were an important factor in domestic and foreign commerce.

How about the securities that might have been issued by the great cities of the Assyrian Empire, such as Ninevah, Assur, Khorsted, Adiabene, or Ingue Bal?

What about the bonds issued by the Babylonian cities of Opis, Sappara, Kish, Babylon, Larsa and Logash, for public improvements, such as palaces, public baths, fountains, aqueducts, bridges and temples?

What made that vast Mesopotamian Plain, with its tens of millions of urban and rural peoples, the greatest center of commerce, art, grandeur, influence and wealth of all ancient nations?

Irrigation made life in that region abundant, and its destruction immediately rendered it uninhabitable.

A few wars and conquests by Mongols and others unfit to maintain the source of life there, rang down the curtain on that civilization, those millions of farmers and those scores of great cities with every business interest therein.

It was not a question of how well the cities could continue to grow and prosper without the support of a "back country," but it was a matter of utter destruction and silence as

soon as the silver cord of life—the irrigation canal—was broken.

Would not this same result apply to our populated and highly organized region today, situated in an arid and semi-arid region, should something shut off the water from the fields?

The earliest extensive irrigation in the United States was in the Salt Lake Valley. How long would Salt Lake, Provo and Logan, be beautiful cities and be able to borrow money at 4½ per cent on their bonds, if something happened to the irrigation canals leading from the Jordan and Bear rivers?

Bond dealers from New York, Chicago, St. Louis, Denver, Portland and San Francisco have been competitors for these issues at high prices. School District bonds in no way rank ahead of Irrigation District bonds.

Standing at Exchequer Dam of the Merced Irrigation District and watching the start of those great canals, good-sized rivers themselves, out over the semi-arid plains for many miles, one cannot but ask himself—"What is the most important factor in the life of the thousands who live in beautiful rural and urban homes out along these great canals and their tributaries?"

Which bonds should an investor rather own, of all those issued by those prosperous communities which did not exist and were hardly dreamed of, only a few years ago?

Which of these bonds have the best security—City, County, School District, Highway District or Irrigation District?

Answering this question we may ask ourselves "Upon the proper functioning and management of what political subdivision do all others within a reclaimed or desert area depend?"

If school districts, highway districts, city or county administrations, should break down, or their credit be so impaired as to make further borrowing of money or improvement impossible, some inconveniences and disappointments would ensue, but life and living could yet be maintained within this area.

Should the irrigation reservoirs and canals dry up, or the source of credit for their maintenance and perpetuity be impaired, the plains and desert would creep back stealthily and quickly and silence reign

again supreme over those areas where are the voices of happy children in nice homes; contented and well-to-do farmers, merchants and bankers; great railways, and public utilities, sugar factories, packing houses, flour mills, paved highways, great school buildings and churches, so long as the silver cord is functioning, which carries life, happiness and prosperity to the irrigated farms.

The Imperial Valley was an almost impassable desert less than thirty years ago. Today, \$100,000,000 of individual and corporate property is there, with 65,000 people; an annual crop production of 35,000 carloads, valued at \$60,000,000; beautiful cities, schools, public libraries, courthouse, paved highways, citrus orchards, alfalfa farms and all those urban and rural signs which spell stability and prosperity.

I recently visited the Imperial Irrigation District's "intake" at Andrade on the Colorado River, and as I saw that vast river turned out of its course, starting on its way to irrigate 200,000 acres of alluvial soil in Mexico, and 450,000 acres in the United States, and remembered the importance of that canal to that great fertile, alluvial plain, the urban and rural homes of human beings wholly dependent upon its proper functioning for life, I again realized that in arid regions, which cover most of California and the West, "irrigation systems" and "irrigation district bonds" definitely come first in importance, as school bonds, city bonds, corporate bonds and all other values within such an area, are predicated upon an adequate water supply and its proper distribution.

How then can all values be assured and maintained within irrigated areas or communities supported by irrigated agriculture?

Only by maintaining and strengthening the credit position of irrigation district securities, and an intelligent and constructive interest therein. By recognizing as a menace, all those agencies which would limit the public use of the lifeblood of western advancement and enterprise.

By assisting in word and deed, those agencies which are endeavoring to conserve for public use, western waters, to the end that domestic, agricultural and industrial users may all, in due order, benefit from the use of this, our greatest natural resource of the West, each

[continued on page 20]

# San Francisco, the Chocolate Center



URING the past few months, occasion has arisen very frequently to state that San Francisco is the western center of this, that, or the other line of manufacture. It has also frequently been the case that San Francisco has been seen to have the largest plant in the West in operation to make a particular line of output. For instance, the largest plant in the West is located here for the manufacture of cotton and jute bags, another for the manufacture of hemp rope, others turning out wire rope, coin savings banks, tennis rackets, envelopes, coffee, paper boxes and cartons, glass bottles and containers, etc. In all these lines and in many others, yet to be told, San Francisco proper leads in western manufacture. Rest assured that these statements of San Francisco's industrial leadership are made only when and because the facts warrant them.

And so it is that again such facts can be stated, for San Francisco, with her four chocolate plants, is outstandingly the chocolate manufacturing center of the West, and one of these plants is the largest plant manufacturing chocolate west of the Atlantic Seaboard. Chocolate is just one more of the many industries which make San Francisco the premier industrial center of the Pacific.

Chocolate manufacture presents another clear picture, similar to that of coffee, sugar, etc., of the manner in which industry, the basic economic function, activates agriculture, trade and finance. Because the industry is located here, the cocoa bean shipments and the finished chocolate product increase the business of the port, which is trade. This industry increases the city's bank deposits by both the deposits of the chocolate corporations and of the employees of the chocolate industry, which helps to make San Francisco the financial center of the West, while the activity of this industry in general over the country, placing, as it does, its orders for the cocoa bean, make it possible for cocoa beans to be grown, and wages to be paid on the plantations in the West Indies, the West Coast of Africa, Central and South America, Ceylon, etc., and this is an example of industry stimulating agriculture. It is because industry is thus so basic and so necessary for community growth, that we are all vitally interested in seeing it fostered.

By CAPEAN A. FLEMING

Manager, Industrial Department, San Francisco Chamber of Commerce

When the cocoa bean is growing on the tree, it develops in a large pulpy, pecan-shaped pod about a foot in length. The beans themselves are not much larger than shelled almonds, and as they grow they are nestled closely in the pulp of the whitish pod. When ripe the natives pick the fruit, and, separating the seeds or beans from the pulp of the pod, spread them out to dry in the sun for three or four days. It is the dried beans that are shipped to the San Francisco plants to be made into edible chocolate.

Like the coffee bean, the chocolate bean requires roasting to bring out its qualities. About eight hundred pounds of raw beans are required to fill properly one of the big revolving roasters where they remain tumbling about for an hour and a half. The roasted beans are then fed through sets of rollers which have sufficient clearance not to mash them, but only to loosen the thin shell and crack the fruit, the shell then being blown off in the form of chaff, leaving the fatty portion free for the next step—that of grinding. The grinder, or mill, is the type of "upper and nether millstone" similar to that used in the old time flour mill. The upper circular granite stone revolves on the lower, crushing the beans, which contain 50 per cent butter fat, into a liquid brown paste. Each mill has three sets of mill stones, so that when the crushed product runs from the first set, it is conveyed to the second through a hole in the center of the upper stone of the second. Here more grinding takes place, after which the chocolate flows to the third set where the final smoothness is acquired.

Up to this point, there is nothing put with the chocolate. The heat produced by steam inside the grinders, and the friction, bring it into the same melted consistency that a cake of chocolate has when melted in cooking.

If bitter or unsweetened chocolate is to be made, it is ready for the molds as soon as it flows from the last of the three grinders, nothing being added, or taken away.

If ground chocolate is to be made, the liquid is poured into circular cloth filters, and placed in a press which develops a pressure of 6,000

pounds to the square inch, thus squeezing out the butter fat, leaving round flat cakes about three inches thick and about eighteen inches in diameter. These cakes, together with powdered sugar, are put into a large tub-like mixer in which run four heavy granite rollers, this time like the casters on a piece of furniture instead of two granite discs revolving face to face, for the chocolate has already been ground. However, the cakes from which the butter fat has been squeezed, have to be crumbled again into powdered form and mixed with sugar by these rollers running around in a circular path on the bottom of the mixer. During the process, a certain small amount of liquid, or melted chocolate—just as it came from the first process, or the mill, is added. This assists in mixing the sugar with the cake which comes from the press, and completes the process for ground chocolate.

If commercial cocoa is to be made, the cake of pure cocoa, as it comes from the press, is simply crumbled and freed of all lumps by the weight of the granite rollers, nothing being added.

On the other hand, if the product is to be sweet chocolate, sugar is mixed with the melted chocolate as it comes from the first operation, and to this mixture, a considerable amount of the butter fat, squeezed out to make the cakes with which to prepare ground chocolate, is added to give proper consistency after introducing the sugar.

And lastly, if the product is to be milk chocolate, such as is used so much by confectioners, sugar, and a small portion of cocoa butter-fat, are added to the liquid cocoa, and to this mixture is added great pans of milk solids, obtained by drawing off all the water content from the milk while it is being heated and stirred in a vacuum tank. This milk chocolate mixture of sugar, some butter fat, milk solids and chocolate is smoothed and beaten for twenty-four hours before it is ready to mold.

The sweet, bitter, and milk chocolate, being sold in cakes, are prepared in molds. These molds, with their warm soft contents, are sent on a slow conveyor through a refrigeration passage, and emerge at the opposite end of the conveyor as solid hard cakes, ready to be wrapped and packed.

The ground chocolate is put up in cans, and, of course, does not need



# Applying the Yardstick to Cities

By JAMES G. STAFFORD

*Superintendent of the Bureau of Appraisals to the Advisory Committee to the Board of Equalization, City and County of San Francisco, now engaged in a revaluation of all realty in the city for tax equalization of assessments, and a nationally known authority on modern analytic methods of realty valuation.*

**P**UBLIC judgment in the appraisal and equalization of land values—"Public judgment!" The phrase was first used in this connection in a newspaper article in San Mateo in 1923, during the time I was conducting a revaluation of the real property there.

It struck me as a particularly happy as well as an accurately descriptive term. It expresses the very heart and core of the idea which forms the pivot of the method I have employed to bring real property values to the level of a reasonable, 100 per cent valuation. It is a simpler, more forceful expression of what we mean when we say "consensus of opinion." And it is this "public judgment" or "consensus of opinion" which, in the final analysis, provides the only true basis of values, whether the thing appraised is a parcel of real estate or a string of glass beads.

The aborigines who traded Manhattan for an array of glittering baubles struck a good bargain according to their standards, which rated the beads, to them a rarity and a treasure, far above something else which existed in limitless abundance, to the horizon and beyond. And no doubt the beads contributed more to their happiness than had ownership of that particular area of land.

Public judgment is probably more accurate as a guide to realty values than in the case of any other marketable thing. The various factors of human life bear directly upon realty values. Land is valuable in accordance with its possibilities for human use.

The policy of obtaining from the property owners themselves, in free discussions at open, public meetings, their judgment concerning the relative, fair values to be placed upon it for equalizing assessed values is the backbone of the modern analytic method of realty valuation. This is the method that is now being employed to bring about an equalization of the San Francisco tax assessment roll and is the method that has been applied with unqualified success in scores of American cities and towns.

"Value is the measure of the desire of man," wrote W. A. Somers, who evolved and used this method in the city of Cleveland in 1910. "It is usually expressed in terms of price," he continued, "which is but an

attempt to compare desire with that which we use as money.

"In other words, value must come from comparison, and any such comparison must be a mental operation on the part of an individual or many individuals. If such a comparison is made by a large number of people, resulting in a common expression in terms of price, the value is usually said to be fixed, for the time being at least, at that price.

"This form of comparison, with its attendant result, is what is usually denominated 'market value.' Market value is the comparison that all of the people at interest have been able to make between their desires and the thing desired." With a uniform procedure established for obtaining the public judgment of the property owners, and a standard unit of value from which to make the necessary mathematical computations a reasonably correct appraisal of all land values in any city can be assured.

The problem of equalizing assessed values can be solved. It has been solved in more than ninety cities, towns and counties throughout the United States. The solution has been acceptable to the taxpayers and to the public officials who had the courage to inaugurate the needed changes in the system.

For the fault in tax assessing, wherever old methods prevail, lies in the system, rarely in the man or men upon whom devolves the duty of making up the obnoxious tax roll. Whenever officials have courageously undertaken the major operation of a wholesale revaluation of real estate and improvements the symptoms have disappeared, the patient has recovered, and there has been an increase in revenue from taxation, even with reduced tax rates.

Appraisal of real estate at reasonable full values strikes at the center of the tax assessment equalization problem. With values established upon a true, relative, and provable basis, any assessment levied against the property throughout the taxing jurisdiction will be fair to all concerned. This is true whether the assessment is at full value or at some

uniform percentage less than the appraised full values.

Cleveland pioneered the way with such a wholesale inventory. It was largely through the efforts of its fighting mayor, Tom Johnson, that the city achieved this distinction. Frederic C. Howe, writer and publicist, who was on the board elected in 1910 to bring about the equalization of assessments in Cleveland, said in a public address at Philadelphia some time after the work was completed:

"There came to Cleveland, as a result of the participation of the people in the establishment of the fundamental street values, a psychological sense of ease, of satisfaction, of square dealing toward their fellows, a spirit of civic satisfaction growing out of the fact that their money was being taken from them by a square-deal policy such as they had never known before."

Ordinarily land values are expressed in terms of a front foot at so many dollars. This means little or nothing because lots are not of uniform depth and shape.

Therefore, a standard unit foot has been adopted for measuring land values. This is one foot frontage, one hundred feet deep, located in the middle of the block, where its only values is due to the single street accessibility—the opportunity of reaching the life and trade of the community at that point of contact. Convenient tables of percentage values make the computation of other depths, greater or less than the 100 feet, simple and logical.

With this standard of quantity adopted, the expression of opinion as to land values is facilitated, for comparison is made possible. It then becomes a matter of analyzing the factors that enter into the creation of land values.

These factors are easy to segregate and their importance is easily weighed. The traffic—presence of people on foot—passing a given location has a definite effect on the land value at that point. Likewise, the transportation facilities, physical characteristics of the land, the opportunity of doing business or the desirability of living in this or that location, all have their influence on values.

Every citizen consciously or unconsciously makes this appraisal every day as he goes about his usual affairs.



# The FIRE CHIEF of TODAY

By GUY C. MACDONALD

**T**HE success of many of our outstanding business leaders has been largely due to the force of progress which has surrounded them. We are living in a terrific constructive age, constantly in an atmosphere charged with a tense nervous energy which has a power of driving men to accomplish greater things, to compete in the great game of business, which, in the last analysis, means achievement. This great dynamic force has brought an unprecedented era of industry, which, in turn, has virtually forced into existence new cities and larger communities and has placed upon the people the responsibility of cooperative protection both as to life and property.

We have come to take the mechanical departments of government as a matter of course and now look upon protection from fire, robbery and similar contingencies as a right which is a part of our everyday life. We know we have a fire department and take it for granted that it is efficient and competent. However, the fire department of today is one of the best investments a community can make, for through its efficiency

come real returns in the form of dollars and cents.

For instance, in one medium-sized California city, where the fire department was reorganized after its

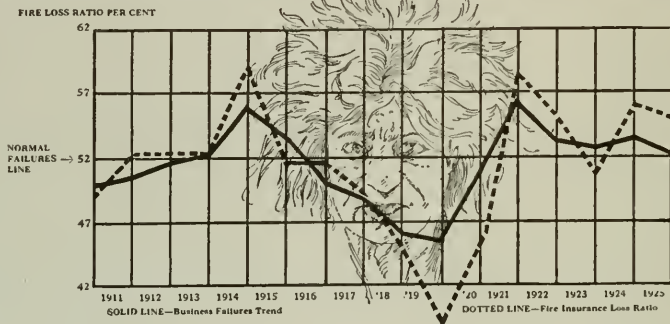
faults had been revealed; after the fire insurance rates had created a hostility against insurance companies that was extremely critical,

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Seattle Fire Department in action on a quick burner in a shack district.

# The Deadly Parallel Continues



HERE is the latest extension of the Glens Falls famous "Moral Hazard" chart. It tells the same old shameful story. Through it, with terrible clearness, appear the sinister features of "Arson." With unflinching persistence these charted lines of Business Failures and Insurance Loss Ratio continued in 1925, as they have since 1910, to pile up evidence of the part that incendiarism plays in the annual tragedy of American Fire Losses.

## "Incendiarism 40%"

When Glens Falls issued its chart a year ago, an estimate was made that incendiarism is responsible for 40 per cent of the annual destruction of lives and property in this country by fire. This estimate precipitated wide discussion and controversy. We received hundreds of letters from insurance company executives, state fire marshals, insurance commissioners, agents and other authorities. These only served to

strengthen our conviction that the estimate of 40 per cent is close to the mark. Among the many letters received was one from a leading insurance executive who wrote:

"Fire insurance must either continue a beneficent influence in the social fabric, or it must degenerate into a malign influence, as it can readily become by lending itself either deliberately or carelessly to the aiding and encouragement of the vicious element that preys upon society as a whole."

## What Are We Going To Do About It?

For years Glens Falls has been striving through literature, fire prevention contests, moving picture films and in other ways, to impress upon insurers and insureds alike the need for suppressing this evil. In these efforts it has had splendid co-operation from its agents. But it realizes that the fight on incendiarism must have behind it the full and earnest co-operation of

every interest involved. The time for united action has come. Something must be done. Glens Falls is still seeking a way and it welcomes suggestions. Furthermore, it promises full co-operation in any plan that will aid in crushing this menace which continuously threatens American Insurance and the American Public.

"Old and Tried"

**Glens Falls**  
INSURANCE COMPANY

Founded in 1849

GLENS FALLS, N. Y.

E. W. WEST, Pres.

H. N. DICKINSON, Vice-Pres.

F. M. SMALLEY, Vice-Pres. and Secy.

R. C. CARTER, Treas.

R. S. BUDDY, F. L. COWLES, G. P. CRAWFORD, H. W. KNIGHT, J. A. MAVON, Secretaries

G. S. JAMISON, Asst. Secy.

PACIFIC COAST DEPARTMENT

R. H. GRIFFITH, Manager

354 Pine Street

San Francisco, Calif.

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the selection of a proper chief has resulted in actual cash savings to the citizens, in the form of fire insurance premiums alone, of more than \$400,000 a year. An investigation in this nearby community has shown where merchants and other property owners are saving more than their city and county taxes in their reduced insurance rates alone! Not to mention the increased efficiency which has resulted in a tremendous reduction in credit losses and in the loss of life from fires.

In another large city the saving as the result of similar recognition of the fire department has exceeded \$1,000,000 a year, and the work has only started.

One of the most pathetic statements I ever heard a successful business man say of his fire department's chief was, "Well, he is only a fireman." Only a fireman—but what would we do without him?

The fireman of the present day is better educated, better informed than many who make many times his income in some of the engineering professions. The fireman of today has an inherent loyalty to his community which should hold for him the permanent respect and loyalty of his fellow citizens. He is fighting the war that never ends—fire. And Fire has no international rules of war to follow. Gases, and every other element and material barred by all self-respecting nations in war, are faced by the fireman in the regular course of his duty.

It was nearly 150 years ago in this country that property owners in the colonies got together and formed local fire companies. Fire brigades, clubs and associations they were called. They were social as well as for fire fighting. Great rivalry existed between those various organizations both as to garb and ability. Once a year, or more often, they held a general "field day" and the competition was as keen as any football game of today. Riots often were staged during a fire—the fire being neglected until the members of the brigades settled the question with their fists as to who would have the honor of putting it out.

Out of this picturesque beginning have come two great factors in American life—the modern stock fire insurance company and the great municipal fire departments of today.

The old-time hard-hitting, hard-cussing and hard-drinking fire chief and fire fighter have passed into history. They fought fire as the old bare-fisted pugilists fought each other. They wanted water and lots of it. These courageous, rough characters were the founders of the

institutions without which no community can well function or progress. They built a solid foundation and from them has persisted a spirit of sportsmanship, rivalry and tradition which continues to dominate those who are protecting life and property.

Now we find a trained executive at the head of the fire fighters of the community. And we also find, not only fire fighters, but fire preventionists, from the chief engineer down to the newest rookie.

As civilization has progressed mechanically and industrially, numerous new conditions have been created. Each new machine, each new industry, factory and building

adds to the responsibility of the local fire department. Each new fire is a new and separate problem. No two fires can be attacked identically alike. Out of the increasing complexity of modern life has emerged a new figure—the fire chief of today.

To many people the fire chief is just a fire chief. He must be a good chief by popular demand, but many ramifications that are incorporated in the position of chief engineer are little known by the general public.

Today the fire chief (and even the rank and file of the department) must know efficiently more different professions and matters than any

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## A National Disgrace



15,000 lives and \$500,000,000 in property are destroyed by fire every year in America. Sixty-seven per cent of these fires are preventable. Stand back of your fire department in its reasonable demands for adequate authority, equipment and personnel, more hydrants, larger mains, better buildings. Organize, agitate, educate, preach and practice fire prevention. Co-operate with every organized movement to reduce the loss of life and property by fire. Protect your property interests with adequate insurance.

Ask your agent or broker.

### FIREMAN'S FUND INSURANCE COMPANY

FIRE      AUTOMOBILE      MARINE

## IRRIGATION

[continued from page 14]

individual and institution will be conserving and perpetuating public welfare.

The limit which California communities may reach in their development is more nearly determined by the available amount of water which may ultimately be allocated to their use for urban and rural purposes,

and the vision and courage shown by their citizens in making such water supply permanently available, than by any other agency.

California has much more land to which water could be economically applied than the total water supply possibly will serve.

This proves clearly the tremendous need of a wise and unprejudiced study of, and sympathy with, the "water question" in California.

President Clarke of Nevada State University said recently in a public address, that if all the available water in Nevada was applied to irrigating her land, only 3,000,000 acres could be irrigated, or 4.2 per cent of her total area. Nevada now has only seven-tenths person per square mile.

Several old settlements in San Diego County, which were attempted fifty years ago, advanced but little, in population, land values or production, until within the past two years when irrigation water was made available to them.

About twenty-five years ago, comprehensive irrigation commenced in the San Joaquin Valley. The real growth of all our fine valley cities dates almost to a day from the time when a reliable gravity or pumped water supply was turned over the dry grain fields.

If anyone doubts this statement, let him today visit the unirrigated sections of the San Joaquin or Sacramento Valley. Such a visit will disclose the fact that fewer people and less tonnage are found in those sections than obtained a half century ago. In fact, the geographies of thirty years ago showed the San Joaquin desert where San Joaquin Valley now appears.

If California merchants, bankers, distributors of power, light, telephone service and railway facilities, had to depend on the dry-farmed areas of this state for a market, they would not need to make plans for expansion, but rather retrenchment.

In 1910, 39,352 farms or 2,664,104 acres, were under irrigation in California. At the present time, nearly 75,000 farms, or 6,000,000 acres, are irrigated.

The total amount invested in irrigation works in California is about \$200,000,000 which is much less than the value of farm crops grown by irrigation in this state annually. This 6,000,000 acres of land, which, before irrigation, probably did not have a value to exceed \$60,000,000 now has a value of probably twenty times as much, or \$1,250,000,000.

[continued on page 35]

## New York Underwriters Insurance Company

Cash Capital \$2,000,000

**F**IRE, AUTOMOBILE, EARTHQUAKE, WIND-STORM, LEASEHOLD, RENTS, USE AND OCCUPANCY, SPRINKLER LEAKAGE INSURANCE.

*Request your agent or broker to place a share of your business with the*

New York Underwriters Insurance Company

F. M. BRANCH, Manager

339 SANSOME ST Phone KEARNY 4566 SAN FRANCISCO

After November Fifteenth, our address will be 165-167 Bush St.

# Progress

is the keynote of this great western country of ours. Our highways are monuments to the wonderful development of this section.

**PROGRESS** on the "highways of insurance" has been the good fortune of this western company since its organization in 1914. A Nevada Fire Insurance Company policy is the best of protection in a company whose development has been typical of the West.

## NEVADA FIRE INSURANCE COMPANY

W. C. PITT, President L. R. EBY, Manager

JAMES E. SLINGERLAND, Secretary

HOME OFFICE: RENO, NEVADA

550 Sacramento Street  
SAN FRANCISCO

Bank of Italy Building  
LOS ANGELES



# The Bureau of Fire Prevention

**O**N June 21, 1920, the Board of Supervisors passed an ordinance providing for the establishment of a Bureau of Fire Prevention and Public Safety to be composed of the Chief Engineer of the Fire Department, Chief Building Inspector of the Board of Public Works, Chief of the Department of Electricity, Chief of Police, Health Officer and Fire Marshal. The Chief Engineer to act as Chief of the Bureau. In order to facilitate the investigation and inspection work of the Bureau the various departments of the city and county shall cooperate with the Bureau, and for such purpose the Chief Engineer, Chief Building Inspector, Chief of the Department of Electricity, Chief of Police, Health and Officer and Fire Marshal are authorized and directed to furnish to the Bureau such records, papers and other information in their possession as may be required, and to detail to the Bureau such officers and employees as might be necessary.

At the time this ordinance was passed the Chief Engineer placed a battalion chief in charge and a captain to pass upon plans and specifications at the Board of Works, relative to the installations of fire escapes, standpipes, pipe casings, fire pumps, sprinkler systems, etc.

In order that inspections of the mercantile and high-valued districts might be made, the captains and lieutenants of the companies located in these districts were detailed to the Bureau every day except Sundays, reporting at 8 a. m., and were assigned to block inspection, returning to the Bureau at 4 p. m. for the purpose of making out their reports and calling attention to any particularly hazardous conditions that were noted by them during their tour of inspection. Two of the captains who were very apt in this work were assigned for reinspection of such places as had been reported, and in that way many hazardous conditions were corrected, and inside of a few months all of the buildings located in the district previously referred to had been inspected, as well as some of the schools, hospitals, etc.

Conditions arose about that time that made it necessary to keep these officers in their respective companies, and such inspection work and investigation of complaints as could be attended to was referred to the battalion chiefs. As it was im-

By R. SCHUBERT

*Chief in Charge, Bureau of Fire Prevention  
and Public Safety*

possible to properly handle the ever increasing amount of work along the lines mentioned, it was finally arranged whereby the first ten men on the eligible list for lieutenant in the fire department would be assigned to this work, and

in order to have necessary accommodations for them to make out reports and receive the proper instructions, they reported daily (Sundays excepted) at the quarters of Engine Company No. 17 and were assigned to block inspection by the battalion chief in charge. This manner of inspecting was carried on until such time as the eligible list for lieutenants was finished.

[continued on page 29]

## Welcome to Fire Chiefs in Convention at Fresno, California

October 11th to 15th, inclusive

EVERYONE SHOULD OBSERVE  
**Fire Prevention**  
EVERY WEEK IN THE YEAR

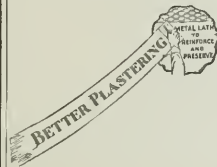
Are you thinking of building a home which will protect your family to a degree that will hinder a fire from consuming them in flames in a few minutes—or are you forgetting all about your obligation to your dear ones as well as to your neighbor?

### WHAT IS MEANT BY FIRE PREVENTION?

What does a Metal Lath and Plaster partition mean to you?

Get in touch with a Metal Lath Manufacturer's representative.

Metal Lath Manufacturers Association  
of California



CALL BUILDING  
SAN FRANCISCO  
CALIFORNIA

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Vice-President

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## Pacific Marine Insurance Agency

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UNITED STATES MERCHANTS & SHIPPERS INSURANCE COMPANY

ROYAL EXCHANGE ASSURANCE, MARINE DEPARTMENT

TOKIO MARINE & FIRE INSURANCE CO., LTD.,  
UNITED STATES MARINE BRANCH

UNITED STATES FIRE INSURANCE CO., MARINE DEPARTMENT  
AGRICULTURAL INSURANCE COMPANY, MARINE DEPARTMENT

FIRE ASSOCIATION OF PHILADELPHIA, MARINE DEPARTMENT  
MILWAUKEE MECHANICS' INSURANCE CO., MARINE DEPARTMENT

LONDON & SCOTTISH ASSURANCE CORPORATION, LTD.,  
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THE NORTH RIVER INSURANCE COMPANY, MARINE DEPARTMENT

Oregon Agent:

**DURHAM & BATES**

BOARD OF TRADE BUILDING, PORTLAND, OREGON

## Millions Saved by Standardization in Industry



ILLIONS of dollars have been saved to industry by standardization with the resultant reduction of waste.

So said Ray M. Hudson, chief of the Division of Simplified Practice, United States Department of Commerce, in addressing members of the industrial committees of the San Francisco Chamber of Commerce, Oakland Chamber of Commerce and the California Development Association.

The speaker cited the automotive industry as an example wherein standardization has reduced production costs, effecting economies that have been passed on to the consumer.

Generally speaking, he said, it was fair to assume that standardization would result either in better quality or lower costs in practically every industrial activity.

He cited rapid progress that is being made, mentioning accomplishments of the Metal Lath Manufacturers Association, the American Institute of Steel Construction, manufacturers of builders' hardware, industrial lamps, face brick and the efforts toward simplified practice in the soft-wood lumber industry.

The speaker visualized the tremendous possibilities by the adoption of a standard building code nation-wide in its application. He enumerated building material lines that could be standardized with elimination of waste resulting in improved quality or lower prices.

He stated that at one time there were 428 different types and sizes of nails and tacks. These have been reduced to 125. Thirty years ago there were 180 different styles of industrial lamps. Standardization has reduced this number to 45, causing enormous savings. Further simplification until only five sizes in lamps will be manufactured was mentioned as a possibility.

The need of standardization in traffic control and city planning was emphasized, the government expert mentioning the fact that cities today are spending many millions of dollars shaving off buildings or making other corrections in order to handle traffic congestion.

## A Forty-Niner

### The **SPRINGFIELD** **FIRE AND MARINE INSURANCE** **COMPANY**

Incorporated April 24, 1849

From the days of the covered wagon until now this Company's record has been one of continued development and progress.

THE SPRINGFIELD has never failed to meet the full letter of its obligations.

THE SPRINGFIELD was among the first to insist on prompt adjustment and prompt payment of all losses incurred in the San Francisco conflagration, April 18, 19, 20, 1906.

It pays to insure in THE SPRINGFIELD. It pays.

### **PACIFIC DEPARTMENT**

225 Pine Street

San Francisco

GEO. W. DORNIN  
Manager

JOHN C. DORNIN  
Assistant Manager

# The Future of Sunset-Parkside

By DR. J. M. TONER, President of the Sunset-Parkside District, Incorporated

**S**UNSET-PARKSIDE DISTRICT, INC., had its inception in the desire of property owners to obtain long-needed improvements which would make possible the development of their property to its ultimate value.

The slogan of the district admirably defines the intentions and purposes of the district. It is:

*"A Non-Profit Organization Dedicated to Keeping San Franciscans in San Francisco."*

The Sunset-Parkside District consists of the western half of San Francisco from Golden Gate Park to Sloat Boulevard and from Twin Peaks to the ocean. In that area there is contained more than 550 blocks.

It seems amazing that during the past several years while a great tide of overflow population was moving out of the city to find space upon which to build homes, more than 300 blocks of this great area in the heart of San Francisco remained undeveloped.

In these 300 blocks there are no streets, no sewers, no water mains. In other words, until development is realized homes cannot be built.

And this in spite of the fact that the district offers tremendous attractions to home builders.

There is not one improved block in the Sunset-Parkside District which is not at least 60 per cent built up. The moment that streets, water and sewers are in, homes spring up like mushrooms.

It is therefore self-evident that the problem is not that of inducing people to go into the Sunset-Parkside District, but of removing the natural barriers that prevent them from doing so.

If there is a condition existing in San Francisco that forces thousands of persons to leave the city limits to establish their homes while earning their livelihood in San Francisco, then assuredly this condition should be eliminated at once. Right at the door of these thousands lies a great district ideal for the establishment of homes to fit any income.

There are now 60,000 people in the Sunset-Parkside District. By 1930, if the natural barriers are removed, there should be living in that area a population of 250,000.

In order to break down these natural impediments to development, the Sunset-Parkside District,

Inc., has adopted the following program:

1. Speedy completion of the Sunset Tunnel and its car line.

2. Construction of "Sunset Boulevard," a diagonal boulevard 120 feet wide, from Nineteenth Avenue and Lincoln Way to Fleishacker Pool.

3. A parked fire barrier from Golden Gate Park to Sloat Boulevard.

4. John McLaren's Sunset Parks program.

5. Municipal car line extensions throughout the Sunset-Parkside District.

6. Augmented sewer and water system.

It has been estimated by L. V. Riddle, a member of the advisory board of our organization, that the value of the Sunset-Parkside District is at present \$60,000,000. Within three years, when full development should have been reached, this same property, according to Mr. Riddle's calculations, will be worth \$150,000,000.

## The New "Hartford" Building 720 California St., San Francisco

Formally opened October 5th, 1926



## Hartford Fire Insurance Company Hartford Accident and Indemnity Company

The Hartford Fire Insurance Company established a department office in San Francisco in 1870 at 313 California Street, at which location it remained until the conflagration of 1906. It quickly rehabilitated, and continues to serve its thousands of patrons, affording ample protection with varied lines of insurance.

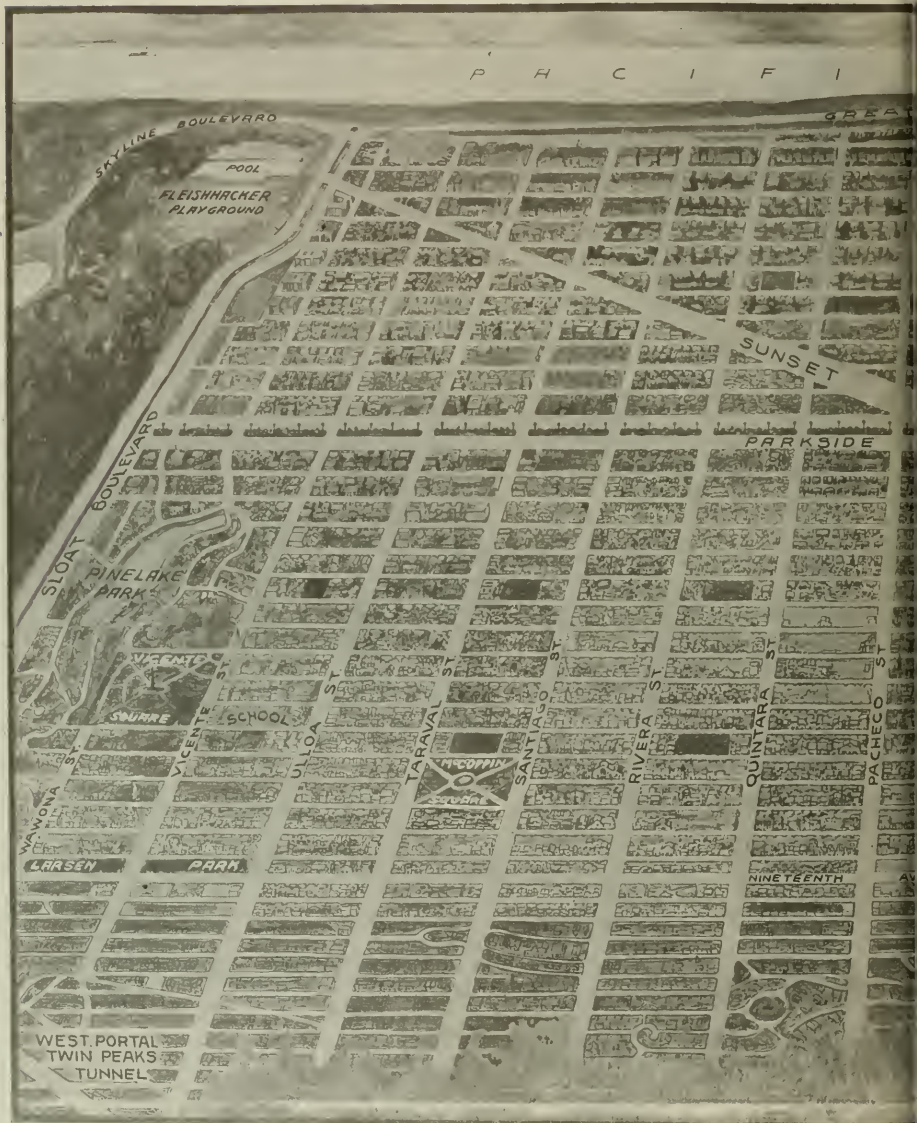
Remember **Hartford** with your next policy

You are cordially invited to inspect the new building at 720 CALIFORNIA STREET



# EYES OF SAN FRANCISCO

Where 250,000 per



Sunset-Parkside, the western half of San Francisco, surrounded by golf links, swimming pools and recreational features, will have a population of 250,000 in 1930. The above photo-map, the conception of Virgil Nahl, reveals the Sunset-Parkside as it will appear in 1930, with a direct line to the heart of the city, and with Parkside Dr.



# WATCH SUNSET-PARKSIDE

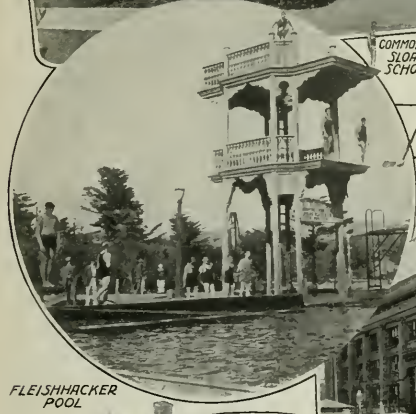
ns will live by 1930



250,000 people in 1930 and will represent taxable property valued at \$150,000,000. It is estimated by statisticians of Sunset-Parkside District, Inc. that the district will have 100,000 people and distinctive hotels at the sand's edge, with Sunset Boulevard bringing motorists from the Skyline Boulevard riding frontage for fashionable Sunset-Parkside homes.



# Random Shots in Sunset-Parkside District



COMMODORE SLATT SCHOOL

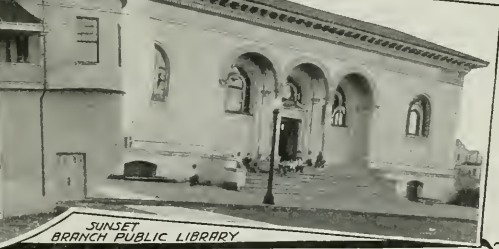
FLEISHACKER POOL



POLYTECHNIC HIGH SCHOOL



SUNSET-PARKSIDE BOY SCOUT HEADQUARTERS



SUNSET BRANCH PUBLIC LIBRARY



## OFFICE HELP

**Community Placement Bureau**

*An Employment Agency operated by San Francisco and Oakland Employers*  
F. DOHRMANN, Jr., President

San Francisco Office  
67 Sutter St.  
Kearny 2800

MARGARET O'CONNOR, Manager



Oakland Office  
1448 Webster St.  
Lakeside 2818

VERA CHRISTIE, Manager

*Technical Department for Men conducted in co-operation with the  
Engineering Societies Employment Service*

**Reapportionment**

[continued from page 6]

1850. Representation in both these houses, it was directed, should be apportioned on the basis of population.

In 1853 the first reapportionment measure was passed. The succeeding reapportionment measures were as follows: in 1891, in 1901 and in 1912. When it came time to make the fifth reapportionment, following the Federal census of 1920, the successive legislatures of 1921, 1923, and 1925 were unable to agree on any of the various reapportionment bills before them, and each adjourned without making any legislative reapportionment. It may be significant that the Congress of the United States found itself in a like dilemma and that it, too, has failed to make any reapportionment following the Federal census of 1920.

The motives that may have actuated the California legislature in the last three sessions and prevented the passage of any reapportionment measure were doubtless of many varieties, but outstanding among them was the recognition of the growing strength of metropolitan representation in both houses of the legislature and the consequent approaching disfranchisement of all the state lying outside of these two centers of population at Los Angeles and about the Bay of San Francisco. As far back as 1909 the legislature has been concerned with the importance of amending the Constitution in some way to prevent the domination of the legislative halls by the representatives from the industrial centers of the state. The matter has been discussed and constitutional amendments have been proposed in succeeding legislatures without the possibility of agreement, the two-thirds vote requirement on constitutional amendments proving an effective stumbling block.

Proposition No. 20 proposes to create a state commission of three to make legislative reapportionment in both houses on the basis of population, when the legislature fails to act in the matter. This plan is supported by certain advocates in Los Angeles who are primarily eager to get increased legislative representation for Los Angeles in both Assembly and Senate and whose urge in that direction is so strong that they cannot stop to weigh the disaster to the state as a whole that will come from the practical disfranchisement of ninety-seven per cent of the area of the state. In

[continued on page 32]

**When the Fire Siren Shrieks**

it will be too late to profit by the realization of the full worth and economy of a Safe Deposit Box. Vaults open 8 a. m. to 6 p. m. Saturdays, too.

**The American Bank**

*Member Federal Reserve System*

California Street at Montgomery  
2626 Mission Street at 22d  
SAN FRANCISCO

*24 Banking Offices in the San Francisco Bay Region*

**Protect Your Property by Insuring**

with Companies who render SERVICE and possess Financial Ability to pay your losses

**American Central Insurance Co. of St. Louis**

Assets - - - - - \$9,043,995.45

**St. Paul F. & M. Insurance Co. of St. Paul**

Assets - - - - - \$24,319,524.44

**Royal Exchange Assurance of London**

Assets - - - - - Over \$60,000,000.00

**London & Scottish Assurance Corp., Ltd.**

Assets - - - - - Over \$35,000,000.00

LLOYDS PLATE GLASS INSURANCE COMPANY  
MASSACHUSETTS BONDING & INSURANCE CO.

Fire, Tornado, Automobile, Rents, Sprinkler Leakage, Earthquake, Explosion, Riot & Civil Commotion, Use & Occupancy, Plate Glass, Tourist Baggage, Inland Transit Insurance.

BENJAMIN GOODWIN, Manager

W. A. FRAZIER, H. B. TICKNER and J. R. MACKAY, Assistant Managers

60 SANSOME STREET

SAN FRANCISCO



## FIRE PREVENTION

[continued from page 21]

In December, 1923, a new list for lieutenants was established, and as the same number of men could not be spared from the various companies in the department, it was arranged with Chief of Police O'Brien and Doctor Hassler of the Board of Health that some men from their departments be detailed to the Bureau. On January 14, 1924, three police officers, three inspectors from the Board of Health and the first four men from the eligible list of lieutenants in the Fire Department, were assigned to the Bureau for inspection work. Within a short time it became necessary for one of the police officers and one of the health inspectors to return to their respective departments, leaving a force of eight inspectors. Since then the two police officers had to report back to their department, leaving only six inspectors, which number is entirely

inadequate to carry on the regular inspection and reinspection work as it should be, much less the many other demands that are made upon a Bureau of this kind. With the limited amount of help both in the

office and in the field the following number of inspections, reinspections, violations and corrections were compiled by the Bureau for the fiscal year ending June 30, 1926:

[continued on page 34]

### James A. Levensaler Co.

Brokers *INSURANCE Engineers*  
*SURETY BONDS*

Insurance Exchange Building  
San Francisco

### Reduce Your Insurance Rate by Installing AUXILIARY Fire Alarm Boxes

The insurance authorities recognize the great value of the system by reducing the rate on buildings equipped with our apparatus. In many cases the reduction exceeds the cost.

By means of our boxes alarms can be directly and instantly transmitted to the fire department.

Let us give you figures

### PACIFIC AUXILIARY FIRE ALARM CO.

412 Claus Spreckels Building  
Telephone DOUGLAS 3698

## Removal Notice

WE BEG TO ANNOUNCE THAT ON AND AFTER  
MONDAY, OCTOBER 4, 1926

WE WILL BE IN OUR NEW  
OFFICE AT

241 PINE STREET, SAN FRANCISCO

## Chapman & Nauman Co.

General Agents

BRITISH & FEDERAL FIRE UNDERWRITERS  
BALTIMORE AMERICAN INSURANCE CO.  
MERCHANTS INSURANCE CO.

With the Pioneers  
came

## EDWARD BROWN & SONS

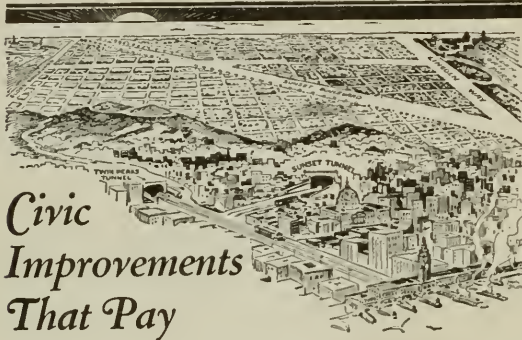
Pacific Coast General Agents

The oldest and largest  
Insurance General Agency  
on the Pacific Coast

Ask Your Broker

200 Bush Street

San Francisco



## Civic Improvements That Pay

MODERN BIG BUSINESS, with its amazing wealth and expansion, was able to grow by virtue of the bond issue. Without the aid of expansion bonds, business would have remained on the plane of the commercial enterprises of two centuries ago.

☞ Cities, like corporations, have found that bonds are steps of advancement.

☞ Today the best investment in civic expansion which confronts San Francisco is the proposed bond issue to develop and make wealthy the western half of the city ~ Sunset-Parkside.

☞ Apart from the idealistic value of encouraging home-building ~ the noblest work of man ~ the Sunset-Parkside boulevard and car line bond issue will inaugurate a construction program that will increase the taxable wealth of San Francisco by \$150,000,000, and will provide home-making facilities within our boundaries for 250,000 persons.

☞ The boulevards and car line extensions which will develop the western half of the city will be repaid many fold by an estimated increase in taxes of \$1,500,000 annually.

### SUNSET-PARKSIDE DISTRICT, Incorporated PROGRAM

- 1 Speedy completion of SUNSET TUNNEL and its car line.
- 2 "SUNSET BOULEVARD," a diagonal boulevard 120 feet wide, from Nineteenth Avenue and Lincoln Way to Fleishacker Pool.
- 3 Parkside Drive, a parked FIRE BARRIER from Golden Gate Park to Sloat Boulevard.
- 4 John McLaren's Sunset Parks program.
- 5 Municipal CAR LINE EXTENSIONS throughout the Sunset Parkside District.
- 6 Augmented SEWER and WATER system.

## Street Traffic Now Serious Business Problem

[continued from page 5]

signals, for example, cannot be done without full data as to relative traffic requirements. Mistakes resulting from casual observation or favoritism may mean not only the loss of the investment, but as well a great public inconvenience.

The business men who compose the Survey Committee determined that their money would be well invested and that the delay would warrant the collection of full and accurate facts, before remedial proposals were made. To this end an engineering staff has been organized and has been at work for a period of approximately three months. The field work of the survey is under the direct supervision of Theodore M. Matson, resident engineer, and is being carried out following the precedents of the Los Angeles and Chicago surveys with the same care that would be given to the comprehensive study of a street railway system or other public utility. The co-operation of public officials and business interests has been most gratifying, and makes it possible to predict that the work will be completed before the time originally anticipated.

One of the most important business elements in the work of the Survey Committee is that it does not anticipate making recommendations for new traffic arteries nor for other physical changes involving the expenditures of large sums of money. It is proceeding on the assumption that the existing streets are not used to their full capacity, and that full use should be obtained from present facilities before more are added. The end of the survey, therefore, is the design of a unified system of street traffic control for San Francisco which will increase both the safety and convenience of street use. It is not attempting to work as an extra-governmental body, but rather as an auxiliary to the officials of the City and County of San Francisco who called it into existence.

The business men of San Francisco have proved their ability and energy to solve every difficulty that has stood in the way of the full development of the city. It is not to be doubted that their determination to solve the pressing business problem of street traffic congestion and accidents will meet with similar success.

## SUNSET-PARKSIDE DISTRICT

INCORPORATED

A Non-Profit Organization Dedicated to Keeping San Franciscans in San Francisco

Headquarters: 305 CHANCERY BLDG., 564 MARKET ST. • Kearny 3921

# Today's Fire Chief — *By* GUY C. MACDONALD

[continued from page 19]

other person. He must know the sciences of mechanics, hydraulics, building construction, ventilation, electrical construction and operation, telegraphy, business management, fire strategy, mathematics,

and physics in America. Here useful information for the protection of the people of the community is available, and one of the most effective courses is that of loyalty to service and the people. You seldom find a fire chief

and their men, you will find, are on the whole sentimental, and yet sentiment is the last thing that hinders their actions. I have heard firemen scream in terror while calloused laymen looked on as these selfsame firemen have dashed into gas and liquid fire to rescue a child. I have seen these selfsame firemen weep on bringing the victim to safety. I have seen them snatch a babe from fire and hug and kiss it and cuddle it.

The fire chief of today is one of the greatest assets the people of any community has. He can, and is willing to, extend himself to any length to see each individual in his home city prosper and live in happiness.

Today the fire chief is beginning to get this recognition—the recognition he deserves from all the people. He is in most cases underpaid for his wide knowledge; his courageous application of that knowledge entitles him to equal recognition with high-paid engineers. He stands on the threshold of a new era. After five years of study of the duties and the actions of fire departments recognition has been given him by the motion-picture industry, as evidenced in the new super-production "The Fire Brigade," said to surpass any other great spectacular photography, which has been built under the direction of the leading fire engineers of the world by Metro-Goldwyn-Mayer Studios at a cost exceeding \$600,000 to date.



A typical incendiary. Practically everything in this room was saturated with kerosene. Note the cloth stretched from dresser to bed to carry the flame.

all phases of civil engineering, the training of men, first aid and rescue work in all of its various phases, salvage work, arson investigations and numerous other contributing elements peculiar to fire fighting. In addition he must have an unusually keen appreciation of combustibles and an instinct which reveals to him hazards which are unobserved by those uninitiated. He must be a daredevil, ready to leap from the tallest buildings into nets; he must almost be an acrobat. He must know how to handle a wounded person; how to rescue those trapped in buildings because they do not know how to rescue themselves.

Firemen are writing books on hydraulics, on general engineering subjects and other technical problems. Firemen are inventing new mechanical and rescue devices which are being rapidly adopted by various departments.

On the Pacific Coast there is a college for firemen, conducted by a fire chief and his assistants. Every member of the department is compelled to take the complete course. The curriculum of this college rivals the greatest of educational institu-

tions who is selfish—he has gone through those trials, tempered by close contact with real fire, which bring a full appreciation of the rights of others.



A "fourth alarm" fire at the corner of Van Ness and Golden Gate Avenues, April 22, 1925.

[continued from page 28]

support of what they mistakenly believe to be to their immediate benefit, it is their desire to enforce and perpetuate the present unsuitable and unsatisfactory provision of the

state constitution on the subject of legislative representation.

Proposition No. 28 proposes to amend the state constitution and introduce a more suitable and satisfactory provision on the matter of

legislative representation that will disfranchise no section of the state. This measure, like Number 20, provides for representation in the Assembly on the basis of population, which will give the metropolitan centers control of that house; it will give to Alameda, San Francisco and Los Angeles counties the same representation in the Assembly that they would be entitled to under Proposition No. 20; it provides, however, for territorial representation in the Senate by limiting the counties so that no county can have more than one senator and a few of the contiguous counties of small population will be assembled in groups of twos or threes with only one senator for each such group. This will give the control in the Senate to that part of the state lying outside the metropolitan centers. Because this plan provides for popular representation in the lower house, and county or territorial representation in the upper house, it has been called the Federal plan, adopting as it does a scheme of representation like that in the Federal Congress, where the lower house proportionately represents the people of the United States and the upper represents the states, the small states of Nevada and Rhode Island, for example, having the same number of senators as the large and populous states of New York and Pennsylvania.

The advantages of Measure Number 28, the Federal plan, are that, while it avoids disfranchising any section of the state, it prevents the domination of the legislature by the metropolitan centers, introduces a balancing of power between those centers and the rest of the state, and thus provides for a real representation of all interests and all sections of the state. The keystone of the arch in this plan is this balancing of power between the industrial and the rural interests of the state. As Elihu Root observed, when the question of legislative apportionment was an issue in the State of New York, population is not the only basis on which such representation should rest; the object to be attained is true representation; there should be combined with the basis of population the basis of territory and the question of separate interests.

The Federal plan furthermore emphasizes the actual purpose and the real significance of the presence of two houses in the legislature, each acting as a check on the other. No entirely selfish purpose of the metropolitan centers of the state can find its accomplishment in legislation against the check of a Senate con-

[continued on page 37]

## Scarcely More than 100 Days Hence

# FINANCIAL CENTER BUILDING

Montgomery Street at California

will be READY FOR OCCUPANCY—Move in February 1

You can avoid the expense of alterations by letting us install partitions, fixtures and other details now that will meet your special needs.

MAKE RESERVATIONS NOW—Elevators Running

Inspect the premises—  
instead of a blueprint.

## FRANK C. SYKES

914 Kohl Building  
San Francisco

Davenport 270  
Davenport 810

## Prophetic Vision

in the industrial world, foresees and provides for future expansion in advance of the peak of high values. There is no better investment, and no safer speculation, than in San Francisco industrial properties. Conveniently located and readily accessible manufacturing sites, particularly spur track locations, are not only increasing rapidly in value but are also becoming more and more difficult to obtain. Zoning restrictions intensify this situation.

Industrial property within the City limits of San Francisco cannot possibly decrease in value. On the contrary, the surprisingly small number of available sites of appreciable size, especially sites on firm foundation and with spur track facilities, makes an investment in this class of property remarkably safe and highly desirable for the manufacturer.

### GET THE PROPERTY NOW

If there is even a possibility that the normal increase of your business will make additional space requisite for manufacturing purposes, if obsolete buildings make a move desirable, or if you plan to build when your present lease expires,

### GET THE PROPERTY NOW

SEE

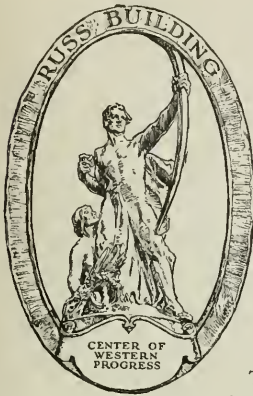
# ALLEN & COMPANY

168 Sutter Street, San Francisco

Telephone Douglas 8700

Industrial Department





## On scheduled time

the steel frame of the Russ Building is rising from its massive foundation on Montgomery Street.

As the form of this greatest office building on the Pacific Coast is revealed in steel beams and girders, the advantages of "mass production" of office space become more evident.

The great area of the building permits economies in the handling of materials, with consequent savings in both time and cost. Soon the garage area on the lower floors will be used for receiving materials—the big trucks driving into the building both from Pine and Bush streets, just as tenants may drive into this office building in their motor cars, when it is completed one year from the first of next month.

Mass production also means savings in operation cost, by the unified service for eight acres of office floor space. These savings have been given due consideration in establishing the Russ Building rental rates. You may be surprised to learn how reasonable these rates are, in view of the many advantages of equipment and service not elsewhere obtainable.

By the character of its tenants, as well as by its dominant location and size, the Russ Building is destined to be the *Center of Western Progress*.

A considerable portion of the building has already been leased—one year before completion. If you desire an office in the Russ Building, it will be to your advantage to make your application now, while partition arrangements can be made more easily to suit your individual requirements.

### RUSS BUILDING COMPANY

You will receive full information regarding rental rates if you will write a letter stating your requirements, or simply mail this advertisement, with your name and address, to the Russ Building Manager's office, 315 Montgomery Street, Room 1321.

Name \_\_\_\_\_

Address \_\_\_\_\_

## FIRE PREVENTION

[continued from page 29]

Total number of Inspections . . .	26,541
Total number of Reinspections . . .	13,194
Total number of Violations . . .	14,845
Total number of Corrections . . .	10,749

## McDONNELL & COMPANY

MEMBERS

New York Stock Exchange

**COMPLETE** brokerage service for clients carrying conservative margin accounts.

**SPECIAL** MARKET LETTERS ON REQUEST

DIRECT PRIVATE WIRES TO CHICAGO & NEW YORK

SAN FRANCISCO : 633 Market St.  
Telephone Sutter 7676

OAKLAND : 1404 Franklin St.  
Telephone Oakland 1680

New York Office : 120 Broadway

Plans and specifications were passed upon in the Board of Works by an officer of this Bureau to the number of 195. The work has steadily increased and many additional hazards are continually being met with to which considerable time and attention should be given.

The efforts of the Bureau thus far, while sufficient to prove beyond a doubt the great value of fire prevention work, and demonstrating the urgent need for it, have been seriously handicapped by the lack of a sufficient number of qualified inspectors, and the lack of the neces-

sary authority to enforce safety regulations.

The ordinance under which a bureau of this kind should operate, should be very broad in its scope pertaining to all matters of fire prevention, fire protection, and general public safety, and should give such powers as would enable the Bureau to help control the many dangerous conditions that are directly and indirectly responsible for the enormous losses of life and property by fire.

In order to carry on this work, at least twelve men (preferably lieutenants) should be permanently detailed from the uniform force of the fire department. All such men should have had at least five years' experience in the fire department, and where it is possible they should be men who have had experience in various occupations. These men, before going out on this work should be thoroughly schooled by competent officers of the fire department in all matters pertaining to fire prevention, fire protection, fire and building ordinances, chemistry (wherein it deals with hazardous chemicals, etc.), simplified hydraulics and such other matters as would qualify them for inspectors, classes to be held from time to time whereby various matters pertaining to their work can be taken up.

It is also necessary that a photographer be detailed to the Bureau as there are many conditions that should be photographed and become part of the records of the Bureau.

To comply with the state law which requires that fire prevention and fire protection be taught in the schools, and in order that all such matters be kept before the public, inspectors who are particularly adapted for such work should visit all schools, clubs and such organizations for the purpose of delivering lectures on these subjects.

In order that all details and all records of the Bureau should be properly and systematically compiled, and all correspondence, inquiries, etc., be given prompt attention, an adequate office force must be maintained at all times.

It is very essential that properly drawn plans of large buildings, factories, hospitals, schools, manufacturing plants and various other types of buildings be on file in the Bureau at all times, and in order that the same may be had, a draftsman should be detailed.

When it is all summed up the cost of maintaining a properly organized and properly equipped Fire Prevention Bureau is nil in comparison to the saving and protection it affords the community as a whole.

### Automobile Accident Insurance NON-CANCELLABLE

Policy pays \$5000. for death or loss of both eyes; \$5000. for loss of both hands, both feet or one of each, and in addition an annuity of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability; \$50. for partial disability. Policy also provides other valuable benefits. Cost \$10.00 per year.

**CRAIG CARRIER COMPANY**  
Insurance - Brokers - Surety Bonds  
Merchants Exchange Building  
SAN FRANCISCO

Writing all classes of insurance and surety bonds and acting exclusively as counselors and advisors for our policy holders

## After Your Life Insurance Policy Is Paid—

Who will supervise the investment of the funds?

If the money is paid outright to beneficiaries, will they be proof against the numerous investment schemes that will be offered them? If it is paid to a corporate trustee, such as this bank, the funds will be carefully invested and income will be assured.

The principal and income will be distributed in accordance with your directions.

*We cordially invite a confidential  
consultation with our Trust Officer*

## HUMBOLDT BANK

SAVINGS COMMERCIAL TRUST

Head Office:

783 MARKET ST., near Fourth  
Bush-Montgomery Branch  
Mills Bldg.



SAN FRANCISCO  
CALIFORNIA

# What Irrigation Has Done for the West

[continued from page 20]

It is very evident therefore that money invested in sound irrigation development is a real investment for public benefit, and few enterprises, public or private, can show such a consistent measure of permanent benefit.

Bonds issued by counties, cities, school districts, highway districts and private corporations, situated in arid and semi-arid areas, are no more permanent nor well secured than the irrigation district bonds or irrigation systems which serve the land, for as Blackstone once said: "Land is the basis of all material wealth."

The method employed throughout Western America today to localize use and control of irrigation water to the public benefit, is through the medium of "irrigation districts."

Irrigation districts are municipal corporations, created and controlled by the residents of the political subdivision which they serve.

These districts hold the water in trust for the land and its owners.

No individual or group thereof, may sell, dissipate or otherwise dispose of the water right appurtenant to a particular area known as "The District."

Such water right may not be condemned by any individual or private corporation.

No taxes are paid on such publicly owned property, nor may forfeitures or escheats ensue.

The title tenure is perpetual in the district, and no private nor selfish interest may profit.

The district may acquire title to any land in it for non-payment of taxes, and sell the same for taxes.

It holds in trust for the water users, water rights, rights-of-way, structures, easements, etc. Power plants may be constructed, and power, as a by-product at the irrigation dams, be developed and sold for public benefit.

With state supervision, bonds ranking equally with county bonds are authorized and sold, and bond proceeds expended under state control for the public good by the duly elected Board of Directors.

"The greatest good for the greatest number," is the principle upon which an irrigation district is founded and conducted.

Each western community has its

water question to solve. This question should be studied broadly and carefully from all angles.

It is one worthy of the best judgment, loyalty and conscientious devotion of community leaders for public welfare.

Its wise planning and proper solution, will prove that the community sun is rising, not setting.

The "water question" is and should be the liveliest issue today in California and neighboring arid and semi-arid states.

## HERE'S OUR NEW "TIP"

*The One  
You've Been  
Waiting for*

## VETA GRANDE!

We are pleased to announce that we are advised strong financial and business interests, the personnel of which will be made public in about two weeks, have just arranged for complete financing of VETA GRANDE for energetic and extensive development of its immense gold-silver ore resources, sinking a 500-foot three-compartment shaft that will give a depth of 850 feet on the veins, together with other development, and construction of the first unit of a proposed 1000-ton milling plant.

*This will, in our opinion, make VETA GRANDE one of the sensational and largest precious metal producers in Nevada, and a great dividend earner.*

The stock market is already reflecting rumors of this VETA GRANDE financing by spirited buying and rapid advance in quotations on the San Francisco Stock Exchange. We do not know how high Veta Grande will go, but we do predict that it will soon be "hitting the high places" to levels that will make present prices look mighty small in comparison.

About five weeks ago we gave the public one of the greatest profit-making "tips" of recent mining exchange history. That stock has advanced more than 600% since August 21.

*VETA GRANDE is our new "tip." If you are "market wise" you will take on plenty of VETA GRANDE before it goes "sky-rocketing," which would deprive you of the benefit of early advances that are now setting in. Now quoted 26c bid, 27c asked.*

*Let us place your orders for Veta Grande.*

**BRYSON & COMPANY, Inc.**

Investment Securities

114 Sansome Street San Francisco

## Committee Discuss Airport Sites

**S**OUTH SAN FRANCISCO offers a site more desirable for San Francisco's proposed municipal airport, due to its proximity to the center of population than property farther south. This was the consensus of opinion at a luncheon last Friday given by the Aerial Affairs Committee of the San Francisco Chamber of Commerce and

attended by representatives of the Army, Navy, Board of Supervisors and commercial aviation companies. The stipulation was made, however, that before the proposed South San Francisco site could be made adequate as an ideal landing field, it would be necessary to purchase additional acreage from Eastern owners, thus bringing the area to its required specification of 3,000 feet by 5,000.

E. N. Gott, vice-president and general manager of the Fokker Aircraft Corporation, who flew from Los Angeles to San Francisco Thursday, emphasized the necessity of se-

lecting a site as near San Francisco as possible in order to avoid unnecessary loss of time by automobile transportation to and from the landing field, and predicted in the near future commercial aerial transportation systems operating north and south from San Francisco. The time between Los Angeles, and San Francisco, he said, would be approximately four hours, and between Portland and San Francisco, six hours.

Having made a trip of inspection of the various proposed landing fields earlier in the day, Gott expressed the opinion that South San Francisco was the most accessible and had the added advantage of being on the water, thus offering landing facilities for sea-planes. Unofficially, he said that his company was considering the establishment of a Pacific Coast factory, and that San Francisco, by reason of its central coastwise location, favorable weather and labor conditions, might be selected. The final decision, he said, would rest largely with the encouragement offered his company by local citizens.

Major H. B. Claggett, Air Officer, 9th Corps Area, favored the South San Francisco site as compared with others more distant, provided additional land could be purchased and reclamation of submerged land accomplished to bring the field to the required size. "As aviation progresses," he said, "airplanes will be manufactured of so large a type that they will require much larger fields than at present. Now we have planes weighing 10,000 pounds, and these require an airport of at least 5,000 feet length. In the near future we will have planes weighing 25,000 pounds, and they will need runways of considerably more.

"Militating against the proposed Millbrae site," said Major Claggett, "are the high tension wires, winds, etc. While it would be possible for a plane to land there, although with more or less danger, it would be impossible for it to take off again."

Supervisor Milo F. Kent strongly favored the South San Francisco site, both in the interests of expediting the air-mail service and encouraging the development of airplane manufacture in this community. "Next to the question of hazard," he said, "the most important consideration is the industrial factor. San Francisco is ideally located, geographically, for the manufacture of airplanes," he said, "and in the very near future this will be an important industry."

Edward Hubbard pointed out the progress made by other Coast cities.



### "Don't get into MY rut!"

Can't you almost hear the old bookkeeper as he advises his young friends to take up night school—pointing to himself as an example of "the man who didn't keep up with the times"?

When Heald's Business College wanted to humanize their school advertising they found photographic illustration put life and vitality into a subject that young people are apt to consider dull and stupid—education.

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(Illustrative & Commercial)  
PHOTOGRAPHY

419 Sutter Street, San Francisco

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## Brisk Demand for Financial Center Building Offices

**L**EASES aggregating \$195,890 for space in the Financial Center Building, which will be ready for occupancy February 1, have been made during the last fortnight. The fact that elevators are now running has expedited consummation of leases, it now being possible for prospective tenants to inspect the premises.

According to Frank C. Sykes, in charge of the leasing of the building, the leases making up this nearly one-fifth of a million dollars have been signed by Mitchum, Tully & Co. investment banking house; Goodfellow, Eells, Moore & Orrick, attorneys at law; McDonnell & Co., stock brokers; Weeks & Day, architects; Alfred L. Marsten, capitalist; Joseph B. Ruegg, Schlage Lock Co.; Sam Davis, insurance broker; Alfonso Sutter, certified public accountant; and Shelton, Goodell & Wallace, attorneys.

"It has been my experience," said Sykes, "that tenants of office buildings are demanding higher and higher standards in their business homes. The level of office building standards has assuredly moved to a point far above that obtaining even a few years ago. It will not recede."

## Reapportionment

[continued from page 32]

trolled by the rural sections of the state. No entirely selfish purpose of the rural sections of the state can be effected by legislation that must secure the approval of the metropolitanly controlled Assembly. Where there is a clash of interest between the industrial and agricultural interests of the state, the issues must be settled in a spirit of compromise, as all such issues should be settled if the welfare of the whole state is to be properly safeguarded. Under such a balancing of power and of interests between the two houses of the legislature we may count on fewer and better and more conservative laws. Only such measures are likely to find their place on the statute books as will represent the deliberate purpose of the preponderant majority of the people of the state. No undue advantage can be secured for one set of interests,

whether they be industrial or agricultural, at the immoderate disadvantage of the other set, under the Federal plan.

Under the Federal plan matters of concern to the whole state, matters that, if in the direct interest of any section of the state, are not out of line with the interest of the whole state, will find their way to the statute books. Matters that cannot measure up to this standard of public welfare will meet with defeat, as they should.

It is of the first importance that Proposition No. 20 be defeated at

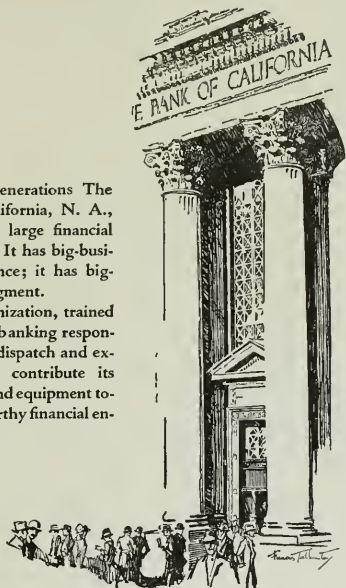
the election November 2, 1926. The best interests of the whole state demand the defeat of that Proposition No. 20. As a measure of wholesome political structure it is of equal concern to the state that Proposition No. 28, the Federal plan, be adopted at that election.

The San Francisco Chamber of Commerce, accordingly, recommends voting "No" on Proposition No. 20, entitled Reapportionment Commission; and voting "Yes" on Proposition No. 28, entitled Legislative Reapportionment (the Federal plan).

*Associated for Three Generations with the Best Progress of the West*

**F**OR three generations The Bank of California, N. A., has handled large financial transactions. It has big-business experience; it has big-business judgment.

Our organization, trained to fulfill its banking responsibility with dispatch and exactness, can contribute its knowledge and equipment toward any worthy financial enterprise.



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\$17,000,000—  
a guarantee fund for  
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*More than*

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No firm can offer you better service

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& Clark**  
*Inc.*

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TELEPHONE 150

## A New Era of Management

**T**HAT the Market Street Railway Company has entered into a new era of management is coming to be generally felt in San Francisco. Improvements in service and equipment are noticeable; a disposition to develop more business through closer contact with the public is apparent.

This is evidence of the fact that for nine months one of San Francisco's vital public utilities has been under the management of the Byllesby Engineering and Management Corporation, a pioneer in building up California electric and gas utilities. In twenty-five years, Byllesby management has grown to be one of the largest and most progressive groups of public utilities under one management in the world.

To introduce Byllesby management into San Francisco, Mr. Samuel Kahn, for many years identified with the growth of the Western States Gas and Electric Company, a Byllesby property, in the San Joaquin Valley, has accepted the responsibilities of the Market Street Railway Company management, as its chief executive officer.

Since no large city can maintain good civic health unless its transportation needs are in the hands of competent and experienced engineers and managers, citizens of San Francisco have a peculiar interest in the character of the Byllesby organization.

"Byllesby policy is one of absolute frankness in its dealings with the public, its patrons and its employees," says Mr. Kahn. "Everything done by this company in the future will be done openly. We shall always place our cards on the table, face up. We want to deserve the friendship of the public.

"For the present, it seems to me, we can best serve the public of San Francisco by deeds rather than words. We are studying our problem in San Francisco with a view to working toward the best interests of the community. Our property interests in this city are large. Naturally, we want to see this property prosper and grow. Our interest in aiding the prosperity and growth of San Francisco is self-evident, it seems to me; in view of the fact that Byllesby history is a record of public utility building and operation, not brokerage."

The Byllesby organization ranks in size among the three or four largest organizations in the United States engaged in the engineering construction, operation and financing of public utilities. It was founded in 1902 by the late Colonel Henry Marison Byllesby, who worked as a draftsman on the construction of the first central station in the United States—the first district Peal Street station, New York, which was constructed in 1882.

Twenty-five years ago not many public utility companies were successful. The majority were poorly financed, inadequately constructed, and operated by men who did not understand their public obligations.

There are today about 10,000 employees at the Byllesby properties, including experienced executives and technical experts—operating, engineering, construction, commercial, accounting and financial. Their range of practice and observation is exceedingly wide, and they possess ability possible only through specialization.

The investment banking department is prepared today to finance the largest possible requirements of soundly managed utility companies.

## That Man Pitts Company

STATIONERS · ENGRAVERS · PRINTERS

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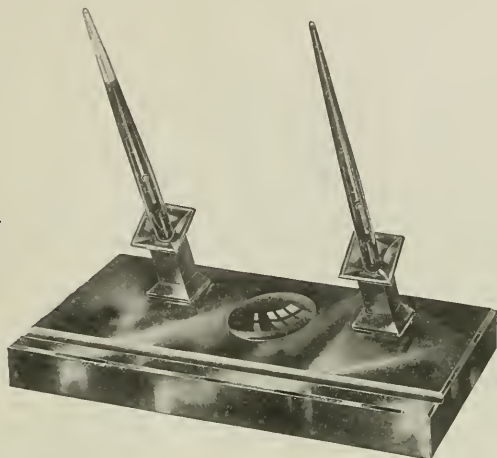
*Everyday Cards for all Occasions*

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Writing Points  
to choose from*



*The New  
SWAN DESK  
SETS*

*You are Welcome  
to try one of these Handy Sets  
for 10 days without obligation*

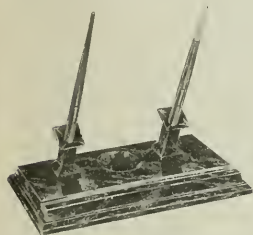
Be rid of messy inkwells. Do away with unreliable old-fashioned pens. With one of these good-looking sets on your desk you always have a fountain pen before you, handy, moist with ink, ready to write. Without obligation you are welcome to try any set on your own desk for 10 days. Speak to our salesman who calls on you about it, phone Douglas 5800, or drop in at either of our two convenient stores.



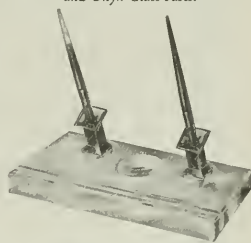
*\$10 Choice of Mahogany, Crystal Glass or Onyx Glass. Single pen with point to suit you.*



*\$15 Pen and Pencil to match. Choice of Mahogany, Crystal Glass and Onyx Glass bases.*



*\$20 Double set with pens for red and black ink.*



*\$20 Your choice of heavy Mahogany, Crystal Glass and Onyx Glass bases.*

**H. S. Crocker Company, Inc.**

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**SAN FRANCISCO**

# CERTIFIED PUBLIC ACCOUNTANTS

Section 3 of the Act of March 23, 1901, Statutes of California, creating the State Board of Accountancy, provides:

"Any citizen \* \* \* may apply for examination \* \* \* and upon issuance and receipt of such certificate, and during the period of its existence, or any renewal thereof, he shall be styled and known as a Certified Public Accountant or Expert of Accounts, and no other person shall be permitted to assume and use such title or to use any words, letters or figures to indicate that the person using the same is a Certified Public Accountant."

Is your Accountant licensed to practice as Certified Public Accountant in California?

<b>VICTOR AARON AND JONES</b> American Bank Building Garfield 1347	<b>L. T. DIEBELS</b> American Bank Building Garfield 3064	<b>OSCAR MOSS &amp; CO.</b> 315 Montgomery Street Douglas 4548
<b>AUSTIN &amp; CO.</b> 625 Market Street Douglas 607	<b>WILLIAM DOLGE &amp; CO.</b> 369 Pine Street Sutter 697	<b>H. S. PATTERSON</b> Mills Building Kearny 2395
<b>WALTER B. BAILEY</b> 255 California Street Douglas 7539	<b>HASKINS &amp; SELLS</b> Crocker Building Douglas 3480	<b>PEAT, MARWICK, MITCHELL &amp; CO.</b> American Bank Building Sutter 2696
<b>ALEXANDER BALL</b> 1219-1220 Hearst Building Sutter 1464	<b>LESTER HERRICK &amp; HERRICK</b> Merchants Exchange Building Kearny 844	<b>ROBINSON, NOWELL &amp; CO.</b> Crocker Building Sutter 1848
<b>STUART S. BARNARD</b> Kohl Building Sutter 468	<b>PAUL HEYMANN</b> Mills Building Garfield 1963	<b>RUCKSTELL &amp; LAND</b> 703 Market Street Claus Spreckels Building Kearny 6010
<b>BOURS AND SMYTH</b> Crocker Building Garfield 5653	<b>HOOD AND STRONG</b> 425 Standard Oil Building Sutter 793	<b>CHARLES P. RUPP</b> 24 California Street Douglas 8256
<b>BROTHERTON, THOMAS &amp; CO.</b> American Bank Building Kearny 3939	<b>EDWARD B. JORDAN</b> 110 Sutter Street Kearny 7956	<b>SKINNER &amp; HAMMOND</b> 332 Pine Street Douglas 6898
<b>BULLOCK &amp; KELLOGG</b> American Bank Building Garfield 3424	<b>JORGENSON, LUCKHAM &amp; BUNN</b> Chancery Building Garfield 4499	<b>JAMES O. SULLY &amp; CO.</b> 260 California Street Sutter 1886
<b>CERF &amp; COOPER</b> Successors to Greenhood & Jansen 519 California Street Kearny 1131	<b>GEO. J. KASCH</b> 325 Bush Street Garfield 6136	<b>A. SUTTER &amp; CO.</b> Nevada Bank Building Sutter 3179
<b>C. P. CHAMBERLAIN</b> 311 California Street Sutter 5019	<b>HOWARD KROEHL &amp; CO.</b> 1010 Balboa Building Sutter 3296	<b>WALTHER WOLF</b> 625 Market Street Garfield 6354
<b>WALTER H. CRAMER</b> 268 Market Street Sutter 2588	<b>LYBRAND, ROSS BROS. &amp; MONTGOMERY</b> 2 Pine Street Sutter 1232	<b>E. G. WUNNER</b> 260 California Street Sutter 1886
<b>DAWSON &amp; RILEY</b> Hearst Building Sutter 5175		



## Embargo on Meats Chamber Meeting Realty Convention

The Foreign and Domestic Trade Department has received from the local office of the United States Bureau of Animal Industry a copy of B. A. I. Order No. 298, which reads as follows: "It having been determined by the Secretary of Agriculture that there exists in most of the countries throughout the world the contagious and infectious diseases of animals known as rinderpest and foot-and-mouth diseases and to prevent the introduction of the contagion of such diseases into the United States, It is ordered. . . that on and after January 1, 1927, no fresh or frozen beef, veal, mutton, lamb, or pork shall be permitted entry into the United States from any region in which either of the said diseases exist. . ."

This order, according to the local inspector in charge, will have the effect of keeping out fresh or frozen meat from South America. It does not, however, affect imports from those countries which have been declared by the Secretary of Agriculture to be free of rinderpest or foot-and-mouth disease, among which are Australia, New Zealand, Canada and Mexico.

The marketing of western perishable products is to be the principal subject for discussion on the opening day of the western divisional meeting of the United States Chamber of Commerce at Colorado Springs, December 6 and 7. Ralph P. Merritt, president and managing director of the Sun-Maid Raisin Growers of California, has been asked to present this subject at the conference.

Although there already have been some very remarkable accomplishments in the co-operative marketing field, Secretary of Commerce Herbert Hoover recently pointed out that still better organization among western producers, together with closer co-operation between shippers, bankers and the railways, could eliminate much waste that has existed in the past. It is estimated that this waste runs into many millions that would otherwise be returned to producers.

Co-operation along these lines is at present being obtained under the California grape car plan, which it is thought might be extended to include fruit and vegetable products all over the West. Donald D. Conn of the American Railway Association will explain this plan in detail.

The 22nd annual convention of the California Real Estate Association at Del Monte closes at noon Thursday. It was a convention that engendered confidence in the future and is sending the hundreds of delegates home with the firm conviction that 1927 will see more effort and greater success for all phases of real estate activity than any previous year.

The meeting just closed will go down in convention annals as one of the greatest and most successful ever held in the West. It was a notable gathering enhanced by the presence of many national figures in the real estate world. The program was comprehensive in its scope and covered practically every angle and department of the business.

Indicative of the importance of the convention, and to which serious consideration was given, were such propositions as: ratification of a new constitution and by-laws, education department, salesmen's division, farm lands, industrial California, Woman's Division, National Association of Real Estate Boards, taxation, standardization of subdivision operations, reforestation, title and conveyancing problems, leases and land value insurance.

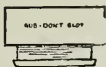
# Service

Someone has said a waiter who, unprompted, keeps the guest supplied with butter is a good waiter. It is the small things a waiter does or fails to do that stamp him as a good waiter or a poor one. The good waiter performs without ostentation.

PUBLIC SERVICE Towel cabinets are good waiters: they stand and serve and are never ailing. They are modest in appearance because made to match the trim in the washroom.

They work automatically and because simple in construction, cannot get out of order. They are a fitting dispenser of PUBLIC SERVICE Towels—which are admittedly the finest paper towels made.

A salesman will call upon you, if you please, and explain fully the advantages of PUBLIC SERVICE Towels and Cabinets; what they cost and how efficiently they work.



## National Paper Products Co.

No Waste Tissue Public Service Towels Sop-O-zoN Liquid Soap

Phone Davenport 2770

1789 Montgomery St. San Francisco, Calif.



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Departments of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10810—Osaka, Japan. Refiners of PERILLA OIL, COTTON SEED OIL, LINSSEED OIL, SESAME OIL, SOYA BEAN OIL, RAPE SEED OIL, JAPANESE WOOD OIL, TSKAKI OIL, AND ALL KINDS OF VEGETABLE OILS, are desirous of establishing business connections with San Francisco firms interested in importing these products.

10811—Tokyo, Japan. Manufacturer and dealer in ARTIFICIAL IVORY AND WALRUS TUSK ARTICLES is very desirous of establishing connections with interested San Francisco importers. This manufacturer employs a large staff of the best artists in the line and produces in quantity.

10812—Kobe, Japan. Trading company wishes to get in touch with San Francisco importers of SILK GOODS, PIECE GOODS, AGAR-AGAR, CAMPHOR, MENTHOL, EARTHENWARE, PORCELAIN, BAMBOO-WARE, PYRETHRUM, FLOWERS, RAG RIGGS MATTINGS, STRAW-BRAID AND CHIP BRAID, BRUSHES, ETC. They are also importers of various American manufactures.

10813—Osaka, Japan. Trading company in close touch with the leading manufacturers and suppliers in the Japanese market are in a position to supply merchandise of all kinds to interested San Francisco importers at competitive prices.

10814—Osaka, Japan. Large dealers in sewing machines and parts are in urgent need of a quantity of SECOND-HAND SINGER MACHINES. Request that interested San Francisco suppliers of these machines communicate immediately with them.

10815—San Francisco, Calif. Local exporters are interested in purchasing USED RUBBER AND CANVAS BELTING for export shipment to the Orient.

10816—Shanghai, China. 1-race import house is very anxious to establish business connections with producers or exporters of FRESH APPLES AND

ORANGES. There is a very large demand for these fruits in Shanghai, particularly for oranges.

10817—Marburg. Large chemical-drengist desirous of securing the agents of several American manufacturers of CRUDE DRUGS, PHARMACEUTICAL PRODUCTS, CHEMICALS, BOTTLES, APPLIERS, ABSORBENT COTTON, CELLULOSE WADDING, SURGICAL RUBBER GOODS, also CANDLES, CIRCULATED AGES, and other sundries which could be sold to drug stores. References are supplied.

10818—Hohenlimburg, Germany. Manufacturer of COLD ROLLED IRONS AND WIRE wishes representative in San Francisco.

10819—Rerburg, Germany. Producer of SUGAR BEET SEEDS wishes representative in San Francisco.

10820—Koenig, Germany. Manufacturer of ALUMINUM AND COPPER PLANTS FOR VARNISH AND OIL INDUSTRY, OF ALUMINUM TANKS AND TRANSMISSIONS, wishes representative in California.

10821—Berlin, Germany. Manufacturer of FOUNDATION BOLTS wishes a representative in San Francisco. Illustrated circular on file with the Foreign and Domestic Trade Department.

10822—Wandahs, Hamburg, Germany. Manufacturer of DEGRAN and BUTYRIC ACID wishes representative in San Francisco.

10823—Hamburg, Germany. Gentleman is desirous of acting as agent for American exporters of DRIED AND PRESERVED FRUITS. He has been recently recommended.

10824—Hamburg, Germany. Representative of a Hamburg firm is now in the United States for the purpose of getting in touch with American firms interested in establishing a market for their products in Germany, or in purchasing German goods. He is particularly interested in purchasing HORSE, LIME, COBALT, COLEMAN, CEMENTS, CEMENT PUTASHES and VANADIUM ORES. His principal exports are RAW PRODUCTS, TANNING AND DYING MATERIALS, CEMENTS, CEMENTS, LILLY OF THE VALLEY BULBS, BEET ROOT PULP, PEAT MOSS, etc.

10825—Hamburg, Germany. Exporters of HEXAGONAL GALVANIZED WIRE NETTING, which they state can be offered at very favorable prices, desire to appoint a selling representative in this city.

10826—Hamburg, Germany. Firm is open to take over the agency of a packer or exporter of CALIFORNIA DRIED FRUITS.

10827—Schmiedefeld, Germany. Large manufacturer of HYDRONETTES and kindred glass instruments wish to market their products on the Pacific Coast. Their products are high-class and they are in a position to ship at advantageous prices.

10828—Palmafrugi, Spain. Manufacturer of CORNS and CORK PRODUCTS is very desirous of appointing a representative to handle the sale of their products in this market.

10829—Hoppelchen, Mexico. Firm wishes to communicate with San Francisco dealers and exporters of DEHYDRATED FRUITS, ORANGES, etc.

10830—Cajeme, Son. Mexico. Exporter of Mexican products desires to appoint a San Francisco firm to represent them. They are in a position to export FRESH VEGETABLES such as GREEN PEAS, TOMATOES, GREEN PEPPERS, also RICE, GARBANZOS, and KAPOK.

10831—Panama, Panama. Party wishes to get in touch with San Francisco manufacturers of CANDY BOXES, and of machinery for making same.

10832—Havana, Cuba. Commission merchant is very desirous of establishing connections with a California exporter of CHOICE RECLEANED BEANS, with a view to representing them in the Cuban market.

10833—Calif. Colombia. Firm desires to get in touch with producers of GASOLINE, or with commission merchants selling gasoline to the Colombian market, as they desire to place an order. They are also interested in the importation of FOOD STUFFS, HARDWARE, PAIR PRODUCTS, AUTO TRUCKS and TIRES, NITS, OILS, etc. and desire to communicate with the producers of these articles.

10834—Smyrna, Asia Minor. Firm wishes to get in touch with concerns engaged in the construction of all types of MACHINES USED IN CLEANING SORTING AND PACKING RABINS, would appreciate receiving information regarding such machinery.

## Domestic Trade Tips

D-2223—Los Angeles, Calif. Firm is in the market for several hundred barrels of PICKLES, particularly salt stock or pickles in brine.

D-2224—Bury, Idaho. Proprietor of a store dealing in dry goods, ready-to-wear clothing, notions, etc., desires to secure the services of a "SPECIAL SALES PROMOTER" to put on a sale for him in his store.

D-2225—Los Angeles, Calif. Manufacturers of a CONCRETE INCINERATOR for burning household rubbish are very desirous of getting in touch with someone in San Francisco who will manufacture and sell these incinerators in an exclusive territory, under their patents, paying a very small royalty.

D-2226—Phoenix, Arizona. Gentleman wishes to receive an appointment as distributor for some nationally advertised product, suitable for sale in Arizona and the Southwest. He can furnish best references.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco on or before November 20, 1926, for shipment to Panama, Canal Zone. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mifson, San Francisco, Calif., and will be opened October 20, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, latitudes of Panama, 51 1/2 steel pipe, railing fittings, steel conduit, metal cabinets, fans, insulated wire, electrodes, electrode holders, goggles, packing, caulking cotton, rubbing felt, cotton batting, cocoon fiber, billiard cloth, toweling, afaifa bay, rubber bands, note books, envelope cloth, carbon paper, unseasoned blue and brown paper, mimeograph paper, and bond paper. Bids are to be submitted to the Office of the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened October 21, 1926.

For furnishing the San Francisco Regional Office of the U. S. Veterans' Bureau, 812 Mission Street, San Francisco, Calif., during the period January 1, 1927 to June 30, 1927, with optical supplies. Bids will be received at the above office until 2:00 p. m., Tuesday, October 26, 1926.

For furnishing the San Francisco Regional Office of the U. S. Veterans' Bureau, 812 Mission Street, San Francisco, Calif., during the period January 1, 1927 to June 30, 1927, with hearing devices, orthopedic shoes and orthopedic and prosthetic appliances. Bids will be received at the above office until 2:00 p. m., Tuesday, October 26, 1926.

## PATENTS

TRADE-MARKS, FOREIGN PATENTS

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Suite 601 Hobart Bldg., San Francisco

where you pay no more for the

## BEST FLOWERS

*Podesta and Baldocchi*

The Voice of a Thousand Gardens

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CABLE ADDRESS "JOSEPH"

Flowers for All Occasions Sent to All Steamers and Trains

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THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed ..... Yen 100,000,000.00

Capital Paid Up ..... Yen 100,000,000.00

Reserve Fund (Surplus) ..... Yen 83,500,000.00

Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

San Francisco Branch  
415-429 Sansome Street  
K. KOJIMA, Manager

# LEADS for NEW BUSINESS

**Accountants**—Ayton & Bittmann, United Bank Bldg., 2 of Hyde Bldg.; Geoffrey L. Diehl, 821 to 83, Market.

**Artist**—Leopold Krumel, 593 Market.

**Associations**—Allied Amusement Industry, 100 Golden Gate Ave. to 1132 Market; National Assn. of Wooden Box Mfrs., Call Bldg.

**Attorneys**—J. G. Weir, 625 Market to Mills Bldg.; Albert Painting, 905 Valencia to 2520 21st.

**Auto Repairs**—Laurent & Niello, 632 to 824 Ellis.

**Auto Supplies**—Exposition Auto Supply Co. (Jas. H. Schell), 905 Valencia to 2520 21st.

**Automobiles**—Holsten & Smith (used cars), 453 Golden Gate Ave.

**Bakeries**—Rosebud Bakery, 217 Clement.

**Baskets**—A. Raventos Basket Shop, 1343 Sutter to 1055 O'Farrell.

**Beauty Parlors**—Elva Beauty Shop, 490 Post to 545 Sutter.

**Brokers**—A. B. Spratt and A. J. Rau, 410 Montgomery; Langdon E. Boyle Co., Inc., 234 Bush to 114 Sansome.

**Brushes**—Rubberst Co. (John Rustigan), 682 Mission to 688 Market.

**Candy**—Olson's Sweet Shoppe, 1500 Divisadero; Orange Blossom Shoppe, 725 Sutter; E. M. Schell, 2742 20th.

**Cleaners**—Sanitary Cleaning & Dyeing Co. (Bernhard Infeld), 109 4th; Certified Cleaners & Dyers, 704 Post; Geneva Cleaning & Dyeing Works, 624 Geneva Ave.

**Curios**—W. F. Hamilton (The Indian Shop), 1055 O'Farrell.

**Delicatessens**—Rajkovich & Henderson, 750 Clement; Elsie Reising, 581 7th Ave.

**Drugs**—Terrace Pharmacy, 5892 Mission.

**Employment Bureau**—Nasade Gilbert Intelligence Agency, 201 Sansome to Nevada Bank Bldg.

**Engineer**—Gaskell S. Jacobs (consulting), 351 California.

**Express and Transfer**—Progress Express Co., to 631 Franklin.

**Florist**—P. Vincent Matraia, 182 5th.

**Fur**—J. Garabaldi & Co., 9 West Portal.

**Fuel**—Hill's Coal & Wood Yard, 1275 47th Ave. to 4313 Judah.

**Furniture**—Shaff's Furniture Co., 2871 Mission; E. Boedfeld, 745 Mission to 762 Mission.

**Garage**—Neilson's Garage, 1144 Capp.

**Geologist**—L. K. Requa, 225 Bush to 351 California.

**Greens**—Geo. Becker, 198 Guerrero; John Mullinsy, 709 Castro; J. H. Tracer, 4499 17th.

**Heating**—Ward Furnace Co., 1228 20th Ave.

**Investments**—States Investment Co., Spreckels Bldg.

**Lapidary Supplies**—Edwards Service Co., 401 Hyde to 631 Larkin.

**Lapidity**—F. Frost, 760 Market.

**Markets**—New Spring Market, 1522 Grant Ave.; Holloway Market, 240 Holloway.

**Meats**—Square Deal Meat Market, 1417 Divisadero.

**Millinery**—Mrs. Francine, 3859 24th.

**Newspapers**—Eureka District News, 548 Castro.

**Notions**—Amelia Lija, 3618 17th.

**Oil Burners**—Oil Burnng Equipment Co., 351 California.

**Produce**—Gillespie & Hayden, 222 Washington.

**Radio**—Federal Ortho-Sonic Radio Agency, 1063 Howard.

**Real Estate**—J. F. Novak, Mills Bldg. to 625 Market; Brockway-Tahoe-Vista Corp., 693 Sutter to 308 O'Farrell; Walter Hempel, 116 O'Farrell.

**Restaurants**—W. C. Neal, 402 Broadway; Ferdinand Fati, 4644 San Bruno Ave.; Fairmont Restaurant, 162 Pine.

**Roofing**—Ame Roofing Co. (H. Dismeyer), 21 Lippard.

**Saltionery**—R. Hellman, 313 Sanchez; That Man Pitts, 536 Post; Mrs. C. E. Cross, 421 Haight.

**Tailor**—Oscar Zimman, 714 Market.

**Tamblers**—B. Serafino, 3070 24th.

**Transportation Bureau**—Coastwise Freight Trade Bureau, 24 California.

**Wire Works**—Morello Wire Works, 10 Houston to 882 Howard.

**Miscellaneous**—Industrial Mineral Products, Inc. (W. B. Vestal), 200 Paul Ave.; Magnetic Milk Co., 90 New Montgomery; Hudson Sons Co., Ind., 155 Montgomery; Dr. Murakami, 1763 Post; James B. Threlkeld, Jr., 347 Geary to 433 California.

tribute one-half the cost of the maintenance of such system not to exceed the sum of one dollar per month per employee, and the city is to furnish the other half of the cost thereof. The city's cost of the system would be made a charge against the public utility concerned.

The purpose of the fund is to furnish hospital service to the members of the system. If the city is to provide half of the cost of hospital service to employees of its public utilities there is no reason why this service should not be extended to other city employees. Most of the taxpayers of San Francisco, small as well as large, have to pay out of their own means for any hospital service which they receive. Why should they be taxed to provide such service to a specially selected group of city employees?

**Recommendation: Vote NO.**

## PHOTOSTAT COPIES

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**Barbers' Supplies, Cutlery and Beauty Parlor Equipment**  
Koken Barber Chairs  
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## Chamber's Ballot Recommendations

[continued from page 12]

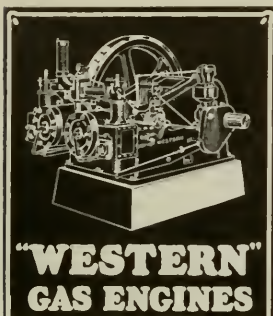
rious boards and commissions. Two years ago an amendment to the charter was approved directing the classification and standardization of salaries of certain employees in the city. That amendment provided that pending the adoption by the supervisors of classification and compensation schedules as therein provided the existing wage-fixing powers should remain in force and effect. The amendment proposes to change this provision by authorizing the supervisors, pending the adoption of such classification and compensation schedules, to have the power and authority to fix the salaries and wages of all officers and employees that were intended to be or might thereafter become subject to the provisions of such classification and compensation schedule. If this amendment were approved the practical effect would probably be the indefinite postponement of the classification and standardization of salaries which the people of this city demanded two years ago. It will be an easier task for the board of supervisors to standardize salaries now fixed by others than salaries fixed by themselves.

**Recommendation: Vote NO.**

### No. 39. Hospital Service.

This amendment authorizes the supervisors to provide a fund to establish a hospitalization system for the municipal employees of any public utility system heretofore or hereafter established or operated by the city. The employees shall become members thereof and con-





## "WESTERN" GAS ENGINES

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San Francisco Offices & Factory  
12th and Alabama Streets

## CHOCOLATE

[continued from page 15]

to be cooled or hardened. San Francisco claims the distinction of having the first plant, and so far as is known, the only plant using the vacuum-pack process of canning ground chocolate. As in the case of coffee, the can, after being filled, is automatically conveyed to a machine which loosely crimps the cover on, and from here proceeds a few feet farther on the belt conveyor to the vacuum chamber which sucks all air out of the can from around the edge of the loose-fitting cover, the cover then being sealed on air-tight.

And now, the San Francisco chocolate, either in cake or in can, is ready to be shipped all over the eleven western states and to the Orient. It is estimated that 20,000,000 pounds of prepared chocolate and cocoa are turned out by the four San Francisco chocolate plants each year.

## New Industries and Expansions

*A weekly review of San Francisco's growth and development conducted by the Industrial Department of the Chamber of Commerce.*

643

### NEW INDUSTRIES

ROLLINS HOSIERY MILLS, with headquarters at Des Moines, Iowa, manufacturer of "Rollins" hosiery for men, women and children, has recently opened a branch sales office and stock room at 560 Mission Street. This branch will serve the states of Washington, Oregon, California and Nevada, also Hawaiian Islands.

### EXPANSIONS

TRAUNG LABEL & LITHOGRAPH CO., INC., 962 Battery Street, is constructing a two-story and basement building on its property on Pacific, Battery and Front streets, covering 77,000 square feet. This concern manufactures all kinds of paper labels for fresh and canned fruits and vegetables, distributing labels to fruit and vegetable packers all over the United States. It is expected the building will be ready for occupancy January 1st. This expansion will increase facilities 300 per cent, and the cost of building and land, together with new machinery which will be installed, is estimated at \$300,000.

STANDARD SANITARY MANUFACTURING CO., manufacturer of plumbing fixtures, with Pacific Coast headquarters offices at 1000 Brannan Street, is building a two-story warehouse in Richmond, California, containing 110,000 square feet, in conjunction with its factory, at a cost of approximately \$350,000. This concern distributes to wholesalers over the entire Pacific Coast, and exports to countries such as China, Australia and Philippines.

EMPIRE SUPPLY COMPANY, 440 Bryant Street, factory representative of Murray Rubber Company of Trenton, N. J., manufacturer of mechanical rubber goods such as belting, hose, packing, auto tires, sprinklers and fire extinguishers, has recently expanded, building another story on the building at present location to make room for increasing demands. This expansion will increase facilities 100 per cent.

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67 Sutter St.

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(10%) Placement Bureau  
QUALIFIED APPLICANTS  
FOR ALL  
**OFFICE POSITIONS**

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Van Ness at Jackson




MOTORISTS who drive with Zerolene in the crankcase ride carefree  as far as lubrication is concerned. Their content rests on firm foundations—48 years of Standard Oil refining experience  years and years of lubrication problems successfully met. There is a correct body of Zerolene for your car and every car made.

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 in your crankcase*



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 in some distant localities.

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representatives will plan your itinerary  
and make helpful suggestions.

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and too

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available every day in  
the year.

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Travel Bureau**  
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SAN FRANCISCO  
111 South Broadway and Santa Fe Depot  
LOS ANGELES

## RUSS BUILDING

[continued from page 11]

building will require a connected load of 12,000 k. w. and the power for the elevators, 1425 h. p., as much power and light as is used in a city of the size of Oroville. A round trip in each of the sixteen elevators would mean one mile of vertical transportation.

The foregoing figures merely express the size of the Russ Building. From this size come the benefits of "mass production" for it permits the installment of equipment that would mean impracticable rental rates in a building of ordinary size. Among these unusual features of equipment will be an auditorium with motion picture equipment to be used for salesmen's meetings of the tenants of the building—a gymnasium with complete equipment — a women's club room — thermostat control of the heating system, so that tenants may specify the exact degree of heat they prefer — and a garage for tenants' use, occupying the lower floors in the rear portion of the building and capable of accommodating 400 cars.

George W. Kelham is the architect, and the Dinwiddie Construction Company the general contractor.

### TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than October 1. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 7254—Combined enameled iron kitchen sink and dishwashing equipment in mixed carloads with sinks, etc., westbound; 7255, lumber, etc., to stations on Shelby County Ry. and Shelby Northwestern Ry., CL, eastbound; 7256, poppers, CL, westbound; 7257, bakery goods and candy, CL, westbound; 7258, iron and steel articles, viz: castings, bearings, chain links, belting, etc., CL, westbound; 7259, clean rice, CL, eastbound; 7260, built-up wood, doors, lumber, moldings, panels and veneer, manufactured from Isuan (Philippine mahogany), CL, eastbound; 7261, Union Traction Company; Request for representation of the Union Traction Company (electric) as a participating carrier in Tariffs 2-1 and 3-1; 7262, unspooled films, for export, CL, westbound; 7263, rubber articles, N.O.S., LCL, westbound; 7264, jackets, ice cream or milk cans, CL, westbound; 7265, kitchen cabinet units and refrigerators, CL, westbound; 7266, scrap rope and scrap copper wire, CL, eastbound; 7267, rubber tires (old), CL, eastbound; 7268, pneumatic tire repair kits, LCL, westbound; 7269, Arkansas Western Railway; Proposal to include the Arkansas Western Railway on the list of participating carriers in "Cottonseed Products" Tariff 35-C; 7270, Oklahoma and Rich Mountain R. R. Co.'s Request for representation as a participating carrier in lumber Tariff 18-H and publication therein of certain rates to stations on that line; 7271, pneumatic rubber tire and tube repair material, CL, westbound; 7272, methyl acetone; amyl, butyl or ethyl acetate; phthalate dibutyl, formaldehyde, CL, westbound; 7273, baby carriages, knocked down, CL, westbound; 7274, gas stoves and stove parts, CL, westbound; 7275, washing machines and ironing machines in mixed carloads, with machinery, etc., westbound; 7276, stamped steel picture frames, glazed, and stands, CL, westbound; 7277, malt tonic, CL, westbound; 7278, radii amplifying horns, LCL, eastbound; 6928 (amended), airplanes, CL, eastbound and westbound; 7116 (amended), soap, CL, eastbound; 7229 (amended), fire brick, etc., CL, westbound; 7233 (amended), cottonseed oil and peanut oil, CL, westbound.

## SACRAMENTO

and Sacramento Northern R. R. Points  
Observation and Parlor Cars.  
Dining Cars leave 7:40 a. m. and 5 p. m.

### SACRAMENTO SHORT LINE

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### DIRECT FERRY Vallejo-San Francisco

Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Black and News Service

**Monticello Steamship Co.**  
North End of Ferry Building Phone Sutter 371

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### Traffic Managers

E. W. HOLLINGSWORTH  
Commerce Counsel

Are you on a fair basis with your competitor in the matter of freight rates? A solution of your traffic problems will doubtless increase your business. Write or phone us and our representative will call.

OUR AIM:

"Transportation Economy"

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Phone Sutter 380 for Reservations  
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the most sales for the  
fewest advertising dollars*



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

OCTOBER 20, 1926

NUMBER 15

## What the Chamber of Commerce is Doing

Following is a brief outline of a few of the activities which have engaged the attention of the Chamber of Commerce during the last thirty days:

### 1. MORE VOTING MACHINES

The San Francisco Chamber of Commerce, as a result of complaints from key men, investigated the congestion at the polling places during the primary election. The Registrar of Voters appeared before the Board of Directors and explained that an adequate number of voting machines will be provided for the general election next month. For the convenience of members of the Chamber of Commerce, a voting machine is now on display on the Marine Floor of the Chamber of Commerce.

### 2. ARMY MEDICAL CORPS INVESTIGATOR GIVEN ASSISTANCE

All departments of the Chamber were placed at the disposal of Lieutenant Colonel L. L. Hopwood, Medical Corps, U. S. A., who is in San Francisco to determine Pacific Coast sources of medical supplies in case of a national emergency.

### 3. DISTINGUISHED VISITORS

The San Francisco Chamber of Commerce officially entertained Secretary of Commerce Herbert Hoover with a luncheon at the Commercial Club. Later in the month, the Chamber was host to Mr. Otto Kahn of New York. The luncheons were given jointly with the San Francisco Commercial Club.

### 4. SWITCHING CHARGE DISCONTINUED

Through the efforts of its Traffic Department, the San Francisco Chamber of Commerce has secured discontinuance of switching charge assessment on the strip of Belt Line track south of the Channel. This effects a considerable saving in charges for lumber and gravel interests.

### 5. ADVANTAGEOUS RAIL RATES SECURED

The San Francisco Chamber of Commerce, through its Traffic Department, has been successful in inducing the railroads to establish commodity rates on wool from the new Twin Falls, Idaho, territory. This effects a decided advantage over class-rate combinations.

### 6. WOOL INTERESTS ENCOURAGED

The Industrial Department of the San Francisco Chamber of Commerce has been particularly active in working with a joint committee of wool growers and wool dealers in an effort to make San Francisco the concentration point for all western wool.

## Vote "YES" on 33

The Chamber of Commerce has recommended an affirmative vote on Amendment No. 33 in the coming general election. This measure, if carried, will accomplish the necessary step by which the City and County of San Francisco may acquire from the Federal Government a free deed to that portion of the Presidio Reservation now occupied by the Palace of Fine Arts and ten acres of surrounding land representing an estimated value of over two million dollars.

Amendment 33 empowers the Board of Supervisors to grant to the United States the right to construct, maintain and operate the spur track now being used alongside the Marina by the War Department from Fort Mason to the Presidio.

This exchange was authorized by Congress and approved by President Coolidge on March 3, 1925. The entire transaction must be completed before July 1, 1927.

### 7. SALINAS RUBBER PROJECT INSPECTED

Within twenty-four hours after the announcement of the growing of guayule rubber at Salinas, representatives of the San Francisco Chamber of Commerce were on the ground investigating the possibilities and future prospects of this new development.

### 8. RADIO TALKS CONTINUED

Continuing its policy of acquainting the entire membership with the advantages of San Francisco industrially, the San Francisco Chamber of Commerce has arranged for further addresses on this subject over KPO Friday evenings at 7:30. The addresses are being given by Capen A. Fleming of the Industrial Department.

### 9. RATE REDUCTIONS PROTESTED

The San Francisco Chamber of Commerce entered an official protest against the reduction of westbound transcontinental rail rates on bags and bagging, resulting in a suspension on the proposed reduction pending a hearing before the Interstate Commerce Commission. This

action was taken at the request of members of the Chamber who are engaged in the local production of these commodities.

### 10. CONFERENCE ON BOAT LINE RATES

Through the efforts of the Traffic Department of the San Francisco Chamber of Commerce several conferences were held between vessel operators and shippers regarding coastwise water rates.

### 11. REFRIGERATION CHARGE ADJUSTMENT SOUGHT

The San Francisco Chamber of Commerce has rendered assistance to the Pacific States Butter, Egg, Cheese and Poultry Association in the matter of an application for the reduction of refrigeration charges in this territory. It is stated the charges on the refrigeration on the Pacific Coast are the highest in the United States.

### 12. TRADE TIPS VALUABLE

As an indication of the business which can be developed through the intelligent use of trade tips published in SAN FRANCISCO BUSINESS, the official organ of the San Francisco Chamber of Commerce, one firm reported it secured a \$40,000 order through this medium.

### 13. STATE CONVENTION GREETED

The San Francisco Chamber of Commerce, through its Hospitality Department, was active in planning the program for the State Convention of Safety Engineers and co-operated with the local committee in their entertainment.

### 14. TRAVELING PASSENGER AGENTS SHOWN SAN FRANCISCO

The San Francisco Chamber of Commerce with Californians, Inc., acted as hosts to the members of the Traveling Passenger Agents' Association who were in San Francisco for several days last month en route from their annual convention.

### 15. ASSISTANT SECRETARY OF THE NAVY TALKS ON AIRPORT

With a view to the immediate development of San Francisco as an airport, the San Francisco Chamber of Commerce acted as host to Assistant Secretary of the Navy for Aeronautical Affairs Edward P. Warner, who addressed members of the Board of Directors, together with practically the entire Board of Supervisors.

(continued next page)

# SAN FRANCISCO BUSINESS

OCTOBER 20, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange Telephone Kearny 112. Subscription, \$4 a year. Entered as second-class matter July 2, 1920, at the Postoffice, San Francisco, California, under the act of March 3, 1879.

## LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a cert in amount of business from the newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns the list includes reports of renewals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyalon, Industrial Department, Chamber of Commerce, Merchants Exchange Bldg., Kearny 112.

A daily service available to members is distributed at 10:30 a. m. at the Merchants Exchange Bldg.

Accountant—J. F. Hale, 490 Market  
Architect—W. H. Hubbard, 110 Sutter  
Attorney—W. H. Kerr, 14 Montgomery  
Blasting Supplies—Chicago Fuse Mfg. Co.,  
Riata Bldg.

Cigars—Jas. Costanzo, 4212 Third  
Elevator Accessories—Wagner Mfg. Co., Cedar  
Flats, In 27 O'Farrell

Engineer—Gaskell S. Jacobs, construction, 51  
California

Jewelers—Cinnat Berg, to occupy 923 Market  
Painting—American Painting & Decorating Co.,  
Morris Rosenberg, 948 Howard

Plumbing Supplies—C. A. Kay, 494 Brannan  
Real Estate—Associated Realty Operators, Inc.,  
Mills Bldg.

Restaurant—Foster's opening at Geary and Larkin  
Shoes—California Boot Shop, 150 Powell to 35  
Edels

Steam Specialties—Dry Steam Appliance Corp.,  
161 Market to 285 Fourth

Trunks and Luggage—California Trunk Co., 742  
Market

Miscellaneous—Nikko Co., about 254 Post  
Additional tenants for Financial Center Bldg.,  
announced by Frank C. Nykes, Leasing Agent:

Mitchum, Tully & Co., Bonds, from 315 Mont-  
gomery; Goodfellow, Tark, Mease & Grick, Attor-  
neys, from 433 California; McDunnell & Co.,  
Investment Brokers, from Palace Hotel; Weeks &  
Day, Architects, from 415 Montgomery; Alfred J.  
Marston, Schlage Lock Co., Supt. J. J. Davis, In-  
surance Broker, from 406 Montgomery; Alphonse  
Sutter, Accountant, from Nevada Bank Bldg.;  
C. J. Goodell and Walter Shelton, Attorneys, from  
Mills Bldg.

Additional tenants for the Apparel Center Bldg.,  
49 Fourth St., announced by Harrigan, Weidner  
& Co., Leasing Agents:

Holm & Nathan, Millinery, from 733 Market;  
Better Hat Co. (Ave. Hubbs), Millinery, from 980  
Market; Morris Goldman, Cloaks and Suits, from  
212 Sutter; Economy Mfg. Co., Dressers, from 17  
O'Farrell; Premier Hat Co., from 259 Geary;  
Hartgold, Cloaks and Suits, from 257 Post; Wray-  
Goulden, Coat & Suit Co., Inc., from 491 Mission;  
Elliott Textile Co., Inc., Woolen Materials, from 139  
Sutter; Pennington Millinery Co., from 843 Market;  
Bell Hat & Frame Co., from 952 Market; Sam'l  
Goldin, Cloaks and Suits, from 305 Grant Ave.;  
Modern Cloak & Suit Co., from 305 Grant Ave.;  
Harry H. Frank, Dresser, from 145 Kearny.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending	Previous	One Year Ago
	Oct. 13	Week	
San Francisco	\$207,335,000	\$210,368,000	\$198,418,000
Los Angeles	167,925,000	215,450,000	167,817,000
Seattle	45,363,000	63,658,000	46,912,000
Portland	44,449,000	45,337,000	47,873,000
Oakland	32,003,000	39,961,000	33,010,000
Federal Reserve Bank			

## BUSINESS FAILURES

	Week Ending	Previous	One Year Ago
	Oct. 14	Week	
SAN FRANCISCO			
Number Failures	8	4	
Net Liabilities	\$17,174	\$28,926	14,600
LOS ANGELES			
Number Failures	9	4	5
Net Liabilities	\$9,894	\$14,965	\$32,391
SEATTLE			
Number Failures	4	6	4
Net Liabilities	\$6,500	\$41,631	\$15,900

R. G. Dun & Co.

## New Industries and Expansions

A WEEKLY REVIEW

### NEW INDUSTRIES

**GREAT NORTHERN CHEMICAL COMPANY**, with offices at 750 Pacific Building, has recently been organized for the purpose of distributing its liquid cleanser or solvent known as "Clean-A-Bowl" for sinks, bathtubs, etc. This product, manufactured in the laboratories of the company at 183 Tehama Street, is being distributed to local steamship companies, large hotels and office buildings, and is used for preserving all sanitary equipment in spotless condition. It is expected in a short time, as the demand for this product increases, that branch offices will be opened in Chicago and New York.

### EXPANSIONS

**POULTRY PRODUCERS OF CENTRAL CALIFORNIA**, an egg, poultry and feed marketing association, which, according to Mr. John Lawler, general manager, is the largest cooperative egg marketing association in the world and is composed of 2,700 commercial egg producers in Central California, with headquarters offices at 700 Front Street, San Francisco, is erecting a one story and mezzanine floor building, covering 30,000 square feet, on its property in Petaluma, to be used as a warehouse and branch office, to take care of increasing demands. This association is also constructing a warehouse on Petaluma River, which will be built in two sections;

[continued next page]

## What the Chamber is Doing

[continued from page 1]

### 16. AUTOMOBILE CARAVAN MADE WELCOME

A caravan of twelve automobiles, under the jurisdiction of the Michigan and Ohio Chambers of Commerce, was met by the Hospitality Bureau of the San Francisco Chamber of Commerce and given a reception on its arrival in San Francisco.

### 17. RETAIL INSTITUTE LAUNCHED

The Retail Merchants Association, affiliated with the San Francisco Chamber of Commerce, has officially launched a Retail Institute. It is a unique

method of studying retail management and is participated in by the leading merchants of the city.

### 18. UNFAIR COMPETITION TO BE SUPPRESSED

The Retail Merchants Association, affiliated with the San Francisco Chamber of Commerce, has organized an effective campaign to stop unfair competition from fly-by-night trunk and leather goods merchants. This is in line with the policy to afford protection to reliable retail interests composing the Chamber membership.

[continued on page 4]

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10453—Berkeley, Calif. Manufacturers of a small type of AMMONIA ICE MACHINE, suitable for refrigeration in restaurants, hotels, etc., are very desirous of getting in touch with San Francisco firms which would be interested in handling their line for the export trade.

10454—Waukegan, Wisconsin. Manufacturers of a TOY AUTOMOBILE, which they believe could be successfully exported, desire to get in touch with San Francisco foreign trading firms which would be interested in learning more about this toy.

10457—New York, N. Y. Firm wishes to get in touch with San Francisco commission house exporting DRIED VEGETABLES and RICE.

10458—Vancouver, B. C. Firm of importers, exporters and manufacturers' agents would like to represent a manufacturer of AUTO TOP MATERIAL and BANDINGS, to sell to the British Columbia trade on a commission basis. They state that a considerable market exists for this material in the above territory.

10459—Seattle, Wash. Trading company desires to get in touch with San Francisco firms handling RESIN and TURPENTINE. They request samples and prices for T. E. Japan, of wood and gum turpentine and Y. W. M. N. B. G. and F. grades of resin.

10460—Carlinville, Illinois. Firm wishes to establish connections with a San Francisco importer of GAIJSKI or "HIRADO" CHINAWARE from Japan.

10461—Tokyo, Japan. Manufacturers of BONE-WARE, such as FORKS, SPOONS, CHARMS and TOTEM POLDS, desire to market their products here. A line of samples of the above goods are available at the Japanese Commercial Museum in San Francisco.

10462—Minneapolis, Minn. Party desires to purchase from San Francisco manufacturers, NO. 8 CUT and UNCT CHINESE REED.

10463—Chippewa Falls, Wis. Importers of CHINESE BROOMS are desirous of establishing connections with San Francisco importers of this line.

10464—New York, N. Y. An American, born in China and having had twenty-five years business experience in that country, with a thorough knowledge of languages, customs, manners and trade conditions, is now in New York, but will return to Shanghai shortly. He desires to get in contact with an American firm for the purpose of securing a position in China on a salary and commission, devoting his entire time to their interests; or to obtain the agency for several business houses, each of which he will pay a monthly sum towards maintaining an office, etc., and pay a commission on the business done. He will supply references to interested firms.

10465—Hongkong, China. Trade company desires of establishing business connections with American manufacturers and exporters of BLANK LETTER BOOKS, ARITHMETIC BOOKS, STATIONERY, STATIONERS' GOODS, CLOTHING, WATERPROOF GOODS, and SUNDRY MILITARY ACCESSORIES, as well as NEW and SECOND-HAND GOODS and CLOTHING for men, women and children.

10466—Hefei, North China. Firm wishes to get in touch with American manufacturers of COTTON PRINTS, as an extensive market exists for this material in China. They are also desirous of exporting HOG CASINGS, HIDES and SKINS, RAW SILK, SILK WASTE and TEA.

10467—Bielefeld, Bavy, Germany. Manufacturers of HORN and BONE WARES, RUBBER GOODS, ARTIFICIAL HORN WARES (OSALITH), wish representative in San Francisco.

10468—Berlin, Germany. Large manufacturer of COTTON WASTE for cleaning machinery, wish to get in touch with San Francisco importers of this material, if they claim to be in a position to compete with any other firm with regard to price and quality.

10469—Berlin, Germany. First-class house desires agencies for various California CANNED FOOD PRODUCTS. This house has sub-agents and traveling salesmen. For sales references see list number 10459.

10470—Hamburg, Germany. Concern wishes to get in touch with California BUREAU producers.

10471—Torreon, Coahuila, Mexico. Firm desires to negotiate with commission merchants selling COFFEE and LARD in carload lots.

10472—Panama, R. P. Concern desires to be put in touch with an independent refiner of oils, who is now willing to sell and deliver at Balboa, Canal Zone, GASOLINE, in shipments of not more than seven thousand barrels at a time. It is noted that it would be necessary to export a complete cargo lot, but they would agree to pay the through freight rate from California ports to Panama on any gasoline tankers, which would be 10473.

10474—Havana, Cuba. Commission agent and representative, having excellent business connections in Havana and all important inland cities of Cuba, is very desirous of representing a local producer or exporter of BEANS, CANNED GOOD producer or exporter of BEANS, CANNED

GOODS, COFFEES, and other foodstuffs, which had a ready market in Cuba.

10475—San Juan, Porto Rico. Firm of commission merchants and manufacturers of rice, wishes to get in touch with California RICE mills desiring connections with buyers in Porto Rico, having thorough experience handling rice. They are well acquainted with all the large buyers throughout the island.

## Domestic Trade Tips

10-2227—Seattle, Wash. Inventor of a new type of PIPE WRENCH wishes to contract for the manufacturing of this tool in San Francisco. The wrench will be made from 6 inches in length up to size adequate for handling 8-inch pipe. Illustrations of wrench are on file with Foreign and Domestic Trade Department.

10-2228—Muskegon, Michigan. Manufacturers of AUTOMATIC TRIPATHIN EQUIPMENT, known as "portable rain-makers," are very anxious to obtain a suitable salesman who can establish a territory in this country. These rain-makers are used on city lawns, estates, cemeteries, golf courses, parks, etc. Illustrated descriptive booklet on file with the Foreign and Domestic Trade Department.

10-2229—Michigan City, Ind. Large manufacturer of a well-known type of DRAFT CAGES, FLYE CASE ANALYZERS, ALUMINUM CAGES and DRAFT RECORDERS, desire to get in touch with some individual or company whose activities are in the power plant field, as they would like to appoint an exclusive representative to sell their products in this territory. Bulletins describing their combustion instruments and apparatus are on file with the Foreign and Domestic Trade Department.

10-2230—San Juan Capistrano, Calif. Manufacturer of an OIL FROE PRESERVING, POLISHING and CLEANING, is very desirous of securing the services of a firm or individual to handle the sale of his product in San Francisco and vicinity, or in Northern California. The individual recommended for preserving auto-tops, Dico and enamel finishes, varnished wood, and clean metal, "Sample catalogues" at the Foreign and Domestic Trade Department.

10-2231—Eastern manufacturer of ELASTIC TRADING, containing no cotton, but consisting of asbestos for its main constituent as fire-resisting element, desire a Pacific Coast representative.

10-2232—Eastern manufacturer of a SELF-STARTING CATERER'S TABLE RADIOS, desire a representative in this territory.

10-2233—Eastern manufacturer of a SELF-STERILIZING TOWN BUS, desire a distributor who can handle sales crews, selling direct to the home.

10-2234—Eastern manufacturer of MALT SYRUP desires Pacific Coast distributor.

10-2235—Eastern manufacturer of a RADIO APPARATUS to be employed by a purchaser, desires a sales representative on the Pacific Coast.

10-2236—Eastern manufacturer of an ELECTRIC REFRIGERATOR seeks a representative in this territory.

10-2237—San Francisco, Calif. Party desires to get in touch with San Francisco firms or individuals having on hand a supply of WALRUS TUSKS, with those who are in contact with the source of supply of these tusks.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

10-2238—The War Department desires a paper pipe ends, to be delivered at Rio Vista, California. Bids are to be submitted to the U. S. Engineer Office, Second District, S. S. Secord street, San Francisco, Calif., and will be opened October 26, 1926.

10-2239—The War Department with subsistence supplies, to be delivered at San Francisco, Calif., on or about December 1, 1926, for shipment to the H. H. B. are to be submitted to the Quartermaster and Contract Officer, S. F. G. I. Depot, Fort Mason, San Francisco, Calif., and will be opened October 26, 1926.

10-2240—The War Department with miscellaneous supplies, to be delivered at Fort Mason, San Francisco, Calif., Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, Calif., and will be opened October 26, 1926.

10-2241—The War Department with subsistence supplies, to be delivered at San Francisco, Calif., for shipment to Manila, I. O., on or about December 1, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, Calif., and will be opened November 1, 1926.

For purchasing from The Panama Canal, scrap metals, manila rope, burlap bagging, rubber, etc. Bids are to be submitted to the Contracting Officer of The Panama Canal, Washington, D. C., and will be opened October 28, 1926.

For furnishing The Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Islands of Panama, with complete jugs, vegetable steamer, range boilers, sanitary fixtures, valves, cocks, unions, bulb odometers, tires (balloon, solid rubber, anti-perforator), kapok fiber, carbon paper, tachometer, and records of four, four, one or Douglas fir ties. Bids are to be submitted to the Office of The General Purchasing Officer of The Panama Canal, Washington, D. C., and will be opened November 1, 1926.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than October 28. Full information concerning the above is lastly to be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 7279—Slate of soda, I. C. l., eastbound; 7280, printers' furniture, I. C. l., westbound; 7281, electric bells and buzzers, I. C. l., and I. C. l., westbound; 7282, paper bags and wrapping paper, I. C. l., westbound; 7283, refined corn oil (sald oil), I. C. l., westbound; 7284, steel bar shah, not glazed, I. C. l., and I. C. l., eastbound; 7285, pipe joint cement, I. C. l., and I. C. l., westbound; 7286, denim, I. C. l., westbound; 7287, Empty burlap sacks, returned, I. C. l., westbound; 7288, books, I. C. l., westbound; 7289, cement, salted or sugared, in casks, boxed, I. C. l., and I. C. l., eastbound; 7290, paper dappins, toilet paper, paper towels or toweling, I. C. l., westbound; 7291, granite, rough or dressed, I. C. l., eastbound; 7292, coal tar and coal tar pitch, I. C. l., westbound; 7293, door material, not veneered, viz. Mustang, rail, siles, I. C. l., eastbound; 7294, peas, in bulk, I. C. l., eastbound; 7307, (amended) arsenate of lead, I. C. l., eastbound; 7326, (amended) lead rice, I. C. l., eastbound; 7375 (amended) electric washing and ironing machines in mixed carloads with machinery, etc., westbound.

## EXPANSIONS

[continued from page 2]

the first unit, covering 20,000 square feet, is now under construction, and the second unit, covering the same amount of square feet, will be constructed during the coming year. When these buildings are completed, the association will have approximately 3 1/2 acres of floor space for the accommodation of its business in the city of Petaluma alone.

PIONEER GIBSON EXPRESS, 585 Bryant Street, in the business of express and freight motor transportation between San Francisco and San Jose, including all way-point towns, has recently expanded, moving into a one story and mezzanine floor reinforced concrete building at the above address, representing an investment of \$40,000, including cost of land. This concern owns and operates thirty-five Kleiber motor trucks, manufactured in San Francisco, and was formerly located at 875 Folsom Street, increasing business making this expansion necessary.

NATIONAL EQUIPMENT COMPANY, with offices at 750 Pacific Building, manufacturer of various kinds of automotive equipment, has recently expanded, increasing its facilities 300 per cent. Additional capital has been acquired enabling it to more widely distribute products over the United States and into eight foreign countries. The products of this concern are manufactured in seven local factories, the machinery and equipment for the manufacture of which are owned by this concern.

## What the Chamber is Doing

(continued from page 2)

### 19. ENDORSEMENT COUNCIL CONTINUES ACTIVITIES

The San Francisco Endorsement Council, affiliated with the San Francisco Chamber of Commerce, continued to give consideration to proposed drives. The endorsement council held two meetings during September.

### 20. ADDITIONAL PERSONNEL SECURED FOR APPRAISER'S STORES

Through the efforts of the Foreign and Domestic Trade Department of the San Francisco Chamber of Commerce, the Treasury Department in Washington consented to supply more employees for the local Appraiser's Stores Office so that imports into the port may be facilitated.

### 21. CONFERENCE ON FEDERAL BUILDING PROGRAM

Officials of the San Francisco Chamber of Commerce conferred with Government representatives who came to San Francisco in connection with the proposed Federal building program for the city. The Federal building need for San Francisco is estimated to involve expenditures of several million dollars.

### 22. COPIES OF LEGISLATIVE PROGRAM AVAILABLE

The recommendations of the Legislative Committee of the San Francisco Chamber of Commerce on Charter and Constitutional Amendments which appeared in the monthly issue of SAN FRANCISCO BUSINESS will be printed separately for distribution. Any member of the Chamber or other firm or individual desiring copies for distribution may obtain them by applying at the Information Department of the San Francisco Chamber of Commerce.

### 23. SHIPPING BOARD HEARING

Under arrangements made by the San Francisco Chamber of Commerce, Commissioners Teller and Meyers of the United States Shipping Board held hearings in the Merchants Exchange Building for the purpose of developing the views of San Francisco shipping interests toward the future of the American merchant marine.

### REVENUE FREIGHT LOADING

Revenue freight loading the week ended October 2 totaled 1,185,524 cars, as compared with 1,182,940 cars the preceding week, and 1,187,011 cars the week ended September 18, according to the car service division of the American Railway Association.

## Who's Who Among the New Members

The Membership Department, this week, reports it has secured thirty-five new members, as follows:

#### ADVERTISER'S SUPPLY CO.

ADVERTISING SPECIALTIES, 320 Market St.

#### ALEX S. ALLEN

CERTIFIED PUBLIC ACCOUNTANT, 926 Pacific Bldg.

#### WM. BARRETT

NEW YORK LIFE INS. CO., 14 Montgomery St.

#### BECKMANN-HOLLISTER & CO.

BUSINESS ENGINEERS, 681 Market St.

#### C. RAYMOND BERAN CO.

PRINTING, 442 Sansome St.

#### M. F. BEVANS & CO.

PRINTING, 440 Sansome St.

#### A. W. BLEYLE

INDEPENDENT ELEVATOR CO., INC., 1810 Market St.

#### BOWMAN & PLIMLEY

BOOKBINDING AND RULING, 255 Clay St.

#### J. B. CASERES

MACHINERY, 111 Mission St.

#### CONSOLIDATED MERCHANTS ASSOCIATION

COLLECTIONS AND ADJUSTMENTS, 1211 Humboldt Bank Bldg.

#### DEALERS REFRIGERATORS CO.

MFRS. OF ALL KINDS OF REFRIGERATORS, 446 Sixth St.

#### N. Y. EDGINGTON

FACTORY REPRESENTATIVE, 525 Market St.

#### ROY R. HAMERSLEY

RELIANCE BUILDING AND LOAN ASS'N, 995 Market St.

#### HOUBIGANT, INC.

TOILET ARTICLES, PERFUMERY, 350 Mission St.

#### KING CO. & GEO. W. DUNHAM CORP.

ELECTRIC WASHERS, 200 Davis St.

#### KOTEX COMPANY

KOTEX, KLEENEX, ETC., 610 Underwood Bldg.

#### LIGHTNING PARCEL DELIVERY

LIGHTNING PARCEL DELIVERY SERVICE, 321 Bush St.

#### LINGOIN TAXI CO.

AUTO HIRE, 457 Powell St.

#### THE D. D. MINER COMPANY

COLLECTION AGENCY, 460 Montgomery St.

#### PACIFIC EXPORT CO.

EXPORT AND IMPORT MERCHANTS, 216 Pine St.

#### O. R. PETERSON CO.

TRACTOR IMP. AND EQUIPMENT DISTRIBUTORS, 21st & Alabama Sts.

#### GEORGE B. PHILLIPS

SPECIALTY ADVERTISING, Mills Bldg.

#### REMINGTON RADIO CO., LTD.

WHOLESALE RADIOS, 907 Post St.

#### JOHN H. RICHDALE CO.

IMPORT AND EXPORT, 24 California St.

#### RODGERS ADDRESSING BUREAU

DIRECT MAIL ADVERTISING, 365 Market St.

#### SECURITY FINANCE CORP.

ORGANIZATION AND FINANCING, 609 Santa Fe Bldg.

#### C. H. SLADE

CHRONICLE SANDWICH SHOP, 933 Mission St.

#### P. F. STANDISH

CALIFORNIA METAL ENAMELING CO., 112 Market St.

#### P. A. STARKE

INDUSTRIAL CHEMIST, 803 Mills Bldg.

#### UNION COLLECTION COMPANY, INC.

COLLECTIONS, CLAIMS, ADJUSTMENTS, 995 Market St.

#### VILLADSEN BROS., INC.

ENGINEERS AND CONTRACTORS, 417 Market St.

#### WEBER SHOWCASE & FIXTURE CO.

SHOWCASES AND DISPLAY FIXTURES, 967 Mission St.

#### A. W. WHEELON

LINOTYPER, 355 Clay St.

#### RUSSELL L. WOLDEN

CITY ASSESSOR, City Hall

#### S. M. WOOD & COMPANY

IMPORT AND EXPORT, 310 California St.



# SAN FRANCISCO BUSINESS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

OCTOBER 27, 1926

NUMBER 16

## Record San Francisco Cargo



**A**S AN aftermath of record-breaking crops, and reflecting the general prosperity of the country, all records in the matter of shipments of California products from this harbor to the Atlantic Seaboard will be broken this month by the several intercoastal lines.

Above is the American Hawaiian Steamship Company's steamer "Arizona" getting under way from pier 48 with the largest cargo ever loaded by a vessel in this harbor. The "Arizona," which was berthed as an extra sailing to relieve port congestion and to afford relief to shippers in this district, sailed October 19 for

[continued next page]

## New Industries and Expansions

*A weekly review of San Francisco's growth and development conducted by the Industrial Department of the Chamber of Commerce.*

### NEW INDUSTRIES

THE MASHLON STEEL JOIST COMPANY, 309 Rialto Building, Pacific Coast distributing headquarters of the Masillon Steel Joist Company of Canlon, Ohio, manufacturers of building construction products such as Masillon metal lath, Masillon rib lath, diamond lath, Masillon bank vault reinforcing, Masillon bar joists for fireproof floors and other products, has opened Coast offices in San Francisco. The products of this concern are distributed to architects, engineers and owners of buildings. According to Mr. John L. Clymer, general manager, this concern plans to manufacture its products here on the Coast as soon as business warrants.

FLORENCE STOVE WORKS, 140 Spear Street, San Francisco, with headquarters in Boston, Mass., manufacturers of all kinds of kerosene oil stoves, such as hot water heaters, cooking and heating stoves, has opened a factory branch in San Francisco. This branch serves Arizona, California, Nevada and Oregon.

### EXPANSIONS

PACIFIC FRUIT EXPRESS, with headquarters at 65 Market Street, San Francisco, has recently commenced constructing, in Roseville, Calif., 40 steel, concrete and corrugated iron shops, covering approximately 140 acres, to be used for repairing refrigerator cars which pass through Roseville. This company owns and operates 38,000 refrigerator cars and is in the business of transporting perishable fruit over the United States and into Canada and Mexico. It is expected these repair shops will be completed about May 1, 1927. This San Francisco concern also has repair shops in Nampa, Idaho; Los Angeles and Colton, Calif.

GREAT WESTERN POWER COMPANY has leased the two-story building at the southwest corner of Sev-

[continued next page]

## Arguments on Proposition No. 3

The San Francisco Chamber of Commerce, through its legislative committee and board of directors, has made no recommendation concerning the Oleomargarine bill, which appears on the ballot as State Proposition No. 3.

In deference to the divergent views of two industrial groups, the following brief discussions for and against Proposition No. 3 are presented:

### "FOR"

By SAM H. GREENE,  
Secretary Manager California  
Dairy Council

Both the public and the dairy industry of California are entitled to protection against misrepresentation in the advertising and selling of oleomargarine. Proposition No. 3 gives such protection. It licenses oleomargarine manufacturers only for the purpose of regulation and does not tax any food article.

### "AGAINST"

By H. U. BRANDRETH,  
Vice President The Best Foods, Inc.

Referendum No. 3 is the first attempt to tax a pure food product. Violates the right of free speech and prevents truthful advertising. A vicious attempt to stifle competition by legislation, and creates a precedent dangerous to California's business. It also creates numerous unnecessary political offices at the public's expense.

# SAN FRANCISCO BUSINESS

OCTOBER 27, 1926

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## LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from the newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns, the list includes reports of removals and expansions.

Business may now enhance the value of his service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Merchants Exchange Bldg., Kearny 112.

A daily service available to members is distributed at 10:30 a. m. at the Merchants Exchange Bldg.

**Art Metal Work**—American Art Metal Works, 13 Grace to 142 Tenth; Western Art Metal Works, 145 Tenth to 15 Grace.  
**Attorney**—Ernest Spagnoli, 622 Washington to 690 Market; Julian Pardini and A. J. Scamporr, 916 Kearny to 21 Columbus Ave.; David S. Wilson, 399 Pine.

**Auctioneer**—William Mercer, 50 New Montgomery.

**Auto Accessories**—Rocks Mountain Steel Products, Inc., 357 Van Ness Ave. to 165 Fell; Auto Repairs L. S. Auto Repairing Co., 750 Bush.

**Beauty Parlors**—Juliette Beauty Shop, 249 Stockton; The Powder Box (Mildred Ott), Whittier Bldg.

**Beverages**—Golden Orange Products Co., 225 Leavenworth to 986 Harrison.  
**Burners**—Robair Burner Corp., 376 Sixth to 11 Clyde.

**Calculating Machines**—Victor Adding Machine Co., 507 Mission to 531 California.  
**Candy**—William Zito, 1500 Eighth st.

**Cars**—Hauer Ford, 154 Ellis; Beaulieu & Micky, 1231 Park.

**Cleaners**—Vanity Fair Cleaners, 1427 Geary; Violet Cleaning and Dyeing Works, 617 Pacific.

**Confectionery**—J. J. Sheldon, 1330 Ocean Avenue.

**Contractors**—John Harder, 1152 Vallejo; Amulson Construction and Dam Co., 155 Montgomery.

**Dentist**—Dr. A. G. Ataman (1137 Fillmore), 2723 Mission.

**Drapery**—Hogeman's Quality Drapery Shop, 3542 Geary.

**Drayage**—Walkup Drayage & Warehouse Co., 358 Bryant to 175 Fremont.  
**Drayage and Fuel**—Felix Gross Co., 480 Ninth to 466 Seventh.

**Drugs**—State Drug Store, 5801 Mission.

**Electrical**—Sealbach Electric Co., 1023 Guerrero to 2623 Mission; Electric Corporation, 807 Mission to Ninth and Minna.

**Engineers**—Carroll Shipman (consulting), Flatiron Bldg.; R. M. Frandsen (consulting), Williams Bldg.

**Florists**—Nerrill's Flower Shop, 3345 Twenty-fourth; Mrs. Baldwin Wood, 229 Post.

**Floors**—Sharp Flour Co., 315 Montgomery to 175 Fremont.

**Food Products**—Hulby Food Products, 407 Tenth to 222 Tehama; C. H. Sommer Co., 325 to 250 Davis.

# TRADE AT A GLANCE

Conducted by the Information Department of the Chamber of Commerce

## CURRENT VOLUME OF BUSINESS INDEX

	Week Ending Oct. 20	Previous Week	One Year Ago
San Francisco	\$274,021,000	\$207,339,000	\$270,307,000
Los Angeles	226,836,000	167,929,000	201,891,000
Seattle	58,921,000	45,363,000	54,311,000
Portland	18,834,000	14,319,000	49,327,000
Oakland	13,170,000	32,003,000	38,559,000

## BUSINESS FAILURES

	Week Ending Oct. 21	Previous Week	One Year Ago
SAN FRANCISCO—			
Number Failures	6	4	5
Net Liabilities	\$12,475	\$28,925	\$11,251
LOS ANGELES—			
Number Failures	7	3	3
Net Liabilities	\$113,507	\$11,965	\$966
SEATTLE—			
Number Failures	1	6	0
Net Liabilities	\$39,853	\$41,631	0

(R. G. Dun &amp; Co.)

**Fruits**—A. DeLaha, 2201 Market.  
**Furnishing**—J. J. Reid & Co., 285 Brannan to 175 Fremont.  
**Furniture**—Abels Buch, 710 Stanton to 1301 Haight.  
**Furs**—Walter O'Farrell, 617 Montgomery.  
**Garages**—Metropolitan Garage, 1520 Stockton; Frederick Garage, 522 Frederick.  
**Grain**—Beal Cereal and Grain Co., 285 Brannan to 125 Fremont.  
**Grocers**—Ballou Grocery, 2105 San Jose Ave.; E. Roehler, 200 Valencia; O. M. Jensen, 2291 Third.  
**Huberdscher**—Julius Beifeld, 2644 to 2697 Mission.  
**Heaters**—New Way Mfg. Co., Inc., 891 Fallon.

**Hotels**—Golden State Hotel, now open, Powell and Ellis; M. L. Vukitchev, 508 Hearst Bldg., plans erection of 15-story hotel, 167 O'Farrell.

**Importer**—Joseph Casso, Exchange Bldg. to 332 Pine.  
**Insurance**—Chapman & Nauman Co., 358 Pine to 211 Pine.

**Investments**—A. E. Lewis & Co., 183 California to 41, Cattle, 1 Montgomery.  
**Jeweler**—Adalbert Honyez, 655 to 688 Broadway.

**Lino**—Typing—Andersen & Henderson, 346 Clay.

**Meats**—Schwitzer & Co., Inc. (wholesale), 136 Fifth to 751 Howard.

**Miliner**—Lund & Kremer, 1635 Clement.

**Movie Picture Exchange**—Imporied Pictures Corp. (Walter Kofeldt), 177 Golden Gate Ave.

**Musical Instruments**—Statham Piano Co., 111 T. Mitchell, 21 Hill.

**Painters**—Leon Blum Co., 110 Carl to 1179 Hayes.

**Paper and Twine**—Sidney Houghtelin, 175 Fremont.

**Petroleum**—Miley Petroleum Exploration Co., 141 Sansome.

**Photopaper**—A. H. Muhl, 711 Market.

**Printing**—John Kitchin Jr. Co. (Premo Press), 67 First to 68 Fremont; Scammon Printing Co., 634 Howard.

**Publishers**—Representative—Alfred Holmquist, 406 Montgomery.

**Rating Bureau**—Mohawk Credit Corp., 55 New Montgomery.

**Real Estate**—Brogan, Inc., 241 Kearny.

**Restaurants**—Seign Cafe, 210 Turk; Park Restaurant, 238 Seventh; Magnolia Restaurant (change of management), First Ave. and Geary; Dan Borham, 777 Vallejo; Classic Lunch Counter, 24 Front.

**Sausage**—California Salsame Factory, 1930 Bush.

**Scalp Specialist**—Maurice Hill, 5445 Geary.

**Signs**—Standard Electric Sign Corp., 1047 Mission to 1122 Folsom.

**Smokers' Supplies**—Snookador Mfg. Co., Inc., 119 New Montgomery.

**Spray Painting**—W. H. Radbruch, 824 Folsom to Geary; Dan Borham, 777 Vallejo.

**Stationers**—Murray Anderson (Harold S. Murray), 1705 Fillmore.

**Stoves**—Work—Renewed Stove Shop, 2188 Mission.

**Tailor**—H. Hurwitz, 1212 McAllister.  
**Tailor Supplies**—Reece Button Hole Machine Co., 619 Mission to 139 New Montgomery.

**Tamale**—Pacific Tamale Parlor, 2016 Sutro to 1219 Pacific.  
**Weaving**—Swedish Applied Arts, 2519 Webster.

**Miscellaneous**—S. H. Kress & Co.'s new store nearly ready, 939 Market; Abraham Specialties Corp., 833 Market; Abraham Mercantile Co., 509 Brannan; Restoro Co., 2808 Mission; General Utility Products Co., 1131 Folsom; Parisian Shop, 406 Geary; Arville Co. (H. M. Hudson), 835 Howard.

## RECORD SAN FRANCISCO CARGO

[Continued from page 1]

New York, Philadelphia and Baltimore, with 13,126 weight tons of California products in her holds.

Included in this record-breaking cargo were 4,954 tons of canned goods, 1,683 tons dried fruit, 724 tons raisins, 1,283 tons Oriental cargo, 506 tons wool, 158 tons rice, 148 tons powdered milk, 105 tons almonds and 104 tons floor covering, the balance of the shipments consisting of an assortment of various commodities.

## NEW INDUSTRIES

[Continued from page 1]

centent and Potrero streets, running through to Hampshire Street, and will use this as a central warehouse for the storage of trucks, meters, cables, etc., for the San Francisco division. There are 54,000 square feet of space in the building.

**MOISE-KLINKER COMPANY, 369 Market Street, San Francisco,** has recently secured an order from the State Purchasing Department, Sacramento, for 110,000 nickel-plated chauffeur license badges used by drivers of motor cars of all kinds. When these new badges are distributed you will find a reminder of San Francisco industry wherever you go in California.

# Foreign TRADE OPPORTUNITIES Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10855—Vancouver, Canada. Import merchants desire to establish connections with California packers of **SARDINES, TOMATO SALUCE**, in oval tins.

10856—Redfern, N. S. W. Exporters of **AUSTRALIAN HARDWOODS**, such as: **SPOTTED GUM, IRON BARK, BLUE GUM**, desire to get in touch with interested San Francisco importers of these woods.

10857—Sydney, Australia. The inventor and manufacturer of a special line of **ORANGE CONSERVE**, consisting of the full round slices of the orange set in jelly, which retains its perfect shape when turned out of the glass, desires to get in touch with California firms in the preserving line, to whom he would forward samples, with a view to getting California to have his product manufactured on a large scale. Sample is now available in San Francisco.

10858—Hakodate, Hokkaido, Japan. Gentleman very anxious to establish new connections in San Francisco for the purchase of different varieties of **SEAWEED**, which he is in a position to supply in any quantity desired.

10859—Hongkong, China. An advertising and publicity bureau wishes to get in touch with a San Francisco advertising agent in order to get his agent for any advertising he may require in the Far Eastern markets, and particularly Hongkong and South China. He also desires to get in touch with merchants or firms now placing their advertising direct, with a view to acting as their agent. The bureau is familiar with all Chinese dialects and several foreign languages and is in a position to handle all types of advertising.

10860—Europe. A foreign manufacturer of **COTTONS, LINE OF FABRICS, WOOL, COTTON and SILK** desires to appoint an agent in San Francisco to handle his material.

10861—Antwerp, Belgium. Gentleman is seeking the representation of a packer of **THOMPSON'S SEEDLESS SODA BLEACHED BANANS**.

10862—Antwerp, Belgium. Firm wishes to get in touch with San Francisco export house for whom they might act as forwarding agents at Antwerp.

10863—Duesseldorf, Germany. Old established dealer in **ROBIN** desires to establish connections with producers of this commodity with a view to representing them in Western Germany. They have connections with all the large buyers of rosin in the above territory.

10864—Tulle, France. Established firm wishes to act as selling agents for a California producer or exporter of **ORANGES** wishing a representative in France, and particularly in Bordeaux and vicinity.

10865—Carrubice, France. Firm offers for sale 30 tons of **POWDERED WOOD LEAD**. They can also export all products and raw materials for painting.

10866—Verona, Italy. Manufacturers of **WOOD LETTERS and JUSTIFYING FURNITURES IN WOOD**, as well as of **PAPERING and MACHINERY**, such as **CUTTING PRESSES**, desire to establish connections with houses engaged in the sale of articles for the building industries, which might be interested in handling the sale of their line in this territory.

10867—Palermo, Sicily. Exporter of **SICILIAN NEEDLEWORK** (homework) desires to establish connections with San Francisco dealers in embroideries and needlework who would be interested in handling their products.

10868—Sonora, Mexico. Party desires to get in touch with manufacturers of **MACHINES FOR MAKING "COTTON CANDY"**.

10869—Mexico, D. F. Firm wishes to get in touch with San Francisco houses selling **CHINA WOOD OIL**, wholesale, to be used in the manufacture of varnishes.

10870—Havana, Cuba. Firm wishes to connect with San Francisco merchants interested in importing **CERAMIC PRODUCTS**.

10871—Havana, Cuba. Highly recommended firm is anxious to export **GARLIC, PEAS, ONIONS and CANNED GOODS** in Cuba.

10872—Puerto Rico. A large provision importer desires to secure the exclusive agency for Puerto Rico for the sale of California **SAUCES, TOMATO SAUCE**, packed in oval tins.

## Domestic Trade Tips

D-2238—Dayton, Ohio. Manufacturers of **HEAT WATER HEATERS** are **PURIFIERS** for general power plant purposes; also **HOT WATER HEATERS** for laundries, packing houses, etc., desire to secure the services of a manufacturers' agent who has had experience in the sale of power plant specialties, to represent them on a strictly commission basis in this district. Illustrated catalog on file with the Foreign and Domestic Trade Department.

D-2239—New York, N. Y. Manufacturer of a **MIXING and DISTRIBUTING MACHINE** for Griddle Cakes, Waffles, etc., for use in hotels, cafeterias, restaurants, bakeries, confection houses and similar establishments, desires to appoint a sales agent to handle the sale of his apparatus here, on a commission basis.

D-2240—Philadelphia, Pa. Manufacturers of **HOSIERY SPECIALTIES** wish to get in touch with mill agents selling direct to the retail trade in San Francisco, and have a proposition to make to the right party.

D-2241—Los Angeles, Calif. Packers have a high grade **MEAT and SAUSAGE** specialties which they desire to market in San Francisco, and would like to communicate with some of the principal wholesale and retail meat grocers and importers of food products.

D-2242—San Francisco, Calif. Shippers of old newspapers are interested in purchasing a **NEWSPAPER BALING PRESS**.

D-2243—Laredo, Texas. Wholesale distributor have several layers of **CALIFORNIA SALMONS, CANNED PEELERS and CANNED SALMON**, and they wish to get in touch with suppliers of the above goods.

D-2244—Chicago, Ill. Firm is patenting on the market a **CHEMICAL DEVICE**, patented, which, when bolted to the under side of a garage or kills a garage car, kills the car and life in the car. They wish to appoint a suitable agent to represent them in San Francisco.

D-2245—Boise, Idaho. Idaho **TURKEY** raisers wish to market their birds in San Francisco. Their poultry is of highest grade and can be shipped, imported and sold.

D-2246—Prosser, Washington. Suppliers of **CUL and SECOND-GRADE APPLES** wish to get in touch with interested San Francisco buyers.

D-2247—Danville, Penna. Dealer in **USED EQUIPMENT and MACHINERY** offers for sale: **NEW OIL WELLS-DRILLING EQUIPMENT, USED ENGINES, GENERATORS, AUXILIARY EQUIPMENT, SWITCH BOARDS and MOTORS**.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the International Freight Bureau not earlier than November 1. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7295—Gas regulators, LCL, eastbound; 7296, cordage (Manila fibre), viz.: rope, twine, imported, LCL and CL, eastbound; 7297, peckles, in barrels, CL, eastbound; 7298, Massachusetts Bay Steamship Corporation; request for representation as a participating carrier in tariff 2-7 and 28-H; 7300, peat (stock bedding, poultry litter, etc.), CL, westbound; 7301, plaster reloader, L, westbound; 7302, hardware, CL and LCL, westbound; 7303, sulphite wood-pulp, CL, eastbound; 7304, parts of electrical household devices, L, L, westbound; 7305, hose, belting and packing, CL, eastbound; 7306, building and roofing paper, etc., CL, eastbound; 7307, post hole diggers, CL, westbound; 7308, household appliances, electrically operated, LCL, eastbound; 7309, Washington & Old Dominion Ry.; request for representation as a participating carrier in lumber tariff 17-H and publication of certain rates to stations thereon; 7310, Tallulah

Falls Ry. Co.; proposal to eliminate the Tallulah Falls Ry. Co. as a participating carrier from T. C. F. B. tariffs; 7311, breakfast room buffets and servers, CL, westbound; 7312, fireoleum, LCL, westbound; 7313, acetic acid, CL, westbound; 7314, hand pumps, N. O. S., LCL, westbound; 7315, hot wax wrappers, imported, CL, eastbound; 7285 (amended), pipe joint cement, LCL and CL, westbound; 7316, coverage sack, for export, CL, westbound; 7317, door hangers, CL, westbound.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with Subsistence Supplies, to be delivered at posts on or about November 24, 1926, and as required during December, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened November 3, 1926.

For furnishing the War Department with Subsistence Supplies, to be delivered at San Francisco, Calif., on or about November 15, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened November 1, 1926.

For furnishing the War Department with Subsistence Supplies, to be delivered at Fort Mason, San Francisco. Bids to be submitted to the Quartermaster Supply Officer, S. F. G. 1. Depot, Fort Mason, San Francisco, Calif., and will be opened November 1, 1926.

## REVENUE FREIGHT LOADING

Loading of revenue freight continues to be the greatest for this season of the year on record, according to reports filed by the carriers with the car service division of the American Railway Association.

The total for the week ended October 9 was 1,184,862 cars. This was a decrease of 662 cars below the preceding week this year and only 2,149 cars below the greatest number of cars loaded in any one week, which was the week of September 18, the total having been 1,187,011 cars. This was also an increase of 78,826 cars over the corresponding week in 1925, as well as 95,906 cars above the same week in 1924.

## THIRD ANNUAL POULTRY AND DOG SHOW

Attention of members of the Chamber of Commerce is called to the Third Annual Poultry and Dog Show, which will be held in Visalia, November 18-20, inclusive. This show, held under the auspices of the Visalia Chamber of Commerce, has come to be one of the outstanding events in California's poultry industry. Since its inception in 1923 the revenue from the poultry industry in the Visalia community has increased from \$700,000 to approximately \$2,000,000. Northern California poultrymen are cordially invited to participate in the show.

# \$50,000

Executive with above investment will secure interest in an enterprise of exceptional stability and large returns. Complete applications, offered and required. Principals only. Box 405, San Francisco Business, 465 California Street.

## RECOMMENDATIONS OF SAN FRANCISCO CHAMBER OF COMMERCE

**BALLOT PROPOSITIONS**

Election, November 2, 1926

No.	TITLE	Recomm YES	endation NO
1	Veterans' Welfare Bond Act of 1925	X	
2	Taxing Highway Transportation Companies	X	
3	Oleomargarine	No Recomm	mentation
4	Gasoline Tax	X	
5	Salaries of State Officers	X	
6	Racing	X	
7	Taxation of Short Line Steam Railroads	X	
8	State Highways		X
9	Repeal of Wright Act	No Recomm	mentation
10	Bonds for State Building and University Buildings	X	
11	Exempting Secondary Schools from Taxation		X
12	Tax Exemption for Veterans and Others		X
13	Suffrage	X	
14	Corporations	X	
15	School Districts	X	
16	Salaries of Judges	X	
17	Requiring Bible in Schools		X
18	Water and Power		X
19	Pensioning Judges	X	
20	Reapportionment Commission		X
21	Political Subdivisions Incurring Indebtedness		X
22	Exempting Forest Trees from Taxation	X	
23	Election at Primary	X	
24	Irrigation Districts and Transfer of Funds		X
25	Taxation and Local Assessment Exemption	X	
26	Giving Appellate Courts Trial Court Powers	X	
27	Judicial Council	X	
28	Legislative Reapportionment	X	
29	Water Bonds		X
30	Air Port	X	
31	Semi-Monthly Payment of Salaries	X	
32	Salaries of Mayor and Supervisors	X	
33	Palace of Fine Arts Site	X	
34	Retirement Allowances to Certain Teachers	X	
35	School Department		X
36	Civil Service—Playgrounds		X
37	Appointment and Removal from Office		X
38	Wage Fixing Powers		X
39	Hospital Service		X



# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

NOVEMBER 3, 1926

NUMBER 17

## 102 New Members in a Month

### 90,000 Coming to San Francisco to Witness "The Miracle"

**T**HE greatest of all dramatic productions, "The Miracle," appearing in San Francisco for three weeks, beginning Monday, December 27, is expected to attract more than 90,000 visitors to this city during that time, according to F. S. McGinnis, passenger traffic manager for Southern Pacific Company.

Morris Gest, who will present "The Miracle" at the San Francisco Civic Auditorium, which will be transformed into a twelfth century Gothic cathedral for the purpose, has promised to make the San Francisco production equal in every respect to the eight other presentations which have been made in this country. All theatrical records for attendance and receipts were broken in the six American cities in which "The Miracle" has so far been shown. The original cost of the production was \$612,000. The cost of bringing "The Miracle" to San Francisco, converting the Auditorium into a reproduction of a Gothic cathedral and the expense of carrying on with the cast of 600 actors, singers and "extras" is estimated at \$300,000 for the three weeks.

Lady Diana Manners, noted English beauty, daughter of the late eighth Duke of Rutland, will head the big cast. She will be seen in the role of the madonna, which she created in the American production, and she also will play the part of the nun on certain evenings, alternating with Elinor Patterson, beautiful Chicago heiress; and Miss Iris Tree, daughter of the late Sir Herbert Beerbohm Tree, one of England's greatest actor-managers; and Madame Elizabeth Schirmer.

"The Miracle" brings about a great art convention wherever it is produced. Such has been the effect of the presentations of this gigantic spectacle in London and eighteen

### The Roster Grows

On the fourth page of this issue are the names of twenty-three individuals and firms that signed applications for membership in the Chamber of Commerce last week. The total number of new memberships in October was 102.

This is not the result of a membership "drive" or "campaign." It is an indication of consistent growth. It is a recognition of past service and a proof of the willingness of business leaders to participate in the development of their community and in the solution of its problems.

How many new members in November?

other principal European cities, as well as in New York, Cleveland, Cincinnati, Boston, St. Louis and Chicago—the only American cities as yet to have witnessed its performances.

"The Miracle" was first created by Max Reinhardt, the European wizard of stagecraft, in 1911, in the Olympia, London. There 30,000 people saw the performance daily. It was later produced with great triumph in Berlin, Stockholm, Vienna and other capitals. When Professor Reinhardt came to America in 1923 to supervise the making of the gigantic and costly production of "The Miracle" planned by Morris Gest, he remained until the greatest innovation in the history of the theater in the entire world was completed and presented. Never has a dramatic spectacle had so good and appropriate music, the compositions, in this case, being by the late Engelbert Humperdinck, composer of "Haensel and Gretel" and the "Koenigskinder."

People from all parts of Northern California, Oregon and Nevada are making plans to be in San Francisco during the presentation of "The Miracle," and Southern Pacific Company has announced special low round-trip excursions.

### All School Children to Share in Work of The "Chest"

**E**VERY boy and girl in the schools of San Francisco will be given an opportunity to share hereafter in the work of the Community Chest under a plan announced by the School Co-operation Committee of the Chest.

As their elders share in this—one of the largest of all community enterprises—by making annual contributions of money, so the children, under the announced plan, will participate by aiding to awaken interest and quicken the community sense of responsibility toward the less fortunate among the city's population.

The plan of school co-operation is said to be the most elaborate program of the kind ever attempted since the organization of the Chest. It is based on the belief that knowledge of the city's social problems is essential to the training of the school children for citizenship.

The main features of the program are:

1. A poster contest in which the children of all public, private and parochial schools will participate. The artistic efforts of the children in this direction will be later given wide public display.
2. The holding of a Community Chest night simultaneously in every school in the city, under the auspices of the Parent-Teacher Association. A pageant is in preparation for this event, and it is also planned to have the school children on this occasion make talks on the work of Community Chest agencies that they have visited.
3. The holding of Chest agency tours for the benefit of the school children.
4. The issuance of special Community Chest editions of all the school papers.
5. The giving of school radio programs, with the prize orators of the high schools as broadcasting speakers.

# SAN FRANCISCO BUSINESS

NOVEMBER 3, 1926

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## LEADS for NEW BUSINESS

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A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from the newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It is released without specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new concerns, the list includes reports of renewals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Merchants Exchange Bldg., Kearny 112.

A daily service available to members is distributed at 10:30 a. m. at the Merchants Exchange Bldg.

Accountants Lawson & Henry, 1905 Market.

Advertising—Johnston-Hawley Co., 760 Market.

Art Goods—Moshuro Takai, 1719 Fillmore.

Attorneys—Frank S. Richards, Mills Bldg. to 620 Market; Mary R. Schwalb, Grant Bldg. to 351 California; Victor Clarke, Mills Bldg. to 283 Market; Hley & Levy, Hearst Bldg.; B. C. Young, 68 Post; A. F. Taddence, 993 Market; Gallagher & Gallagher, Mills Bldg. to 525 Market.

Auto Bodies—Martin-Parry Corp., 2501 to 2600 Harrison.

Automotive—Standard Auto Service Corp., 1095 Market; Standard Automobiles, Inc., 820 Hills.

Beauty Parlors—Mrs. S. Lamsky, 1264 McAllister; Royal Court Beauty Parlor, 883 Bush; Joyce Beauty Shop, 291 Geary; Eu-

reka Valley Beauty Parlor (Emma Young), 1032 Seventeenth to 2416 Market; Maurice Beauty Studio, 166 Geary.

Bookbinding—William J. Osterloh, 810 Diamond.

Building Materials—Dean Reversible Window Co., 533 to 637 Bryant.

Candy—Jordan's Sweet Shop, 1121 San Bruno Ave.; P. Develiss (Rosevelt Family Store), Twenty-fourth and York.

Chiropractor—Margaret L. Mckinnon, 3 Guerrero.

Cleaners—Lazzerini, 5763 Mission; Luck & Leitners, 71 McAllister; Helen Moskowitz, 3246 Mission.

Clothing—Mrs. A. Landau, 3402 Mission; Leno Clothing System, 22 Battery to 108 Pine.

Clubs—Club Recreative Espana, Inc., 775 Vallejo to 831 Pacific; Pacific Edgewater Club, 105 Montgomery.

Contractors—H. S. Menninger, 343 Fourth; J. A. Wagner, Parkview, 209 Post.

Dentists—Dr. L. C. Bisset, 435 Stockton; Dr. T. N. Sullivan, 1096 Eighteenth to 183 Castro; Dr. W. E. Janke, 230 to 209 Post.

Designer—J. Frank Thwing, 210 Post.

Dressmaking—Fulu Rodenburg, 210 Stockton.

Drugs—Sunset Drug Co., 1437 to 1401 Haight.

Electrical—Starlight Electric Co., 1219 McAllister.

Crocers—M. Ferrucci, 2064 Powell, 1. Z. Lohman, 1034 Polk.

Butlers' Supplies—Sorenson Hat Blocking Machine Co., 308 O'Farrell.

Hay and Grain—Berringer & Russell, main office 463 California to 489 Smith.

Importers—Weinstock-Clifton Import Co., 825 Market.

Insurance—A. J. Galloway, Kold Bldg. to 1462e Bk.

Interior Decorator—J. Jacobson, 700 Geary.

Investments—Alfred Baer, 593 Market; J. D. Basse, First National Bank Bldg.

Jewelry—Leo J. Alkalay (diamond setter), 410 Market.

Journalist—R. F. Paine, 1095 Market.

Laces and Embroideries—S. F. Embroidery Shop, 908 Market to 150 Powell.

Meal Cutting Machines—James Vaughn, 1444 Broadway.

Miliners—Arcade Milliners, 1729 Fillmore.

Music—Polk St. Music Shop, 1316 Polk.

Painters—Frisk & Swanson, 550 Lombard to 1174 Thirteenth Ave.

Paints National Mfg. and Sales Co., 991 Mission to 1070 Valencia.

Paper—Leue Paper Co. (Arthur Gordon), 250 Lyon to 1200 Grove.

Physicians—Dr. Ivan C. Heron, 600 Market to 909 Hyde; Dr. B. A. Deering, Flood Bldg. J. H. Horn, 350 Post.

Plumber—A. E. Sumerton, 2906 Union to 11 Brighton.

Printing—Blum's Printing Co., 960 Market.

Radio—Superior Radio Co., 1710 Haight.

Real Estate—R. E. Nolan Co., branch 5049 Geary; Warnock & Knappan & J. B. Murray, 309 Crocker Bldg.

Restaurants—Governor Grill (A. B. Beecher), 210 Jones; Colonial Restaurant, 6192 Mission; Quality Inn Restaurant, 200 Drumm; Custom House Lunch, 601 Battery; New Grill, 3053 Sixteenth.

Rice Brokers—Bitterland, Crawford & Mitchell, 214 Front.

Stocks and Bonds—P. W. Chapman & Co., Inc., 315 Montgomery.

Suit Cases—National Suit Case Co., 53 Colton.

Tailor—B. J. Derrivan, 961 Market.

Theaters—Alhambra Theater opening November 6, Polk, bet. Green and Union.

Time Recorders—International Business Machines Corp., 640 Mission to 329 Market, in November.

Toilet Preparations—Fleur de Lis Cosmetic Shop, 510 Eddy.

Transportation—Clark Bros., 130 Townsend.

Upholstering Supplies—Kay Mfg. Co., 236 Clark to 346 Sixth.

Miscellaneous—Aerion Co., 988 Market; N. F. Curtin Supply, 3258 Fillmore; Wall-Johnson Supply Co., 605 Market; California Cyanide Co. (Caleco), Inc., 175 Fremont; Gilman Mfg. Co., 58 Sutter; National Thrift Corp. of America, 700 Market.

## New Industries and Expansions

### NEW INDUSTRIES

EUGLID CANDY COMPANY OF CALIFORNIA, 725-731 Battery Street, is a new industry manufacturing candy bars known as "Babe Ruth's Home Run," "Love Nest" and numerous bars of similar nature. This concern is the largest manufacturer of candy bar goods on the Pacific Coast, according to Mr. H. R. Gelleson, general manager, and is building up a business in distributing to the jobbing trade in the States of California, Oregon, Washington, Colorado, Montana, Nevada, Mexico and part of the State of Texas.

F. F. FROST has recently opened a lapidary shop at 745 Phelan Building and will engage in the cutting and polishing of diamonds and other precious and semi-precious stones for the jewelry trade.

### EXPANSIONS

E. W. McLELLAN COMPANY, 439 Natoma Street, wholesale florists, have just completed one unit of what will be one of the largest greenhouses in the country, on their 85-acre tract, just south of San Francisco. The second unit has been commenced, both being 80x800 feet. With the exception of the sash-bars, all construction is steel, electrically welded. This is said to be the only greenhouse which has been constructed by the electric welding process, and has attracted the attention of Eastern wholesale florists. Seventy-five thousand carnations and 50,000 roses will be planted at once in the new unit. This concern has greenhouses at Burlingame, also, and the two new units represent 50 per cent increase in capacity.

WILLIAM F. WILSON PLUMBING COMPANY, 328 Mason Street, in the business of installing plumbing fixtures in large buildings, has leased the one-story and mezzanine floor building at Fourth and Tehama, which will increase facilities about 50 per cent. It is expected this building will be completed about February 1.

MICHEL & PFEFFER IRON WORKS, 1415 Harrison Street, manufacturer of ornamental iron, steel frames for windows, fire escapes, unit construction industrial buildings, etc., has expanded and is now building a one-story and mezzanine floor warehouse, covering 5500 sq. feet, on its property at the above address, which it is expected will be ready for occupancy about December 1. This company distributes its products widely over the state, ships to Honolulu, and recently has found a market in China for its steel frames for windows.

## BETTER BUSINESS AT A LOWER COST

If you, the employer, had to pay the fee, where would you go for your office help?

Community Placement Bureau  
67 Sutter Street Phone Kearny 2800

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10673—Oslo, Norway. Firm desires to get in touch with San Francisco PAPER importers and with newspaper publishers who would be interested in establishing connections for the importation of kraft paper and unglazed white newspaper.

10674—Hamburg, Germany. Exporters of GLASSWARE, PORCELAINWARE, EARTHENWARE, TILES, UTENSILS, FURNITURE, LAMPS AND BATTERIES, NOVELTIES, FINE LEATHER GOODS, TOYS AND DOLLS, LACES, SILKS, MUSICAL INSTRUMENTS, CHEMICALS AND NUMBRIES, desire to extend their business to this country and wish to appoint a suitable commission agent to represent them in San Francisco and surrounding territories. References supplied.

10675—Stettin, Germany. Gentleman is desirous of securing the agency from a local exporter of DRIED FRUIT, such as prunes, apples, etc., etc.

10676—Hamburg, Germany. Well-reputed firm is very desirous to establish business connections with a California producer or exporter of QUICKSILVER. Local references are available.

10677—Rotterdam, Holland. Established firm is desirous of representing a California party in export of DRIED FRUIT, and CANNED FRUITS, in their territory.

10678—Alkmaar, Holland. Firm engaged in the exportation of HOLLAND CHEESE of all descriptions, desires to establish business connections with a suitable San Francisco commission agent, to represent them in this territory.

10679—Lod-linsart, Belgium. Firm desires to get in direct touch with California exporters of BORAX, who are interested in the Belgian market.

10680—Holland. Exporters of MILD STEEL, IRON ANGLES, TEES, JOISTS, GALVANIZED PLATES AND SHEETS (plain and corrugated), WIRE RODS, WIRE NETS, etc., wish to secure a connection in San Francisco to represent them for the sale of the above materials.

10681—Holland. A Holland firm, having excellent connections with producers of GREEN AND BLACK AFRICAN FIBRE from Algeria and Morocco, wishes to get in touch with San Francisco firms or individuals who are in a position to take up the sole agency for the sale of these materials to importers and dealers for the upholstering trade.

10682—San Francisco, Calif. Party desires to get in touch with San Francisco importers or wholesale dealers in FRESH VEGETABLES, especially CABBAGE.

10683—Saugo, French Indo-China. Firm is interested in importing CALIFORNIA PRODUCTS direct from the growers or producers who are interested in marketing their products in French Indo-China.

10684—Fusan, Chosen. Importer of food-stuffs is very anxious to establish business connections with producers and exporters of CALIFORNIA FOODSTUFFS, particularly ASPARAGUS, GELATINE, MACARONI, SAUCES AND SALAD OIL, and other food-stuffs. Samples and price lists, and solicitations, prices and samples where possible.

10685—Osaka, Japan. Manufacturers and exporters of COTTON BAG RUGS and CARPETS, desire to establish connections with a San Francisco importer who would be interested in handling their products. Samples will be sent upon request. Bank references are furnished.

10686—Tokyo, Japan. Firm wishes to get in touch with exporters of CALIFORNIA products who would like to do export business in a direct way with rice dealers in Tokyo.

10687—Mandabad, C. P., India. Large millwrights engaged in the business of ORNAMENTAL AND ENAMELED BRASSWARE, INDIAN ARTS AND CURIOSITIES, desire to establish connections with San Francisco importers and dealers in Oriental art objects.

10688—Kalamazoo, Mich. Large manufacturer of STEAM ENGINES AND BOILERS, HORIZONTAL AND VERTICAL BOILERS, which are now selling very successfully throughout California, desire to establish business connections with a San Francisco importer who would handle the exportation of their boilers and engines to the West Coast of South America, Japan and China.

10689—Borger, Texas. Party is in the market for French and Italian imported BLACK PEPPER and FIRST PRESS VIRGIN OLIVE OIL; also SHELLED NUTS, such as pecans, walnuts, almonds, etc.

10690—Veracruz, Vera Cruz, Mexico. Established manufacturers' representative and commission merchant desires to establish connections with a California packer SARDINES IN OYSTER TINS; also with packers of ALASKA SALMON who wish to sell their products in the State of Vera Cruz.

10691—Cartago, Costa Rica. Consignor wishes to get in touch with manufacturers and exporters of SILK AND COTTON CLOTH, with a view to securing the representation for Central America, Mexico and Colombia.

10692—Havana, Cuba. Established firm is interested in securing for the sale in Cuba as broker accounts with firms handling BEANS of all grades, FRUIT CRATES, AUSTRALIAN ONIONS and CANNED FRUITS. They have been established in the above provisions and vegetables for the past 16 years and are very well acquainted with all importers throughout the island.

10693—Buenos Aires, Argentina. Commission merchant and broker desires to get in touch with packers and exporters of GRAPE FRUIT, PEACHES, SWEET PEACHES, RED HERRINGS and BEANS, who wish to market their products in Porto Rico. References supplied.

10694—Quito, Ecuador. Export house desires to establish connections with San Francisco importers of ECUADORIAN COFFEES.

10695—Buenos Aires, Argentina. Firm is very desirous of representing exporters of LUMBER, particularly HOLLAND PTH, and MILL SAWDUST for lubrication. Firm is interested in establishing a market for these products in Buenos Aires.

10696—Luzianna, Brazil. Firm is in a position to furnish "IMBICIA," a wood similar to mahogany, in logs or sawn lumber, also RED CEDAR in logs or planks. Samples of these woods will be mailed to interested San Francisco importers.

10697—Sao Paulo, Brazil. Manufacturers' representatives offer their services to California manufacturers and exporters wishing to market their products in Brazil. References will be furnished.

10698—Copenhagen, Denmark. Well established firm, working in Denmark and Germany, is very anxious to get in touch with California exporters of BLENDED Southern Light Amber, Western White Clover, and California Orange Honey, packed in jars and tins. Firm wishes to establish connections with firms upon whom they could rely to make the required quantity shipments regularly. Samples solicited. References supplied.

## Domestic Trade Tips

D-2248 New York, N. Y. Manufacturers' direct representatives are interested in making connections with manufacturers of unfermented, pasteurized GRAPE JUICE, made from California Zinfandel grapes, and Reising grapes, to be shipped in 30-gallon barrels. They request interested firms to call them at their offices, delivered in New York and Washington, D. C. in carload lots.

D-2249 National City, Calif. Manufacturer of cosmetics desires to purchase CARDBOARD CONTAINERS and BOTTLES suitable for use in packing face and toilet powders.

D-2250 New Orleans, La. Manufacturers of food products request interested San Francisco jobbers or brokers to quote them a price on CALIFORNIA TRIFESTE MUSTARD SEED in L. C. L. shipment.

D-2251 New York, N. Y. Firm desires to get in touch with California suppliers of BROWN MUSTARD SEED.

D-2252—San Antonio, Texas. Firm wishes to get in touch with a broker in San Francisco to represent them in the sale of COTTAGE CHEESE, MEAL, SCREENED CRACKED CORN and other extruded and peanut products other than oil.

D-2253—El Paso, Texas. Producers of PEANUTS desire to sell ten carloads of Peanuts can be loaded bulk or sacked. The chief varieties are Tennessee Reds and Spanish. Samples and offers from interested San Francisco brokers and dealers.

D-2254—San Jose, Calif. Inventor of a SANITARY BABY CHICK SHIPPING CRATE offers State rights for sale, to a

manufacturer, with exclusive rights and with both patent and copyright protection.

D-2255—Seattle, Wash. Inventor of three tools for use on lawns, namely: WEED PULLER, GRASS EGRIGER AND TRIMMER, and HAND WEEDER, wishes to get in touch with a San Francisco manufacturer who would be interested in manufacturing his tools. Photos are on file with the Foreign and Domestic Trade Department.

D-2256—Springfield, Ohio. Suppliers of USED OFFSET TYPANUM PAPER in rolls wish to connect with San Francisco firms which purchase this type of paper. Sample on file with the Foreign and Domestic Trade Department.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with Subsistence Supplies, to be delivered at San Francisco, Calif., on or about December 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the S. F. General Intermediate Depot, Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened November 10, 1926.

For repairs on adding machines for the War Department. Bids are to be submitted to the Quartermaster Supply Office, S. F. Depot, Fort Mason, San Francisco, Calif., and will be opened November 8, 1926.

For furnishing the War Department with Subsistence Supplying Office, S. F. Depot, on or about December 20, 1926. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened November 10, 1926.

For furnishing the War Department with Subsistence Supplies, to be delivered at San Francisco, Calif., on or about January 1, 1927, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, Calif., and will be opened November 30, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, one dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Steel, Iron, Corrugated Hoopring, Pipe, Boiler Tubes, Cable, Wire, Pneumatic Grinder, Transformers, Condensers, Sockets, Switches, Cutouts, Push Buttons, Tape, Pressboard, Chain, Galvanized Iron Covers, Vises, Seythe Blades, Crucibles, Jack Planes, Lanterns, Gasters, Hinges, Ladders, Pig Iron, Zinc, Pig Tin, Ferrochrome, Bricks, Sand, Fire Clay, Quick Lime, Rock, Cement, Left Cork, Twine, Paper, Lumber and Crossed Timbers. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened November 15, 1926.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau on or after than November 11. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7318—Ashland, Wis.: request for equalization of rates on lumber to Ashland, Wis., from California, under tariff 27-1, with rate from Pacific Coast ports under tariff 28-H; 7319, sulphit wood pulp, dry, c. s. eastbound; 7320, furniture casters, L. C. eastbound; 7321, brooms, C. L. westbound; 7322, glycerine, C. L. eastbound; 7323, mwing machines, v. z. asphalt, cement or concrete, haul power, L. C. westbound; 7325, belt carriers in mixed carloads, with camp furniture, eastbound; 7326, boxes, butter-carrying, C. L. westbound; 7327, berries, frozen, C. L. eastbound.

## Position Wanted

Man of 38 years, widely experienced and trained in all branches of large corporation, desires responsible position with large firm. Has Pacific Coast manufacturers' agent, in vicinity of San Francisco; 12 years' experience with one firm; highest references; 10 years' experience in both west and east. Box 416, San Francisco Business, 465 California St.

## Who's Who Among the New Members

FOR the week ending October 29 the Membership Department announces the election of 23 new members. The diversified character of business and industry represented by these new members reflects a steady and continued growth. The addition of their names to the membership roll stamps these firms as progressive factors:

### ART NOVELTIES MFG CO.

Mr. Richard Gordon, 231 First St.—Manufacturers of decorative novelty cats, Chinese heads, dogs, candle sticks, book-ends, dolls and plaques.

### O. L. EDGECOMB

Terminal Agents, 348 Clay St.—Forwarders and distributors. Overnight express service between San Francisco-Stockton, Sacramento and Los Angeles. They have Atlantic Coast connections.

### HARTFORD FIRE INSURANCE CO.

A nationally known and long-established company with offices at 720 California St. They have recently moved into their newly completed building.

### HOYT, SHEPSTON & SCIARONI

Customs brokers located at 430 Sansome St.

### R. M. FRANDSEN

Structural Engineer, 505 Williams Bldg.—Design and detail of structural steel and reinforced concrete.

### KORBEL BOX FACTORY AND WOODEN BOX & NOVELTY CO.

A combination of two well-known firms, with factory at 2014 Bryant St.

### LAURENT J. LAMANET

General Insurance, 240 Clay St.

### LITTLE & PANARIO

This is the popular Drumm Street Garage, at Sacramento and Drumm streets, under the management of R. J. Little. It's just a step from the Ferry building.

### F. A. MacHUGH & CO.

Accountants and Auditors, 277 Pine St.

### MORCK BRUSH MFG. CO.

Operating a factory at Eighth and Tehama streets. Manufacturers of every type of brush.

### T. B. MOUNTANOS

Editor of the leading Greek newspaper of the West, 266-68 Third St.

### CALIFORNIA COMMERCIAL CO. AND CALIFORNIA ORCHARD PRODUCTS CO.

Packers and exporters of fresh California fruits, 555 Clay St. The combined companies are under the management of A. F. Milani.

### HENRY PABST & BRO.

Notions, braid, elastics, dress fasteners, 38 First St.

### B. M. PILHASHY

Chemical Plant Machinery, 1033 Merchants Exchange Bldg.

### VICTOR J. ETZKORN

Associated with Southern Pacific Lines, Room 759, 65 Market St.

### THE IONA COMPANY

Manufacturers and distributors of I-on-a-Co and other electric magnetic appliances, 150 Powell St.

### RICHTER & DRUHE

Hospital and Surgical Supplies, 641 Mission St.

### SAN FRANCISCO TANNING CO., INC.

Dealers in hides, wool and tallow. Mr. I. N. Sklare is president. 136 Drumm St.

### FLORENCE ART CO.

Manufacturers of art plaques, statues, plaster cast and decorative work. Plant located at 1401 Folsom St.

### FRANK SELBY

Representing Rollins Hosiery Mills, 560 Mission St.

### DONZEL STONEY

Title Insurance, 250 Montgomery St.

### STOVER & WILSON

Printing, bookbinding and engraving plant, 345 Battery St.

### VICTOR TALKING MACHINE CO.

Manufacturers of "Victrolas" and "Victor" records. Recorders and distributors, 711 Mason Bldg., 215 Market St. Under management of Mr. O. L. May.



A tropical sunset scene with palm trees and a boat on the water. The sun is low on the horizon, casting a long, shimmering reflection on the water. Several palm trees are silhouetted against the sky. A small boat is visible on the water in the distance.

*San Francisco*  
**BUSINESS**

NOVEMBER 10, 1926.

**HAWAII EDITION**



AUSTIN FINANCED FACTORY AND WAREHOUSE BUILDINGS

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# AUSTIN

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## Visualizing the Pacific Area

By

WALLACE R.  
FARRINGTON

*Governor of Hawaii*

**H**AVE you ever tried to visualize the future of the great Pacific area—and with what success?

Captain Robert Dollar had a habit some years ago of doing this when speaking to New York audiences of hard-headed business men, and they laughed at him. No one seems to have overdrawn the picture. Certainly Captain Dollar did not. Realization follows so rapidly upon the heels of prophecy that one is in danger of becoming bewildered as he goes over the figures to ascertain if the facts of present-day development can be true. Everyone knows, or feels without being told, that we are in the midst of a most remarkable era of development. This is especially true in relation to our new acquaintances. Perhaps the outstanding feature of the last ten years has been the widening circle of personal acquaintances in many lands that the average American now enjoys.

Eras of development are not new. They have been opening up since Columbus discovered America and doubtless the same was true before that day. Very likely the reader, with the writer, when attempting to visualize the future, starts back into the past, studies a few inter-

esting, gratifying and sometimes startling figures, then, having something practical at hand, turns to that. The picture is incomplete, except as it produces a generally nebulous sketchy impression that our greatest worry will come from trying to keep pace with the progress of events. We know that the future has great possibilities, always providing that we make the best use of the opportunities immediately about us.

### Balboa Day

Here in Hawaii a custom has developed of celebrating Balboa Day in honor of the man who climbed the mountains at the Isthmus of Panama and pressed on, down the western slope, and, moving out into the waters of the ocean, discovered and named the Pacific. This is a day for all races of peoples originating or now living about the Pacific to assemble and glorify Balboa. A more correct definition would be to say that we hail the new era in which Balboa was an incident and pioneer.

Chinese and Japanese take part, notwithstanding no one knows how far back it was that their ancestors discovered the Pacific. They have not suffered any disgrace, they pocket no pride, they do not experience the slightest sense of humilia-

tion when they join in applauding this discoverer of the Pacific.

The explanation of this interesting state of affairs and gratifying mental balance among the representatives of the different races and peoples is that in the course of developing events Balboa happens to be picked up as a part of the scenery to emphasize the reality of the dawn of a new day. All races and shades of mankind can join in extolling Balboa as the discoverer of the Pacific without the love feast being marred by any son of the Orient rising to inquire whether western civilization is assuming too much when it applauds its own first knowledge of this discovery, as all that was ever known by any people of this stretch of water—the Pacific.

In other words, the time has arrived, at least here in Hawaii, when we can overlook a great many little details that might cause irritation or wasteful discussion if we stop by the wayside to argue. There is a feeling that the eyes and minds of the rank and file of the leaders are centered on the big, broad, worthwhile things that build business and increase the social and mental comforts of human relationships.

A few weeks ago I sought from the

[continued on page 10]



SAN FRANCISCO CHAMBER OF COMMERCE

CLAY MILLER, *President*      PHILIP FAY, *Vice President*      S. P. EASTMAN, *Vice President*  
ROBERT NEWTON LYNCH, *Vice President and Manager*      W. W. STETTINER, *Treasurer*  
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GEORGE L. NORTH, *Editor*      L. P. BOYCE, *Advertising Manager*

# Greetings to Hawaii

**S**AN FRANCISCO and the Hawaiian Islands have been bound together since the days of the pioneers by ties of tradition, sentiment and mutual interest.

We of San Francisco realize in fullest measure the importance to us of the close personal contacts which we have had with the leading men and institutions of the Islands for many years and we are fully cognizant of the importance to us of the business of the Islands; and therefore we have an interest in the matters which pertain to the Hawaiian Islands which is so close to us that it has become interwoven into San Francisco's commercial and social fabric.

The annual commerce of the Hawaiian Islands amounts to about two million tons of cargo, valued at approximately one quarter of a billion dollars. In this trade San Francisco is the prime beneficiary, as this port receives approximately ninety per cent of the products shipped from Hawaii for distribution to all parts of the world.

By CLAY MILLER  
*President*  
*San Francisco Chamber of Commerce*



CLAY MILLER

It is significant that of the 32,000 passengers who annually visit the Islands, more than two-thirds have arrived at and departed from San Francisco.

The Hawaiian Islands have always stirred the imagination of our people, and their position at the crossroads of the Pacific gives the Islands a great importance in the world problems around the Pacific.

The San Francisco Chamber of Commerce has dedicated this number of San Francisco Business in order that our people may better understand the wealth, resources and attractions of our friends and neighbors of the Hawaiian Islands, and we hope it will have the immediate effect of enlivening the interest of the people of the Pacific slope in matters pertaining to the Islands.

The business interests of the Hawaiian Islands have extended a cordial invitation to the Western Division of the United States Chamber of Commerce to hold its 1927 meeting in Honolulu. We of San Francisco are extremely anxious that this important meeting may be so scheduled, and the San Francisco Chamber of Commerce will continue to work to this end so that the business interests of the entire Pacific Coast may have representatives visit the Hawaiian Islands and better understand the charm and beauty, the business opportunities and the hospitality of the people of Hawaii.





**T**HE ocean lane between the California coast and the Hawaiian Islands was a beaten path long before the first covered wagon crossed the plains in '49. Since that time ships, propelled in turn by sail, steam and motor, heavy with cargo and carrying many passengers, have constantly plied back and forth between the "Islands" and the "mainland."

San Francisco is nearer to Honolulu than is any other United States port by more than half a day's fast sailing, and the interchange of subtropical products for commodities produced in the temperate zone is a trade that has a sound economic and geographical basis. It is a trade which will permanently endure and increase with the continued multiplicity of wants incident to the advancing standards of living and the progress of civilization.

Records show that a few generations ago a San Francisco pioneer merchant who had urgent business in the Columbia River area found it advantageous, for both speed and safety, to take passage to Honolulu, ship on to Sitka, Alaska, and finally sail down the coast to the Columbia River. For a time children from the mainland were sent to schools in the islands, newspapers came over from the islands, and it was quite the mode to have fancy laundering done in the Honolulu laundries.

With the passage of years these

pioneer conditions have been equalized and in some cases reversed. However, San Francisco still is, and will continue to be, the most important factor in the trade of Honolulu, and, on the other hand, the "Crossroads of the Pacific" remains the greatest offshore Pacific market for the "City by the Golden Gate, Gateway to the Pacific." The Hawaiian theme always inspires an attempt at poetic expression. In fact, the lure of Hawaii accounts for some 32,000 passengers carried every year between the islands and California ports, two-thirds of them via San Francisco. But climate and scenery are not the chief economic resources of the islands. The annual commerce of Hawaii amounts to nearly 2,000,000 tons of cargo, valued at about \$200,000,000. San Francisco receives more than 90 per cent of the products shipped from Hawaii and is the major world port for shipments to Hawaii. This trade between San Francisco and the islands is valued at more than \$140,000,000 annually.

#### Principal Products

The principal products of the Hawaiian Islands are sugar and pineapples. All of the raw sugar shipped from the islands is destined to refineries located on San Francisco Bay. The pineapples are practically all canned before being shipped, and 80 per cent of the annual pack is likewise sent to San Francisco for distribution throughout the world. Of

relatively lesser importance to the economic life of the islands are stock raising and the production of the famous Kona coffee, the flavor of which is said to be equal in every way to the old government Java, and which was a favorite beverage of the late Luther Burbank.

Shipments to Hawaii consist of everything necessary to the economic welfare of an advanced people who produce mainly specialized commodities and have only light manufacturing establishments. Large shipments of petroleum, lumber, grain and iron and steel account for nearly 60 per cent of Hawaii's import tonnage, but for much less than half of the value of receipts. San Francisco supplies about half of the petroleum and half of the grain. Most of the lumber is shipped from the Pacific Northwest, and the iron and steel come from Atlantic ports. Two-thirds of the remaining 300,000 long tons of general cargo comes from San Francisco, and includes shoes, automobiles, clothing, radios, food products, tobacco, soap, machinery, tires, paint, jewelry, paper and, in fact, a great deal of some things and a little of all the others.

The foreign trade of Hawaii is quite small, and amounts to only about 15 per cent of her total trade. Imports consist chiefly of fertilizers from Northern Europe and Chile, coal from Australia and Japan, some East Indian petroleum, Oriental rice,

[continued next page]

# The Crossroads of the Pacific



A field of very young pineapples near Honolulu. This picture illustrates the mulch process—strips of paper which keep down weeds and increase the production of fruit. Below, surf-board riding at Waikiki.—Photo Copyrighted by Al Williams, Honolulu Advertiser.



(continued from page 7)

and a little cement from Northern Europe. The exports are chiefly coal, petroleum products and general merchandise, which are redistributed throughout the South Seas.

Hawaii is non-contiguous territory of the United States, and commerce with the mainland is technically called coastwise, in the same way that intercoastal traffic is so designated. This Hawaiian coastwise commerce comprises about 70 per cent of the total. Inter-island traffic accounts for the remaining 15 per cent.

The tonnage of Hawaiian commerce is almost equally divided between receipts and shipments. This provides a two-way cargo, and makes for economical ship operation, which is in turn reflected in the freight rates. Ocean freight rates are a very important consideration in the economic life of Hawaii. An analysis of the dollar trade statistics reveals that the value of the shipments is greater than the value of the receipts. This would indicate that investments there are paying dividends by the balance of the commodities account alone, to say nothing of the added evidence of the millions spent annually by tourists. In short, economic conditions in the Hawaiian Islands are remarkably sound.

Each of the two major industries,

sugar growing and pineapple raising and canning, is an epic in itself. On the windward side of the islands the rainfall is abundant and sugar cane grows without irrigation. On the lee side, however, the crop is produced entirely by irrigation. Maui Island produces approximately 15,000 pounds of sugar per acre year after year on irrigated land. Unirrigated land produces 8,000 pounds per year. During an average year Cuba produces 4,900 pounds and Louisiana 2,620 pounds per acre.

The greatest problem that confronted the sugar pioneer in Hawaii was water. It is estimated that half a ton of water is required for each pound of sugar produced. The first irrigation ditch in the islands was dug in 1857. There are now thousands of miles of flumes and ditches, and hundreds of miles of tunnels carrying water to the cane. Several of the tunnels are miles in length, the longest being more than six miles through a mountain range. One large plantation requires as much water to keep its cane growing as San Francisco requires for all purposes. Thousands of artesian wells assist in providing the water. Large-scale reforestation of the mountains has been undertaken in order to hold the water from running to the sea, and to insure the flow of artesian wells.

The forty-seven sugar-producing

corporations of the islands have organized a world-famous experiment station at Honolulu. Every year a test of the soil from each cane field is made which determines what type of cane is best suited to each particular soil, and what fertilizers are needed. The story of the fight to conquer the insect pests which threatened to destroy the sugar industry of the islands is one of the most remarkable romances of applied science. After years of search and heart-breaking discouragements, insect enemies were found, colonized and set to work on the borers and hoppers. These parasites attacked the larvae of the destroyers and thus protected the sugar cane.

The story of the pineapple industry is no less dramatic. The first pineapples were brought from the East Indies a generation or so ago, and were grown for the Honolulu fresh fruit market. The yield was so abundant that the market was soon flooded and the pioneers had to take a heavy loss. Naturally, they uprooted the plants and cast them out. A few homesteaders rescued some of the uprooted pineapples and transplanted them to their own gardens, and in time a small cannery was established. The 1903 pineapple pack amounted to 1,893 cases. In 1913 it was 1,667,122, and in 1923 had grown to a total of 5,895,745 cases, which

(concluded on page 18)



**T**HE Salinas Valley, less than a hundred miles from San Francisco, will, in all probability, have the distinction of producing the first rubber grown commercially in the United States.

This is the prediction of Dr. William B. McCallum, head of the department of scientific research of the Rubber Exploration Company and J. Miller Williams, manager.

This company has been conducting guayule (you should call it "wy-oo-lic") culture operations in the Salinas Valley for some time and results so far are considered favorable. The present objective of the company is to set out enough acreage to warrant the erection of a rubber extracting plant here in 1930.

For this is needed a minimum of 1,500 acres per year, or a total of 6,000 acres under guayule cultivation. In order to attain that end, Dr. McCallum and Mr. Williams understand the necessity of the co-operation of farmers who own suitable land. For this they will raise the nursery stock and set out the plants under a system of profit-sharing leases, the owner caring for the crop himself until maturity.

#### Yield Varies

Like any other crop, the yield varies with the soil and other conditions. On the best soils large yields are obtained, while the poorer soils, or with less rainfall, the yield is smaller. The average yield in the part of the Salinas Valley thus far tested is five tons of dry shrub per

acre. This amount of shrub will produce 1,000 or 1,500 pounds of dry commercial rubber at the end of four years, depending upon location and climatic conditions during the period of its growth.

In an interview recently Dr. McCallum and Mr. Williams authorized publication of the following:

While the main investigations, up to the present, have been limited to California and the Southwestern States, suitable soil and climatic conditions are known to exist in certain portions of the two belts of mild frosts that extend around the earth within the temperate zones. When guayule shrub assumes its logical place in supplying its part of the world's rubber, some of these other regions will be utilized. However, the first large plantings of guayule shrub will be in the Salinas Valley, and where we have found conditions for nursery plant production to be excellent. On this account the nurseries supplying shrubs for Central California, we believe, will be permanently located near Salinas.

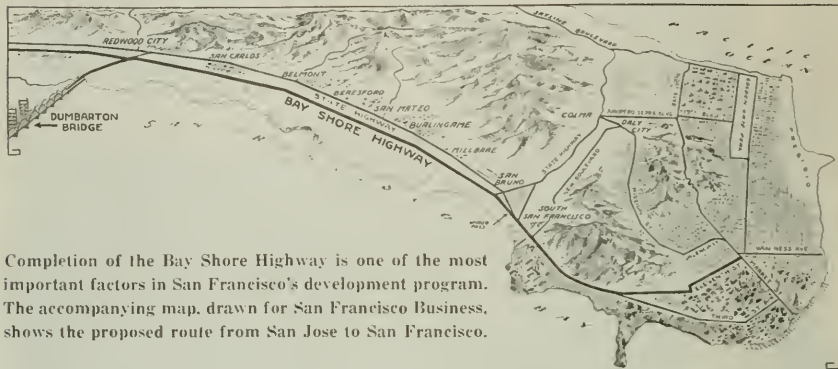
The operations of guayule culture in Monterey County are being carried on by the Rubber Exploration Company, which is one of the subsidiary companies of the Intercontinental Rubber Company, New York city, of which George H. Carnahan is president. In addition to the guayule interests of the Intercontinental, they also control over 22,000 acres on the Island of Sumatra, Dutch East Indies, which is devoted to the cultivation of rubber trees.

#### Description of Plant

This plant is a native of the Chihuahuan desert region of Old Mexico, where it grows at an elevation of from 4,000 to 7,000 feet and where the general climatic conditions are not dissimilar to those of the Salinas Valley and other places in California. The rainfall in guayule's natural habitat ranges from seven to fourteen inches annually, and with light winter frosts. The plant is a woody shrub that resembles somewhat the



# Our Bay Shore Highway Situation



Completion of the Bay Shore Highway is one of the most important factors in San Francisco's development program. The accompanying map, drawn for San Francisco Business, shows the proposed route from San Jose to San Francisco.

## *The Work Has Started and Must Be Finished*



**A** MANSION without a tradesman's entrance; a commercial enterprise without exits for its automobile delivery department.

As unlikely as either of these imaginative possibilities would be in modern-day construction, this was the anomalous situation, from an executive point of view, in which San Francisco found itself several years ago, due to the rapid growth of highway traffic, both commercial and pleasure.

The butcher, the baker, the grocer were struggling up our front stairs along with our guests. In a business sense we were sending our delivery trucks out the front way, the Peninsula Highway, crowding customers away from our door in the resultant congestion.

The community, through the Chamber of Commerce, the California State Automobile Association and other organizations, sought and found a way out of the singular situation in the Bayshore Highway.

The end was not easy to attain and the desired result is not yet assured, despite the long struggle of civic forces through the chamber, the automobile association and other organizations. The Bayshore Highway and other needed highways in California seemed within reach for a few hours after the recent election, when the one-cent gasoline tax measure on the ballot was showing a majority in its favor. Late returns, however, turned the tide against the proposition for financing completion of the state highway system,

The gasoline tax method of financing highway construction was endorsed by the Chamber of Commerce and hundreds of other organizations. The California State Automobile Association led a vigorous campaign, supported by other groups, in its behalf. But the presence of another highway-financing plan on the ballot tended to confusion and the conflict of opinion over the two measures did more toward defeat of the meritorious gas tax measure than any other factor.

### Up to the Legislature

With present state road-building funds practically exhausted, work on all but a few highway projects in the state is at a standstill.

The Bayshore Highway is not yet in that category, but shortly will be unless relief is provided by the forthcoming session of the Legislature.

Work is at present under way on this back-door artery of travel for San Francisco because the family with the crowded front door, the business with its rear exit blocked, took matters in its own hands and provided funds for a start on construction.

The architects of our new means of ingress and egress have completed their plans and the State Highway Commission is ready to go ahead as soon as additional funds are provided on a program that is destined to make San Francisco's Bayshore Highway one of the model roads of the nation.

Workmen have already "knocked a hole in the wall" and another concerted effort, some more community

co-operation in this battle against things as they are, and a result will be achieved commensurate with the energy put into the task.

The various agencies called into consultation on the ailment that afflicted San Francisco found it a case of congestion of the heart of traffic, due to a single artery leading along the peninsula that constituted the city's lone land connection with the empire that lay behind it.

The treatment required another artery—one that would be of sufficient size and of directness of route that the flow of commercial life-blood would be fully freed.

The bottleneck of the Peninsula Highway must be completely smashed.

So a wide, direct commercial road must be the solution of the problem.

The San Francisco Chamber of Commerce took the problem up with the city, the Board of Supervisors and the city engineer. The Automobile Association co-operated and the State Highway Commission was consulted.

All interested groups were brought together and the consequence of these activities was a decision for a high-grade industrial road which, when completed, will mean as much to San Francisco trade and industry and to the adjacent metropolitan and agricultural areas as the running of a new railroad through the territory.

Those who may have wondered why the new facility for highway transportation along the peninsula was not brought closer to the existing road find their answer in the





# "What's in the Air for us?"

By George B. Harrison.

**S**AN FRANCISCO folk who are indifferent to the present need for a public airport should take a look at Leavenworth, Kan. When the railroads began to look westward Leavenworth frankly told the builders that she did not need to aid in the construction of a bridge across the Missouri River—she had the fort and other advantages and was the natural gateway to the Southwest, and the railroad would necessarily come to Leavenworth without aid. The railroad men looked about, and Westport Landing and nearby men helped finance the Burlington bridge at that point. The result was Kansas City. Leavenworth might have drawn population now at Kansas City and St. Joseph and be a city of half a million at least, for it had a beautiful and strategic natural location.

To hark back to another illustration, would there be today as big a Chicago as there is if St. Louis had not been content with steamboat transportation and had not thought that the railroad could never take a place to equal the steamboat? St. Louis is a great and prosperous city, but if she had reached out and encouraged and insisted upon the railroads as a link with the East she today would be a city of several million people.

American cities today must give earnest consideration to the air transportation problem. They have evidence enough that it is finishing the preliminary stages and is about to take its place as a factor in travel and shipping. Once established commercially, it will advance with tremendous progress, faster and more

definitely than the railroad, the steamship, the telephone or any other big feature of progress that has come into our business routine. And when well established it will be more difficult to rearrange or to establish anew than is today the case with a railroad. You can remember the time when a few hundred thousand dollars would start a first-class automobile factory, given the right men; today, even with the best man in that industry, ten millions would not be too much capital, and even then the future of the automobile company could not be predicted definitely. That is what will happen in air transportation; a million dollars today would establish a concern that six years from now will demand thirty or forty millions.

Municipalities are not concerned, however, with this phase as much as they are with the problem of building up as an aero transportation and manufacturing center and benefiting from the establishment of this new industry and aid to commerce. Admitting that air transportation will come rapidly and in a very large way, the viewpoint of the city and the civic bodies is toward an examination of what is rational in linking in with these advances and maintaining a place as an aero transportation center.

To analyze this we must view not

## Introducing GEORGE B. HARRISON

Few men are qualified to write with more authority on the subject of aviation than Mr. Harrison. He was the first Californian to receive an International Air Pilot's license. Accompanied by two other veteran fliers, he made the first flight over San Francisco after the fire of 1906. He has charted air conditions in California since 1910, was associated with the Wright brothers, Glenn Curtiss, Glenn Martin and other leaders in aviation. Mr. Harrison was a first lieutenant in the U. S. Air Service during the World War and is one of the few men who went through both the heavier-than-air and lighter-than-air instruction schools. In the above illustration he is shown (without cap) preparing to make a balloon ascension in 1918.



**W**HEN "The Miracle," that super-pageant drama staged by Max Reinhardt and produced in America under the personal supervision of Morris Gest, is revealed for the first time on the Pacific Coast in San Francisco's Civic Auditorium, December 27, the "miracle" for many who watch the performance will be the actual physical accomplishment, only a small part of which can really even be suspected.

Max Reinhardt first came to America on the express invitation of Morris Gest to discuss the possibility of producing "The Miracle." His visit resulted in the perfection of preliminaries incident to the production. Mr. Gest then visited Reinhardt at his

home in Salzburg. Here further conferences took place between Gest, Reinhardt, Vollmoeller, the author; Wolfren Humperdinck, son of the composer; Einar Nilson, the conductor, and numerous other artists. Next, Mr. Gest dispatched Norman-Bel Geddes, the designer of the scenic investiture of "The Miracle," as well as the costumes, to Salzburg, where he was in daily and nightly conferences with Reinhardt.

For this spectacle the stage and auditorium of the Civic Auditorium will have to be completely remodeled, a task which requires two weeks and a staff of fifty working day and night. The planning of the original work required nine consecutive months of immense work on the part of Mr. Geddes, although six

weeks is sufficient time for him to design an ordinary production.

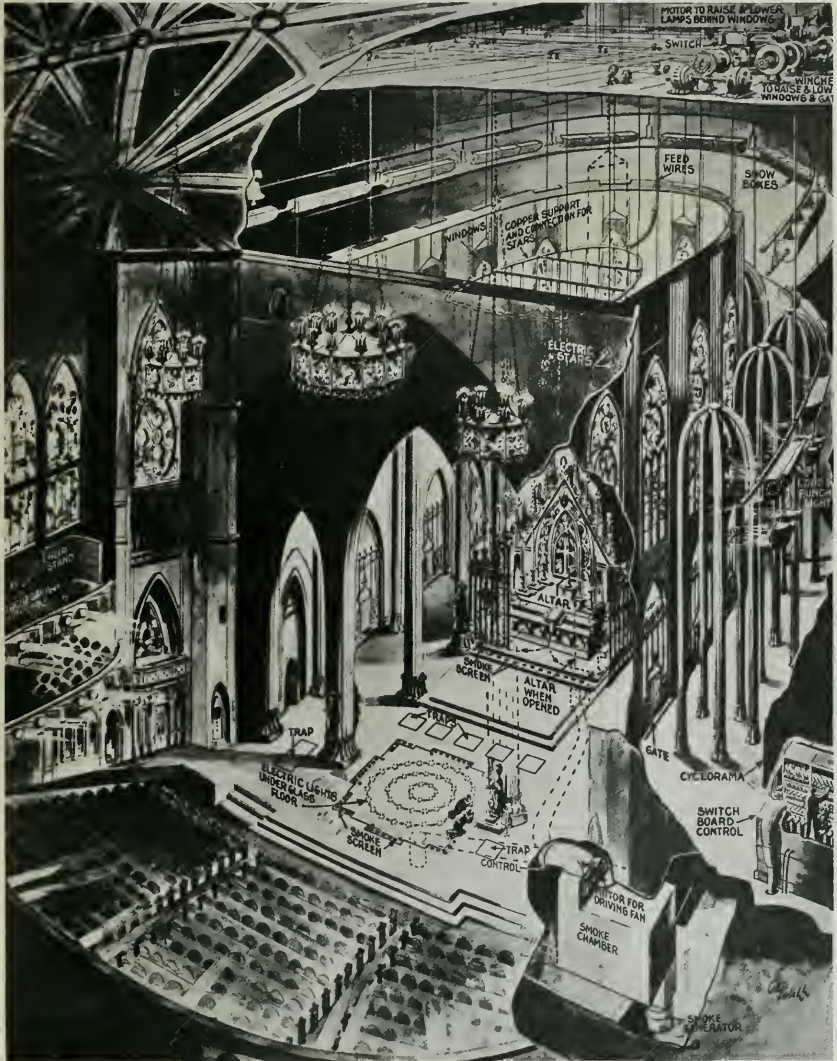
There are forty-two windows and no two are alike. The eleven around the apse on the stage are 37 feet high and 10 feet wide. One hundred and twenty-six maximum size blueprint sheets were required for the 871 drawings of the mechanical production of "The Miracle"—more than are necessary in building a New York skyscraper—and 470 different costume drawings were made by Mr. Geddes.

The Auditorium has to be completely changed from its original architecture to that of a cathedral. Not only the entire space of the stage is utilized, but all of the auditorium as well. Several hundred seats are

[continued on page 22]

# Turning the Civic Auditorium Into a Cathedral

Here is a diagrammatic view of the chancel and altar of the medieval cathedral into which San Francisco's Civic Auditorium will be transformed for the presentation of Morris Gest's production of "The Miracle," next month. Two of the largest carpenter shops in the world, with a storage space of 25,000 square feet, were required to build this setting. Thirty-six scenic artists, working in three eight-hour shifts for twenty-two days, completed the decorations. The number of people daily employed in producing "The Miracle" is in excess of 900, and more than 600 are required for its performance. It is estimated that "The Miracle" will attract 90,000 visitors to San Francisco. The accompanying illustration is copyrighted by the Scientific American.





# Guayale, Our New Rubber Industry



Scenes in guayale fields near Salinas. The photograph on the left shows the seed-gathering machine, especially designed to remove ripe seeds from the plant. These are later replanted in the company's nursery. Center, a field of 5-year-old guayale shrubs. These have matured and are ready to be taken up. Right, emptying a load of guayale seeds after a single trip over a 20-acre field.—P. and A. photos.

[Continued from page 9]

sagebrush, but is an entirely different plant. In fact, the guayale has never been known to grow naturally outside of the limited area where found in Mexico and a portion of the Big Bend country in Texas.

The most remarkable feature of the guayale plant is that it contains a relatively high percentage of rubber, from 10 to 15 per cent of the dry weight of the plant being chemically pure rubber. In the rubber trees grown commercially in restricted areas near the equator the rubber is contained in a milk-like sap, called the latex, which is obtained by tapping the tree. But in the guayale the rubber occurs as solid rubber, mostly in the bark, and is extracted by mechanical processes.

There are many hundred varieties of guayale, differing in their botanical characteristics and rubber content. In addition, the rubber content of the shrub varies with the age of the plant, with the character of the soil, etc., in which it is grown, and with the time of year during which it is harvested.

## Process of Extraction

In the process of extraction, the whole shrub, root and branches, is first crushed in a series of rolls in the presence of water. From this the pulp is fed into flint pebble mills, where the pebble action, with additional water, not only thoroughly mills the woody portions of the shrub, but agglomerates the rubber into small spungy particles which readily float clear of the then waterlogged wood fibre, when the whole mass is run into large settling tanks.

The rubber thus collected is subjected to various washing devices, then sheeted, dried and blocked into 100-pound cakes, then boxed for shipment. The extraction of rubber from guayale shrub is not new, being an established business in Mexico since 1904, when this company first developed a process of extraction.

Since that time approximately 130,000,000 pounds of this rubber has been produced and marketed. The present annual output from the wild shrub found in Mexico by this company's factories there exceeds 8,500,000 pounds. This annual production from the wild shrub, large as it may seem, represents considerable less than 1 per cent of the world's total output.

Stimulated by the immense possibilities of rubber consumption over what could possibly be supplied by the wild shrub, in the year 1907 the directors of the Intercontinental established an extensive series of investigations with a view to growing the plant agriculturally in the United States, where 70 per cent of the world's rubber is consumed. In bringing a desert plant like the guayale under cultivation, many difficulties were met, but these were finally overcome after eighteen years of elaborate, long-continued and very expensive research and investigations. Experimental plantations have been set out in most of the Southwestern States, nineteen of which were set out in different places of California, ranging in size from one-half to 200 acres. The oldest of these plantings has been in operation since 1912.

From these various tracts an exact record has been obtained as to the cost of producing the crop, and the rubber yield in the different places. Practical methods and special machinery have been developed for field operations on an extensive scale.

The cultivated guayale shrubs are produced from seed in nurseries, where they are grown for one year. This operation has been developed not only to meet the very exacting cultural methods necessary, but also on a scale to produce economically the immense number of shrubs that will be required to plant extensive areas.

From the nursery the shrubs are set out in the field approximately 7,260 to the acre, which is done with machinery developed specially for that purpose.

Once these plants are set out, they should be kept thoroughly cultivated and free of weeds until maturity, at the end of four years in the field. The growth of the shrub is very slow and on this account no irrigation is required in regions which have twelve inches or more of winter rains. The guayale plant has been found to do best on good soils of light texture, and is well suited to the large stretches of upland soil found in most of the California valleys. However, the development of this industry will naturally first follow throughout the most favorable regions, not only as to soil conditions, but climatically. These are represented by the various coastal valleys of California.

## Reclamation Will Be Topic of Western Conference

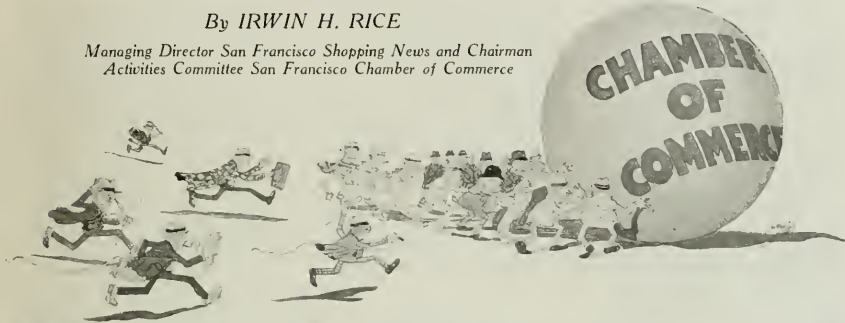
Reclamation, with particular reference to important Western projects mentioned by Secretary of Commerce Herbert Hoover in recent addresses, will occupy the larger part of the program at the Western divisional meeting of the Chamber of Commerce of the United States at Colorado Springs, December 6 and 7. Secretary Hoover has pointed out that it will take about ten years to complete some of the larger projects, among which may be mentioned the Colorado River, and by that time the country will need more land for food production. It is, therefore, vitally important for the Western States to get together on plans for large-scale reclamation development, so that they may be united in presenting their needs to the country at large, and the Colorado Springs meeting of the National Chamber offers an admirable opportunity for such action.



# WHAT DO I GET OUT OF IT?

By IRWIN H. RICE

Managing Director San Francisco Shopping News and Chairman  
Activities Committee San Francisco Chamber of Commerce



**E**VERY man who has solicited memberships for a chamber of commerce, or for any other organization, will note the familiarity of the question, "What do I get out of it?" and, as well, the companion remark, "Oh, all right, Dick, I will give you one to help you out."

The astonishing thing is that both these sentences are on the tongue's end of many men who are successes in their businesses from every viewpoint—men who have much secret pride in their shrewdness and in their ability to think straight and quickly.

Both these narrow viewpoints will be eliminated as soon as men realize that under the law of compensation they get out just as much as they put in, and not in the measure of money paid for dues or contributions, but to the extent of their understanding and co-operative effort.

The majority of men sit back when they have sent their check to the Chamber of Commerce, smugly satisfied that they have performed their whole duty in the premises. As a matter of fact, with few exceptions, they have not even met their full obligation in a monetary way, and have not even begun to contribute of their thought and effort toward the functioning of this great institution. And it is an institution—as vital and nec-

essary a part of the community as any branch of government—that works with greater direct results and with infinitely more efficiency.



IRWIN H. RICE

It is the focal point for community and business problems, where big men give extravagantly of their brains and time for the benefit of all, and, most unfairly, with a very

little contributing force from the "members."

There is so much of the "outside looking inside" attitude among men who should know better. That you should pay your part of the financial support of the Chamber of Commerce is a simple obligation of citizenship, an obligation that at the same time is an investment in your share of the progress and prosperity of your city. And while the finances are most necessary, all the money in San Francisco would not make a Chamber of Commerce without the brains and energy of its officials and workers.

Come inside and look out. No man needs an invitation to be in fact a part of his own organization. Your opinions and viewpoints are of value. No one knows when his suggestions may be the beginning of a most important movement. The very fact that you have been blessed with an intellect of leadership in your own affairs is a plain obligation that you use some of it for the good of the community. There is no greater satisfaction than the consciousness of having done something worthwhile that was not directly inspired by the dollar hanging onto it, although the mercenary-minded may derive equal satisfaction by accepting the fact that all work for the public good will return to him like bread cast upon the waters.

## WATCH FOR THE DECEMBER ISSUE OF "BUSINESS"

The December edition of SAN FRANCISCO BUSINESS will present discussions by Western leaders on subjects of exceptional interest to the eleven Western States, also Alaska, Hawaii and the Philippines.

The edition will be given special distribution among the host of delegates who will attend the divisional meeting of the Chamber of Commerce of the United States, which will be held at Colorado Springs December 6-7.

# What Aviation Means to San Francisco

[continued from page 11]

only what is coming via air today, but tomorrow as well. We must consider the things that a city can profitably do to keep its transportation equipment up-to-date and complete—one of the most vital features in city progress. To know what is right and reasonable in securing air transportation, to avoid dangerous and expensive enthusiasm and to get permanently on the map and profitably into the traffic of the airways we must know what is rational and

what is foolish in commercial flying. Sixteen years ago men were flying publicly, but the best men in the "game," as it was then, agreed that it would be twenty-five or thirty years before flying would be practical across the continent. I recall a conversation with Wilbur Wright in 1910 in which he ventured the opinion rather guardedly that an airplane in the future might have as much as 60 horsepower. It will not be very long before we shall see airplanes having 700 horsepower flying on

schedule across the country. And Wilbur Wright was at that time the most far-sighted, keenest-minded man we had in aviation. Only six years ago the aero experts of Los Angeles agreed that it was unnecessary to offer financial encouragement to the Post Office Department to route the air mail that way because it would be impossible to fly over the Sierra, and the southern route was the only one that could be chosen. In fact, our best aero experts regarded the air mail proposition in 1920 as visionary and short-lived. And the air mail aviators flew 2,256,000 miles last year!

The progress in the next six years will outstrip vastly what has been done in flying in the past. Certain essentials are definitely accomplished and certain features of progress are sure to be available in the near future. A very elegant progress has been made lately in aviation motors that is of great benefit to commercial flying. Light, dependable, economical air-cooled motors have been developed which result practically in equipping the passenger-carrying airplane with three motors instead of centralizing all the power production in one motor. This makes possible greater power in three units, so that if one fails the airplane can still proceed to an airport. We can today estimate costs and make schedules for air transportation. Flying by night is more feasible.

Improvements that are to come will make possible the stopping of airplanes after alighting so that much smaller landing places will be necessary than are required today, a partial conquering of the fog and cloud blanket over places where airplanes must leave and arrive and a much greater use of radio for guidance and communication in the air.

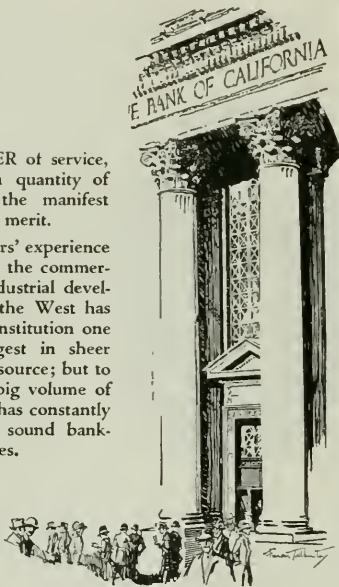
Perhaps the greatest single advancement now looming up is the promised development of the all-metal, economical dirigible airship, a typically American progress. We now have the metals and methods of construction which should make this tonnage-carrier of the air feasible, and several American firms or individuals are engaged already in this development. When it comes it will not push the airplane out of the way any more than aircraft will replace or injure steamship traffic, but it will take a very definite place in long-range transportation and should offer agreeably low rates. The old cloth type of airship could not be made dependable and economically enough to enter into the business field, and it is yet too early to say just what the all-metal airship will accomplish, but it will certainly be

[continued on page 26]

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COMMERCIAL  
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# The Bay Shore Highway

[continued from page 10]

statements of city and state engineers who planned the Bayshore Highway that this is to be a route primarily designed for commercial traffic.

The thought behind the routing of this new road for San Francisco was that it should be built so that the products of the back country from farm and field could be moved in by automobile vehicle and the manufactured goods from the city could be moved out.

And the Bayshore Highway will mean just this to San Francisco: that a broad, direct, fast channel of communication has been opened up over which our industries may move out their wares to market and through which our people may bring their raw materials for factories, their supplies for business and their food and produce for homes.

Part of a second highway out of the city already existed in the old Bayshore Highway, twisting a tortuous route over the hills of our southern hill barrier. About all that the highway engineers will use of this old road is its name.

## The Straight-Line Idea

The new Bayshore Highway is being built on the shortest direct line between San Francisco and San Jose—the straight-line idea. As nearly as is practicable it will be a straight route of 48 miles down the peninsula, and the day is not far distant when it will be and must be completed to the full-planned width of 125 feet for its entire length.

In this road the engineers were freed from the restriction that has reduced the efficiency of many a modern road—that of having to follow the route of what was once a winding wagon road.

And into the Bayshore route they put another new idea of present-day road building. They passed up the centers of population along the way. Communities no longer are so anxious to bring the peak flow of through traffic into their own main streets and this principle was particularly applicable to construction of a commercial roadway.

The net result was selection of a route along the level bayshore side of the peninsula, located almost entirely east of the main lines of railroad travel and passing east of the present and possible future centers of population between San Francisco and San Jose.

The city was already provided with a broad thoroughfare from the center of town to the point where this new highway would most naturally be started—Potrero Avenue.

From the terminus of Potrero Avenue at its junction with Army Street, the Bayshore Highway hits

out in almost a direct line for the city limits. The route follows along relocated sections of San Bruno Avenue to Waterloo Street, thence across Silver Avenue to Charter Oak Street, thence straight over Charter Oak to the Paul Tract, across the Paul Tract and some private property to the city line.

## The City Foots the Bill

Under the present legislation providing for the Bayshore Highway, the City of San Francisco foots the bill for this portion of the work.

Whatever this section within the city will cost will be in addition to the \$500,000 already pledged by San Francisco toward this roadway southerly from the city limits.

One of the first steps to make the Bayshore Highway possible was the enactment of legislation permitting the municipality to expend city funds outside of San Francisco on a road primarily serving San Francisco.

The next step was to secure such funds and the supervisors responded with a \$500,000 appropriation which is making possible the present work on the highway.

When the Legislature finally enacted the law placing the Bayshore Highway into the state system it was provided that the road, as a state road, should run from the city limits to San Jose, leaving San Francisco to finance that portion within its limits.

The State Highway Commission is expending the money provided by San Francisco for construction and a five-mile stretch from South San Francisco to Burlingame, has been graded.

From city funds, rights of way for the full length of the highway are being purchased.

The other unit of work fully financed is the underpass at South San Francisco eliminating a dangerous grade crossing.

This underpass, a model of such construction, is being jointly paid for by the Southern Pacific, the South San Francisco Belt Line and the state.

## Financing Needed

But these two units of work on the Bayshore Highway are to all intents and purposes isolated until further financing is provided by the state for construction of this needed artery of travel for its full length.

From the city limits this highway will follow almost a straight line over the hills above the Southern Pacific tunnels, dropping down to the flats beyond South San Francisco and then following closely the shore of the bay the entire distance down the peninsula.

[excluded on page 34]

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## hawaii

where Maui lifted the heavens—

*The Hawaiians were ruled on the earth, so from the ancient Hawaiian legends, Maui, the demigod, lifted them up, but they had lain there so long that the leaves of the trees and plants were pressed flat and have been in ever since.*

The folklore of Hawaii is colorful, quaint and fascinating. For here Nature has dealt with a lavish hand. Here she breathes her kindest breaths and paints with her most vivid colors. Flaming tropic flowers, the soft coolness of the trade winds, a sky so blue . . . and against this perfect background are set luxurious hotels that face the sea, beautiful homes and gardens.

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## Hawaii to Invite U. S. Chamber in 1927

By HAROLD H. YOST

**W**ITH the object of extending in person an invitation to the Western Division, Chamber of Commerce of the United States, to hold its 1927 mid-winter conference in the Paradise of the Pacific, a large delegation representing the Associated Chambers of Commerce of Hawaii will attend the coming Colorado Springs convention, according to word received here from Ernest B. Clark, secretary of the island trade body.

Some of the arguments with which the islanders will support their invitation are:

1. That Hawaii's importance as the commercial crossroads of the Pacific deserves official recognition by the Chamber of Commerce of the United States;

2. That a visit to Hawaii by mainland business men will serve to acquaint them at first hand with the great commercial possibilities of the islands, and will help promote trade relations with communities not yet dealing directly with Hawaii;

3. That the restful, interesting sea voyage from any one of the Pacific Coast ports to Honolulu and back affords not only opportunity for relaxation, but for the furtherance of acquaintanceship among the business men making the trip; and,

4. That Honolulu, with its new hotels and world-famed hospitality, can offer to the Western Division of the Chamber of Commerce of the United States full facilities for a business convention, in surroundings of natural beauty unequalled the world over.

It is further pointed out by the Hawaiian interests that in 1927 it will be possible to make the trip to Honolulu from San Francisco in four and one-half days, on one of the fastest and most luxurious passenger liners in the world, while sailings from all ports will be so increased that it will be easy to work out a schedule which will conserve time to the utmost for those with whom that is an important factor. Attention is also called to the fact that those business men who must keep in constant touch with their affairs at home can do so throughout the trip by radio on shipboard and cable from Honolulu; while Honolulu papers carry daily New York, Chicago and San Francisco market reports by Associated Press, transmitted by wire and radio.

The Hawaiian Chambers of Commerce conclude their invitation as they begin it—with a warm and hearty ALOHA, so expressive of the

friendly, hospitable spirit which characterizes the Hawaii of today as much as it did Hawaii of almost-forgotten yesterdays.

## CROSSROADS

[continued from page 8]

increased to 8,728,580 cases during the past season.

The fruit is harvested ripe for canning. A machine invented by a cannery engineer peels the skin, carves out the core and slices the tender fruit into golden discs. The cores are chopped up for confectioners' use, and the pulp adhering to the peel is grated and canned, while the shreds are made into the syrup used in canning. Finally, the refuse is taken back to the fields and converted into fertilizer. Unlike the pig in the packing house, not even a squeal is wasted.

Scientically and climatically the Hawaiian Islands offer a variety of attractions to suit every taste and charm all visitors. Each of the five main islands has attractions all its own. Rainfall or dry weather, balmy or cool, windy or calm are all a matter of a few miles distance and perhaps a few thousand feet elevation.

If we may draw a conclusion from these brief remarks, it will be that the Hawaiian Islands represent the development possible in a sub-tropical territory by the application of American methods, and that the San Francisco Bay region and the Hawaiian Islands are ideal economic reciprocals, which gives promise of a steadily increasing and mutually profitable interchange of commodities.

## Opportunity for You:

An experienced Traveling Salesman, leaving in a few weeks for the West Coast of Mexico desires to represent San Francisco firms interested in selling goods there or having other matters to attend. He is well acquainted with commercial conditions throughout above territory. Represented firms to share traveling expenses and pay a commission on business done. References furnished. Box 425, San Francisco Business, 465 California Street.

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## Governor Farrington

[continued from page 5]

Department of Commerce a grouping of figures that might assist me in visualizing the expanding commerce of the nations whose happiness and wealth or sufferings and poverty will make up the rise or fall of that section of the world covered under the general classification of the Pacific area. Recent statistical reports show that the exports of the United States to the countries of the Pacific total something less than a third of the total exports for the same period to Europe. They disclose, however, the interesting fact that American exports to the countries of the Pacific were larger, though the margin is relatively small, than the total exports to the Latin-American, South and Central Americas. It is significant that these totals are expressed in billions of dollars. We have stepped up from the million-dollar and hundred-million-dollar level. We are dealing in mass accumulation of wealth that read like a romance a few years ago.

This pleasant reminder of the gains we are making in the European section of our export trade and in the Latin-American section naturally quickens our curiosity to know with what speed we have been moving in building up the commerce of the Pacific. Fortunately, the statistician of the Department of Commerce is able to give the record.

Since 1900 the trade of the United States with all countries—with the sole exception of Russia in Asia—has shown remarkable totals. This trade in the twenty-five-year period has increased nearly eightfold. The trade with China has increased sixfold and that includes a portion of the period that China has been suffering from destructive civil war. American trade with Japan has increased tenfold, with the British East Indies elevenfold. Our business with the Philippines is fully twenty-one times greater in 1925 than it was in 1900.

It is helpful to supplement this record with a statement in dollars and cents to make the picture a little more vivid. The foreign trade of China, for instance, with all countries, including our own, increased, in round numbers, from \$289,000,000 in 1900 to \$1,600,000,000 in 1925. Japan's commerce in the same period advanced from \$245,000,000 to \$2,000,000,000; that of Australia from \$348,000,000 to \$1,400,000,000; that of the Philippines from \$47,000,000 to \$268,000,000. The increase of the commerce of other countries within the Pacific area runs from three to five fold.

Within the period selected it is to be remembered that trade develop-

[concluded on page 23]

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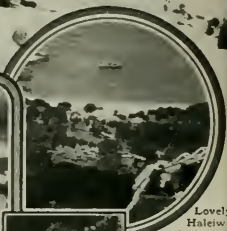
One of Kauai Island's lovely waterfalls.



Flower leis tell the story of aloha.



"New stars burn into the ancient skies, over the murmurous soft Hawaiian sea."—Ruert Brooke.



Lovely Haleiwa as the Navy's aviators see it.



Hawaii's eyes bid you aloha in Honolulu.



Grass houses still tell a story of olden days.



In lovely Nuuanu Valley: the Oahu Country clubhouse.



Hawaii's historical pageants are frequent in Honolulu.



Kilauea Volcano, stellar attraction of Hawaii National Park.



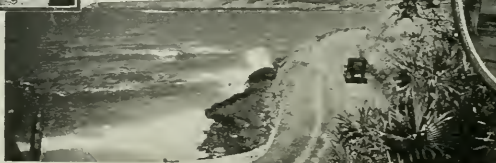
Oriental maidens wear kimonos in Honolulu.



Golf amid rainbows: the Oahu Country Club course.



Green lawns, noble trees: part of Punahou School Campus, Hooalulu.

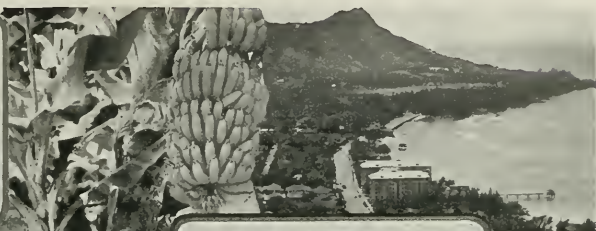


Kauai Island is noted for its beauty. Here is a typical drive beside the sea.

# HAWAII the PARADISE of the PACIFIC



Miles of pineapples are ripening for you to Hawaii's sunshine.



A beach of dreams: Waikiki and Diamond Head.



A trainload of pineapples arriving at the cannery.



Hanalei, on Kauai, a valley of mystic loveliness.



Homes in gardens: a lu maosion.



This old Hawaiian is pounding poi for you.



Alligator pears! Oh boy, they're delicious!



The Chinese plow rice this way.



Hawaiian sugar cane grows like a young tree.



Weaving is an art at which the Hawaiians show real skill.



Papaya is the fruit which cantaloupe tries to be.



Miles of cane fields and sugar mills await you in Hawaii.



**"THE MIRACLE"**

[continued from page 12]

removed from the main floor and balcony and the stage floor continues

out in front of the proscenium, where they were joined.

Two of the largest carpenter shops in the world, with a storage space of

25,000 square feet, were required to build this production.

The scaffolding employed in doing this required more lumber than enters into the construction of six eight-room cottages.

The stage is almost completely covered with a horseshoe-shape platform occupying 6,500 square feet. Twenty huge columns, with bases 5 feet in diameter and sun shafts into the air 60 feet, terminate into a vaulted ceiling which reaches a height of 75 feet. These columns weigh 44,480 pounds. The vaulted ceiling adds 10,000 pounds more weight.

There are eleven huge wings, 13½ feet wide by 60 feet in height. They are the largest ever placed on any stage. The average stage wing is 4½ by 16 feet.

Behind these huge wings are fifty-four chapel columns rising 50 feet in the air, terminating into nine vaulted groups.

The altar, occupying the center of the stage, covers an area of 240 square feet and is 37 feet high. It required twenty carpenters, working 3,840 hours, to construct it.

Thirteen ornamental grilles screen the high altar and chapels.

The entire stage setting is masked at the rear by a cyclorama of 14,000 square feet of black felt, the largest ever made, and sufficient to cover ten city lots. The floor covering is 6,700 square feet of linen duck, which is covered by an equal amount of asbestos slate to give the required stone floor effect of a cathedral.

The proscenium opening is constructed in a series of three arches, forming a trinity arch. To build this required 15,000 feet of molding, 5,000 feet of lumber, 10 barrels of plaster and 20 rolls of wire mesh.

To the right of the proscenium arch is a turret 60 feet in height, inside of which is incorporated a flight of sixty steps, which is used by only one character in the play, and that for less than five minutes.

The walls in the auditorium to the left and right of the proscenium are 22 feet wide. Twenty-five carpenters worked eight hours a day for ten days building them.

To haul the scenery alone into the Civic Auditorium requires a fleet of forty-foot scene trucks. There were 204 loads in all, sufficient to fill twenty-seven 80-foot baggage cars.

The mechanical operation of the scenic equipment is controlled by three mechanics stationed 120 feet above the stage floor. They are in charge of four electric motors totaling 80 horsepower.

These electric motors are attached to two steel shafts, 75 feet in length, on which are twenty-seven drums that haul a weight of 24,300 pounds a distance of eighty feet in 80 seconds for the quick change where the cathedral dissolves into a forest. Seven miles of steel cable are em-

[concluded on page 31]

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## Visualizing the Pacific Area

[continued from page 19]

ment has been affected by the World War. The dollar of 1925 and 1926 is not of the same value as the dollar of 1900. These details that might worry the statistician seeking a fine analysis do not in any measure detract from the wonderful picture of growing wealth, trade, commerce, exchange of products and people. This is gratifying to contemplate as a record of the past. What is more to the point, it is an inspiration and a challenge to those who look into the future.

This picture would lose much of its power to move men to action if it were dotted with evidences of trade expansion forced by war, after the manner of ancient days when war lords strutted about the earth, conquered weaker peoples and made them do their masters' bidding. These statistical statements of increased business in the Pacific come as near to being a perfect product of new business gained through service and friendship as can be found anywhere on the face of the globe. Certainly there is no region of equal area where friendship has counted for so much in a material way.

In the midst of this area of expanding business, Hawaii stands a strategic center—strategic in its defen-

sive value to the United States of America, if any misguided people should be so foolish as to sally forth to attack (we do not believe they will); strategic in its value as a region where ships of commerce may find a fair haven, as they have since the earliest explorers and traders crossed the Pacific; strategic especially in its value as a center for developing, promoting, expounding and radiating the doctrine of international, interracial and personal friendships, the broader acquaintanceships that are the soundest foundations for growing business.

The Territory of Hawaii today stands as one of the finest examples of American idealism. Its people govern themselves as they have governed themselves for many decades, and, one might say, for hundreds of years, solving their own problems in their own way. Whereas formerly they were living in a little world of their own, they now carry on (as a result of their own request for annexation) under the protection of a great nation, which enables them to devote all their energies to domestic improvement and increasing the number of the nation's friends.

Thanks to the protecting arm of a great nation, a great variety of peo-

ple can assemble and work out problems naturally resulting from new contacts without fear of differences of opinion causing an international incident. Religious freedom, freedom of speech, public education and a general spirit of tolerance have all done their part in making the experience of everyday business, religious, educational and political life in Hawaii something in the nature of a laboratory test that will be of value to other peoples around this Pacific area. We are trying out things here that never have been done elsewhere.

The best product that we have brought forth is the large measure of friendship that is possible among the peoples from all parts of the earth, groups that have been rated heretofore as impossible of assimilation or adjustment.

Leaders within this strategic area have visualized the probability that people with varying antecedents and different ideals can live as neighbors and friends. They can enjoy mutual self-respect and unite in the promotion of friendly industrial relationships and industrial service. These will add to the fund of human comforts and make even the luxuries of life available to all members of the human race.

## The Mark Hopkins Hotel, San Francisco



*San Francisco's Newest  
and Finest Hotel Completes the  
Architectural Crown of Nob Hill*

**T**HE MARK HOPKINS—on the highest of the city's seven hills—reveals from every window some part of an incredible panorama—the broad expanse of the Pacific, the bay, jeweled on its shore line with the surrounding cities—to the east the great valleys of the Sacramento and the San Joaquin, and the snow-clad peaks of the High Sierras.

Completing the architectural crown of Nob Hill, the center of San Francisco's social life since the days of the Argonauts, it brings to the West the acme of hotel service amid appointments that reflect the characteristic warmth and subtle elegance of San Francisco's hospitality and radiant sunshine.

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IN  
SAN FRANCISCO

## New Limited Brings Chicago 5 Hours Nearer San Francisco



TRANSPORTATION, patron saint of progress, will soon add another chapter to the colorful history of the development of the West.

The last half century has seen the transcontinental journey from East to West reduced from months to weeks and from weeks to days, until the once tedious overland trip now is but a matter of hours.

The lumbering oxen-drawn cart gave way to the prairie schooner, the stagecoach and the pony express. Then came the first transcontinental railroad train wheezing and halting on the long grind over mountain and plain.

Now comes the announcement that the new luxurious limited trains will cut five hours from the present running time and make the journey from San Francisco to Chicago in sixty-three hours.

When the San Francisco Overland Limited leaves for Chicago on Sunday, November 14, a new epoch in transcontinental railway transportation will begin. Not only will the new schedule bring the East and West five hours closer, but the fast trains will give the traveler an additional business day in San Francisco.

A reduction in the running time between San Francisco and Chicago has been one of the main objectives of the Chamber of Commerce, and it was with gratification that the announcement of the new schedule was received. Representatives of the Chamber of Commerce will take part in the ceremony incident to the departure of the new fast train.

Under the new schedule, as now planned, the famous Overland Limited will leave San Francisco at 6 p. m. and arrive in Chicago at 11 a. m., a convenient time to make connections for the Atlantic Seaboard. The train will leave Oakland Pier at 6:30 p. m., arriving in Richmond at 6:47 p. m., Sacramento at 9:10 p. m., Reno at 3:35 a. m. and Ogden at 6:35 p. m.

On the westbound journey the San Francisco Overland Limited will leave Chicago at 8:10 p. m., permitting easy connections with the fast trains from the East, and will arrive in San Francisco at 9:10 a. m., giving the business man and tourist an extra full day to enjoy Western attractions. It will arrive in Ogden at 10:30 a. m., Reno at 11:55 p. m. and Sacramento at 6 a. m.

[concluded on page 32]

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Business conditions in eleven Western States will be reviewed in the December issue of San Francisco Business. This will be an edition of unusual interest. Extra copies should be ordered in advance.

## San Francisco - Hawaii Travel is Greatest in History

By ARTHUR E. BIXBY  
Publicity Director,  
Matson Navigation Company

**T**HE Matson Line is not alone proud of the part it plays in San Francisco's business and commercial life, but takes pride in its participation in the well-merited growth of tourist travel from San Francisco to those islands of magic beauty 2091 sea miles southwest from the Golden Gate.

San Francisco, affording the shortest route by 200 miles from the Coast to the Hawaiian Islands, is the logical Pacific Ocean gateway to California, as well as to Hawaii, the South Seas, Australia and the Orient. Travel from the mainland United States to Hawaii has grown at the rate of 20 per cent increase annually for the last three years.

For more than forty years, since the late Captain William Matson founded the Matson Line in 1882 with a 200-ton schooner, the little Emma Claudina, the Matson Navigation Company has served both San Francisco and Hawaii.

### Matson Line Serves Hawaii

As Hawaii's commerce has grown, bringing with it a tremendous development in the production of raw sugar and canned pineapples—the 1925 sugar crop was 776,072 tons and the canned pineapple pack 8,728,580 cases—so has the Matson Line kept pace by furnishing adequate freight tonnage to move these products to San Francisco. Most of Hawaii's raw sugar is refined at two refineries on San Francisco Bay—Crockett and Western. The majority of the pineapples come here for transshipment by rail and water all over the mainland United States and throughout the world. The Matson Line now has a total of eighteen ships in service to the Hawaiian Islands exclusively—the largest privately owned American tonnage on the Pacific.

With the development of Hawaii's tourist travel, the Matson Line has provided adequate steamer facilities until now it has five passenger ships in service, four from San Francisco, with a sailing every Wednesday to Honolulu.

### Travel Necessitates New Ship

This passenger fleet, however, is now insufficient to handle the steadily growing volume of travel to Ha-

wai. To give adequate and faster service the Matson Line is now building at the Cramp Shipyard, Philadelphia, the S.S. Malolo, fastest and largest high-powered passenger liner ever built to date in an American shipyard. The Malolo was launched last summer, and will be in service next June, carrying 650 passengers, all first-class, from San Francisco to Honolulu in four and

(concluded on page 28)

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[continued from page 16]

in the air before very long and it has the promise of being a most striking and important transportation feature.

It may be definitely predicted that aero transportation on a dependable basis and at reasonable rates is not far from being a certainty. Some Pacific Coast city—and it may as well be San Diego or Stockton as San Francisco or Los Angeles—is to be the aero transportation center of the West, perhaps of the country. It will be the city which definitely studies all phases of this progress factor and acts quickly and steps in ahead of any other city. This action must be tempered, of course, by a knowledge of what is desirable and what is foolish, but it must not be irresolute or dallying, for our everyday flying speed has been advanced from forty miles to a hundred miles an hour, and general aero progress has gone ahead accordingly.

San Francisco was the first city in the West where air trips were made, and no other city in the world has given such continued support to aeronautical ideas, especially in a financial way. Its aero outlook is today in the hands of far-seeing men, and the business man of San Francisco need not fear that his city will take a backward or ill-advised attitude. It is far in advance of any other Pacific Coast city, excepting perhaps San Diego, in its consideration of an aircraft center and terminal point, and it has a more perplexing problem in providing a public aero park than any other Western city.

I use the designation of "aero park" because "aviation landing field" is about obsolete as applied to any city. Landing fields are for use in the country, where airplanes must come down in case of emergency, and in view of the rapidly improving certainty of operation of airplanes these will not be needed in a few years. "Aero park" designates more exactly what a city must provide. The artificial aero park, such as has been proposed for Chicago by Bion J. Arnold, placed almost in the center of the business and jobbing part of a city, is being given consideration. While expensive, it may be developed to a practical point that will solve a difficult question.

With the co-operation arranged between Stanford University and the Daniel Guggenheim Aero Foundation some of the greatest obstacles to air travel should be overcome at or in the vicinity of San Francisco. The San Francisco office of the United States Weather Bureau is exceptionally well equipped in personnel and accumulated data for attacking problems in acrology. These are important phases of possible encouragement to aero concerns to make headquarters on San Francisco Bay.

Some day we shall see in America a great annual air regatta which will

be attended from all parts of the world and which will be greater in its way than any derby or automobile classic. The ideal site in every way for this is the Great Bay at San Francisco. Here is a course which is adequate for any number of participants flying at 200 or 300 miles an hour and for any desired distance. Here, in the Northern California Indian summer is a certainly of clear and windfree climate, perfect in every respect. Here is a location where thousands of persons may line the shores as they cannot elsewhere with perfect view in perfect safety. When the great American air regatta is projected it will be the greatest sporting event the world can imagine, and to give it a perfect setting and an adequate and worldwide importance it should be brought to San Francisco.

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[continued from page 25]

one-half days, with a sailing every fourteen days from the Golden Gate for Diamond Head. This one ship will carry more people than the Matson Line's present five steamers.

#### De Luxe Hotel

To accommodate passengers from the Malolo and other Matson liners, the Territorial Hotel Company, Ltd., associated with the Matson Line, is now building at Waikiki in a coco-

nut grove once sacred to Hawaii's kings a \$3,500,000, 400-room hotel, the Royal Hawaiian, which, when opened February 1, 1927, will be one of the world's finest tourist resorts. This splendid structure will be surrounded by a fifteen-acre park of tropical plants, trees and shrubs, and an eighteen-hole golf course and recreation center is now being constructed for guests.

The Matson Line recently acquired the Oceanic Line. The Oceanic Steamship Company has three passenger ships—the S.S. Sonoma, Ventura and Sierra—sailing every three weeks from San Francisco for Honolulu, Pago-Pago (American Samoa), Suva (Fiji), and Sydney, Australia. Every effort will be made to improve and enlarge this service.

In February of this year the Matson Line observed the twenty-fifth anniversary of its incorporation. Captain William Matson, its founder, was a friend both of Hawaii and of San Francisco. He lived here and took an active part in civic and commercial affairs. He died here on October 11, 1917.

"Through the sagacity and foresight of its founder, the Matson Line has expanded to meet the demand for transportation caused by the development of Hawaii," recently said E. D. Tenney of Honolulu and San Francisco, its president. "It has always been the unwritten rule of the company to give to the extent of its ability efficient and courteous service to all its patrons. I attribute a large share of our prosperity to the goodwill of our patrons, which is our most prized possession and which we will use every effort to retain."

#### Hawaii Is Waiting for You

Hawaii extends to you her warmest Aloha, and when you go there you will be welcomed with fragrant flower leis and music. Honolulu is a modern American city, with every comfort and convenience, yet with a charm and romance which will never die, and a setting of surpassing loveliness. Hawaii is only five and one-half days from San Francisco now, and, with the Malolo—the Pacific's finest ship—in service next summer, the time will be shortened to four and one-half days. In conjunction with the new overland train schedules, which reduce the running time from Chicago to San Francisco to sixty-three hours, the Malolo will bring Honolulu within seven days of Chicago and eight of New York, bringing to San Francisco and Hawaii a class of travel which has heretofore gone to Europe, Bermuda, Florida or elsewhere because the islands were "too far away."

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CALIFORNIA

## The Much-Discussed Queen



MARIE, Queen of Rumania, and her distinguished traveling companions are homeward bound. San Francisco and, for that matter, all of California missed the opportunity of entertaining them. This was unfortunate, as it is not entirely improbable that Her Majesty might have found here some measure of charm to assuage the distress of a somewhat turbulent tour.

There was a time when it was believed definitely assured that Queen Marie was coming here. This impression was based upon her acceptance of Mayor Rolph's very cordial invitation. But difficulties of a financial nature intervened and Her Majesty, either personally or through one of her many representatives, withdrew her acceptance.

The San Francisco Chamber of Commerce, in co-operation with the mayor, had prepared to participate in a program of entertainment which would have been appropriate to the great prominence of the expected visitor—a program that might have attested the fullness of our city's experience as a hostess to royalty. But, beyond that, it was not considered proper or within the province of the Chamber of Commerce to divert funds that had been allocated to more practical, if less interesting, projects.

The Chamber of Commerce regrets the circumstances that deprived this community of the pleasure and honor of welcoming a much heralded guest. San Francisco and all of California, however, may find some solace in the thought that the loss is not entirely our own.

## A Time Schedule for Business Men



ALEX DULFER, a member of the Chamber of Commerce and an enterprising business man, operates on the theory that his time is worth money.

Therefore he doesn't waste it. A few days ago he produced a schedule—a sort of time table—to be observed by all and sundry who call at his office. Mr. Dulfer's time table is as follows:

**Friendly Calls**—No hours, two minutes, one second.

**Friendly Call When Busy**—No hours, one minute, one second.

**Agents**—No hours, no minutes, one second.

**Friends With Schemes**—No hours, no minutes, five seconds.

**Friends With Schemes, Willing to**

**Take Partner in on Ground Floor**—No hours, no minutes, no seconds.

**Friends With Liquid Refreshments**—Hours, minutes and seconds left blank, to be filled in as desired.

**Friends With Invitations to Lunch**

**eon**—No hours, fifty-nine minutes, no seconds.

**Those Wishing to Pay Old Bills**—Fifty-eight hours, fifty-nine minutes, fifty-eight seconds.

Mr. Dulfer's schedule makes no provision for bill collectors.

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Over 750 feet of street frontage affords ready access to any part of the entire parcel, and a spur track accommodating five cars is readily available. Ground area nearly 45,000 square feet; foundation firm and level. An ideal location for manufacturing or warehouse purposes, especially for an advertiser.

There is no other industrial site like it in San Francisco. The sale price is reasonable, considerably less than the price asked for many parcels possessing far less merit, or the owner will lease and build to suit. Bear in mind the fact that there is no better investment and no safer speculation than San Francisco industrial property, and

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Industrial Department

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"Any citizen \* \* \* may apply for examination \* \* \* and upon issuance and receipt of such certificate, and during the period of its existence, or any renewal thereof, he shall be styled and known as a Certified Public Accountant or Expert of Accounts, and no other person shall be permitted to assume and use such title or to use any words, letters or figures to indicate that the person using the same is a Certified Public Accountant."

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<b>VICTOR AARON AND JONES</b> American Bank Building Garfield 1347	<b>L. T. DIEBELS</b> American Bank Building Garfield 3064	<b>OSCAR MOSS &amp; CO.</b> 315 Montgomery Street Douglas 4548
<b>AUSTIN &amp; CO.</b> 625 Market Street Douglas 607	<b>WILLIAM DOLGE &amp; CO.</b> 369 Pine Street Sutter 697	<b>H. S. PATTERSON</b> Mills Building Kearny 2395
<b>WALTER B. BAILEY</b> 255 California Street Douglas 7539	<b>HASKINS &amp; SELLS</b> Crocker Building Douglas 3480	<b>PEAT, MARWICK, MITCHELL &amp; CO.</b> American Bank Building Davenport 2696
<b>ALEXANDER BALL</b> 1219-1220 Hearst Building Sutter 1464	<b>LESTER HERRICK &amp; HERRICK</b> Merchants Exchange Building Kearny 844	<b>ROBINSON, NOWELL &amp; CO.</b> Crocker Building Sutter 1848
<b>STUART S. BARNARD</b> Kohl Building Davenport 468	<b>PAUL HEYMANN</b> Mills Building Garfield 1963	<b>RUCKSTELL &amp; LAND</b> 703 Market Street Claus Spreckels Building Kearny 6010
<b>BOURS AND SMYTH</b> Crocker Building Garfield 5653	<b>HOOD AND STRONG</b> 425 Standard Oil Building Sutter 793	<b>CHARLES P. RUPP</b> 24 California Street Douglas 8256
<b>BROTHERTON, THOMAS &amp; CO.</b> American Bank Building Kearny 3939	<b>EDWARD B. JORDAN</b> 110 Sutter Street Kearny 7956	<b>SKINNER &amp; HAMMOND</b> 332 Pine Street Douglas 6898
<b>BULLOCK &amp; KELLOGG</b> American Bank Building Garfield 3424	<b>JORGENSEN, LUCKHAM &amp; BUNN</b> Chancery Building Garfield 4499	<b>JAMES O. SULLY &amp; CO.</b> 260 California Street Davenport 2800
<b>CERF &amp; COOPER</b> Successors to Greenhood & Jansen 519 California Street Davenport 1131	<b>GEO. J. KASCH</b> 325 Bush Street Garfield 6136	<b>A. SUTTER &amp; CO.</b> Nevada Bank Building Sutter 3179
<b>C. P. CHAMBERLAIN</b> 311 California Street Sutter 5019	<b>HOWARD KROEHL &amp; CO.</b> 1010 Balboa Building Sutter 3296	<b>WALTHER WOLF</b> 625 Market Street Garfield 6354
<b>WALTER H. CRAMER</b> 268 Market Street Sutter 2588	<b>LYBRAND, ROSS BROS. &amp; MONTGOMERY</b> 2 Pine Street Sutter 1232	<b>E. G. WUNNER</b> 260 California Street Davenport 2800
<b>DAWSON &amp; RILEY</b> Hearst Building Sutter 5175		





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Policy pays \$5000. for death or loss of both eyes; \$3000. for loss of both hands, both feet or one of each, and in addition so much of \$50. per month for five years; \$2500. for loss of one hand or one foot; \$1500. for loss of sight of one eye; \$100. per month for total disability, \$50. for partial disability. Policy also provides other valuable benefits. Cost \$10.00 per year.

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New York Office : 120 Broadway

## Staging "The Miracle" in San Francisco's Auditorium

[continued from page 22]

ployed to perform this transformation.

The ten grilles around the altar, the eleven chapel grilles, the eleven clerestory bays with windows and the walls of the nine chapels, with their windows, are located in vertical tracks and operated by the motors so that simultaneously they are drawn out of sight of the vaulting.

Ten tons of cast iron and three tons of lead shot were purchased as counterweight to facilitate the shifting of the scene units.

In painting the vaulted ceilings, columns, piers, bases, platforms, as well as the auditorium of the theater, 5,800 pounds of lamp black, 5½ tons of white lead and 6½ tons of crafrex were necessary. Thirty-six scenic artists, working in three eight-hour shifts for twenty-two days, were necessary to finish their work in schedule time.

The electrical equipment for "The Miracle" exceeds any heretofore employed in any stage production known to the world. Due to the peculiar design of the setting, the permanent Civic Auditorium electrical equipment can not be used. Special apparatus must be designed and installed.

Twenty-two and one-half miles of cable of various sizes are required to conduct electric current to the myriad lights. The setting is illuminated from lamps concealed in columns and between the banners on balcony rails. Besides the enormous switchboard, 12 portable switchboards are required to control the 440 high-powered spot lamps and 1,500 star lamps. There are, besides, 510 electric candles on individual switches. The chief electrician sits in the gallery and directs the lighting by telephone.

A rotary switch, operated by a motor, will turn on and off the 120 stereopticon lamps, individually, collectively or in units.

There are 3,018 different properties, ranging from cathedral chimera to a bishop's crozier. The heaviest of the bells is of bronze and weighs in excess of 1,000 pounds.

The number of people daily employed in producing "The Miracle" is in excess of 900, and over 600 are required for its performance.

The average weekly pay roll for labor and material during the first construction of "The Miracle" was in excess of \$40,000. Cables and wireless messages costing in excess of \$15,000 were employed in negotiating with artists, authors, musicians and makers of theatrical properties.

## Distributors Are Invited

*to inspect the building and facilities of the*

## GIBSON TERMINAL OAKLAND

WATER AND WEBSTER STREETS

There are stores, offices, and warehouse space under one roof—ideal for your Oakland branch



## LAWRENCE WAREHOUSE COMPANY

At T. GIBSON, President

Douglas 5577

37 DRUMM STREET  
 SAN FRANCISCO

## DECKELMAN BROS., Inc.

Wholesale and Retail

Barbers' Supplies, Cutlery and Beauty Parlor Equipment  
 Koken Barber Chairs

48 Turk Street Franklin 2870

## New Limited Train Starts Sunday

(continued from page 24)

The San Francisco Overland Limited will be an extra fare train, the extra charge being \$10 between San Francisco and Chicago, which amount will be graduated for intermediate points.

### PROFICUOUS STENOGRAPHER AVAILABLE

What is more is available immediately.

If you employ her, you won't have to worry about:

- Correctly reported dictation - on time.
  - Correct English, spelling and punctuation.
  - The most effective arrangement and balance of the typed page.
  - Getting from your files what you want when you want it.
  - The most helpful and willing service throughout, particularly in looking after your appointments and other contacts with the public.
- Experienced in marine insurance and shipping.

An appointment gladly arranged.  
Box No. 415, San Francisco Business,  
465 California Street.

This train will be equipped with the finest travel accommodations. The Pullman cars will be of the latest design, with permanent-partition section space, insuring additional privacy. Shower baths for men and for women, club cars with card rooms and smoking lounges, observation cars with private lounges for women, and carefully trained ladies' maids, barbers and valets will give the new trains a service equal to the most exclusive town club or hotel. Southern Pacific has already placed an order for eleven new diners of the latest design, some of which will be used on the Overland Limited.

Several new trains will be added to Southern Pacific lines operating out of San Francisco when the new San Francisco Overland Limited starts its maiden trip November 14.

One of the new trains will be called the Gold Coast Limited and will take the present operating schedule of the Overland Limited leaving San Francisco at 11 a. m. On the return trip from Chicago it will arrive in San Francisco at 2:30 p. m. This train will carry standard equipment and will give the same service as the present Overland Limited.

A new feature on the Gold Coast Limited will be the operation of a through car from Los Angeles. This car will come up on the Padre and arrive in San Francisco at 9:30 a. m. It will be hooked onto the Gold Coast Limited, leaving here at 11 a. m.

Another new train will be called the Senator and will operate between San Francisco and Sacramento. It will leave San Francisco at 1 p. m. and arrive in Sacramento at 4 o'clock. Leaving Sacramento at 10:25 a. m., the Senator will arrive in San Francisco at 1:30 p. m.

Numerous changes in schedules of trains operating out of San Francisco, including additional service, also will become effective on November 14.

Among the new features will be the addition of a "stag" car on the Owl, which runs between San Francisco and Los Angeles, and the installation of table d'hôte service in the dining cars on that train. Another dining car will be added to the Lark, making two diners on this train. These diners will remain open from 8 to 11 o'clock each night, and will be equipped to provide light supper refreshments.

Beginning November 14, the arriving time of the Sunset Limited will be changed, the train leaving Los Angeles at 6:15 p. m. and arriving in San Francisco at 8:15 a. m. instead of 10:15 a. m., as at present. The Nevada Express, running to Sacramento and points in Nevada, will leave San Francisco at 7 p. m. instead of 6:20, as at present. Leaving Sacramento at 4:20 a. m., it will arrive in San Francisco at 7:50 a. m. instead of the present time of 8:10 a. m.

# Time Saving

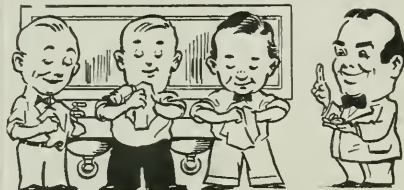
IN THIS DAY of unusual competitions, it might be interesting to stage a hand-drying contest. If such a contest were staged it would be found that those who used PUBLIC SERVICE Towels would win hands down.

In a recent test it took about half the time to dry the hands on PUBLIC SERVICE Towels that it took to dry them on towels with less merit. To be exact: The time was 18 seconds against 35 seconds—17 seconds saved.

Seventeen seconds isn't much in itself, but when multiplied by the number of persons who visit the washroom it becomes quite a factor. It actually means a saving of eighteen hours on a case of towels, which, multiplied by 50 cents an hour—few men's time is worth less—would be \$9, or more than PUBLIC SERVICE Towels cost.

This is only one reason why it pays to buy PUBLIC SERVICE Towels.

The paper towel is a washroom necessity and PUBLIC SERVICE Towels in their attractive cabinets render ideal towel service. They are sanitary for they are made clean and kept clean, and they are economical because their strength and absorbency enables each one to give satisfactory towel service. Economy is forced on the user by the cabinet, which dispenses just one towel at a time.



We will be glad to have a salesman call and explain the many advantages that PUBLIC SERVICE Towels offer, if you'll just say the word.

## National Paper Products Co.

No Waste Tissue Public Service Towels Sop-O-zon Liquid Soap  
Phone Davenport 2770

1789 Montgomery Street San Francisco, Calif.

# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

1889—San Francisco, Calif. Exporters of canned fish desire to establish business connections with packers of CANNED SALMON wishing assistance in export sales distribution for their "chum" salmon.

1900—Long Beach, Calif. The factory representatives for the Western States of the U. S. A. of the "KRONAN" BRAND OF GENUINE SWEDISH HEALTH BREAD desire to get in touch with a suitable party to act as their sales agent in San Francisco and adjacent territory. They are in a position to protect their territory agents in regard to territorial rights, meeting of competition, and will assist in endorsements, advertising, etc.

1901—Koenig, Germany. Manufacturers of LITHOPHON and BLANC-FINE wish representative in San Francisco.

1902—Suhl, Thuer, Germany. Firm wishes representative in San Francisco for TOOLS of all kinds, KITCHEN UTENSILS, HARDWARE GOODS.

1903—Hamburg, Germany. Manufacturers of ALMOND SUBSTITUTES MADE OF PEANUTS wish representative in San Francisco.

1904—Berlin, Germany. Exporter of COTTON WASTE wishes connections and representative in San Francisco.

1905—Lahr, Baden, Germany. Manufacturers of SLIDE RULES and DRAWING INSTRUMENTS wish representative in San Francisco.

1906—Paris, France. Exporters' and importers' agent, established in the United States, returning to France in the near future, desires to represent American firms in several noncompeting lines. Speaks French

fluently. First-class San Francisco references.

1907—Paris, France. The sole export sales agents of a Paris firm of manufacturers of LADIES' MILK DRESSES, COSTUMES and MANTLES desire to establish business connections with a San Francisco firm to take over the exclusive sale of the above apparel in this district.

1908—Lahore, India. Manufacturers' agents having direct connections with large manufacturers of MORABARADI BRASS UTENSILS, ARTICLES OF IVORY, HAND EMBROIDERIES, CARVED WOOD FURNITURE and CURIOS, desire to act as buying agents on a commission basis for San Francisco firms which are interested in importing the above articles.

1909—Colombo, Ceylon. Well-recommended firm of agents and merchants establishing cold storage stores in Colombo wish to get in direct touch with California exporters of FRESH FRUITS and VEGETABLES, with a view to developing the California apple and orange trade; also celery and all other vegetables and fruits which will stand prolonged transit and storage.

1910—Leavenworth, Kan. Company wishes to get in touch with a San Francisco importer of POLO MALLETS from India.

1911—Manila, P. I. Concern is interested in establishing business connections with Pacific Coast manufacturers of FRUIT PRESERVING JARS.

1912—Shanghai, China. Old-established company desires to get in touch with San Francisco buyers of BRASSWARE, NAFERY and OTHER FANCY GOODS.

1913—Kobe, Japan. Exporters of MARASCHINO CHEERIES desire to make trade connections with interested San Francisco importers.

1914—San Francisco, Calif. The San Francisco branch office of a Tokyo firm importing VARIOUS SEEDS and CEREALS from Japan desires to get in touch with interested San Francisco buyers of these articles.

1915—San Francisco, Calif. Importers of WOOLEN TEXTILE BAGS from Japan desire to get in touch with other San Francisco importers or firms which would be interested in purchasing these bags.

1916—Tampico, Mexico. Firm of customs brokers and freight forwarders offer their services to interested San Francisco shippers. They will gladly quote rates upon request. They state that a considerable saving can be made in shipping many Pacific Coast products if shipped by steamer to Tampico and thence to final destinations in the interior, rather than shipping to Mexico via the border points and Manzanillo.

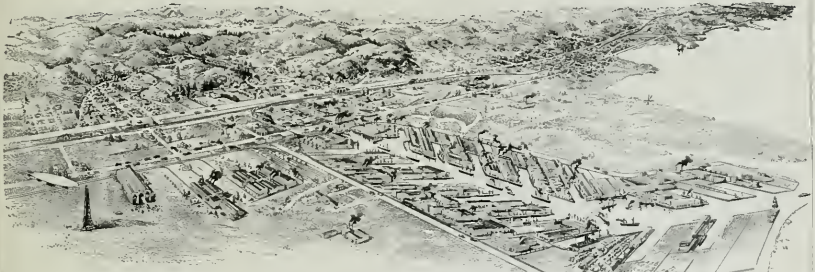
1917—Navojun, Mexico. Shipper of BAT GLASS in carload lots desires to communicate with interested San Francisco buyers.

1918—Guamuchil, Mexico. Party located in the center of the GARFANZO district and in close touch with the growers desires to establish business connections with San Francisco wholesalers interested in purchasing this commodity. At the present time they can be bought for about 85 per bag of 100 kilos. Excellent railroad connections with San Francisco.

1919—Havana, Cuba.—Firm of merchandise brokers and manufacturers' representatives are very desirous of establishing connections with American manufacturers and merchants who desire to sell or introduce their goods in Cuba. They are particularly interested in FOODSTUFFS and PROVISIONS, such as CANNED GOODS and GROCERIES.

1920—San Salvador, Central America. Party is very anxious to establish connections for the export of CROSS-TIES to the United States. He will be able to deliver up to a million a year of HARDWOOD TIES and will submit samples for tests. Deliveries can be made to specifications, with no sun-cracks, silvers or windfalls. Party understands difficulties which have entered [continued on page 36]

## Port San Francisco



An industrial, commercial port, a modern industrial city. Now under construction. Designed by eminent engineers, and destined to serve as a model in port and industrial city construction for all the world.

An area of seven square miles—the first unit of one thousand acres of industrial sites to provide fifty thousand linear feet of wharfage on deep water where the largest commercial vessels entering the Golden Gate can enter on their own power, with every known advantage and industrial facility; ten miles of city streets and industrial highways.

Port San Francisco is the logical location for industries, large and small, requiring economical production and distribution and those requiring deep water service for domestic or foreign commerce.

### Port San Francisco is Unique in These Outstanding Features:

Large or small areas for industry on or accessible to deep water, at low cost, or on long term leasehold.

Ownership of property in fee; no tolls; no political control.

Modern facilities for receiving, forwarding, warehousing, distributing, inland coastwise and foreign commerce.

A scientifically planned, modern industrial terminal and city. Belt Line Railway service. Lighterage to all Bay and Inland points.

Perfect climate and living conditions. Economy in Operation. Lowest living cost, highest labor efficiency.

Permit us to submit specific information on the outstanding desirability of Port San Francisco as a location for your enterprise.

## The San Francisco Bay Terminals Company

433 CALIFORNIA STREET

SAN FRANCISCO, CALIFORNIA

DAVENPORT 3707

Owners and Builders of Port San Francisco

# The Bay Shore Highway

[continued from page 17]

It is evident that until the section from the city line to South San Francisco is constructed the most vital part of this job remains undone. And it is this portion and the balance of the road that will remain undone until state financing is provided.

The Highway Commission is prepared to go ahead almost immediately on the city line to South San Francisco section as the next logical construction move, as soon as finances are provided.

## EXPERT BOOKKEEPING ON HOURLY BASIS

Let our experienced men do your bookkeeping for you. We will save you time and money. Careful work by the hour. Terms reasonable. We also do tax accounting. Address or telephone Kearny 5126, HOUR BOOKKEEPING COMPANY, Room 619, 625 Market Street, San Francisco.

## Traffic Man Wants Position

Twenty years' experience; versed in interstate commerce; exports; classifications; claims; auditing; car handling department; best of references. Address Box 420, San Francisco Business, 465 California Street.

## \$50,000

Executive with above investment will secure interest in an enterprise of exceptional stability and large returns. Complete credentials offered and required. Principals only. Box 465, San Francisco Business, 465 California Street.

## THE YOKOHAMA SPECIE BANK Ltd.

"Commercial"

HEAD OFFICE, YOKOHAMA, JAPAN

Established 1880

Capital Subscribed . . . . . Yen 100,000,000.00  
Capital Paid Up . . . . . Yen 100,000,000.00  
Reserve Fund  
(Surplus) . . . . . Yen 89,500,000.00

Exporters and Importers are invited to avail themselves of our services, especially with the Orient.

San Francisco Branch  
415-429 Sansome Street  
K. KOJIMA, Manager

With adoption of the gasoline tax measure it would have had a contract well under way within a year and is still prepared for this program should the Legislature provide the funds.

With the construction of about a mile of roadway from the southerly terminus of the graded five-mile stretch to Peninsula Avenue, Burlingame, and the closing of the gap between San Francisco city limits and South San Francisco, a ten-mile section of the Bayshore route would be ready which would split a large percentage of the present congested peninsula traffic.

Next would come construction of the ten miles between Burlingame and Redwood City, and then the 28 miles from Redwood City to San Jose.

## Entire Route Surveyed

From San Francisco to San Jose the entire route has been surveyed. The five-mile stretch that has been graded was undertaken first because of the nature of the soil, which required a long time for fills to settle.

The underpass at South San Francisco constitutes one of the biggest grade-crossing elimination jobs in the state. It will take motor vehicle traffic under the main line railroad tracks whereas on the old Bayshore Highway traffic makes a dangerous grade crossing about midway between South San Francisco and San Bruno and then crosses back again at San Bruno.

The city limits to South San Francisco section will constitute another difficult section of work in building a roadway of easy grades and high alignment. More than 500,000 cubic yards of earth will have to be removed.

Within San Francisco the city engineer is making excellent progress on this new arterial highway. Necessary rights of way are being purchased for the full planned 123-foot width of the road, and buying of land is being centered where values are most likely to increase. It is the hope of the city engineer's office to complete the first 1,000 feet of the road to demonstrate to the public what this highway will be in terms of modern construction.

To be built as a commercial road, for utility rather than scenic attraction, and as nearly as possible a straight line between two points, the Bayshore Highway, nevertheless, will be one of the most attractive drives in the state. Hugging the shore of the bay, it will provide a wonderful panorama of San Francisco's great harbor, the East Bay shore and the San Mateo hills.

For the motorist who seeks scenic beauty in detail, who wants to enjoy

ever-changing vistas in every minute of a leisurely drive, there will be the Peninsula Highway.

For the motorist who loves the broad sweeps of nearby shoreline and distant mountains, who aims to reach a destination for a picnic or an outing, there will be the Bayshore Highway, the short route, built to bring our kitchen traffic away from our front door, but at the same time providing for the pleasure car a highway of maximum speed with safety.

If the Legislature provides the funds it will be a matter of but a short time when San Francisco no longer delivers its goods, by automobile at least, through its front door.

## WANTED

Double drum mine hoist, 100 h. p., and 2-stage compressor, 600 or 700 cubic feet per minute, with motor and receiver; second-hand, but must be in good condition. Quotations to L. WELCH, Holard Building, San Francisco, Garfield 4131.

## PATENTS

TRADE-MARKS, FOREIGN PATENTS

MUNN & CO.

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## PROTECT YOUR TRADE MARKS

Mida's Pacific Coast Trade Mark Bureau Affiliated with MIDA'S, Incorporated Chicago, Ill. Washington, D. C.

Complete Records to date of all U. S. Patent Office Registrations and Copyrights. Attorney Associates throughout the world.

Have any of your Trade Marks expired? Are you using a trade mark or trade name that has not been registered or investigated? If so, can same be registered? Is it being infringed? Have you had the records searched? Security costs but little. Send for literature. **RAPID — RELIABLE — REASONABLE**  
112 Market Street San Francisco  
Telephone Sutter 3199

## MITSUMI & COMPANY LIMITED

(Mitsui Bussan Kaisha, Ltd.)

Cable Address: "MITSUI"

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Coal Suppliers Ship Operator  
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Head Office: TOKIO, JAPAN

San Francisco Office:

301 MERCHANTS EXCHANGE BLDG.

Other Branches—New York, London, Seattle, Portland, Lyons, Hamburg and all other important centers of the world



## New Industries

THE SAN FRANCISCO SCREW PRODUCTS COMPANY, 61 Clara Street, has recently been organized and is in the business of manufacturing brass and steel nuts and screws of all kinds. This concern serves ship chandlers, machine shops and tool concerns.

### EXPANSIONS

CALIFORNIA ELECTRICAL SUPPLY COMPANY, 643 Mission Street, wholesale jobbers of electrical supplies, is constructing a two-story concrete warehouse on its property at the corner of Twelfth and Folsom streets, at an estimated cost of \$50,000, including land. It is expected this expansion will increase facilities 25 per cent. This company distributes products to dealers over Northern California, as far south as Fresno.

UNITED CIGAR STORES OF AMERICA, with Pacific Coast headquarters at 555 Howard Street, has found it necessary, on account of the increased number of stores and agency accounts, to seek larger quarters for executive offices and warehouse space, and for this purpose a three-story, reinforced concrete building is now being constructed at the corner of Fifth and Bryant streets which will contain 35,000 square feet. This concern deals in smokers' supplies of all kinds, such as cigars, cigarettes, pipes, ash trays, etc. This Pacific Coast branch serves the states of Washington, Oregon, California, Utah, Montana and Arizona, owning and operating 100 stores and 350 agencies in this territory.

WESTERN PACIFIC RAILROAD COMPANY is building a one-story automobile unloading terminal at Ninth and Brannan streets, covering approximately 32,000 square feet. This is being built for expediting the handling of automobiles, and represents an investment of approximately \$40,000, exclusive of the cost of the land.

### Office Executive

Seeks connection with well established and progressive concern. During past 15 years he has demonstrated real ability in accounting, credit, office management and sales work. He is energetic, broadminded and adaptable; has initiative and accustomed to assuming major responsibilities. Married. Age 37. Kindly communicate with Box 406, San Francisco Business, 453 California St.

### Position Wanted

Man of 38 years, widely experienced and trained in all branches of large corporation, desires responsible position with manufacturing firm, or manufacturer's agent, in or vicinity of San Francisco; 12 years' experience with one firm; highest references furnished, or bond given. Box 410, San Francisco Business, 453 California St.

## OFFICE HELP

### Community Placement Bureau

Operated by San Francisco and Oakland Employers

F. DOHRMANN, JR., President

San Francisco Office  
67 Sutter St.  
Kearny 2800

MARGARET O'CONNOR, Manager



Oakland Office  
1448 Webster St.  
Lakeside 2818

VERA CHRISTIE, Manager

Men and Women Available for Executive Office and Sales Positions

## Stand Back of Your Fire Chief

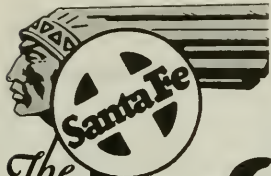


He is the logical man to guide and direct local fire prevention activities. It is his business to know what causes fires, how to prevent them, how to extinguish them. He is the best authority on mains, hydrants, fire-fighting equipment, and many other factors entering into our shameful burning ratio. Co-operate with your fire chief and every organized movement to reduce the loss of life and property by fire. Practice fire prevention.

Protect your property with adequate insurance.

### FIREMAN'S FUND INSURANCE COMPANY

FIRE      AUTOMOBILE      MARINE



The **Chief**

new Santa Fe train deluxe

daily to **Chicago**

extra fast  
extra fine  
extra fare



Starts  
NOVEMBER

**14**

Supreme in  
luxury, comfort  
and appointments

TEN DOLLARS  
EXTRA FARE

**fred**  
**HARVEY**

dining  
Car  
Service

SANTA FE TICKET OFFICES  
AND TRAVEL BUREAUX

601 Market Street and Ferry Depot  
SAN FRANCISCO

434 13th Street and 40th Street and  
San Pablo Avenue  
OAKLAND

221 South Broadway and Santa Fe  
Depot  
LOS ANGELES

#### REVENUE FREIGHT LOADING

"An unprecedented freight traffic continues to be handled by the railroads of this country," said the American Railway Association this week.

Loading of revenue freight for the week ended October 23 totaled 1,209,043 cars, according to reports filed by the carriers with the car service division.

This was a decrease of only 1,120 cars under the preceding week this year, when 1,210,163 cars were loaded, the greatest number for any one week ever reported.

The total for the week ended October 23 was an increase of 88,366 cars over the corresponding week last year and an increase of 95,990 cars over the corresponding week in 1924.

#### TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than November 18. Full information concerning the subjects listed may be had upon inquiry at the office of the Freight Bureau, San Francisco Chamber of Commerce:

Bucket No. 7328—Tripoli, C.I., westbound; 7329, pipe fittings or connections, C.I., westbound; 7330, fibreboard cans, C.I., westbound; 7331 heating or cooking apparatus, C.I., westbound; 7332, ice cream freezers, and ice cream freezer and ice crushing machines, combined, C.I., eastbound; 7333, chairs, wooden folding, with canvas seat and back, C.I., westbound; 7334, floor surfacers, electric, I.C.L., westbound; 7335, lumber from Southern Pacific stations, Grants Pass to Coalinga, Ore., inclusive, C.I., eastbound; 7336, insulators, C.I., westbound; 7337, wooden skewers and candy sticks, I.C.L. and C.I., westbound; 7338, hinoki freeze roping, imported, I.C.L. and C.I., eastbound; 7255 (amended), Shelby County Ky. and Shelby Northwestern Ky.; request for representation as participating carriers in lumber tariffs 27-4 and 28-11 and publication of certain rates to stations thereon under tariff 28-H.

#### Foreign Trade Tips

[continued from page 33]

into this business formerly and assures interested firms that future business can be handled in a manner suitable to both the buyer and seller.

10921—Bucaramanga, Colombia. Firm wishes to export CIGARS to San Francisco. Further particulars available in San Francisco.

#### Domestic Trade Tips

D-2257—Santa Rosa, Calif. Gentleman establishing an office in Santa Rosa for the purpose of acting as a distributor and manufacturer's representative in Northern California desires to get in touch with San Francisco manufacturers or merchants wishing to introduce their products in the Northern California markets, which territory will be covered by salesmen. Local references furnished.

D-2258—Mount Vernon, Ill. Wholesale manufacturers of crackers, bread and cakes have 10,000 pounds of HARD BREAD (tummy biscuits), packed in 25-pound sealed tins, which they offer for sale at 7 cents per pound F. O. B. New York city. Will sell all or any part of the 10,000 pounds. Samples may be had upon request direct to the firm.

D-2259—Nampa, Idaho. Supplier of POP CORN desires to get in touch with interested San Francisco buyers or with firms handling pop corn for export.

#### SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with culinary supplies, to be delivered to the U. S. Engineers, Rio Vista, Calif. Bids are to be

[concluded on page 38.]



A Yosemite  
that's different  
—a treat in store for you

See Jack Frost paint the High Sierras in Autumn and Winter colors; let the tang of Indian Summer tingle your muscles and glow your cheeks; two days in Yosemite now will put a new person inside you.

#### New ALL-YEAR Highway

Yosemite is but 3 hours in high gear via the new ALL-YEAR road from Merced on the State Highway. By train or by motor Yosemite is easily reached 365 days of the year.

#### Accommodations at Sentinel

The Sentinel Hotel, beloved by those who know Yosemite in its more quiet moods, comfortable, unpretentious, hospitable, is headquarters for those who hanker for winter sports. Reasonable rates, American or European plan. Make reservations and assure yourself the best of accommodations.

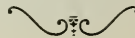
#### YOSEMITE PARK & CURRY COMPANY

39 Geary St. Phone Kearny 4794  
Phone Kearsy 4794  
San Francisco

604 W. 6th St.  
Phone VAndie 5022  
Los Angeles

CRABTREE'S 412 Thirteenth St. Phone Oak 1436  
CRABTREE'S 2121 Shattuck Ave. Berkeley

and Yosemite, California



## Big Opening Fete Planned for New Mark Hopkins

**A** PREVIEW opening of the Mark Hopkins Hotel, to which hotel executives from all over the country will be invited, is being planned by George D. Smith and Will P. (Billy) Taylor, managing director and resident manager, respectively, of San Francisco's new \$5,000,000 Nob Hill hostelry.

No definite date has as yet been set for this affair, but it likely will be about December 1. Invitations to the banquet will be mailed to members of the hotel fraternity within two weeks and the ensuing party is expected to bring together the greatest gathering of hotel men in the West since the opening of the Los Angeles Biltmore.

### Formal Opening Follows

The night following the banquet for the bonifaces, the formal society opening will be held, and many special features are being planned to make this affair a notable one in the annals of hotel history. Invitations to this affair, which will be a formal ball, will be mailed at the same time as the invitations to the preview.

Laying of the carpets in the Mark Hopkins is proceeding rapidly. Four floors have been entirely carpeted and the remaining fourteen floors will be finished within two weeks. The first carloads of furniture for the hotel are due to arrive in San Francisco in ten days' time. Installation of laundry, heating, ventilation and power machinery is already completed, and Victor Hirtzler's domain, the kitchen, soon will be ready for service.

A party of visitors who inspected the hotel this week were unanimous in declaring the Mark Hopkins dining room to be "the most beautiful room in the West." This room faces directly south and, due to the elevation of the hotel site, is flooded with sunlight and is at all times bright and cheery. The ceiling is beautifully decorated in colors.

There are nearly seven acres of inside floor space in the Mark Hopkins, or 302,566 square feet, to be

exact. In the three basements there is a total of 64,903 square feet of inside floor space. Two of these basements will be devoted to a garage with accommodation for about 200 cars.

The property at the rear of the hotel will be terraced and a sunken garden with an electric fountain installed on the middle terrace. On


another terrace there will be a "clock" putting green for golfer guests. The contract for this landscape work has just been awarded.

On the roof, which is finished in antique, green-colored tile, there will be installed a number of powerful searchlights which at night will play on the house flag, illuminating the words "Mark Hopkins Hotel."

FORT SUTTER "CAPITAL CITY"  
**SACRAMENTO**



From  
**Jackson Street Pier No. 3**  
DAILY EXCEPT SUNDAY  
AT 6:30 P. M.  
**PALATIAL STEAMERS**  
Suites with Bath—Barber Shop  
Fare **\$1.80** One Way **\$3.00** Round Trip  
Try Our Famous 50 Cent Dinners  
Phone Sutter 3880 for Reservations  
California Transportation Company



JOIN  
The Californians  
Third Annual  
Winter Cruise  
TO  
PANAMA CANAL  
HAVANA—FLORIDA  
GRAND CANYON

The most attractive tropical tour that has ever been offered  
ALL EXPENSES - 31 DAYS  
Sailing S. S. Mongolia, January 1st  
Returning Santa Fe Railway

Write for Illustrated Booklet  
PANAMA PACIFIC LINE  
460 Market Street, or  
Max A. Podlech, Santa Fe Railway  
601 Market Street

# LINCOLN SERVICE

for San Francisco Motorists

The Lincoln is as nearly a perfect motor car as it is possible to produce with present mechanical and human limitations.

This distinction is the reward of infinite care—building to an ideal that knows no compromise with quality. If there were now any

known way to make the Lincoln a better automobile, the improvement with the determination to build the world's finest automobile would be incorporated.

hile—backed by the resources and personnel of the Ford Motor Company, is it possible to produce such a car as the Lincoln.



## EDWARD LOWE MOTORS COMPANY

Lincoln Sales and Service Dealers  
Van Ness at Jackson

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
The Old Firm  
**HALSTED & CO.**  
Undertakers and Embalmers  
No Branches  
1123 SUTTER STREET  
Telephone GRAYSTONE 7100

[continued from page 36]

submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened November 16, 1926.

## BISHOP & BAHLER

(INCORPORATED SEPTEMBER 16, 1914)

369 PINE STREET  
Sutter 1040

### Traffic Managers

E. W. HOLLINGSWORTH  
Commerce Counsel

Are you on a fair basis with your competitor in the matter of freight rates? A solution of your traffic problems will doubtless increase your business. Write or phone us and our representative will call.

OUR AIM:

"Transportation Economy"

For furnishing the War Department with miscellaneous supplies, to be delivered at Fort Mason, San Francisco, Calif. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. 1, Depot, Fort Mason, California, and will be opened November 15, 1926.

For furnishing the War Department with Rip-Up Stone and placing same, as required in the Sacramento River. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened November 16, 1926.

For furnishing the War Department with subsistence supplies, for delivery at San Francisco, December 1, 1926, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, California, and will be opened November 15, 1926.

For furnishing the War Department with subsistence supplies, for delivery at Army Transport Dock, Fort Mason, San Francisco, as required during the month of December, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, California, and will be opened November 15, 1926.

## LEADS for NEW BUSINESS

Attorneys—Bertrand A. Hiley, 299 Post to Hearst Bldg.; R. W. Lewis, 626 Market to Hearst Bldg.; John Barton O'Hrinen, Mills Bldg.

Auto Tires—Lang & Co. (Bob Lange), 826 Van Ness Ave.

Automotive—Jefferson Motor Car and Tire Co., 6231 Mission; Perry's Wheel, Alignment Service, 752 Lilla; Ritchey Automobile Maintenance Co., 1717 to 1635 California; Pacific Coast Auto Assn., 1182 Market.

Baskets—Hennrich Basket Co., 99 Townsend.

Beauty Parlor—Max Beauty Shop, 2033 Clement.

Cabinet Maker—Peter Salvat, 1380 Eddy.

Children's Wear—Wertheimer & Wilkison, 821 Market.

Cleaners—Happyland Cleaners, 3137 Laguna.

Dresses and Millinery—Billie Troll, 133 Geary.

Finance—Chancellor Bond and Mortgage Co., Mills Bldg.

Fireproofing—Zenithern Co., Inc. (Newark, N. J.), 55 New Montgomery.

Grocers—W. E. Phillips, 1555 Mission; Burke & Heidy, 2980 Twenty-third.

Hardware—Morton Hardware Store, 1789 Church.

Ice Cream—Mrs. C. Rolli, 105 Broadway.

Importer—Paul Oberhard, 210 Post.

Jewelry—W. S. Le Grand, 133 Geary.

Millinery and Gowns—Ada G. Heaton, in new Alhambra Theater Bldg., 2334 Polk.

Nations—Ma-Bite Hairpin Co., 109 New Montgomery.

Oil—Halo American Petroleum Corp., 111 Sanson.

Packing—Metalastic Packing Co., 693 Mission.

Paints—Everlasting Paint and Sales Co. (O. G. Hopkins), Clunie Bldg. to 531 California.

Pipe—Harrisburg Pipe and Pipe Bending Co., 465 California.

Plumbers—E. G. Houchin Co., Inc., 991 Mission to 270 Sixth.

Printing—W. C. Hartle, 25 Stockton; Service Printing Co., 268 Market to 535 Clay.

Radio Equipment—Ben M. Sanders, 1057 Fillmore to 1307 Golden Gate Ave.

Real Estate—Anderson & Lamotte, 1277 Ninth Ave.

Restaurant—Pacific Restaurant, 2000 Polk.

Rice Brokers—Gilmore & Welisch, 255 California.

Sewing Machines—Domestic Sewing Machine Repair Shop, 1924 Fillmore.

Silks—Stroupen & Van Winkle, 523 Market.

Upholsterer—M. L. Brilliant, 456 Divisadero to 1301 Fulton.

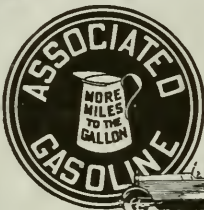
Watchmaker—Axel Carlson, 210 Post.

Wickerware—Wicker Shop, 36 Valencia.

Woodturner—Herman Herforth, 1917 Bryant.

Miscellaneous—Pacific Development Co., 9 Sutter; Valoyec Institute, 700 Geary to 331 Leavenworth; Dr. E. E. McLean, 555 Sutter to 564 Market; H. L. Hofmann Co., 24 California.

# MORE MILES TO THE GALLON



### It takes in *all three!*

CHAMPIONS of the cinder path live and breathe these three axioms:

- [1] start—off the mark like a flash
- [2] strong, rhythmic stride
- [3] powerful, dashing finish

And the sprinter knows he must have *all three* to win. Likewise, motor-fuel, to give what 999 out of 1000 motorists want, must have in perfectly proportioned combination [1] quick starting according to seasonal demands [2] full measure of power and [3] mileage.

That is why the 999 like Associated—it gives them "more miles to the gallon." The secret of Associated performance is its distinctive chain or series of boiling points.

## ASSOCIATED OIL COMPANY

Sustained Quality Products



start

For sale at all Company stations and at the best independent dealers.



stride



finish

## SACRAMENTO

and Sacramento Northern R. R.

Observation and Parlor Cars.  
Dining Cars leave 7:40 a. m. and 5 p. m.

## SACRAMENTO SHORT LINE

Motorists Save 27 Miles

## DIRECT FERRY

Vallejo-San Francisco

Fastest Boats on San Francisco Bay

Dining Room, Barber Shop,  
Boot Black and News Service

### Monticello Steamship Co.

North End of Ferry Building Phone Sutter 371



# THE NEW WINTER RED CROWN

RAH! RAH!

RAH!

A fine gasoline of the volatility and stability that produce quick starting, fast acceleration and a maximum of miles. Scientifically made to provide the greatest efficiency of engine operation - the product of 48 years of refining experience.



# WILD TO GO

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STANDARD OIL COMPANY OF CALIFORNIA



# Save 10% to 45% in travel costs

No matter what your trip, low roundtrip fares now effective on Southern Pacific Lines offer amazing travel savings. You can save from 10% to 45% by buying roundtrip tickets. At graduated costs, there are roundtrip tickets for Sunday only, Saturday to Monday or Friday to Tuesday roundtrip tickets. Or weekend

fares with 16 day limit; also, one month limit tickets sold daily.

Ride restfully and safely on the train. Save time, money, nervous energy.

Fast, frequent service daily; a vast network of connecting lines; your train has the right of way and gets you to your destination on time.

## **Southern Pacific**

F. S. McGINNIS, *Passenger Traffic Manager*

San Francisco, California

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# SAN FRANCISCO BUSINESS

FILE COPY  
INFORMATION BUREAU

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

NOVEMBER 17, 1926

NUMBER 19

## Traffic Problem Solution Near

Dr. Miller McClintock  
Tells S. F. Key Men of  
Survey's Progress

**S**AN FRANCISCO has already recognized the warning just made by Thomas Edison that unless American cities take steps to solve the problem of traffic congestion they will soon find that they have outgrown their usefulness. Dr. Miller McClintock, director of the San Francisco traffic survey and of the Albert Russel Erskine Bureau of Harvard University, told the Keymen organization of the Chamber of Commerce this week.

The San Francisco Survey, McClintock said, is a move on the part of business men working in conjunction with public officials, to solve a basic business problem in a businesslike manner. The question of traffic congestion and street safety has become too pressing to be ignored or to be treated in a casual manner. Convenience and safety on the streets warrant the same careful consideration that is given to other public engineering problems. The ground that will be covered by the report of the survey which will be made sometime in the spring was outlined by Dr. McClintock. The first step will be the preparation of a simple, reasonable code of traffic regulations for the city, designed to adjust many of the difficulties which at present exist. With such a code in existence, 95 per cent of the people can be depended upon to do the right thing in traffic.

The next step will be co-operation with public officials in designing a system of traffic direction for the reduction of congestion. This will come through a strengthened and improved traffic division and through the moderate and rational use of stop and go signals. Dr. McClintock praised the work that the police department has done with limited facilities, and stated that this aspect of the survey's work would be greatly facilitated by the sympathetic co-operation which the department has given.

### VIEWS OF MEMBERS ON TAXATION ARE WANTED BY CHAMBER

A special committee has been appointed to study Referendum 19 of the Chamber of Commerce of the United States, said referendum covering state and local taxation and dealing with such subjects as intangible personal property, ad valorem intangible property tax, inheritance taxes, individual income tax, taxes on corporations, funded indebtedness, local expenditures, accounting and audit, standardization.

Members of the San Francisco Chamber are requested to send in their views on such subjects that they may be brought to the attention of the committee, which consists of the following:

H. L. Brandenstein, Allen Chickering, Charles J. Deering, J. H. McCullum, Charles K. McIntosh, S. L. McLaren, C. F. Michaels, Walton N. Moore, Colonel Allen G. Wright.

The third step will be the development of a system of law enforcement which will serve to relieve the minor violator from the possibility of arbitrary enforcement or unnecessary inconvenience. At the same time the system will make possible a more rigid enforcement of the law against the malicious violator.

The final field of recommendations will be the proposal for suitable administrative machinery to carry on in the future a sound and firm policy regarding traffic control. In the near future, the speaker stated, no large city will be without an engineering staff devoting its entire time to the investigation and correction of traffic difficulties.

The magnitude of the traffic problem in San Francisco necessitates the collection of a great deal of data by the field force of the survey before specific recommendation can be made. During the last two months special attention has been given to the problem of signal location. A preliminary report on this subject will be made to the public officials within a short time.

### REVENUE FREIGHT LOADING

Revenue freight loading again broke all records the week ended October 30. The total number of cars loaded in that week was 1,216,432 cars—the largest number of cars loaded in any week in the history of the railroads, according to the car service division of the American Railway Association.

### Chamber is Organizing Delegation to Visit Colorado Springs

The San Francisco Chamber of Commerce has started work mobilizing the delegation that will attend the fourth mid-year meeting of Western Division of the Chamber of Commerce of the United States, to be held at Colorado Springs December 6, 7 and 8.

A special train will leave this city Friday, December 3, arriving at Colorado Springs December 5. It will convey a number of Pacific Coast leaders who will participate in the program.

Irrigation, reclamation, land settlement, transportation of perishable products and kindred subjects of great interest to the eleven Western States, as well as Alaska, Hawaii and the Philippines, will be discussed at the Colorado Springs session.

John W. O'Leary, president of the Chamber of Commerce of the United States, and other distinguished business men of the Eastern States, will be in attendance.

Spokesmen for the California areas include Paul Shoup, Wigginton E. Creed, R. B. Hale and Ralph P. Merrill.

Business men of the San Francisco Bay district expecting to attend this great gathering of Western commercial leaders should make reservations early at the San Francisco Chamber of Commerce, Telephone Kearny 112.

### RAILROAD TAXES EXCEED FOUR HUNDRED MILLIONS

Exceeding \$400,000,000, the taxes paid by railroads this year will be the largest ever paid in the history of American transportation, according to T. O. Edwards, general auditor for Southern Pacific Company.

Not only are railroad taxes higher during 1926, but they are increasing more rapidly than in any previous year with the exception of 1917, and will exceed the dividends paid to stockholders in any year with the possible exception of 1911.





# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keary 112, list numbers being given.

## Foreign Trade Tips

10922—San Juan, Porto Rico. Well-recommended firm of growers of "SEA ISLAND" COTTON desires to establish connections with San Francisco importers and exporters. Write to, New York. Established commission agent offers his services to packers and exporters of California DRIED FRUITS desiring representation in Oslo.

10921—Vienna, Austria. Gentleman, established in business in Vienna, is desirous of acting as purchasing agent, on a commission basis, for San Francisco department stores. He is in a position to purchase goods of all types.

10925—Hamburg, Germany. Exporter of a 6x9-in. ROLL FILM CAMERA desires to establish connections with interested buyers in San Francisco. Illustration of camera on file with Foreign and Domestic Trade Department.

10924—Hamburg, Germany. Import house desires to establish connections with San Francisco firms.

10927—Hamburg, Germany. An American firm of shipping and forwarding agents established in Hamburg offer their experienced services to California firms.

10928—Hamburg, Germany. Old, established house, specializing in the textile trade with the entire world, is seeking a connection with San Francisco importers of TEXTILES needing an expert and reliable purchaser on the European continent. Will furnish references.

10929—Hamburg, Germany. Established buying agent offers his services to interested American importers. References furnished.

10930—Hamburg, Germany. Exporters of CHEMICALS, FANCY GOODS, HARDWARE AND NEEDLES, PAPER, TOYS, GLASS AND CRYSTAL, etc., desires to establish connections with interested San Francisco importers.

10931—Hamburg, Germany. Firm specializing in the exportation of HOUSEHOLD AND KITCHEN UTENSILS, CHINA, GLASS AND EARTHENWARE, wishes to establish connections with San Francisco importers. They also have a special department for BAKERS' AND CONFECTIONERS' MACHINERY and are in a position to export their line of equipment.

10932—Hamburg, Germany. Exporters of GLASS BOTTLES, CHEMICAL GLASS, BOTTLE STOPPERS, SUPPLIES, BOTTLE CAPSULES, LABELS, STRAW COVERS, CROWN CORNS, etc., wish to establish connections with interested San Francisco importers. They are also interested in CALIFORNIA OR JAPANESE CANNED CRABMEAT and seek connections with San Francisco dealers in this article, for which there is a steady demand in Germany.

10933—Hamburg, Germany. Established firm of international forwarders and warehousemen, established for over 50 years, offers its services to San Francisco firms exporting to Germany via Hamburg.

10934—Hamburg, Germany. Import house wishes to establish business relations with San Francisco firms.

10935—Hamburg, Germany. Trading company desires to establish business connections with interested San Francisco importers of continental products and exporters of California products to Europe. List of the principal products which they handle is available at the Foreign and Domestic Trade Department.

10936—Leipzig, Germany. Manufacturer of KNICK-KNACKS OF BLACK GLASS, SOUVENIRS, WRITING TABLES, TOYS, CERTA MINIATURES, etc., wishes connections with firms in San Francisco.

10937—Seltingenthal-Schmalhalden, Germany. Manufacturer of WOODENWARE AND METAL GOODS (household articles, shoemakers' tools), wishes commission agent with stock rooms for consignments in San Francisco.

10938—Krefeld, Germany. Manufacturers of a newly invented COMBINED LEATHER CHAIR (shoeing) and a PRESSING MACHINE wish representative in San Francisco.

10939—Sonnberg, Germany. Old, established firm of manufacturers of TOYS and NOVELTIES for the confectionery trade, to be filled with candies, wishes to get in touch with interested purchasers in San Francisco to handle the sale of these goods on a com-

mission basis. Photos of the dolls, animals and novelties on file with the Foreign and Domestic Trade Department.

10940—Youngstown, Ohio. Manufacturers of STEEL OFFICE FURNITURE AND DESKS are very desirous of establishing business connections with San Francisco commission houses and exporters doing a general export business in the office furniture line, through whom they could sell their products in the foreign markets served from San Francisco.

10941—Seattle, Wash. Trading company desires to get in touch with a supplier of SCRAP METALS for export who is in the position to negotiate immediately for the following: all or part, 50 tons of 2240 lbs. OLD WAGON TIRES, cut in thirds and bundled. Quotations desired c. i. f. Dairen, stating carload shipment.

10942—Hongkong, China. Plaster company is in the market for KNOCKED DOWN LUMBS, metal or wood, preferably wood, to be used in non-returnable containers for shipping gypsum plaster and kindred products.

10943—Harbin, Manchuria. Import house desires to establish connections with San Francisco exporters of OLD NEWSPAPER, which there is an extensive demand in Manchuria.

10944—Kobe, Japan. Firm wishes to establish business connections with San Francisco exporters or departments of stores interested in handling SILK AND COTTON PIECE GOODS and MANUFACTURED GOODS, also other Japanese manufactures.

10945—Alexandria, Egypt. Old, established commission house, with agencies at Cairo and the large cities of the interior as well as in the United States and Europe, is interested in extending its business and securing American representations. This firm has a branch in the Orient and can furnish best references.

10946—Shanghai, China. Highly recommended gentleman, having excellent connections in the Orient, is very desirous of establishing connections with American manufacturers wishing representation in the Orient.

## Domestic Trade Tips

D-2260—Placerville, Calif. The owner of an estate near Placerville offers for sale some very fine HOUSEHOLD FURNISHINGS, many of them antique. Owner invites San Francisco dealers in high-class furniture to inspect the lot and make separate offers on the various articles.

D-2261—Seattle, Wash. Firm is interested in securing the sale and distribution of some high-grade lines of food products for the State of Washington. They are particularly interested in SOUP, FRYING SUPPLIES, CONFECTIONERS' and BAKERS' SUPPLIES, FRUIT JUICES, etc.

D-2262—Boston, Mass. Old, established firm of manufacturers of a high-class line of HAND-DECORATED NOVELTIES, ART FIBROIDERY, etc., and the STATIONERY ARTISTS desire to establish connections with a concern to handle their articles on a commission basis in this market. Illustrated portfolio of several of their articles on file with the Foreign and Domestic Trade Department.

D-2263—Sugar City, Idaho. Company desires to get in touch with California wholesale dealers who would be interested in buying HOUS in car lots.

D-2264—Oakland, Calif. Sales engineer is looking for the products of one or two manufacturers to market on a national basis. He prefers applications from the Western States, desirous to establish business connections with manufacturers of national products, and interested in representation in New England.

D-2265—Biddle, Ore. Shippers of FIRE CEDAR CHRISTMAS TREES desire to get in touch with San Francisco purchasers of carload lots.

D-2266—Boston, Mass. Established firm of manufacturers' representatives, with a force of men of wide practical and technical experience covering the New England States, desires to establish business connections with manufacturers of national products, and interested in representation in New England.

D-2267—Boston, Mass. Manufacturers of STERILIZERS and similar apparatus are looking for a representative in San Francisco to handle their products.

## CUSTOMS REGULATIONS

(Belgium)

As a result of the recent conclusion of treaties abolishing the special rates of duty in the Belgian tariff, all merchandise of any origin shipped to Belgium direct will be admitted at the minimum rate of duty, without proof of origin, effective October 1, 1926.

It is understood that a certificate of origin is still necessary for indirect shipments to Belgium or through Belgium, or warehoused in a third country en route to Belgium.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with lumber and gangway ponton saddles. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, and will be opened November 20, 1926.

For furnishing the War Department with subsistence supplies for army transport stock, to be delivered at San Francisco, San Francisco, on or about December 15, 1926. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened November 23, 1926.

For furnishing the War Department with subsistence supplies for shipment to Tientsin, China, to be delivered at San Francisco, on or about January 10, 1927. Bids are to be submitted to the S. F. General Intermediate Depot Quartermaster Section, Fort Mason, San Francisco, and will be opened November 26, 1926.

For furnishing the War Department with miscellaneous supplies for delivery at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened November 30, 1926.

For furnishing the War Department with miscellaneous supplies for delivery at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. I. Depot, Fort Mason, San Francisco, and will be opened December 1, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on delivery at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with steel, filler rope, sewing wire, steel tubing, copper nails, machine screws, relief and safety valves, electric washing machines, counter scales, ledge anchors, dies, milling cutters, rubbing bricks, plaster, unstacked lime, colored gypsum, rubber boots, hemp hose-line, thumb tacks and program pencils. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened November 22, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on delivery at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with rails, steel wheels, axles, track machinery, steel mine brushes, hose, wire, cable, telephone, cords, electrodes, motors, fans, asbestos wool, electrical supplies, battery cells, steel mine brushes, hose, gloves, pumps, blow torches, plumbers' furnaces, water coolers, buckets, curb boxes, ice cream freezers, awns, glass, bricks, blocks, hinges, bolts, screws, nut washers, bolt gloves, sash cord, rubber matting, twine, tracing cloth, paper clips, blank books, pencils and Manila tags. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened November 26, 1926.

## Sales Manager and Office Manager

can obtain excellent investment and connection with well-established manufacturer supplying national manufacturers with a necessary material, in carloads.

All or part of \$6,000 stock available, to yield 10% besides increase in value. Address, Box 430, San Francisco Business, 465 California Street.

# Who's Who Among the New Members

**F**OLLOWING the announcement of one hundred and two new members for October, the Membership Department has released for publication the names of thirty-four additional members elected since November 1st. The names on this list represent progressive and dependable firms and individuals who have signified in a practical way the spirit of growth and co-operation which is apparent on every hand in San Francisco.

## RUSS BUILDING CO.

The present renting offices for this magnificent "Center of Western Progress" are located at 315 Montgomery Street and are in charge of Mr. T. Chevassius.

## AMERICAN TOLL BRIDGE CO.

An internationally known firm of bridge builders with San Francisco offices at 525 Market Street. They are constructing the bridge across Carquinez Straits.

## MILEY PETROLEUM EXPLORATION CO.

Oil and its development. 114 Sansome Street.

## THE EUCLID CANDY CO., Inc.

They make the famous "Love Nest" confection. 731 Battery Street.

## THE CROWELL PUBLISHING CO.

Magazine publishers. 485 California Street.

## L. L. BRANDENBURG

Stocks and Bonds. 155 Montgomery Street.

## GRAGNANO PRODUCTS, Inc.

Macaroni and starch products, and importers of olive oil. 966-70 Bryant Street.

## B. H. HEBGEN

Johnson Outboard Motors—Marine Engines, Boats and Canoes. 27 Pine Street.

## INDEPENDENT PARISIAN CLEANING AND DYEING WORKS

Mr. M. Steiner, president. Present office and works, 4587-89 Mission Street. They are expanding.

## L. E. JUNG & WULFF CO., Inc.

Mr. Harry E. Close is San Francisco manager at 510 Battery Street. They are an old, established New Orleans firm famous for cordials and syrups.

## A. C. MORAND CO.

Manufacturers and direct factory representatives handling leather lacings and sporting goods. 304-6 Sacramento Street.

## NEWTON FIREWORKS DISPLAY CO.

Mr. Edwin A. Newton. Factory at 249 Front Street.

## MONTGOMERY REYNOLDS

Real Estate and Investment Broker. 226 Kearny Street.

## J. L. RODRIGUEZ

Public Accountant. 501 Kohl Building.

## SCOTT BROS., Inc.

Mfrs. of high-grade paper boxes and cartons. Thirteenth and Howard streets.

## SEVILLE OLIVE CO.

Dealers in Olives and Olive Oil, under management of W. W. Brown and M. F. Hermann, at Sansome and Jackson streets.

## SHANGHAI NOODLE & MACARONI MFG. CO.

Importers and exporters; wholesale rice and chop suey sauce; at 706 Sansome Street.

## B. F. SHAPRO

Agency manager, Equitable Life Assurance Society. 315 Montgomery Street.

## MANNING & ALLENSBY

Real estate leasing agents. Hotel and apartment house investments. 567 Pacific Building.

## CHICAGO SPECIALTY CO.

Boilers' supplies of all kinds. 609 Sansome Street.

## GREEN DRIVE-YOURSELF SERVICE

Chrysler and Hertz cars for long or short trips. 571 Post Street.

## LANZA & PRISINZANO

Real estate and insurance. 559 Washington Street.

## JAMES A. LEVANSALER

Insurance broker and surety bonds. Insurance Exchange Building.

## CONRADI & GOLDBERG

Importers of leaf tobacco, 726 Montgomery Street.

## MAYOLO & DINNEEN

Managing operators of the Colombia Consolidated Products Co. and Colombia International Corp. Mining properties at Buenaventura, Colombia. San Francisco offices, 114 Sansome Street.

## MORTON SALT CO.

Salt refiners. Offices, 525 Market Street.

## UTAH COAL SALES AGENCY

Selling agents for United States Fuel Co., King, Hiawatha, Black Hawk and Panther Coal. Mr. A. D. Pierson, Mgr., 1506 Hobart Bldg.

## THE COURTYARD

At 450 Grant Avenue. Luncheon, Tea and Dinner. Management of Mabel de Gomez.

## WILLIAM MERCER

Bonded General Auctioneer. 90 New Montgomery Street.

## CALIFORNIA IMPORTING AND JOBBING CO.

Upholstery, fabrics and supplies; jobbers of upholstery covers. 658 Howard Street.

## GEORGE M. FORMAN & CO.

Investment securities, 520 Standard Oil Bldg.

## THE WORKING CO.

Albright Rubberset Paint Brushes, Sponges, Chamois and accessories. Carroll E. Working, president. 843 Montgomery Street.

## CALIDEX CO.

Mfrs. of food products. 772 Harrison Street.

## STEWART WORKS OF THE FRANK ADAM ELECTRIC CO.

Electric Mfrs. Offices and factory, 425 Folsom Street. Mr. J. T. Stewart, manager.

FILE COPY  
INFORMATION BUREAU

INDUSTRIES  
EXPANSIONS

NEW LEADS  
TRADE TIPS

## San Francisco Business

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

NOVEMBER 24, 1926

NUMBER 20

# THE BUSINESS CONDITIONS REVEALED

## 34 NEW MEMBERS

### Things Done Every Day in C. of C. Work

### Diversified Program Keeps Committees On the Move

NO ONE respects one month as very much like another with the Chamber of Commerce. There is always something to do. Last month San Francisco Business carried a brief review of the Chamber's activities during the preceding thirty days. Here are a few subjects of more recent attention.

#### Perishable Exports to South America.

The export of perishable commodities from the port of San Francisco to the West Coast of South America is rapidly increasing. For instance, the export of butter alone has increased over fifty per cent in the last year. In order to foster this business and encourage its expansion, the San Francisco Chamber of Commerce has assisted in arranging with the steamship lines for adequate refrigeration. A refrigerator ship will shortly be added to this trade route and additional refrigerators will be forthcoming if sufficient cargo offers.

#### Delegation to Attend Convention.

The San Francisco Chamber of Commerce has arranged for special cars to leave here December 3 for the fourth annual meeting of the Chamber of Commerce of the United States to be held at Colorado Springs December 6, 7 and 8. Members of the Chamber of Commerce are invited to make reservations. A special train may be secured.

#### Dried Fruits to Argentina.

The San Francisco Chamber of Commerce is working toward the adoption of an agreement on sales terms between shippers on the East and West coasts of the United States. The ultimate object is a uniform type of contract which will be satisfactory to American exporters and protect their interests in the Argentine. Dried fruit is one of San Francisco's most important exports and the Argentine one of our largest customers.

#### Marine Look-out Station at Point Lobos.

Construction has already started on the new Chamber of Commerce Marine Look-out temporary structure now in

### An Old Friend The Sloganeer With Us Again

An itinerant sloganeer with a cargo of windshield stickers, badges, buttons, hammers and wall signs breezed in, deposited his derby on our desk and stuck out his hand. "Here's your big chance to put this town over!" he said out of one end of his mouth.

"Tried out in Chi. City, Philly, Los—works like charm! Goes over big. Tell the world!" He swept our desk clean and littered it with his samples. Sloganeer: "I just got a good slogan and then blast it!" He crawled up close and took us into his confidence. "I've got one that's a knockout," he whispered. "Sure fire!"

The itinerant sloganeer dug deep in his samples and brought out the classic. "Try it and hear this one for class," he said.

"It would have fitted on any standard size windshield. I'm sure. Oh it were the magic words: "Frisco, The Town That Knows How!" He departed hurriedly.

#### use at Point Lobos.

The Marine Department of the San Francisco Chamber of Commerce is proud to look out over the world as the official recorder of shipping information for the Pacific Coast. A look-out station has been maintained since the days of the clipper ships, the watchmen being on Telegraph Hill. The new station will be in operation 24 hours a day, 365 days a year.

#### Rent Library Established.

The Retail Merchants Association of the United States, San Francisco Chamber of Commerce, has established a rent library where retail merchants may obtain up-to-date publications relative to merchandising methods.

#### Removal of Harbor Obstructions.

There are obstructions to navigation in San Francisco Harbor. In the early days of shallow-draught vessels, these obstructions were not important. Today San Francisco is the second busiest harbor in America. Vessels increasing depth and tonnage call for the removal of such shoals as Shag Rocks, Blossom Bank and others. The San Francisco Chamber of Commerce has been at work to have removed the obstructions entirely. Tariff Discrimination Acquired.

Through the efforts of the

### Roster Grows As More Firms Join Chamber

### Complete Report For Month Not In Yet, But Just Wait!

Still there's coming in! Last week's issue of San Francisco Business identified thirty-four more individuals and firms that had applied for membership in the Chamber of Commerce. Two weeks previously it was announced that 102 memberships had been added during October. That is a very consistent growth. Even a pessimist would have to admit that it's pretty fair. But the whole story is not told yet. There are many more chapters coming, and they'll run serially—a chapter a month, at least, and sometimes more.

The Chamber of Commerce is not conducting a membership "drive" or a campaign of any kind. It is going about its business every day in the work of the year, building up, strengthening, co-ordinating, and at times harmonizing the constructive elements that are, in the aggregate, the brains, the power and the conscience of the commercial and business community.

#### New Zealand

The prohibition on imports into New Zealand of fruits, vegetables, grains, etc., from Texas, California, Oregon and Washington, was removed by the government of New Zealand on September 18.

And so, there is a reason why the list is growing. There are many reasons why it will continue to grow, not only in the number of its people, but in the force of its purpose.

### Revenue Freight Loading

Revenue freight loading the week ended November 6, owing to the unusually early start-up day and the seasonal decline, totaled only 1,137,216 cars, according to the reports filed by the carriers with the car service division of the American Railway Association. The smaller loading, however, was an increase of 74,564 cars, the corresponding week last year and an increase of 111,931 cars over the corresponding week in 1921.

### A Proficuous Lady Writes Proficuously

"PROFICUOUS: profitable, useful." You'll find it in Webster's New International Dictionary. So it must be a good word. But a number of readers of San Francisco Business thought it was a bloomer and wrote in about it. The word appeared in the November issue, in an advertisement by a young woman who wanted a position in an office. Of course she used the darn word to attract attention. It did. The next morning's mail brought a lot of letters calling us down. We looked the word up and found that the young lady was right. And that isn't all, either. Someone else thought it was pretty good, too, and hired her.

So the "ad," having served its proficuousness, is withdrawn.

### Special Notice

The Foreign and Domestic Trade Department of the Chamber of Commerce now has on file a map of Europe showing steamship, railway and air lines, with distances and duration of the journey between different points. Copies of this map are available for distribution at the offices of the North German Lloyd, 626 Market Street.

#### Wholesale and Retail Trade in Canada has been good during [continued page four]

### Latest News

THE 1927 YEAR BOOK

The Board of Directors has authorized the publication of the 1927 Year Book of the Chamber of Commerce. This edition of San Francisco Business will come off the press next April, and every effort will be made to turn out a bigger and finer book than the maiden edition of last year. Advertising space in the 1927 Year Book will be in demand, and members of the Chamber of Commerce and others desiring to be represented are advised to make space reservations at the earliest opportunity.

### Report of U. S. Commerce Department

### Dollar Trade Volume Shows Gain Over Preceding Week

THE dollar volume of trading during the second week of November, as seen from figures on exportings, while slightly less than that recorded in the last week of October, was considerably greater than the corresponding week of the same week of last year.

The distribution of goods during the first week of November, as seen from figures on exportings, while slightly less than that recorded in the last week of October, was considerably greater than the corresponding week of 1925. The value of new building contracts awarded during the second week of November was slightly lower than for either the previous week or the same week of last year.

Wholesale prices showed little change from the first week of the month, iron and cotton moving upward, while wheat, copper and lumber declined. Prices of most commodities were well below last year. Loans and discounts of Federal Reserve member banks were slightly lower than for the corresponding week, but were higher than a year ago. Interest rates, both on call and on time money, were less than during either the previous week or the corresponding week of last year. Business failures were more numerous than in either the previous week or the second week of November, 1925.

CANADA  
Wholesale and retail trade in Canada has been good during [continued page four]



# SAN FRANCISCO BUSINESS

NOVEMBER 24, 1926

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## LEADS for NEW BUSINESS

- Advertising** Louis F. Dow Co., 24 California.
- Art Goods**—C. Okada, 662 Grand Avenue; McDowell & Harding, Inc., 2644 Mission; S. Takayama, 670 Grand Avenue.
- Artists**—T. L. Frazer, 988 Market; Patterson & Sullivan, 111 Sansome; J. C. Pitt, 1001; Paul O. Forster and Nat Levy, 311 to 617 Montgomery.
- Attorneys**—William S. Graham, 620 to 582 Market.
- Auctioneer** Paul Curtis, 1040 Geary.
- Auto Repairs** McAndrew Co., 1540 Pine to 281 Stevenson.
- Automotive** Harry E. Herndon Co., 704 Irving; W. S. Salisbury, 3241 Twenty-second; West Motors Corp., 1849 Hildreth; Deibel & Campbell, 985 Post.
- Bakery** Panama Bakery, 787 Monterey to 1049 Mission.
- Building Materials**—Cooper & Nungest Co., 117 Market.
- Cabinet Makers**—Fulton Co., 30 Jessie.
- Canned**—W. J. MacDonald, 2651 Twenty-second.
- Canned Goods** East Products, Inc., 976 Bryant.
- Carpets**—Bush & Diamond, 883 Market.
- Cigars**—Adolph Diamond, factories, 1703 Mission to 11 Italy Avenue; Harry C. Boyd, 333 Geary; N. L. Johnson, 120 Littleton.
- Cleaners**—J. Thomas, 1430 Church; Blue and Gold Cleaners, 118 Central; Mike Salva, 777 Union; Sanitary Dyeing and Dyeing Works, 14 Jewett.
- Cloaks and Suits**—A. Balles & Sons Co., 153 Kearny; J. Moskowitz, 354 Sutter.
- Concrete Work**—Santa Rosa Concrete Co., Jos. Lamarelli, 1218 Le Conte Avenue.
- Contractor** Jules Tassi, 111 Sansome to 25 California.
- Decorator**—Herbert Schell, 3562 Geary.
- Dentist**—Dr. H. J. Schell, 145 Stockton.
- Dresses**—Marilyn Dress Co., A. S. Meuzin, 153 Kearny to 124 Sutter; Maxine's Dress Mfg. Co., 358 Sutter.
- Drugs**—Henry Drug Co., 1201 Stockton.
- Electrical**—Union Electric Supply Co., 1012 Stockton; S. F. Old Electric and Construction Co., 545 Haderick to 2855 Sacramento; Livingston Electric Co., 155 Second.
- Engineer**—A. A. Pries, 801 Hildreth.
- Engraving** Pacific Engraving Works, 311 Turk to 156 Folsom.
- Fireplaces**—William Heidreich, 129 Shotwell.
- Garage**—Morgan Garage, Forty-eighth and Irving.
- Grocers**—A. Haus, 265 Grand Avenue, Bay Cities Grocery Co. and Peckless Market, Inc., 310 Divisadero to 112 Market; George C. Kille, 3611 Haight.
- Health Appliances**—Hardy Besbro Magnolia Bell Co., 421 Geary.
- Importer and Exporter**—L. J. Van Beusechen, 112 Sansome.
- Insurance**—Columbus Mutual Life Insurance Co., Hearst Bldg.
- Investigators**—William J. O'Connell International Detectives, 625 Market.
- Investments**—Carver & Green, 310 Sansome.
- Jewelry**—Morris Riskin, 701 Market.
- Knit Goods**—Peerless Sweater Mills, Inc., 69 to 10 First.
- Ladies' Goods**—Broadway Millinery and Novelty Shop, 257 1/2 Mission.
- Laundry**—Great Star Laundry, 1501 Harrison; Home Laundry, 707 O'Farrell.
- Leasing Agents**—K. D. Sibley & Co., Mills Bldg.
- Lumber**—Western Stales Lumber Co., Haysford Block, to 112 Market.
- Machine Work** San Francisco Screw Products Co., 41 Clarendon.
- Machinery**—Vulcan Co. and Edmund Engineering Co., 433 California to 1410 Door, Balfour Bldg., December 1.
- Manufacturers**—James H. H. Freligh, 21 California; Sam Kiersey, 704 Market.
- Meats**—California Meat Co. and John

- Coyle, 10 occupancy Montgomery and Merchants.
- Millinery**—Charles M. Kleitz, 743 to 833 Mark.
- Motion Pictures**—Lafany Productions, 295 Larkin; Co-Edwin Film Exchange, 238 Turk.
- Music**—E-Rite Music Shop, 1502 Market.
- Notaries Public**—Ruth Townsend, 111 Sansome to 25 California.
- Painters**—Duplex Fin Co., 207 Powell.
- Painting**—Becker & Hile, 684 Fortification; P. J. Fiori Painting and Decorating Co., 1000 Broadway; Arthur J. Averett, American Painter and Decorating Co., 938 Howard; Modern Auto Painting Co., C. V. Ruzer, 800 Geary; G. G. Galt, 240 Avenue of the Stars.
- Paints**—L. & D. Paul and Wall Paper Company, 2423 to 2363 Mission.
- Parcel Deliveries**—C. & H. Parcel Delivery, 69 to 10 First.
- Plumbing**—Henry Shepard, 283 Panamas Avenue; John Kerr, 905 Cole; A. J. McDonald, 3019 to 3001 Twenty-fourth.
- Polisher**—John Goodland, 801 Montgomery.
- Printing**—Golden West Lithograph Co., 368 Smith; California Lithograph Co., 1032 Fulton to 308 South.
- Radio**—Superior Radio Co., 1710 Haight.
- Real Estate**—Foreala Land Co., 30 New Montgomery; J. H. B. Fitch, 1000 Broadway Bldg. to Pacific Bldg.; Charles S. O'Brien, 68 Post to 627 Larkin; Avenue, Louis Brennan, 825 to 885; J. J. Granada Country Club, 690 Market; M. F. Brass, 3450 Mission; L. J. Hooper, 58 Sutter to 26 Montgomery.
- Restaurants**—L. Bay Restaurant, 671 Clay; M. & B. Coffee Shop, 899 Sixth Avenue; Mrs. Lee's Lunch Center, 1297 Golden Gate Avenue; Joseph Malloff, 2661 Twenty-fourth; Golden Gate Lunch Center, 1295 Golden Gate Avenue; Southern Kitchen, 202 Third; Progress Italian Restaurant, 555 Broadway; Sheet Metal Works, Auto Radiator, New Model Grill, 899 Mission; Star Restaurant, 230 Clement; New Dish Restaurant, 623 Vallejo.
- Shoe**—Metz, 401 California; Hospital, 1988 Polk to 1346 Pacific Avenue.
- Shore Baker & Petroleum**—Boydens Shoe Co., 352 Post.
- Tailors**—A. D. Barnaglia, 19 Columbus Avenue; M. Kaplan, 2297 to 2153 Mission; P. Separeich, 110 South Park; Nathan Feinberg, 1742 Geary; Simpson, Landor and Sales, 475-479 Twenty-fourth; Henry Monaghan (tailor), 1769 Washington to 536 Jones.
- Tear and Cleaner New Business**, 777 Union.
- Tea Bags**—Rugh Tea Co., 919 Folsom; Corbett, B. Williams, Co., 1001 and Kelly-Wilcox Textile Corp., 22 Battery.
- Miscellaneous**—Lindhome Building Co., 818 Market; J. H. Bell, Service, Inc., 251 Kearny; J. H. Bell, 10 John J. Lousson, 355 Howard; Danley Products Co., 29 Eddy; Gilsoire Asphalt Co., 855 Howard; Airplane Service Co., 1803 Van Ness Avenue; Southern System, Pacific Bldg.; City Garage Removal Co., 519 California; Laclede Corporation, 893 Bryant; Neale Kelly & Supply Co., 800 Bldg.; Deano Studio, 506 Sutter.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with miscellaneous supplies, to be delivered at Port of San Francisco, bids are to be submitted to the Quartermaster Supply Office, S. F. 4, 1, Depot, Fort Mason, California, and will be opened November 26, 1926, at 10 o'clock, A. M. The following supplies to be delivered to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened November 29, 1926:

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco, Calif., on or about January 3, 1927, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened November 29, 1926.

For purchasing from the War Department, subsistence supplies, to be delivered at San Francisco, Calif., on or about December 1, 1926.

For purchasing from the War Department miscellaneous castings, bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened November 29, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco, Calif., on or about January 3, 1927, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Office, Fort Mason, San Francisco, and will be opened December 6, 1926.

# C. of C. Activities

(continued from page one)

San Francisco Chamber of Commerce, the United States Government has taken up with the Government of Australia the question of removing the favorable rate differential for exports to Australia through Canadian ports. With this differential removed, it is felt that exports moving from Eastern states to Australia will be more fairly distributed among Pacific Coast ports than it is at present the case.

## Many Notables Made Welcome.

As a part of entry from the antipodes, San Francisco ranks first. Distinguished visitors arriving here gain their first impression of America. Among those arriving last month were Sir Hugh Denison of Sydney, trade commissioner from Australia to the United States, and Lady Denison; Hon. J. Gordon Coates, premier of New Zealand, and Mrs. Coates, and F. D. Thompson, secretary of imperial affairs of New Zealand. All of these people were made welcome at quarantine by a committee from the Hospitality Bureau of the San Francisco Chamber of Commerce and properly entertained during their stay in the city.

## Ticket Agents Shown City.

The American Association of Railway Ticket Agents, composed of 950 delegates, arrived in San Francisco on October 18. They reached here in five special trains, and remained three days. The arrangement of a program for these visitors and the execution of it was handled entirely by the Hospitality Bureau of the San Francisco Chamber of Commerce in such a way that every one of the 950 carried away a most favorable impression of the city.

## Aerial Affairs Committee of the Chamber Active.

The above committee has been using every means to bring about a speedy agreement on the selection of an airport site for San Francisco. In connection with aerial affairs, a delegation from the San Francisco Chamber of Commerce met Mr. E. N. Trott, vice-president of the Fokker Aircraft Corporation, upon his arrival here early in the month. Mr. Galt was on the Coast seeking a suitable location for the Fokker factory, which will be transferred from the Atlantic Seaboard. In company with representatives of the San Francisco Chamber of Commerce, several industrial sites were inspected.

## Traffic Bureau Fights Rate Changes.

The Traffic Bureau of the San Francisco Chamber of Commerce has taken vigorous action against the proposal of the Southwestern Millers League of Kansas City to equalize grain and wheat rates to and from the Pacific Coast. The San Francisco Chamber of Commerce has placed itself on record to protect the interests of California millers in this regard.



# Foreign TRADE OPPORTUNITIES Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

10017—Austria—Vienna, Germany. Manufacturer of AGATE MARBLES, AGATE MARBLES, etc., wishes connection with reliable representative in San Francisco.

10018—Frankfort, Germany. Manufacturer of MANHURE NETS wishes representative in San Francisco who can speak German.

10019—Eberfeld, Germany. Manufacturers of BRASS-COVERED IRON PIPES and ACCESSORIES FOR THE MANUFACTURE OF METAL BEDS wishes representative in San Francisco.

10020—Leipzig, Germany. Manufacturer of MEDICAL SOAPS for skin diseases wishes connections in San Francisco.

10021—Hamburg, Germany. Established firm of buying and selling agents desires to get in touch with San Francisco exporters and importers of CHEMICALS, METALS, CHEMICAL and CHEMO-METALLURGICAL, BLENDED; also a general line of products, with a view to representing them in Germany. They will supply first-class references to interested firms.

10022—Hamburg, Germany. Established BUYING AGENT desires to establish business connections with San Francisco firms wishing the services of such a representative in San Francisco.

10023—Bremen, Germany. Established C. I. F. agent and broker for COFFEE is very anxious to obtain the agency of a San Francisco firm having branches or close connections with the coffee-producing countries of Central and South America, and who would be able to make offers on direct shipments from the countries of production.

10024—Bremen, Germany. Established C. I. F. agent and broker for COFFEE is very anxious to obtain the agency of a San Francisco firm having branches or close connections with the coffee-producing countries of Central and South America, and who would be able to make offers on direct shipments from the countries of production.

10025—Antwerp, Belgium. Manufacturers of VULCANIZING AND TIRE REPAIRING MACHINES and exporters of TIRE LININGS AND GIRD GATERS are very desirous of securing an agent to handle their products in San Francisco and vicinity. Illustrated descriptive circular on file with the foreign and domestic Trade Department.

10026—Antwerp, Belgium. Chemical works producing ACETIC ACID, SODA AND CHALK ACETATES, etc., seeks outlets in U. S. A. They wish to deal with importers and direct buyers.

10027—Antwerp, Belgium. Manufacturers of products made of asbestos and rubber-cement, wishes to get in touch with American manufacturers of VULCANIZED RED FIBRE, known as wood fibre. They prefer to deal with firms having European agent.

10028—Brussels, Belgium. Belgian house specializing in the building materials export trade wishes to get in touch with American importers of the following products: ARTIFICIAL PORTLAND CEMENT, COMMON BRICKS, TILES, CERAMIC SLATES, ARTIFICIAL AND NATURAL SLATES. Bankers' references on request.

10029—Brussels, Belgium. Firm specializing in the TOBACCO BUSINESS wishes to establish connections with San Francisco exporters and importers of these goods with a view to acting as their distributing agent in Belgium. They will supply upon request all trade and bankers' references.

10030—Brussels, Belgium. Manufacturers of LINGGIBIT of good quality seek connections among American importers.

10031—Brussels, Belgium. Producers of ready-made articles of WEARING APPAREL, especially APOBON and FROCKINGS of all kinds, seek connections with buyers and direct importers in this territory.

10032—Charleroi, Belgium. Firm specializing in WEAVING AND ROLLING MATERIALS wishes to represent large American firms as buying agent on a commission basis in Belgium, France and Germany.

10033—Antwerp, Belgium. Firm engaged in the sale and export of TOOL HANDLES seeks markets for these articles in the U. S. A. They invite inquiries from buyers and direct importers.

10034—Brussels, Belgium. Manufacturers of ARTIFICIAL SLATES AND ASBESTOS CEMENT MIXTURES seek new outlets in the U. S. A. They desire to deal direct with buyers.

10035—Brussels, Belgium. Export house seeks new outlets for BUILDING MATERI-

ALS, such as ARTIFICIAL PORTLAND CEMENT, METALLURGICAL PRODUCTS of all shapes and sizes.

10036—Antwerp, Belgium. Manufacturers of MARBLES wish to receive offers of HARD CORNELL-WOOD, which they would buy in large quantities.

10037—Antwerp, Belgium. Company specializing in the iron and steel trade would like to act as buying agent for American importers all kinds STEEL WIRE ROPE, RAILS, SPIRES, BOLTS, NUTS, etc. The managers of this firm have spent many years in the United States and are thoroughly conversant with the trade and the requirements of customers.

10038—Brussels, Belgium. One of the most important CHALK and PUTTY manufacturers in Belgium, offering their own raw materials and consequently in a position to offer at extremely favorable prices, would like to get in touch with buyers and agents working on commission basis.

10039—Brussels, Belgium. House seeks the agency of American firms producing goods interesting the chemical industry. They have large premises and could undertake the storage of goods. Bankers' and trade references will be sent on request.

10040—Gent, Belgium. Import house wishes to get in touch with American exporters of BIRHAN, established on the Pacific Coast.

10041—Brussels, Belgium. Manufacturer of CORSETS, BUST BODICES, BANDEAUX and BRASSIERES, current lines, all handmade, in rubber or synthetic or real lace trimmings, LADIES' HAND-MADE FANCY GARTERS in exclusive designs, wishes to increase their sales in the U. S. market.

10042—Rotterdam, Holland. Established house desires to represent a first-class U. S. A. firm for the sale of HIDES and SKINS. There are about 100 men in production of a large business in Holland. Bank references supplied.

10043—Bratislava, Czechoslovakia. Old-established firm, experienced in the manufacture and designing of LINEN, COTTON and other TEXTILE GOODS, and knowing thoroughly all the technical details of goods from France, in the U. S. A., desires to act as buying agent for San Francisco dry goods wholesalers or department stores interested in purchasing the above lines in Czechoslovakia.

10044—Barcelona, Spain. Well-established firm handling food products is very desirous of establishing business connections with California exporters of DRIED FRUITS, CANNED FISH and other FOODSTUFFS. References are available upon request.

10045—Paris, France. An American organization established over fifty years is very anxious to get in touch with importers, wholesalers, department stores and chain stores in California specializing in ladies' DRESSES, LINGERIE and other wearing apparel, who would be interested in purchasing such articles from France.

10046—Alger, Algeria. Firm is very desirous of establishing business connections with American importers of FROCKINGS AND FRUITS who wish a representative in Northern Africa. A good market exists in Northern Africa for American canned goods.

10047—Cairo, Egypt. Goods dealer wishes to represent San Francisco manufacturers or exporters wishing to market their products in Egypt.

10048—Bombay, India. Inventors of a DRUG FOD BEADACHE, composed of several herb extracts; also a SPICY PIPERAVA TABLET, used for preparing pickles and vegetables, desire to interest San Francisco firms in handling their products. Samples in the latter preparation on file with the Foreign and Domestic Trade Department.

10049—Camp Auda, Arabia. Large exporters of COFFEE (Harrar, Hodeida and Samoua) are desirous of establishing connections with San Francisco importers of this commodity.

10050—San Francisco, Calif. Large manufacturers of BRONZE BUSHINGS AND BEARINGS desire to market their products in foreign countries and wish to get in touch with American importers of these articles who are in a position to represent them in this matter.

10051—Mantua, P. I. Firm is in the market for a quantity of ASBESTOS MILK, 100 LBS., size 10/8x1 1/2. Requests quotations.

10052—Iloilo, P. I. Party is desirous of importing American firm or individuals in equipping a vessel with fish-canning ma-

chinery which could follow the supply of fish from places in a large part of various seasons of the year, thus cutting down cost of canning. The output of such a cannery would be readily taken up by the Philippine Islands. He is anxious to establish connections with a man familiar with the fish-canning industry, and with manufacturers of fish-canning machinery.

10053—New Orleans, La. Exporters desire to get in touch with San Francisco importers of JAPANESE OR CHINESE SHIR GOODS, BOUTEILLES, etc. They wish to know if they could purchase the above-mentioned articles, under bond, to be re-exported to their customers.

10054—San Francisco, Calif. Young man with five years' experience in various Oriental ports, and expecting to return shortly, wishes to get in touch with San Francisco concerns who are interested in distributing their products in the Orient.

10055—Osaka, Japan. Exporters of BAMBOO BAKERS' CANNED CLAMS, BROOMS and BRUSHES wish to establish business connections with San Francisco firms interested in importing these products.

10056—Tokyo, Japan. Manufacturers and exporters of ARTISTIC IVORY WORK and WORKS OF ART in ivory, established in connection with San Francisco importers, have a list on file with Foreign and Domestic Trade Department.

10057—Kobe, Japan. Large exporters of JAPANESE CANNED CRAB, agents of one of the largest fish packers in the Orient, desire to get in touch with interested San Francisco importers.

10058—Mexico, D. F. Firm wishes to get in touch with interested importers of SHARK PRODUCTS such as SKIN, OIL, FLESH, FINS, BONES, etc.

10059—Gundalajara, Mexico. Exporters of GUM, SPIRITS OF TURPENTINE and BORN, desire to establish a market for these products in San Francisco.

10060—San Francisco, Calif. Two San Francisco business men, wanting for Eastern South America about November 30 desire to represent San Francisco firm wishing representation in those countries. They speak Spanish and English, and have a knowledge of Italian and French. Local references supplied.

## Domestic Trade Tips

D-2206—Stamford, Conn. Manufacturers of the "Plimpton" line of LIFE TRUCKS are very anxious to appoint a suitable sales representative in San Francisco. Their trucks have two wide spread front steel knuckles. Illustration and description on file with Foreign and Domestic Trade Department.

D-2207—San Francisco, Calif. Local firm is in the market for RUBBER ORIES with full particulars describing the product, 100 per cent assays, description of mechanical condition of one or two samples and quantity available for monthly shipments.

D-2270—Seattle, Wash. A waterworks supply company is in the market for a large quantity of LEAD PIPE, FORWARD BLACK STEEL PIPE, reconditioned and dipped in asphalt and wrapped with hurlup.

D-2271—New York Organization wishes to get in touch with large dealers in native hatters in San Francisco who would be interested in shipping LOGS or LUMBER by the Isthmian or Panama Canal to the port of New Orleans.

D-2272—Tacoma, Wash. Gentleman, for many years having a large mail order business and dry goods stores, is desirous of obtaining representation for San Francisco houses wishing to market their goods in Washington, Oregon, Idaho and Montana.

D-2273—Seattle, Wash. Gentleman wishes to act as sales representative for San Francisco manufacturers of HOUSE LADIES' WEARING APPAREL, or any good staple article.

D-2274—Seattle, Wash. Merchandise brokers and manufacturers' representatives are desirous of establishing connections with San Francisco firms or manufacturers wishing representation in the Eastern and Western Washington territory. Bank reference given. They already represent several prominent Seattle manufacturing concerns to whom they would refer other interested firms as to their ability, etc.

D-2275—San Francisco, Calif. Suppliers of HIGH-CLASS MARBLE in carved lotus or very desirous of getting in touch with interested San Francisco wholesale dealers or other firms handling marble in this territory.

D-2276—Centralia, Wash. Grain and mill-lug company has approximately 300 tons of PROTEIN that could be shipped immediately, and they are anxious to get in touch with San Francisco and dealers. It requests interested firms to quote prices.

# SUMMARY of WORLD MARKET CONDITIONS

## Based upon Cables and Other Reports received in the Department of Commerce

(continued from page one)

ing the week ended November 14, with the largest volume of the business in dry goods, boots and shoes, hardware and seasonal lines. Collections generally throughout the Dominion have been fair. The import trade of Canada continues to increase, the total for the twelve months ending September 30 having been \$983,787,000, as compared with \$852,548,000 for the same period in 1925. At the same time the value of exports advanced to \$1,306,907,000 from \$1,158,291,000 in 1925. The latest local estimate of the 1926 wheat crop is 105,814,000 bushels, which is about 5,500,000 bushels under the 1925 crop. Higher transportation costs are affecting wheat shipments to Great Britain and the Continent. Bond sales for 1926 to date aggregate \$198,561,000, of which United States investors purchased \$239,725,000, Canada \$238,057,000 and United Kingdom \$20,580,000. The national debt of the Dominion on October 31 was \$2,329,141,000, having been reduced during the month by \$6,384,000. The amount of the funded debt payable in New York has been reduced by about \$15,000,000, and that payable in Canada has been increased by \$35,000,000.

### GREAT BRITAIN

Board of Trade figures show foreign commerce merchandise valuations for October as follows: Imports, £111,014,000; exports, £53,177,000, and re-exports, £10,361,000. The figures represent substantial increases in all three divisions of the trade over the September returns.

### BELGIUM

Drastic internal regulations in connection with the stabilization of the Belgian currency have included forced quotations of the internal debt, the removal of the railways from state control and the complete balancing of the budget, which were introduced to gain the support of foreign banks and to facilitate the flotation of the \$100,000,000 international loan. In this way a basis has been obtained for fundamental strengthening of the Belgian international position which, it is believed in Belgium, should mean ultimate complete economic prosperity. The position of the national bank is greatly improved as a result of the international loan and large reserves of gold and gold exchange have been established. The money market has eased decidedly as a result of repatriation of capital and the stock market has become active and strong.

### THE NETHERLANDS

The improvement in Dutch business noted in September was maintained during October. In spite of exceptionally heavy issues of stocks, there remain large amounts of capi-

tal available for investment. Although interest rates have increased somewhat they still remain low. The stock exchange is somewhat weaker, owing to higher rates, unfavorable developments in the rayon market and liquidation of Royal Dutch shares by French holders.

### GERMANY

The month of October witnessed further progress in the German business situation, although the relatively low purchasing power of the people reduced retail sales during the last few days of the month. German industries are still making a favorable showing; iron and steel production is 25 per cent higher than last year, and Ruhr coal stocks are almost exhausted. Textile mills are also increasing their production.

### ITALY

Italian business circles are feeling considerable ease over the latest measure of the government, and the former opinions which were held in many circles regarding the hastiness of the present extensive economic reform program are being abandoned. Present expectations are that money will flow easier for commercial enterprises and the operation of Italian industries, thus relieving the credit stringency occasioned by the drastic policies instituted by the Bank of Italy.

### FINLAND

Conditions prevailing in the export industries continue favorable. The money market remains unchanged and is characterized by easiness. The foreign trade balance for the month of September closed with an export surplus amounting to 109,800,000 marks.

### RUMANIA

A number of factors have combined during the last month to exert a cumulative adverse effect upon the export of Rumania's principal commodities, i.e., grain, lumber and petroleum products. Scarcity of money and curtailment of credit facilities by the National Bank and private banking institutions, and the reported inadequacy of the Rumanian railroad transportation for the task of moving large quantities of freight, have had the greatest retarding effect upon export shipments.

### JAPAN

The recent agitation in the Japanese silk market, caused by the slump in the price of raw silk, has been somewhat relieved by a loan from the Bank of Japan. Production will be reduced also, as the filatures are to be closed from December 18 to December 31, inclusive.

### CHINA

The outstanding event of the week ended November 14 was the formal announcement by the Peking govern-

ment of the abrogation of the Sino-Belgian treaty. On November 11 the Japanese legation in Peking also announced the willingness of its government to enter into negotiations with the Chinese government at China's request, for a revision of the Sino-Japanese general treaty of 1896. China's note to Japan asked for a revision of this treaty on a basis of equality. Business and trade conditions in North China are being adversely affected by the commandeering of considerable rolling stock on the Peking-Mukden railway for the transfer of military authorities from Mukden to Tientsin. The South Manchurian railway is reported to have experienced a successful half year ended September 30, 1926, with 27 per cent more gross earnings than for the same period in 1925. The Peking money market is easier, owing to the removal by militarists of the embargo on shipments of silver between Peking and Tientsin. The failure of the Russo-Asiatic Bank has not affected the silver market in China to any appreciable extent.

### PHILIPPINE ISLANDS

The loss of life and property caused by the typhoon of November 5 in Southern Luzon is estimated in the Philippines at \$2,000,000. Information concerning the effect of the typhoon on crops is as yet incomplete, but apparently the most serious damage was to the destruction of coconut plantations, especially in the provinces of Tayabas and Laguna. Southern Luzon is one of the chief centers of coconut cultivation in the Philippines. Minor damage to the growing sugar cane also is reported.

General business is quiet and buying continues cautious. The abaca market is firm, but with a slightly downward tendency. Production of the past week was slightly under expectations.

### AUSTRALIA

The Australian Central Weather Bureau estimates this season's wheat crop at 150,000,000 bushels, as compared with 122,000,000 bushels for the 1925-26 season, and with 164,000,000 bushels for 1924-25. Price ex trucks at Sydney has declined to 5 shillings 9 pence per bushel. Sydney wool sales are bringing prices slightly below previous series, but in West Australia sales are firm at October prices.

### PORTO RICO

The commercial situation in Porto Rico during the first half of November was slightly better than in either the preceding month or the same period of 1925. Coffee picking, which began early in October, continues, and liquidations should, it is believed in Porto Rico, soon give additional strength to the present situation, particularly in the coffee districts.

# NEVADA PREPARING FOR HIGHWAY FETE

**NEW LEADS  
TRADE TIPS**

## San Francisco Business

**INDUSTRIES  
EXPANSIONS**

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

DECEMBER 1, 1926

NUMBER 21

# COAST LEATHER INDUSTRY CENTERED HERE

## WORLD TRADE CONDITIONS FOR WEEK

The West's First Highway Exposition—View of Idlewild Park, Reno, Nevada, Where Exposition Palaces Are Now Being Erected For Next Year's Celebration of the Completion of the Victory Highway



## Victory Road to Link S. F. With East

Exhibit Palaces of Great Exposition Under Way

RENO, Nev., will stage an event from June 25 to July 31, 1927, that typifies the spirit of the West. In Idlewild Park, the first great Western highways exposition will be held. The grounds, covering some 64 acres, have been two years in preparation for the exposition. Five huge exhibit palaces, as shown in the accompanying illustration, are being erected where manufacturers of road machinery, automobiles, food products and varied industries may exhibit their wares to the many thousands of visitors that are bound to attend the important exposition. This exposition is being held to celebrate the completion of the Victory Highways, in which California is greatly interested, as it will bring thousands of tourists into San Francisco who heretofore were forced to take either the northern or the southern route.

The Victory Highway will save the eastern traveler, or those leaving California for the East, some three hundred miles. The State of California is spending \$100,000, the amount appropriated at the last session of the Legislature, for a building to house exhibits of all California counties. This building is now completed. Nevada's \$250,000 state exhibit building is also completed. National hotels and other housing facilities are being built to take care of the visitors at the exposition.

## Week's Review Industries and of Commerce Expansions

CHECK payments during the third week of November were larger than during the previous week, but were considerably smaller than a year ago, according to the weekly statement of the Department of Commerce. The distribution of merchandise, as seen from car loadings, was at a high level for this time of the year, exceeding any week of 1925, but falling short of recent weeks. The production of bituminous coal continued its progressive increase and exceeded the same week of last year, and the bee-hive coke output, while larger than for the previous week, declined from a year ago. Lumber output declined from both comparative periods.

Wholesale prices showed little change during the third week of November, only wheat and cotton being lower than for the previous week. The loans and discounts of the Federal Reserve member banks continued to decline from re-

**NEW INDUSTRIES**  
WM. WATERALL CO., INC., manufacturers of paints, varnishes and coatings of all kinds, with factories in the States of Pennsylvania and New Jersey, and headquarters offices in Philadelphia, Pa., have recently opened Pacific Coast sales offices in 511 Underwood Building, under the management of Mr. J. W. Baldwin. This company is prepared to manufacture any special paint as might be used for special purposes by large users of paint, and is contemplating the establishment of a warehouse here in the near future.

**EXPANSIONS**  
THE GEO. H. MORRILL COMPANY OF CALIFORNIA, with offices at 130 Fremont Street, San Francisco, the oldest manufacturer of printing and lithographic inks on the Pacific Coast, having been re-established in San Francisco since 1867, is now engaged in the erection of a manufac-

## The Leather Tanning Center of the West

By CAPEN A. FLEMING  
Manager, Industrial Department

MENTION almost any leather article and you will invariably find, by a little searching, that it is made right here in some one of the many San Francisco leather fabricating plants. San Francisco is the leather-tanning center of the West, and our leather industry, including tanning and shoe manufacture, amounts to \$87,000,000 yearly. Of this amount, tanning amount to \$6,200,000, while the miscellaneous leather goods manufacture, which we shall consider here, amounts to the difference, or \$2,500,000.

Here in San Francisco we make both work gloves and high-class dress gloves for men. In fact, in and around this city there are more gloves made than in any other section of the Pacific Coast. As for distribution, our gloves are sold all over the country west of the Mississippi River.

Ladies' leather hand bags, pocket books and leather-covered vanity cases are made here by several factories in large quantities and in all

grades. Our highest-class department stores handle these San Francisco products, this output being sold also all up and down the Coast.

The owner of a large plant (continued page three)

## LATEST NEWS

**CAPITAL PUNISHMENT TO BE DISCUSSED**  
Capital punishment and the crime situation will be the subject of a symposium or open discussion to be held under the auspices of San Francisco Open Forum. The meeting is scheduled for next Wednesday evening, December 8, at Scottish Rite Auditorium. A question period will follow. Among the prominent speakers who will address the Forum are District Attorney Matthew Brady, Rabbi Jacob Nieto, Captain of Detectives Duncan Matheson, Leo B. Friedman, John D. Barry and Chauncey McGovern. The discussion will begin at 7:45 p. m.

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# SAN FRANCISCO BUSINESS

DECEMBER 1, 1926

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## LEADS for NEW BUSINESS

**Art Goods**—J. G. Zoltan & Co. (lamp shades), 138 Eddy.

**Artist**—Della L. Taylor, Spreckels Bldg. Attorneys—A. J. Fournier and B. F. King, 155 Montgomery to 28 Sutter; J. M. Shields, 10 1/2 Sutter.

**Auto Bodies**—Thompson Gen. Elder Co., 18 Duffalo to 1282 Folsom; Fischer Motor Body Co., 1282 Folsom.

**Auto Painting**—P. R. K. Automobile Paint Shop, 308 Gough.

**Auto Repairs**—McAndrew Co., 1510 Pine to 71 Stevenson.

**Auto Specialties**—Mock & Mamell, 923 Park to 800 Gough.

**Auto Supplies**—W. G. Menary Auto Supply Co., 1845 Ocean Ave.

**Automobiles**—J. B. McDonald (used cars), 590 to 177 Golden Gate Ave.

**Chemical Engineers**—Guthrie & Tompkins to occupy building to be erected in Fruit Street, between California and Sacramento.

**Dental Laboratory**—Albert Jarkovsky, Flood Bldg.

**Dial Indicators and Gauges**—Federal Products Co., 1661 Turk to 1236 Folsom.

**Finance**—G. L. Ostrstrom & Co., Inc., Kodd Bldg.; Hitchcock Financing Service, Inc., 821 Market.

**Furniture**—Modern Furniture Co. (San Serrano), 349 to 823 Mission.

**Grease**—W. H. Kline, 1834 Lyon.

**Investments**—Wallace Campbell, 406 California.

**Jewelry**—Chalouni Jewelry Co., 112 Jones.

**Meats**—Geo. Bryant, 299 Clercy.

**Multigraphers**—Andrews & Breeding Co., Inc., Gillette Bldg. to 1105 Sanson.

**Newspaper**—Daily News to build \$300,000 plant, Howard and Russ.

**Photographer**—John Hagemeier, 177 Post.

**Radios**—Enchanter Radio Laboratory, Twenty-seventh Ave. and Taraval; Pacific Wholesale Radio, Inc., 835 Larkin to Seventh and Folsom.

**Real Estate**—J. A. Minema, 2 Valencia; Edgar M. Jacobs, 6110 Geary; E. O. Horn, 2200 Irving.

**Ship Operators**—Pacific Navigation Line (J. C. Sharpe), 311 California.

**Tailors**—Theodore Manz, Inc., 238 to 218 Market.

**Miscellaneous**—R. A. Herold Co., 683 Sutter; S. Abraham Mercantile Co., 761 Battery to 509 Brannan; Mate Products Terminal, Pier 48; Harris Fineman Rosenthal Co., 153 Kearny.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with turkey and subsistence supplies to be delivered at posts on or before December 21, 1926. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened December 6, 1926.

For furnishing the Panama Canal by steamer, free of all charges, on deck at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with alumina sulphate. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened December 4, 1926.

For furnishing the Panama Canal by steamer, free of all charges, on deck at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with gasoline tractor, screw jacks, steel tires, steel, iron, copper, bronze, nonmetal, brass tubing, zinc, steel rope, phosphor-bronze rope, steel cable, wire submarine cable, Manila rope, manila splices, paints and ingredients, varnish, paint remover, glass,

lined oil, lard oil, kerosene, petroleum spirits, grease, neonite, caustic soda, ladders, solid tires, bicycle castings, heavy tubes, steam hose, window curtains, boiler lagging, denim and white oak timber. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened December 8, 1926.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended November 13 totaled 1,112,886 cars, according to reports filed by the carriers with the car service division of the American Railway Association. This was an increase of 62,946 cars over the corresponding week last year and an increase of 96,013 cars over the same week in 1924. Due to Armistice Day and the usual seasonal decline in traffic, the total for the week was a decrease of 24,324 cars under the preceding week.

## New Industries and Expansions

[continued from page one]

ing plant in South San Francisco to enable this concern to handle with greater dispatch the large increase in its business west of the Rocky Mountains and to supply a rapidly growing demand for its products in Australia and the Orient.

In order to give up-to-date service to the newspapers of San Francisco and Los Angeles, its plans include deliveries to these large consumers in both cities by means of motor tank trucks, shipments from the new factory to Los Angeles being made in tank cars to a tank storage station in that city, thus doing away with the bothersome handling of drums in which the commodity has heretofore been delivered.

One of the important features of this enterprise will be that the supply of carbon black, which constitutes the pigment in all varieties of black ink, will come directly from the company's own factories in West Virginia, Kentucky and Louisiana, thus insuring a never-failing supply of this most important ingredient.

CALIFORNIA PACKING COMPANY, with headquarters offices at 101 California Street, is constructing a one-story brick warehouse, containing approximately 55,000 square feet, in San Jose, Calif., for storage of canned goods, to make room for increased production in San Jose plant No. 4. It is expected this warehouse will be completed about February 1.

STANDARD SANITARY MANUFACTURING COMPANY, manufacturer of plumbing fixtures, with Pacific Coast headquarters offices at 1000 Brannan Street, is constructing two tonnel kilns and a warehouse at San Pablo, Calif., for manufacture

of vitreous sanitary and plumbing fixtures. This expansion represents an investment of \$1,000,000, which includes cost of new equipment. The products of this concern have a wide distribution over the entire Pacific Coast states, exporting to the Philippines, Australia and China. It is expected this new plant will commence operating about March 1, 1927.

PACIFIC BRASS AND BRONZE FOUNDRY, 528 Folsom Street, manufacturer of unfinished brass, bronze and aluminum products, such as machine castings, ornamental signs, name plates, architectural art castings, radio parts and auto parts, has recently expanded, constructing an annex to its present building, at an estimated cost of \$10,000, which includes cost of installing new machinery. It is anticipated this expansion will increase facilities 200 per cent. This concern serves local machine shops, dealers and supply houses.

PACIFIC GAS AND ELECTRIC COMPANY, with headquarters offices at 245 Market Street, for the purpose of consolidating several buildings, is constructing a 2-story brick, galvanized-iron building in San Jose, which will serve as warehouse, repair shop and transformer shop. This expansion is necessary, due to growth of this territory, and will greatly facilitate the handling of materials for San Jose division.

ROWE SWITCH COMPANY, manufacturer of high-voltage control equipment for transformer lines, with factory at 2190 Folsom Street, and office at 85 Second Street, is constructing a two-story factory and office building on its property at Nineteenth and Tennessee streets, at a cost of approximately \$20,000, which includes cost of installation of new machinery. It is estimated this expansion will increase facilities 100 per cent. This new building, to which the company will move its office and factory, will be ready about February 1. This concern serves the power companies, such as Great Western Power Company, Pacific Gas and Electric Company, etc., and has a wide distribution of products over the United States, and exports to Australia and New Zealand.

## WORLD MARKET

[continued from page one]

cent levels and were but little more than at this time last year. Interest rates on time money remained the same as in the previous week, while the call-money rate advanced. Rates on time money, however, were lower than a year ago, while call-money rates remained unchanged. Prices of both stocks and bonds were slightly higher than during either the previous week or the corresponding week of 1925. Business failures were higher than during the previous week and also exceeded the same week of 1925.

[continued page four]



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keary 112, list numbers being given.

## Foreign Trade Tips

10091—New York and Chile. The United States has long been a Chilean company wishes to get in touch with suppliers of OREGON PINE LUMBER; also importers of foreign woods, such as MAHOGANY, LITSE and TEAK. This work is well required for export to Chile. They supply excellent San Francisco and Berkeley references.

10092—New York, N. Y. American agents for the "Gal" TOILET PREPARATIONS of Spain are very anxious to appoint distributing agents in this territory and wish to get in touch with interested firms handling toilet preparations and drug supplies, or with jobbers or wholesalers. The specialists of PERFUMES, POWDERS, SOAPS, HAIR LOTIONS, etc., etc. A price list is available in San Francisco.

10093—Paris, France. Large manufacturers of ASBESTOS CEMENT BUILDING MATERIALS, such as SHINGLES, CORRUGATED ROOFING SHEETS, PANELS, TILES, etc., absolutely fireproof, of high insulating properties, desire to establish a Pacific Coast agency. Prices can beat all competition.

10094—New York, N. Y. Concerns is desirous of appointing a firm or individual in San Francisco who would be willing to act as exclusive agent for the sale of ADVERTISING LITERATURE. This work is a novel one. They have arranged with printing firms in Paris, France, to make up circulars, announcements and advertising literature of all kinds for American merchants, which literature will be mailed direct from Paris to the individuals in the mailing lists furnished by the American merchants. Cost of printing is less than for the same class of work in America, and first-class postage is included in the commission is offered. More complete details on file with the Foreign and Domestic Trade Department.

10095—London, Berlin and Paris. Resident American salesman in touch with business, professional and sales interests in Europe is desirous to act as agent. Excellent connections and references.

10096—Perry, Fla. The senior of an old-established Hamburg (Germany) importing, exporting and commission house, well connected at all important European business centers, at present traveling in the U. S. A., is open to negotiate personally with reliable American firms desirous of getting in touch with European trade; he also will be disposed to intermediate any relations between agents and abroad or act as a definitely representative in charge of commercial, financial and private matters in Europe. Will visit San Francisco in near future.

10097—Schmidfeld, Germany. Large manufacturers of HYDROMETERS and kindred glass apparatus and instruments wish to market their products in the Pacific Coast. Their products are high class and they are in a position to ship at advantageous prices.

10098—Bremen, Germany. Old-established firm of general importers and exporters handling MACHINERY and all CONTINENTAL goods for export desire to establish connections with San Francisco firms who are in the market for German manufactured goods. Firms wishing to establish business connection with Germany and a representative of the Bremen house will be in San Francisco during the early part of 1927 and will visit San Francisco in the fall of that time.

10099—Hamburg, Germany. Firm desirous of representing California exporters in the territory of the following goods: OIL, CAKES, BEEFING STYPS, such as MACKEREL, COCONUT CAKE, COCONUT CAKE and MEAL, FISH MEAL, RICE, BEAN and POLISH. They are also interested in an agent for DRIED FRUIT and CANNED FRUITS (particularly canned pineapple).

11000—Hamburg, Germany. Flotation plant engineering works, exporting MINING and CONCENTRATING MACHINERY, TUBULAR ROASTERS for roasting pyrites, DRESSING APPLIANCES, CORE QUENCHING and LOADING MACHINES, desires to establish business connections with interested San Francisco firms. Descriptive pamphlet on file with the Foreign and Domestic Trade Department.

11001—Helsingfors, Finland. Firm of agents desires to get in touch with San Francisco firms specializing in the export of COPPER and of CALIFORNIA DRIED

FRUITS interested in trading with Finland. References furnished.

11002—Kobe, Japan. Telegraph and telephone central devices to get in touch with San Francisco suppliers of WIRELESS TELEGRAPH MACHINES, as well as ACCESSORIES, especially for marine service.

11003—Osaka, Japan. Import house desires to establish business connections with Pacific Coast suppliers of SCHIAP HORN for exports.

11004—Papete, Tahiti. Party desires to get in touch with San Francisco wholesale grocers interested in exporting. He requests price lists, giving discount rate for payment by cash in San Francisco.

11005—Prince Rupert, B. C. Company has established an office at Prince Rupert for the purpose of PILOTING VESSELS in and out of the port, MARINE SURVEYING, etc., and will be glad to get in touch with any San Francisco companies who have vessels calling at their port from sea.

11006—Bristol, England. Established firm is very anxious to establish business connections with California firms engaged in the exportation of DRIED FRUIT and CANNED GOODS.

11007—Mexico, D. F. Gentleman is open to take on an agency for CALIFORNIA SARDINES packed in oval tins, ALASKA PINK and SALMON packed in rectangular tins. Importers who can compete in the Mexican market. The above commodities are desired in carload quantities, quotations f. o. b. El Paso, Texas, and c. i. f. Vera Cruz or Tampico.

11008—Los Mochis, Mexico. Manufacturer of high grade of CHARCOAL desires to find a market in California for his product. He is in a position to ship in carload or boatload lots.

11009—San Francisco, Calif. An experienced traveling salesman, leaving in a few weeks for the west coast of Mexico, desires to sell goods from San Francisco firms interested in selling goods there or having other matters requiring attention. He is well acquainted with commercial conditions throughout all above territory. Reputed firm, therefore traveling expenses and pay a commission on business done. References furnished.

11010—Santiago, Chile. Firm solicits catalogs and proposals from manufacturers of DOORS and WINDOWS in this territory.

11011—Guayaquil, Ecuador. Party desires to represent packers of SARDINES, SALMON, LARD and FLOUR, as well as other Pacific Coast products.

11012—Guayaquil, Ecuador. Established firm of commission agents and manufacturers' representatives, offer their services to San Francisco manufacturers or exporters wishing to market their products in Ecuador.

## Domestic Trade Tips

12-2277—Anacortes, Wash. Established firm of agents and distributors, located at their own dock at Anacortes, serving San Francisco and Island Counties, as well as their own coast, are in an excellent position to represent California manufacturers. They would be interested in lines of the following goods: BOTTLED BEER, FRUIT JUICES, ROLL, BEVERAGES, CITRUS FRUITS, NUTS, SOAPS, BREAKFAST CEREALS. San Francisco references furnished.

12-2278—New Orleans, La. Party offers for sale 100 barrels of PERHOU. This tobacco is of the best of excellent quality and can be sold at an advantageous price. The product of the tobacco is on file with the Foreign and Domestic Trade Department.

## San Francisco, Center of Leather Industry

(continued from page one)

came out from New York about two years ago to determine whether or not the West was in a position in which to handle it. He had heard it was not, as people out here would not buy things made here. His study was a different viewpoint. He carefully fully inspected and surveyed the entire Pacific Coast region and became convinced, not

only that the West was an ideal place for manufacture, due to its excellent climate, working conditions and fast-growing market, but that San Francisco, occupying the geographically central position in the great Western market, is the natural manufacturing and distributing center of the region. And this gradually increasing volume of business shows a marked increase in business over the month before.

Other leather manufacturers also have voluntarily given optimistic statements about the upward trend of San Francisco's leather-fabricating industry, it being stated that California leads the country in leather reputation for quality all over the country. And, furthermore, we are so well entrenched that we have so much leather tanned right at our back door, that San Francisco factories can face the severe competition of Eastern plants and win on government bids.

As proof of this statement, you may be somewhat surprised to learn that right here in San Francisco all the leather mailbags used throughout the United States by Uncle Sam's mail carriers have been made for the last three years. This means that for three years this San Francisco manufacturer has met successfully all the other interested leather goods manufacturing plants throughout the United States, and it also means that 10,000 San Francisco-made mail carriers leather bags have been made and shipped each year for three years, or a total of 30,000 bags. For every bag there is required a half ton of leather, that is, a half ton of leather represents the half contribution of 21,000 cattle.

For the last nine months another San Francisco plant has supplied the United States Navy with all the rigging leather used by the navy's gunnery and scouting ships, this order also having been made as a result of a successful competitive bid.

If the subject is brief cases, we find that we have a factory which turns out more of them than any other concern west of Chicago. This is another indication of the fact that the leather goods industry is taking hold in the West, with San Francisco as the center. It was not many years ago that such articles as brief cases, and certainly mail carriers' bags, were made only in the East.

Men's and women's belts are made in large quantities in several of the leather-fabricating plants, but one of these concerns specializes in the manufacture of belts, it being the largest of its kind in the entire west of the Mississippi. This plant turns out more than 7,000 belts a week, and, to do so, consumes 200,000 pounds of leather.

Another local plant has patented a belt and buckle which has found great popularity in schools and colleges. The buckle is especially cast, with a particular shape in mind, and to date more than 5,000 different school orders have been filled. Both the leather and the buckle are made here, and the buckle is of a design which constitutes the buckle design represented in schools located all over the United States.

The leather link floor mats so commonly seen these days are made here in two varieties, one of which has an output of mats more than any other similar plant west of the Mississippi. This mat is distributed throughout the twelve Western states and goes into export trade. These leather link mats are made from a leather scraps, which means that the mat is a by-product of the leather industry.

In the line of suit cases and traveling bags, local manufacture lends in the West. They are shipped to Alaska, to Alaska, and across the Pacific to Australia.

In leather transmission belting we find another phase of the leather goods industry where San Francisco is doing well. The four plants here making this belting provide strong competition with Eastern plants in the territory west of the Mississippi, the Islands, and to China and Japan, and find that one of them is larger than any other of its kind in the western half of the United States. Leather belting is made by cementing together leather strips of the desired width. It is never split, but in the heavier belts two or three thicknesses are cemented together. Leather of different splicing the beveled ends and cementing them under hydraulic pressure.

To detail this San Francisco leather industry further, it is stated that the check book covers and bank pass books could not be mentioned as another line made here, but to continue with a recital of the leather products made locally we could consume much time and space.

From this it is easy, however, to see why San Francisco is the leather goods manufacturing center of the West.

# SUMMARY of WORLD MARKET CONDITIONS

*Based upon Cables and Other Reports received in the Department of Commerce*

(continued from page two)

## CANADA

Considerable activity in both manufacturing and merchandising over the past week has caused a continuation of the general improvement in business throughout Canada. For the three months ended October 31 exports of wheat from the Dominion totaled 50,690,000 bushels, which was 44 per cent less than for the same period in 1925, but the value of this year's shipments, \$73,837,000, was only 26.7 per cent under that of last year. Because of the recent abolition of the price guarantee by Canadian millers, the buyer in the flour trade hereafter will not be protected from price changes after a contract has been signed, but all contracts will be binding as to both price and time of delivery.

## GREAT BRITAIN

The end of the coal mining dispute, which has held up production in British industries for 29 weeks, is believed in England to have been provided for on November 20 by the action of the delegates' conference of the Miners' Federation in authorizing the member unions to negotiate for district settlements. Agreements so negotiated are to be referred to a later meeting of the delegates' conference for review.

## GERMANY

German exports to the United States declined somewhat in value during October. Shipments totaling \$17,040,000 were made during that month, as compared with \$19,267,000 in September. The satisfactory condition of government finances is shown in the value of total receipts for the first seven months of the fiscal year (April 1 to November 1), amounting to 4,101,000,000 marks. This figure represents a 7 per cent increase over the estimates for that period. At the middle of November 50 per cent of the Berlin stock exchange quotations were above par. The number of bankruptcies in October rose slightly, there being 498 reported as against 467 in September.

## AUSTRIA

The end of October and the first two weeks of November were characterized by increased buying, both for domestic consumption and for export shipment in the following lines: cotton, wool, textiles, ready-made clothing, shoes, leather, electro-technical equipment, and iron and steel semi-manufactures. This activity has improved the industrial, as well as the trade outlook, but a shortage of ready cash and difficulties in making collections greatly hamper the full development of this movement. Bank commercial funds, however, were somewhat easier during the period under review, with rates remaining unchanged.

## ITALY

Public subscription to the new 5 per cent loan quoted at 875 opened on November 18 and is scheduled to close on January 18, 1927. Lira payments are accepted in government bonds or coupons maturing January 1. Subscriptions exceeding 1,000 lire may be paid in three installments, the first at the time of subscription, the second on April 15, and the third and last on June 30. The old bonds experienced a decline to 83, but later recuperated and were being quoted at 85.50. A nation-wide campaign to assure the success of this issue has begun.

## SPAIN

The new issue of 225,000,000 pesetas to be utilized in carrying out the public works program was placed upon the market on November 16. The outstanding feature of this issue is to be found in the government's announcement that as interest rates are increasing it was necessary to offer this loan at 5 per cent. Heretofore the government has paid as high as 5.25 per cent on short time obligations, but this is the first occasion on which the government has offered so high a rate on its permanent public debt. The loan is tax-free.

## FINLAND

During the last week of October the export trade was lively, although it was hindered somewhat by the increased shipping rates due to the British coal strike. A favorable balance, however, is expected locally for October. No marked changes are noticeable in the economic and financial situations. Money continues to be fairly easy, despite the seasonal demands in the money market for the repayment of exporters' short term credits abroad.

The payment of advances on next year's sales relieved the slight stringency following these demands. The labor market is quiet, despite the reduction in supply of work which usually sets in toward autumn. Labor conditions, however, are considerably more favorable in this respect than at the same time last year.

## NORWAY

The exchange problem is again of outstanding importance and significance in Norway. While it is realized that the return of the crown to par will bring with it additional economic difficulties it is also believed in Norway that these will be more than offset by the general stability and security which will accompany the establishment of parity. Several months ago a reduction in the value of the crown was advocated, but this policy has been abandoned because of the present nearness of the crown to par—within about 9 per cent. The export branches of Norwegian indus-

try and trade will be most adversely affected by the further appreciation of the crown, it is said. It is the consensus of local opinion that the intensification of the existing business depression will be directly proportional to the rate at which parity is reached.

## SWEDEN

General economic conditions in Sweden continue satisfactory and domestic business activity is moderate. The money market has recently become firmer, due to the exportation of a considerable amount of capital during recent months, the appearance of an adverse trade balance and because of the pronounced demand for money at the end of each year—usually increased by the necessity to make tax payments in December. There has been considerable buying of foreign securities during the last few months and this has caused the dollar exchange rate to rise. Price levels have been rising steadily for some time, due principally to the English coal strike.

## DENMARK

Danish industry and agriculture is in a very difficult position. The production and export of agricultural products is considerably above that of a year ago, but prices are correspondingly lower. The marked price decline is due to the rise in the value of the Danish crown, the English coal strike, the German tariff policy, English meat import restrictions, and, finally, to the increasing production of these foodstuffs in Denmark's foreign markets. The money market is still tight, due largely to the credit restriction policy of the Bank of Issue.

## PHILIPPINE ISLANDS

Philippine business was generally dull throughout October, chiefly as a result of inactivity in the leading import market, textiles. Slight improvement in the trade has been noted since the middle of November in retail sales, due to early Christmas buying. The islands' leading export markets were quiet in general, but firm. Overproduction on the copra market was somewhat lessened, but current arrivals at Manila are temporarily heavy, following the typhoon damage in coconut areas.

## HAWAII

Owing to improved crop prospects, all Hawaiian merchants are hopeful of increased business during the coming year, and plans are being made accordingly. The president of the Hawaiian Sugar Planters' Association announced recently that the sugar crop which has just been harvested is a record one for the islands. Latest local estimates place the yield at 787,000 short tons or about 11,000 short tons in excess of last year's crop.

SAN FRANCISCO  
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FOOT NOTE-

# WILD TO GO!

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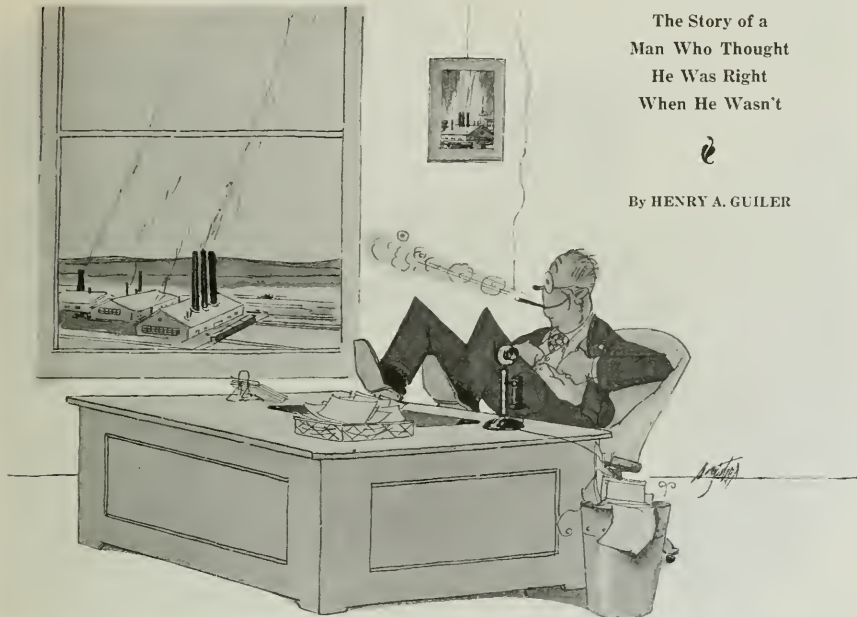
Finance    Design    Construction    Equipment

# Sam Browne's Business and the Law

The Story of a  
Man Who Thought  
He Was Right  
When He Wasn't



By HENRY A. GUILER



He looked out over the bay. The sunshine warmed his heart. The world looked like a good place to live in.

**S**AM BROWNE, of Samnet Browne Company, Inc., manufacturer of nuts and bolts, sat in his office in San Francisco and looked out over the bay. Warm California sunshine poured in through the windows and created a crepuscular glow that warmed his heart. The world looked like a good place to live in. So he thought. Feet on his desk and a long cigar between his teeth, he puffed meditatively. Thoughts drifted to his home and family down the peninsula. The home, though not pretentious, was comfortable and well adapted to his needs. He had plenty of flowers and fruit trees in his garden and from time to time, when possible, he basked under the shade of his own vine and fig tree and told the world to go hang. Two cars supplied the family with transportation to Carmel, where he had a cottage, and where he went for golf, swimming and other entertainment and exercise. His thoughts then turned to his family. This was composed of a wife, son and daughter. His wife, nee Cabot, was a member of the P.

E. O., D. A. R. and the Mayflower Society. She belonged also to a large and well-known country club, and she naturally wanted to improve her lot. This, of course, would be expensive. His son would graduate from college in a couple of years, and he was not inexpensive, either. Furthermore, Sam must find some place for the boy to light when he graduated, for his future must be carefully considered. The daughter, somewhat younger, was beginning to hob her hair and to wear her skirts shorter, while the bills therefor became longer. Sam must give her a fair start in life and this would be expensive, too. Sam and the family!

Sam's factory at Industrial City had been fairly successful. He had turned out and sold enough nuts and bolts to keep his brood in comfort, but not enough to lay by much for a rainy day or to provide for the expensive and expensive heights to which he knew his family sought to climb. Daily their demands upon him were becoming more numerous and more urgent and had to be met in some way. The supposed autocrat of

the breakfast table, but really the slave of the lamp for his family to scratch, was in a quandary. Thought Sam, "Oh death, where is thy victory! Oh ambition, where is thy limit! What a world! What a world!" The serpent had entered his Eden and the day was utterly ruined. Could nuts and bolts do more? Let's see.

Samuel Browne's thoughts drifted back to his business. He took a bird's-eye view of his factory and found that, compared with other such factories, it was small and its turnout limited. He looked at his distribution and saw that it was essentially local and mostly within the state. This was confirmed by the customers' list which his stenographer brought him. His advertising likewise had been local and his salesmen traveled only the length and breadth of the state. His mail orders were small almost to insignificance. His bookkeeper advised him that his profits, though respectable, had remained almost stationary for several years. His own unpaid accounts were few and far between and al-

(continued on page 11)

# It's a Pass! It's a Pass! It's a *PASS!*

By JOHN AMES KEOUGH



**I**T WAS on a November afternoon in windswept, iceclocked Alaska. A man was sitting beside a roaring fire, slowly but carefully twisting the dials of a radio set.

Outside the tiny cabin a northern gale was roaring its song of triumph. Even the falling snowflakes seemed to flee before its icy voice. A malamute had already fled to the lee of the cabin, and the snow was slowly covering his tawny form.

The man at the radio suddenly arose and walked to the window. "No, it's a little early," he mused. He hesitated a moment longer and returned to try again.

A minute—it seemed an hour—passed, and then came a voice: "Beneath a turquoise sky, flecked here and there by fleecy clouds that lazily billow upon a golden bed of sunbeams, these two great varsities come to do battle before this assembled multitude."

**I**T IS said that the largest crowd ever to have witnessed a football game in the United States filled the Memorial Stadium at Berkeley for this year's California-Stanford classic. It is not improbable that twenty times the number of persons who witnessed the struggle tuned their radio receivers to catch the truly remarkable description by Jack Keough, author of the accompanying article. Millions "heard" the Big Game—in the Orient, Alaska and the tropics. As you may have sought to visualize some business acquaintance with whom you've talked by phone for years and never met, so you may have tried to picture the heavy-set, middle-aged fellow with the booming voice who yelled "It's a Pass! It's a Pass!" His picture is shown above. When he's not broadcasting football he's playing "Big Brother" to the kids at KPO, and every boy and girl in the city and the state knows him—by voice.—Editor.

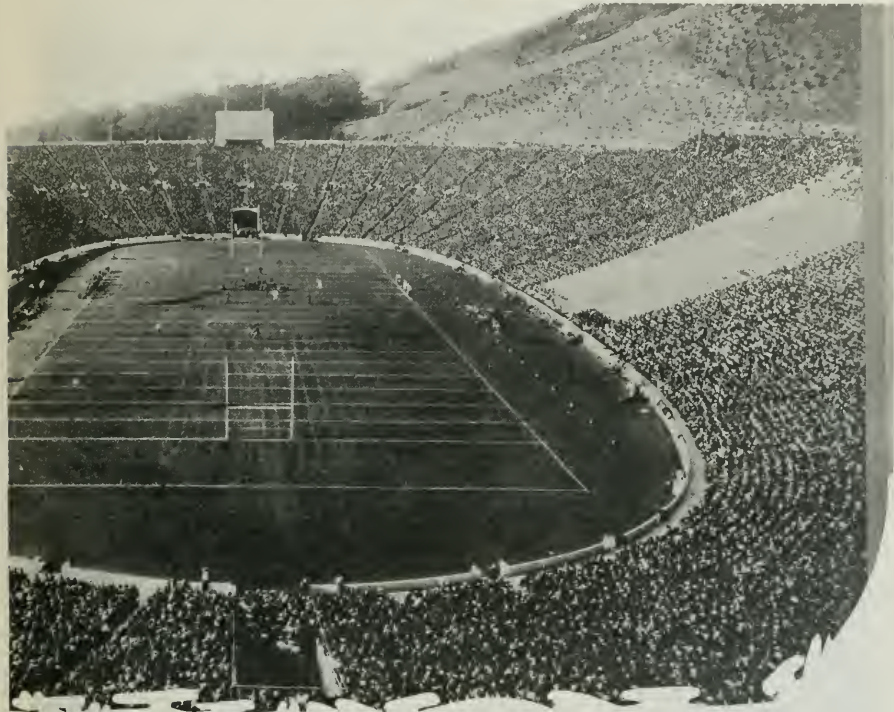
The muscles of the listener stiffened. With a touch that was as tender as it was careful, he slowly adjusted the dials a little finer. Then, once more, he listened, and again—"This is KPO—the voice of San Francisco!"

He had it! He, away up there, hundreds of miles from civilization

and his alma mater, for he was a California "grad," and was going to "attend" the traditional "big game" between California and Stanford!

Then for three hours he thrilled with the hundred thousand souls who were watching the game. He heard their cheers, heard the bands, heard even the singing of "All Hail,





Blue and Gold." But perhaps we might best describe what he heard by quoting a poem by Lady Maudie:

The voice that plays the game  
Comes thru the air to me.  
Music, yells, cheers—each run and turn  
I can plainly hear and see.

The giant bowl—the field below,  
The colorful entrance of rival teams,  
The rooters and crowds of cheering fans  
All to the mind's eye gleams.

From dash to flash, from goal to goal,  
I can see those players go.  
Yet all I do is sit and listen  
To a voice I've come to know.

A punt! A long one! A tackle!  
Time out for a man laid low;  
Time out for conference—a huddle,  
With only a goal to go.

Signal! Shift! The play's resumed!  
The player is on his feet.  
A forward pass! A beautiful one—  
But—it—is—incomplete.

Another pass! A player runs!  
He hreaks right thru the guards!  
He's away! He's away! He's away!  
He gains—about—10 yards.

On and on, from start to finish,  
Each play, it will rightly name;  
You live it all, you see it all,  
Thru the voice that plays the game.

Then the voice came again—  
"KPO signing off at 5:05, Pacific  
Standard Time."

He turned and walked to the window. It was dark. A little mound of snow was all that could be seen of the malamute, for the storm of the North had been raging while he was listening to the game in the sunny Southland. Perhaps his eyes dimmed a bit as memories flashed back. He returned to the fire and pondered

over the game, and from there his mind wandered to the broadcast—of how such a thing could be possible, and of those who were putting it over. It was then that he sat down and wrote a letter to KPO asking just how such a thing was accomplished, and of what is going on behind the scenes during a great game.

The story of this Alaskan is not a new story to those who are in radio. It is an everyday happening. But perhaps there are those right in San Francisco who, like this man in the North country, often wonder, at the end of the game, just how it was put over.

On that afternoon of the big game, when the announcer climbed to his little glass cupola on the western rim of the California Memorial Stadium in Berkeley, to give to the man in Alaska and countless thousands more a word picture of the big game, few realized the gigantic undertaking, the largeness of the "job" itself,

[continued on page 33]



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GEORGE L. NORTH, *Editor*      L. F. BOYCE, *Advertising Manager*

# How Business Looks to Western Governors

By **GEORGE H. DERN**  
*Governor of Utah*

**U**TAH is essentially a reservoir of raw materials, and there is no state in the West which possesses the quantity or variety of such resources as does Utah. The surface of the riches of Utah has just been scratched. But raw materials are of



GEORGE H. DERN

little value without markets for their use, and Utah looks to the Pacific Coast as the natural outlet for a constantly increasing volume of its goods. Coal, iron, livestock, dairy products and scores of other commodities are finding their way to supply the growing populations of the Pacific Coast States.

Today Utah is prospering. The nonferrous metaliferous mines are crowding the capacities of the smelters of the Salt Lake Valley, the greatest center for the smelting of silver, lead, zinc and copper in the world. The four transcontinental railroads serving Utah all report a greater volume of traffic for 1926 than in any previous year. With the regrettable exception of sugar beets, agricultural production in the state is at

## S. F. DELEGATES SUPPORT HAWAII FOR 1927 MEETING OF NATIONAL CHAMBER

Twenty-six delegates to the mid-year meeting of the Western Division of the Chamber of Commerce of the United States left San Francisco last Friday for Colorado Springs, where the sessions opened Monday, December 6. Accompanying them were twelve delegates from Hawaii.

Representing the San Francisco Chamber of Commerce and other civic organizations are business and industrial leaders, including Clay Miller, president of the chamber; Frederick J. Koster, Wigginton E. Creed, B. B. Hale and many others.

Prior to their departure representatives from Hawaii were guests of the board of directors at their regular luncheon meeting.

At this meeting the local board pledged its support in the movement to secure the 1927 meeting of the national chamber for Hawaii.

The personnel of the delegation leaving San Francisco, in addition to the Hawaii delegates, follows:

Clay Miller, Frederick J. Koster, Ralph P. Merritt, A. G. Wishon, Wigginton E. Creed, B. E. Fisher, Norman H. Sloane, Donald D. Conn, F. B. Barnes, Boyd Kegg, Paul Shoup, R. B. Hale, Mrs. D. E. F. Easton, William H. Sellander, Hugh Gallagher, Ray W. Smith, D. R. McNeill Jr., Stanley C. Kennedy, William L. Miller, Earl W. Hollingsworth, Oscar L. Willett, F. S. McGinnis, J. T. Saunders, Ben Gerke, Guy Windrem and Mark Lee.

a most satisfactory level, while the building activities in Salt Lake, Ogden and the smaller centers have reached new high points this year.

Utah not only needs markets; Utah needs the money with which to develop its sources of raw materials. It has been gratifying to note in the last few years how Pacific Coast financial interests have sent in their capital for this development. As Utah progresses it is certain that this state will find its interests more and more closely linked with its Western neighbors.

By **J. G. SCRUGHAM**  
*Governor of Nevada*

**B**USINESS conditions in Nevada over the year now closing have been fundamentally sound, although not attractive to those who desire quick returns on investment in those industries peculiar to this state. It is in prospect rather than immediate ret-



J. G. SCRUGHAM

prospect that the Nevadan finds satisfaction.

Banking is on a substantial footing. Liquidation by a half-dozen or so enterprises engaged in land and livestock activities has been accomplished without impairment of banking stability, and other current loans are being nursed along without drastic measures on the one hand or any tendency to inflation of values on the other. There has not been a bank failure worthy of note in more than fifteen years.

Highway construction in Nevada has served a double purpose. It has furnished employment to compensate for a large proportionate turnover in the basic industries—mining and agriculture, including stock raising.

## Famous for Hotels? Here's Another!



The Mark Hopkins Hotel, shown in the upper left corner of the accompanying photograph, towers above every other building in San Francisco. This view of it was snapped from the roof of the new Telephone Building. The gentleman on the right is George D. Smith, principal owner and managing director; on the left is Victor Hirtzler, world famous chef and assistant manager.

**S**TUATED on the crest of aristocratic Nob Hill in San Francisco stands today the Hotel Mark Hopkins, its architectural mass towering above every other building in the "City Loved 'Round the World."

And now this monument of beauty, this great hotel achievement of our metropolis, makes its bow to a waiting public.

Exquisite wonders in decoration and furnishings will unfold themselves to the guests who wander through the beautiful halls of the Mark Hopkins.

As one enters the great hotel through the main portals at the corner of California and Mason streets, it is instinctively realized that the Mark Hopkins typifies the "Hotel Beautiful."

We wander through an exquisite lobby, feet sinking deep into the softness of a warm-toned rug fashioned by peasant hands in far-off Austria; through a marble sunlit lounge, where stands the fountain by Edgar Walters; into Peacock Court, a revelation in design and coloring.

It takes a full day to properly inspect the Hotel Mark Hopkins; and then one feels the desire to return and gaze again at the magnificence of its appointments.

At the western end of Peacock Court a colorful realistic painting by

By BUCK HARRIS

Ray Boynton draws the eye as like a magnet. But we turn, and through massive windows look down on San Francisco, on the roofs of the city's skyscrapers and out across the bay.

George D. Smith, president and managing director of the Hotel Mark Hopkins, and Will P. Taylor Jr., resident manager, are the guides for our tour of this wonder hostelry.

Surfeited with the beauty of this immense dining room, so aptly named Peacock Court, after the colorful ceiling decoration and the birds in Ray Boynton's mural painting, we turn and, through giant doorways, enter the Room of the Dons.

The Room of the Dons! A colorful name, "his true, but it would be impossible to discover a name which would do justice to the sheer beauty of this room.

Around the walls on all sides are nine massive mural panels by Maynard Dixon and Frank Van Sloun. For the first time in the history of art in the world, two great artists have worked together, combined their ideas and interpretations, and produced nine masterpieces which will live forever.

Mr. Smith explains that the artists chanced upon a myth prevalent in Spain about 1550 that California was an island in the Pacific peopled with Amazons. "The Land of Golden Dreams" has been made a realistic

decoration of everlasting beauty by the artists. Queen Calafia, monarch of the mythical land, is personified in one panel of the decoration. She was a creature of gold and sunlight, wealth and abundance, presiding over a vigorous nation of superwomen. In the murals by Dixon and Van Sloun, this theme of the earliest "golden days" of California is lightly woven into the background of the real history of California.

We want to linger in this wonderful art gallery, this Room of the Dons, but our guides have other surprises for us and we leave the room with a promise to ourselves that we will return again soon.

Passing through a marble hall and across the lobby, we come into the Spanish Room, its beamed and vaulted ceiling giving one the impression of a medieval castle. Then up a few stairs to the mezzanine floor for a peek into the Students Room, where senior pupils from the San Francisco Art Institute have decorated the walls with futuristic paintings which delight the eye.

And here we run into Victor!

Victor, who has served more kings, princes and presidents than any other chef de cuisine!

Victor, whose name is familiar to epicures the world over!

Here at the Mark Hopkins, Victor is assistant manager in charge of catering. He invites us to his office

[continued on page 27]



# Another Little Unit in the Magnificent Building Program of San Francisco

**W**ORTHY successor to a pioneer edifice at an intersection that has ever been the financial hub of San Francisco and thus of the Pacific Coast, the 15-story Financial Center Building is nearing completion.

It rises on the northwest corner of California and Montgomery streets, the site of the old Parrott Block, which housed Wells, Fargo & Co.'s first offices. Gone is the last vestige of this structure, erected in 1851, the clearing house for shipments of gold mined in the Sierra, but the new building, in name and in tenancy, appropriately carries on its traditions.

## Represents \$3,000,000

This addition to San Francisco's skyline was built by the California Montgomery Company, which was organized by a group of San Francisco business men who were fired by the same resolute spirit and comprehending vision that inspired the pioneers of the early '50s. The building represents, with the real estate, a \$3,000,000 investment.

The directors of the corporation are Louis Bloch, president Crown-Willamette Paper Company; Gustave Brenner, capitalist; Felix Kahn and Allan Macdonald of Macdonald & Kahn; R. S. Shainwald, vice-president and general manager Paraffine Companies, Inc., and James Tyson, president Charles Nelson Company. The architects of the building are Meyer & Johnson, and the contractors Macdonald & Kahn. Frank C. Sykes is in charge of leasing.

## Leases Exceed \$1,000,000

Leases aggregating more than \$1,200,000 will become operative when the building opens for tenants on February 1. Logan & Bryan, brokerage house, whose offices were in the same situation in the old structure, will occupy most of the ground floor of the building. Among the other tenants will be The Woolworth Company's Coast offices, occupying 31 rooms; Goodfellow, Eells, Moore & Orrick, 20 rooms; J. B. F. Davis & Son, 15 rooms; Nitchum, Tully & Co., 13 rooms; Bradford M. Melvin, 6 rooms; Macdonald & Kahn, 6 rooms; A. C. Allyn & Co., Bradley & Supple, Samuel D. Davis, Norman F. D'Evelyn, Francis J. Heney, A. B. Leach & Co., Alfred L. Marsten, McDonnell & Co., R. H. Moulton & Co., Neale, Kelly & Supple, Inc.; O'Brien, Lucey & Penaa; Pacific Bone, Coal and Fertilizer Company; Thomas M. Paterson, Pacific Coast manager of the Equita-



The Financial Center Building, just completed, at the corner of California and Montgomery streets, represents an investment of \$3,000,000.

ble Trust Company of New York; Penney, Stephenson & Bossana; Henry Bosenfeld, Howard C. Rowley, Joseph B. Ruegg, Walter Shelton, C.

J. Goodell & Bradley Wallace; Alphonse Sutter; Weeks & Day, Bloom Bros., and the Western States Holding Corporation.



# Sam Browne's Business and the Law

[continued from page 5]

most negligible. So far as his needs went, his credit was good and his integrity and honesty were unquestioned. He could look his banker and his neighbors in the face without a qualm of fear or of conscience. But his business was, and had been, at a standstill. Thought he, "Not to progress in business is to go behind, and ultimately to fail." Again he said to himself, "What to do about it?"

The answer was not altogether easy or obvious. But he was essen-



Then things began to happen. Orders increased by leaps and bounds and the capacity of the factory was taxed to the utmost.

tially a fighter and not quickly discouraged. His back was to the wall and he was not going to run in the face of danger. His thoughts reverted to his school days, where he vaguely remembered that Sir James Fitz-James, when confronted by Roderick Dhu and his minions on his native heath, said:

"Come one, come all! this rock shall fly

From its firm base as soon as I."

It encouraged him to think that Roderick had come out a poor second in that battle. Therefore, what one man could do against such odds he also would do. He would be another Leonidas at the Pass of Thermopylae. So he girded his loins and set about it speedily.

His first task was to increase his output of Browne nuts and bolts. After a satisfactory visit to his banker, where he obtained a large loan,

he soon saw his factory grow to double its size, equipped with machinery which would increase his output twofold. He then saw his advertising man, who put on a campaign throughout the United States so as to put the Browne nuts and bolts on the map. Then he saw that if his advertising was going to "pull" he must have his goods where his prospective customers would be able to get them quickly and when needed. It would never do to try to ship them from his factory on order, for that would mean too much delay and leave a trail of unsatisfied customers howling about deliveries and refusing to return a second time for Browne nuts and bolts. To keep salesmen traveling throughout the breadth of the land would cost too

much money. This had worked all right in the old days, when national distribution was not much thought of and when business was mostly local. He could not, with his limited capital, put his own retail agency stores over the country, as his products were more or less a specialty line. Furthermore, this would bring upon him the competition and the wrath of the established dealers, who would look upon him more or less as an interloper and would try to knife him. He could not consign the goods to jobbers and dealers on a real agency commission basis, for he would then have to carry them at his own expense and be responsible for their loss or destruction in transit, by fire, or otherwise. Besides this, the carrying charges would be too great for his pocketbook and he would have to wait several months after the goods were sold for the returns to come in. That system might be all right for the big fellows, but not for a growing concern like his. Therefore, that was "out" also. Furthermore, he must have capital to

[continued next page]

# Sam Browne's Business and the Law

(continued from preceding page)

continue his business and to pay off his loan to the bankers, and that speedily.

## How About "Agencies"?

Out of all these cogitations and agitations of mind, Sam thought of a plan which was most adapted to his needs and economically sound. His goods were a standard article in which he took a pride. They had stood the test, locally, of a good many years. They were made of the best material and workmanship and he could boast that, like the old war horse, when they were called upon to stand the strain, they were "there." His plan, therefore, was to establish a number of what he called exclusive "agencies" in the principal cities throughout the United States. That is, he picked out a jobber whom he called an "agent" in these cities, to whom he should sell the goods at a fair discount from list price. He drew up a contract with the jobbers, uniform throughout the states. In these contracts he provided that the jobber would pay for the goods on terms of 30 days net and 2 per cent off for cash in ten days. The jobber was to have a certain exclusive territory allotted to him in which to resell the goods. No other jobber was to be permitted to participate in the sale of Browne nuts and bolts in such territory, and Sam agreed not to make direct sales in these territories, all of which were outside the State of California. Sam's only thought on this arrangement was to encourage the exclusive "agent" to push the goods as much as possible. In return Sam demanded an agreement on the part of the "agent" not to deal in or sell the goods of Sam's competitors. To Sam's mind this was only fair. Then came the question of price. He thought that if he allowed the agents to sell at any price they chose this would soon "take the heart out of the goods" and there would be such a price-cutting war among them that soon they would be unable to make any profit and would consequently throw up the agency. This "war" would cause them to cross over into each other's territory, and there would be trouble all around, possibly resulting in ruin for himself and his business. So, in addition to the territory and exclusive agency features of the contract, Sam inserted a clause which required the jobbers to sell goods purchased from him at jobbers' list, fixed by himself—no more and no less. On this point Sam consoled himself by the thought that the price at which the jobber was to sell the dealer was not excessive but was eminently fair. Furthermore, the jobber, if let alone, might charge the dealer a much higher and very

unfair price and thus discourage the dealer from handling his goods. In so doing he felt that he was the protector of the dealer from the rapacity or selfishness of the agent.

Sam was not through contracting yet, however. There was the dealer to be considered, whose selfishness might lead him to charge the public too much. He would bind him down also to sell strictly at a fair retail list price—no more and no less. To encourage him he would give him a certain territory in which to sell Browne's products. He thought that it would be "crowding the mourners" too much to tie the dealer down to sell only Browne's nuts and bolts and, at any rate, it would be well-nigh impossible to police such a system. Besides, it might get his competitors on edge. So he let that alone. But in all his contracts with agents and dealers Sam notified them that if they did not live up to all of the conditions and terms thereof he would certainly cancel their contracts and refuse to deal with them further. He told some of them also that if they deviated from the sales prices set by him he would bring action to compel them to abide by them. Having put this arrangement into effect and signed everybody up, he was all ready to do business on a larger scale.

For a while his production increased rapidly, due to his enlarged factory, and his sales remained normal. He piled up Browne's nuts and bolts on his shelves at an alarming rate. Nobody seemed to want them

outside of California. This surprised him, for he had thought nuts and bolts were used elsewhere. Now he began to doubt it. His carrying charges increased and he thought that his banker looked a bit askance at him when they met. His family made demands upon him which he thought, for the first time, were outrageous. His manager and foreman began to wonder how long Sam was going to be able to stand the strain, and his men were getting ready to desert the ship if wages were not paid promptly. Sam was worried internally, but outwardly serene and cheerful. He kept repeating to himself:

"Come one, come all! this rock shall fly

From its firm base as soon as I,"

and it cheered him immensely. He whistled to keep up his courage. But he was near the end of his rope. Again he said to himself, "What a world, and what to do!"

## Things Begin to Happen

Then, of a sudden, things began to happen. His agents began to send in orders for Browne's nuts and bolts from several parts of the country. These orders were small at first, but cheering. He could see signs that his advertising was beginning to "pull," and that his sales efforts were not in vain. The silver lining had appeared on the edge of the dark cloud. Later on the orders began gradually to increase in volume until a time was reached when they did so by leaps and bounds and the surplus piles of nuts and bolts were reduced to nothing, and the capacity of the factory was taxed to the utmost. All over the country people seemed to Sam to have a mania for buying his products. The orders and the money began to pour in until he was swamped with both. His banker was no longer to be feared and even took him out to lunch occasionally. His wife received a larger allowance and began to talk about a costlier home. His son wanted a new motor, and his daughter discovered that silver fox was in style. Sam was worried again, not about his orders. He could not keep up with them; deliveries were now a couple of months behind. So he again enlarged his factory, but even then had some trouble meeting the demands for Browne's nuts and bolts.

These demands continued to grow, and Sam Browne became a successful man.

Then suddenly a seasonal slackness set in. Some of his agents began to fight hard for orders. They overstepped each other's exclusive territory and took orders away from each other wherever they could get

(continued on page 14)

## Free Publicity in the Egyptian Market

Advice has been received from the Foreign Commerce Department of the Chamber of Commerce of the United States that the Egyptian Association of Publication and Publicity is issuing a complete directory in Cairo, Egypt, and is desirous of securing the names of important American manufacturers who desire to find a market for their products in Egypt.

These names will be inserted free of charge in their directory, which is handled by a great number of commercial organizations, chambers of commerce, as well as by importers seeking to make connections with American producers.

Firms wishing to take advantage of this offer should send their names to Mr. A. F. Assal, Consul of Egypt, at the Royal Consulate of Egypt, 103 Park Avenue, New York, N. Y.

# New Industries and Expansions

A WEEKLY REVIEW

## NEW INDUSTRIES

**HORACE HILLS, INC.**, has recently opened sales offices at 155 Montgomery Street, for the distribution of electric thermostatic devices known as "Twinklex Flashers," such as individual lamp flashers for signs and window displays. Products are now manufactured under contract in Chicago, but this concern anticipates within a few months having a factory here for the manufacture of its products. This concern is building up a nation-wide business and is sending great quantities of its products to the Orient and South America.

**GOLDEN WEST LITHOGRAPH COMPANY** has recently been organized, having leased the first floor at 368 Ninth Street. This concern is in the business of lithographing stationery.

## EXPANSIONS

**CALIFORNIA CHEMICAL COMPANY**, manufacturer of floor wax, exterminator for gophers and squirrels and fumigator for poultry houses, has recently expanded, having moved from 237 Clara Street to 141 Morris Street. It is anticipated this new location will increase facilities 100 per cent. This concern distributes its products to hardware and seed companies over the Western States.

**NATIONAL UPHOLSTERY SUPPLY COMPANY**, now located at 660 O'Farrell Street, is contemplating expanding and has leased the one-story and mezzanine solid concrete building, containing approximately 7,500 square feet, now being constructed on the west side of Rincon Street, between Harrison and Bryant streets. New machinery will be installed at a cost of \$2,500. This concern is in the business of upholstering of all kinds, and serves the local wholesale furniture makers. Building is expected to be ready for occupancy about January 1. It is anticipated this expansion will increase facilities 300 per cent.

The growth of **CURTIS & TOMPKINS**, well-known industrial, engineering and analytical chemists and surveyors of vegetable oil cargoes, is reflected in the extensive quarters which are now being built for them on Front Street, near California. Just around the corner, on California and Front streets, the original founders of this institution installed their first equipment in Commercial Block in 1878, where they remained during the thirty years prior to the fire of 1906.

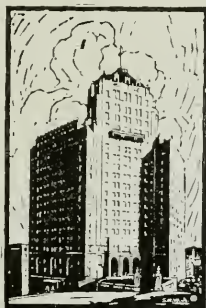
The two stories and basement of the new Front Street quarters will be larger and better lighted than their present location at 331 California Street, and will be sufficient to care for the new equipment to be installed. Chemistry and scientific sampling and surveying have become an inseparable part in industrial life and transactions, and so largely enter into export and import business, that Curtis & Tompkins' expansion is in keeping with the growing demand for their services in our rapidly developing industries.

It is expected this building will be ready for occupancy in the early spring of 1927.

**PACIFIC ELECTRIC MANUFACTURING COMPANY**, 5815 Third Street, manufacturer of Pacific Circuit Breaker, Pacific Air Break Switches, high voltage switch gear, transformers and special equipment

for public service corporations, is constructing a foundry on its property at the above address, containing approximately 6,250 square feet, for the manufacture of brass, copper and bronze products. New electric furnace and other equipment necessary to a foundry will be installed. It is expected this foundry will be in operation by January 15, 1926. This is the second expansion of this concern during the last six months. This concern also is putting up a branch factory in St. Louis, Mo., headquarters being in San Francisco at the above address.

**MAJESTIC ELECTRIC APPLIANCE COMPANY, INC.**, 590 Folsom Street, manufacturer of electric room heaters, electric water heaters, pancake and waffle irons, dental and surgical electric appliances and electric sterilizers, is making additions to its factory which will greatly increase capacity and will enable this concern to handle job work on the following operations: punch or draw press work, sheet metal work, spinning and lathe work, polishing and plating, and will be in a position to manufacture complete any article using the above equipment.



## HOTEL MARK HOPKINS

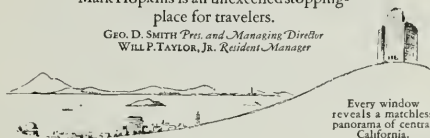
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## In the forefront

**S**AN FRANCISCO and the whole Pacific Coast are forging ahead. Not by inflation nor by chance—but by sound and steady expansion built on the bed rock of natural strength and deep-rooted prosperity.

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OAKLAND LOS ANGELES PASADENA  
SANTA MONICA SAN DIEGO HOLLYWOOD

Private wire service to all markets

## Business and the Law

[continued from page 12]

them. Some of his dealers followed suit. Sam disciplined them severely by refusing further dealings with them unless they would promise not to do so again. Price concessions were made by others, and Sam had to do the same with them. Some he restored to grace on their promises not to sell outside their territories or to cut prices again. These promises were required in writing, and Sam's secretary carefully filed them away for further reference. Several of Sam's agents and dealers were cut off for good, and others were appointed. Naturally, those cut off resented it. But Sam was adamant, for now he could afford to be so, as his national distribution appeared to be assured and his bank balance was flourishing. He then arranged with his faithful jobbers and dealers to let him know about others overstepping their territory or about price-cutters. Such cases were promptly dealt with and duly recorded on his cut-off list, which he also kept for handy reference. Several instances were found and reported in which jobbers or dealers were selling to others that had been cut off. These were promptly dealt with by Sam, who felt a righteous wrath at such unethical practices. A contract was a contract and should be lived up to and observed. Then the good days came again when orders were plentiful and such cases became few and far between. So matters went for a couple of years, with Sam's plan of



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### Onward and Upward

In the new Hunter-Dulin Building the best of materials and the best of craftsmanship will be used. No effort will be spared to make this great building one of the monumental milestones in the progress of San Francisco.

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distribution working out successfully beyond peradventure.

Sam was tired. He again sat in the privacy of his much-enlarged office, put his feet up on the desk and lighted a Corona-Corona. The warm California sunshine again poured through the window and shone upon the waters of the bay, which sparkled like diamonds. Fatigued though he was from prosperity, Sam yet felt satisfied with the world. It was a good place to live in and had treated him well. The greater home had become a reality, his son's new car streaked the highway and the silver fox adorned his daughter. Her bills for dresses became still longer, while the dresses themselves became still shorter. But he should worry—the exchequer was more than sufficient and his personal investments were paying. For the moment peace reigned and the goose hung high. The serpent had departed from his Eden.

Sam Browne's secretary handed him a card bearing the legend "John Fogarty, Bureau of Investigation, U. S. Department of Justice, Washington, D. C." Sam thought fast. A resume of his past life flashed through his mind. The bird's-eye view of his career satisfied him. His conscience was clear and so far as he knew he had done nothing wrong.

The special agent got down to business. He asked Sam to tell him generally about his system of doing business with special reference to his contracts with agents and dealers. He asked permission to go through files and to take copies of contracts with

agents and dealers and any letters or memoranda which might be pertinent to the subject. Sam called in his secretary and threw the files open. He gave the agent a stenographer to make copies of anything de-

[continued next page]

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ROBT. GIRVIN & CO., LTD., LONDON AGENTS

## Business and the Law

[continued from page 15]

sired. Sam went about his business and the agent for several days attended to him. When he was through there was nothing about Sam's business relations with his agents and dealers that he did not know. He thanked Sam for his courtesy and told him that he would have to check matters up among some of the agents and dealers elsewhere. Sam told him to go as far as he liked, and they parted with mutual respect and personal good will. Later, from time to time, Sam heard that John Fogarty had visited several of his agents and dealers, but, feeling secure in his innocence, paid no further attention to it. He did not even think of seeing a lawyer about it, as his system of doing business seemed to him above reproach and to be the accepted method among a great many of his conferees in his own and other lines of business. "Business as usual" was his motto and he went strictly and quickly about it.

Several months after the visit of Fogarty, special agent of the Government, Sam was walking along the street toward his office. He was greeted by an old friend. "Too bad, Sam; anything I can do?"

"Do about what? What's too bad?"

His friend looked distressed.

"Didn't you read in the papers this morning that you had been indicted along with a lot of your jobbers for conspiracy in restraint of interstate trade and that the Government had also brought a bill in equity against you all to enjoin you from carrying out the conspiracy further?"

Sam swallowed his heart.

"N-no!" he gasped. "It can't be true, Joe. Where did you see it?"

"In the morning papers. They say that bench warrants have been ordered for all the defendants."

Sam's friend advised him to see a lawyer at once.

Without hesitation, Sam saw an attorney and placed all the facts before him. The latter called up the United States attorney, whom he knew, and inquired as to who was handling the case. He was told that a special assistant to the attorney general named Richard Smith had the matter in charge and had lately come out from Washington to put it before the grand jury and to file the bill in equity in court. Sam's lawyer told Smith that it would be unnecessary to serve the bench warrants. He would produce Sam and the other defendants at the necessary time. He offered also to file surety company bonds for their appearance. This was agreeable to Smith, who said that he would like to have Sam and the other defendants appear for arraignment before the court and to fix bail in one week.

At that time Sam and the other defendants appeared, pleaded not guilty and were allowed by the court ten days in which to change their pleas and to make any motion which they thought advisable. The bonds were also signed and filed. In the meantime the other defendants had retained Sam's attorney.

To find out just where he stood, Sam had another interview with his lawyer, and answered many direct and troublesome questions about his system of doing business. Had he sold his goods to his so-called agents or dealers? Had he sold them to his agents under an agreement that the agents would not deal with his competitor manufacturers? Had he sold them to jobbers and dealers under an express agreement that they would resell them at prices fixed by Sam? Had he sold the goods to jobbers and dealers under an express or implied agreement that they would resell them only within certain territorial limits defined by Sam? Had he refused to sell to, or cut off, jobbers or dealers because they had not maintained prices specified by Sam and then taken them back under an express or implied agreement that they would maintain such prices thereafter? Had he refused to deal with or cut off his jobbers or dealers because they sold outside the territorial limits set by Sam and agreed to by them and then restored them to his customers' list when they promised not to overstep the bounds again? Had he refused to deal with his jobbers or "agents," so called, because they bought goods from competitors, and then, on their promise to be good thereafter, restored them to good standing? Had he refused to deal with his jobbers and dealers who sold to other jobbers and dealers who had been cut off because of some infraction of his agreement with them and later taken them back on their promise not to do so again? Had he compelled his jobbers and dealers to co-operate with him by reporting to him cases where other jobbers and dealers cut prices, sold out of their territory or otherwise had not lived up to their agreements with Sam? Did he do an interstate business or sell his goods under his system outside the State of California? Did he keep a cut-off list or blacklist of those jobbers and dealers with whom he had refused dealings on account of some infraction of their contracts as to prices, territory or exclusive dealing? Did he circulate such a list among his good jobbers and dealers and bind them also not to have any dealings with such as appeared on the cut-off list?

To all these questions, and more also, Sam had regretfully to make answer in the affirmative. His lawyer then asked him if he had ever heard of the Sherman Act, which had been on the statute books of the United States since July 2, 1890? To which Sam answered that he had, but

[continued on page 24]

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# Personal Equation in Organizing Business



FINANCING the Community Chest is just like financing any other big business.

It calls for the same care in the erection of the machinery and its smooth operation—in the selection of executives, the personnel of the promotion, exploitation and sales departments—in this last case the army of volunteer canvassers who will do the field work in the campaign to be held from January 31 to February 10 next.

And, as in every big enterprise, the personal equation cuts a large figure, particularly as regards the executives. These are chosen not alone for their fitness for the special job, but also for their personal influence among the groups of their fellow citizens with whom they are associated day after day.

The organization for gathering Community Chest funds is composed of three practical branches.

First of all comes the central committee, with a membership of 125 of the business men and women of San Francisco. This committee will have been actively and continuously at work for eight or nine weeks when the campaign gets under way.

Its duty is to handle all "prospects" listed as among the larger donors, and when the "Army of Mercy" sallies forth on January 31 its plans will have been so crystallized that gathering in its quota will be largely a matter of routine.

Next is the second division, which will care for the industrial establishments. Any concern employing twenty or more is listed as an industrial establishment. There are about 1,400 in San Francisco.

To get effective results, the industrial establishments are grouped under ten classifications, with the following placed in charge, because of their peculiar fitness:

Public Utilities—Thomas F. DeLury.

Insurance Brokers—Roy Ward.  
Banks and Investment Houses—Dean Witter.

Foodstuffs Concerns—Charles Haas.

Manufacturers—Walter Haas.  
Iron and Steel Establishments—A. DeForest.

Retailers—Frank I. Turner.  
Builders and Building Material Dealers—Francis Baker.

Hotels, Restaurants, Service Clubs and Newspapers—Leroy Linnard.

Automobiles and Automobile Accessory Dealers—William Hughson.

One can readily see from this list that each executive has been chosen for his ability to "contact" the concerns for which he is responsible.

The detail work in the industrial division will be handled through a subdivision of each group into the

By PAUL B. MURPHY,  
Community Secretary, Community  
Chest of San Francisco.

various lines of business composing it. Each executive uses his own best judgment as to the number and selects his assistants or subcommittee-men for each line of business.

Then the subcommittee-men will arrange with the head of each concern for which he is responsible to appoint a "key man" in each place to handle the collections from that establishment.

Altogether the industrial establishments division of the "Army of Mercy" will number at least 1,550—about 150 executives and their subcommittee-men and the "key men" in the 1,400 plants.

The third phase of the Community Chest financing organization is geographical—an arrangement designed to knit all of San Francisco closely together in the campaign.

The city is divided into eighteen districts. At the head of each will be a colonel. Appointments of colonels

thus far made, with the numbers of their respective divisions, are as follows:

1, Harold Zellerbach; 2, Philip Erbes; 3, Godfrey Eacret; 4, Arthur Fenimore; 5, Mrs. Harold Brunn; 6, Mrs. Herbert A. Schmidt; 7, Mrs. H. S. Kierstedt; 8, Mrs. Lucien Baer; 9, Mrs. A. J. Lowrey; 10, John P. Cleese; 11, Mrs. Charles Hawkins; 12, Byron C. Mobbs; 14, Michael Filipini; 15, E. G. Schmiedell; 16, Max L. Rosenfeld; 17, Owen L. Gibson.

Each colonel appoints five majors, and each major takes over a certain section of his colonel's district. Each major names five captains and each captain in turn six lieutenants. Thus, in the battalion of the "Army of Mercy" there are enlisted about 3,250 workers.

Now here is where the tie-in is made between the several wings of the "Army of Mercy":

Each "key man" is appointed a lieutenant under a captain in a district, or geographical division. The "key men" report to their captains on the progress of the canvass—just how much money is collected daily from the employees and executives of the business establishments.

Thus a double check is kept on all contributions, both through the industrial establishments division and through the geographical division.

In addition to the three divisions of the "Army of Mercy" is still another important part of the Community Chest machinery. This is a section in which at least 500 San Franciscans of prominence will put forth their efforts through 50 committees and subcommittees. These cover:

Co-operation—Seeing that the work of the various auxiliary groups assisting the chest dovetails and is kept running smoothly.

Publicity—Seizing on every channel to place the accomplishments and needs of the Community Chest before the public.

Speakers' Bureau—Providing speakers for various organizations and public gatherings.

Headquarters—Really the "office manager" of the organization.

Finance—Keeping guard on expenditures of the different Community Chest organizations, besides advising with the executives as to the proper method of gathering and administering funds.

Altogether about 7,000 San Franciscans will engage in the annual campaign of the Community Chest next year. It has been estimated that the work and time put forth by these individuals could not be purchased with less than several hundred thousand dollars, if the time of the business and financial leaders and other campaign workers were paid for instead of being volunteer service.

## Rolling Cafes Gather No Moss



ENOUGH food to supply the entire population of San Francisco for four days was served last year on Southern Pacific dining cars, according to

T. O. Edwards, general auditor of the company.

"Almost six million meals," Edwards said, "were served during 1925 on the company's dining cars, steamers and in restaurants, and the average check was approximately 93 cents. As overhead expense on each meal amounted to 67 cents, plus an additional cost of 54 cents per passenger for hauling the car, the company's only profit from the transaction is gained out of the definite advertising value of pleased patrons.

"During the year we used 6,500 head of prime beef, 237,250 chickens, 3,359,352 eggs, 1,045,341 pounds of potatoes, 70,870 gallons of cream and \$162,120 worth of fine fruits. Among other items we served was enough coffee to overflow a 307,000-gallon tank.

"Latest type dining cars, such as are used on the 63-hour Overland Limited, cost approximately \$50,000 each. The fixed charges for taxes, interest, maintenance and depreciation amount to about \$3,450 annually. For each person served the car must be hauled an average of four and one-half miles."



# World-Famous San Francisco Craftsmen



WILLIAM EDWIN RUDGE, one of America's great master printers and publishers, was a visitor in San Francisco recently. He came frankly to satisfy his curiosity.

"I came to find out why San Francisco has so many really great printers," he said. "Why is the whole standard of printing here so much higher than it is in the East? I can understand a few men, artists with type, turning out books that are as lovely as any that have ever been produced. But here you have literally dozens of creative craftsmen who make even the plainest of commercial work typographically fine."

This opinion of the printing produced in San Francisco is expressed wherever the subject is discussed. Even from Italy, Belgium and France, the cradles of the printing industry, come requests for examples of the work of leading craftsmen.

Now, curiously enough, printing in this city is distinguished in still another way. It is the city's largest manufacturing industry in dollars and cents. Over \$12,000,000 sales in 1925 put printing ahead of all other industries together, excluding the first four.

There does not, however, seem to be any connection between the magnitude of the printing production and the reputation of the city among those who appreciate fine typography. Not, let it be stated quickly—not that this reputation is founded upon the work of the few. Nowhere in the world will be found a higher level of quality in printing than marks even the humblest so-called commercial work done here. There seems to be a striving for excellence on the part of every workman, no matter how commonplace his task may be.

This reflects, of course, the example of our fine book printers. It is true, also, to the traditions of the craft. The printers of an older day were ranked as gentlemen, and permitted in England to wear a sword.

But a little investigation shows that about 90 per cent of the volume of printing produced in San Francisco is the product of ten or twelve large shops. And this volume work consists largely of railroad and steamship tariffs, office and shop forms, timetables and a hundred and one other "bread and butter" jobs.

The number of books produced here in a year is not great, but they are all great books, from the standpoint of the critics. Most of them become "collectors' items"—to be found in fine libraries, or purchased from booksellers only at a premium.

By HARTLEY EVERETT JACKSON

San Francisco's fame could easily rest upon these books alone. But it is the literature of commerce—the fine brochures, the catalogs, folders, broadsides, the really beautiful letter-headings, business announcements and so on—that have evoked the unhesitating approval of the rest of the world.

Advertising has recognized typography as contributing tremendously to the success of its task of selling by the printed word. San Francisco is the country's third largest advertising center. Here are prepared the campaigns of magazine and newspaper advertising, and all the printed material that accompanies it, for nearly all Pacific Coast products. Prunes, raisins, pineapples, apricots, peaches, walnuts and all the rest are fitted out with their printed sales message here.

Not only the folders for dealer distribution, the window trims and the posters are produced here, but the magazine and newspaper advertisements are set here and forwarded in electrype plate form to the various publications. This type-setting is an industry of considerable magnitude in itself.

Retail establishments in San Francisco point proudly to the beauty of their direct mail material and newspaper advertisements. At great national conventions of advertisers and retailers, where displays of advertising material are held, San Francisco is always assured of a lion's share of honors and trophies.

The publications which circulate among the advertising managers and store executives reproduce outstanding examples of this sort of advertising from all the leading cities, and there is seldom a week when San Francisco is not well represented.

It is quite a common occurrence for Western representatives of large Eastern firms to consign to the furnace quantities of booklets or circulars received from headquarters and reprint the material, often at their own expense. They know that in a field where all printed salesmen are well-dressed it would be fatal to send out mediocre or poorly printed sales material.

Several contests are held to select the best printed matter of various kinds produced in the United States. There is a selection of the fifty best books of the year, and 125 of the best commercial specimens. These are sponsored by the American Institute of Graphic Arts, with headquarters in New York.

San Francisco is well represented in the membership of this body, which is honorary and invitational

in character. San Francisco is always well represented, too, in the fifty selections each year. In 1925, three books bore the imprint of San Francisco printers, and ten of the 125 commercial specimens awarded honors were produced here.

The list for 1926 is not yet made, but it is certain that San Francisco will once more have more than her share of titles.

The Graphic Arts Leaders of America, a new organization fathered by the leading paper manufacturers to encourage interest in fine printing, made its first award in 1925. First place went to E. & R. Grabhorn of San Francisco. In 1926 first place again came to San Francisco, being awarded to John Henry Nash. This exhibit, by the way, is now in San Francisco, displayed at the Zellerbach Paper Company's offices.

Several large Eastern publishers have arranged to have special editions of forthcoming books designed by San Francisco craftsmen. It has long been their custom to have this work done by such men as Bruce Rogers, Frederic Goudy, the Hoas, and other world-famous workers in type. That they should turn to this city for such work is honor indeed.

Now to answer Mr. Rudge's question as to why this should be may not be easy. But a visit to the workshop of any one of a dozen San Francisco typographers may give a clue. You will find a clean, orderly shop, and like as not the "boss" himself in an artistic smock, stick in hand, putting his ideas into type.

On the wall will be signed, framed originals from the pen or brush of our best Western artists. Probably you will find the artist himself leaning over a stone in interested and interesting conversation with his fellow artist in type. For the printers in San Francisco have for their friends the writers, the artists, the musicians and art connoisseurs, and they are counted as fellows of the craft by type.

Do not fail to see the printers' collection of books. They will be found in rough cases, perhaps, or scattered around the workroom. Examples of the work of the older craftsmen—Jenson, Tory, Estienne, Aldus, the Elzevirs, Caxton—all the great ones who rank in the printing world as Michelangelo, Raphael and Titian in the world of art.

These are the inspiration of the worker in type. Here he finds the almost unattainable standards toward which he must seek. And their nearly priceless pages hold for him beauties that, from the crucible of creative genius, are born again in books that will in turn become priceless as the years pass.

# Modern Method of Management by Budget

**T**HE early tillers of the soil who first perceived the truths hidden away in the intensive farming idea were the pace setters for the present-day scientific farmers who not only have continued to adopt the methods developed by the experimenters and students of agriculture, but have become business men as well. They are seeking first-hand knowledge of their markets and striving to find definite means by which production

By JONATHAN N. HARRIS, C.P.A.  
Member of the San Francisco Staff of  
Lybrand, Ross Bros. & Montgomery.

and demand for production may be equalized. When the farmers as a country-wide group learn to regulate planting so as to avoid extreme overproduction of any single commodity, then they may be said to be reaping the full benefits which result from methods of budgetary control.

The merchant or the manufacturer who is content to operate in the old-

fashioned way, from day to day or month to month, using rule-of-thumb methods in getting business and buying or manufacturing the goods as he sells, may be likened to the dirt farmer who was always successful in the good years. When the bad years came he had to mortgage the farm. The old-fashioned manufacturer has to issue bonds or secure some other type of burdensome credit.

The newer type, on the other hand, never experiences a really bad year. That perhaps is the greatest contribution of the budgetary control idea to modern business. It has provided a definite method by which the profits of a company may be stabilized and insured against the devastating attack of a business depression.

Management under budgetary control is another name for scientific merchandising. Being scientific, its methods must be studied and learned before they can be successfully applied. If the management of a company is not ready to give up many of its old practices in pursuit of the new plan and becomes impatient under the perplexities attendant upon its introduction, then the budget is doomed to failure from the start, and should not be tried. It has been the experience of others, however, that, as in all problems, the chief difficulties in the way of the development of a comprehensive budget plan arise at the start.

First, the organization of the company must be along sound lines, with the responsibilities and duties of the officers, junior executives and various departments well defined. It may be safely assumed that unless these duties are in writing they are not well defined and uniformly understood by all. The budget, then, offers a definite service at the very beginning by requiring the establishment of proper organization lines, under which conflicting authorities and duplications of effort are avoided.

Secondly, the accounting classification in use and the accounting methods must be modified or recast to conform to the proper organization lines. If this is not done the subsequent administration of the budget may become so difficult as to be virtually impossible.

Thirdly, the obstructionist tactics of certain key men in the organization, who have never been called upon to plan their work or departmental actions in co-operation with others, must be eliminated.

The budget in itself offers a definite service in all these difficulties, since it makes necessary or invariably improves the co-ordination of all

*Associated for Three Generations with the 'Best Progress of the West*

**T**HE bigger the business the greater the need for a big bank. Forewarned, forearmed; to be prepared is half the victory.

Strengthened by the experience of sixty years of financial responsibility, The Bank of California, N. A., renders its clients adequate assistance in the largest enterprises.

And its unusually strong capitalization offers the best protection for its customers' interests.



**The BANK OF CALIFORNIA**

(National Association  
(A NATIONAL BANK)

COMPLETE  
BANKING  
SERVICE

**San Francisco**

COMMERCIAL  
TRUST  
SAVINGS ACCOUNTS

Capital, Surplus and  
Undivided Profits, over  
\$17,000,000—  
a guarantee fund for  
the protection of our  
depositors.

[continued from page 8]

The highway program, now almost completed, has attracted tourists in rapidly multiplying numbers and the money thus put into circulation, while perhaps not considerable in terms of other states, has spelled the difference between business depression and healthy growth or "normalcy" at least. Recreational spots of scenic and other interest have also brought for hotel and other tourist investment considerable sums of capital, and promise more.

Mining and livestock have not shown the optimistic aspect that could be desired. Precious-metal mining, notably silver, has lagged with the dropping prices in the market, with the comparative exhaustion of the older and larger mines and with the absence of notable new discoveries. Copper has been progressing favorably and the gross copper values give them first place in the Nevada mining field. Promising activity for the development of commercial earths and metals has not yet registered largely in money returns. New mining discoveries in the precious-metals field, notably at Manhattan and Quartz Mountain, have given encouragement at the close of the year.

The livestock industry is recovering from a period of shrinking markets and market prices. Better prices for beef and in the sheep industry have turned the corner for the owners, but the utilitarian attitude of the Federal Government in the matter of the control of the public lands for grazing, as well as its apathy toward further commitments in reclamation, has served to mark an epoch that may spell stagnation for a time. With 90 per cent of the area in Nevada held by the Federal Government, such a situation has a disproportionate weight here. The year has witnessed the breaking up of a number of large ranches to be sold as small farms. This will mean a logical trend toward colonization.

Water rights—the basis of value for Nevada lands—are slowly but surely being definitely established. With surety of title, this spells more definite values. The total water supply is limited, however, and however divided represents a definite limitation on population. The last decennial census showed a loss in population. I do not expect this to be repeated, but the increase will not be remarkable.

Aside from the increment arising from the tourist influence, the largest single influence on the horizon is the Colorado River development, with its incident Boulder Canyon Dam construction. This is a moral certainty in the next decade and its shadow goes before—a very beneficent and grateful shadow, I may add. During this year land values, town values and business generally have been stimulated in Southern Nevada,

due to this cause. Southern Nevada has shown prosperity. The sphere of influence radiating from Los Angeles is felt there and railroad managers have co-operated heartily in the development.

In the north, Reno shows an active

building history — perhaps more notable than any city in the West, size considered. Railroad employment, some incidental lumber activities and other small factory enterprises comprise the avenues of employment other than mining.

## Guard Their Future

Your family's financial independence can be made certain through our Insurance Trust plan. Ask about its seven distinct advantages. Inquiry involves no obligation.



AMERICAN

—in name  
—in ownership  
—in spirit

## The American Bank

SAN FRANCISCO

California Street at Montgomery  
2626 Mission Street at 22d

1550 Market Street near Van Ness

25 Banking Offices in the San Francisco Bay Region

TO REDUCE FIRE HAZARDS—AND INSURANCE COSTS  
*Organize • Agitate • Educate • Preach • Practice Fire Prevention*



**FIRE DOORS**  
COST - \$1,000  
SAVE \$290,000  
IN SAN JOSE FIRE

Standard fire doors between buildings or units of a plant are one effectual means of combating the disgraceful record of 67% preventable fires that annually exact a toll of 15,000 lives and \$570,000,000 property in America.

*Consult your broker or any agent o*

**FIREMAN'S FUND  
INSURANCE COMPANY**

FIRE AUTOMOBILE MARINE

HEAD OFFICE: SAN FRANCISCO

*Assets Over \$30,000,000 Reserves \$15,000,000*

# Modern Method of Management by Budget

(continued from page 20)

departments of the business and requires for a satisfactory administration the development of company loyalty and co-operation among officers and employees.

With the organization, accounting, and mental attitude of the personnel in harmony, the installation of the budget plan of operation becomes a matter only of careful attention to the details of construction. Construction involves the following separate actions or steps:

1. Making the sales forecast.
2. Planning the production program: (a) Determining plant requirements; (b) Determining material requirements.
3. Estimating expenses.
4. Projecting monthly profit and loss statements for the budget period.
5. Projecting monthly balance sheets for the budget period.
6. Preparing statement of monthly cash receipts and disbursements for the budget period.

It is to be admitted that the foregoing list at first sight might easily strike terror into the heart of the business manager who has not been in the habit of reducing his policies and future plans to writing for the guidance of subordinate officers and managers, as well as himself. However, thoughtful consideration of the proposed separate actions cannot fail to impress one with the facts that they all hinge upon the sales forecast and that they represent merely orderly processes of mind under which unit transactions are first conceived of in quantity and time and subsequently given money values. With common sense, past operating records and knowledge of trade conditions and the business to guide imagination, it is not particularly difficult for a department manager to state in advance what he can and will do under given conditions. That is the essence of budget construction.

**Making the Sales Forecast:** It is, of course, essential that the sales forecast shall be attainable under all ordinary circumstances. This presupposes a clear working knowledge of the sales territory in all its phases—population, number of possible customers, purchasing power, competition to be encountered and sales records of present customers by individual product quantities, as well as by values. The point is to reduce these facts to writing.

To be successful the sales forecast should represent the combined efforts of all members of the sales department of the company. Possibly the best way to accomplish the purpose is to hold a sales meeting and ask each salesman to prepare a survey of the sales possibilities of his territory by towns and customers for the ensuing year. He should be given the record of his past year's performance as a guide and also should be instructed in the use of forms which would be designed to facilitate the development of his estimates upon a monthly basis by individual product quantities. Values are not essential and in fact should be avoided since price complications are bound to arise, with consequent hindrance to the completion of the sales forecast.

With the past records and future estimates of the individual salesman at hand the scientific determination of an attainable year's business is mainly clerical in nature. The branch manager contributes his "order" for a year's business to headquarters, where it is assimilated and combined with similar "orders" from other branches. With proper modification and revision the result is the annual sales budget, upon which all other budget activities depend.

**Planning the Production Program:** The production manager now has something he has never before en-

(continued on page 28)

## Christmas Gifts FOR Business People

PEN AND PENCIL SETS  
PURSES—WALLETS  
DIARIES WITH KEY LOCKS  
DESK WORK-ORGANIZERS  
BRIEF CASES—KEY-TAINERS  
ALBUMS—ADDRESS BOOKS  
FANCY WRITING PAPER

### GREETING CARDS

We have a splendid assortment  
to choose from

Shop in This Store, which is  
away from the congestion  
uptown, or place your order  
with our District Salesmen.

### INGRIM-RUTLEDGE COMPANY

Stationers - Engravers

419-423 Montgomery Street  
Between California and Sacramento Streets  
Telephone SUTTER 6874

## Sorensen Co.

ESTABLISHED 1896

715 Market St.

Bet. 3d & 4th St.

Phone Kearny 2017

### Jewelers and Opticians

The reputation for quality that we  
have enjoyed for 30 years  
is your guaranty.

DIAMONDS, WATCHES, SILVERWARE, CLOCKS AND JEWELRY

## Christmas Gifts of JEWELRY

There is delight and satisfaction for  
both the giver and recipient when the  
name "Sorensen" appears on the gift.

It Signifies  
The Gift has been  
BOUGHT FOR CASH



## Comprehensive Advice

During this period of re-  
adjustment the conservative  
investor secures compre-  
hensive information and  
sound advice.

Safety of principal being  
the first and most impor-  
tant factor in any invest-  
ment, we invite your con-  
sideration of the tax-exempt  
bonds which we own and  
offer.

**J.R. Mason & Co.**  
MUNICIPAL SECURITIES  
Merchants Exchange  
Sutter 6620



# Gifts

you'd like to  
receive  
yourself




Wallets



Desk Sets



Papereries



Fitted Dressing Cases



(Poker) Chip Sets



(Pocket Lighters

Other Suggestions:

Fountain Pens	Book Ends
Fyne Poyat Pencils	Sectional Bookcases
Key-ainers	Photo Albums
Ladies' Purses	World Globes
Fitted Bags	Cameras
Diaries	Ship Models
Address Books	Framed Mottoes
Trip Books	Bridge Sets
Engagement Books	Poker Chip Sets
Writing Cases	Emerald Lamps

Ash Trays



We are headquarters for enjoyable, useful, practical gifts—the kind you'd like to receive yourself. In our large stocks you will find a wide selection of gifts appropriate for any friend or member of the family. Each one has the quality and distinction that everybody naturally expects of any article from Crocker's. Come in soon at either of our two convenient stores. We will gladly help solve your Christmas shopping problems.

\* H. S. CROCKER CO. Inc.

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Telephone DOUGLAS 5800

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had been too busy to know what it was all about. The lawyer then asked him if he had ever heard of the Clayton Act, which was passed October 15, 1914, to which he answered that he had never heard of it at all, much less of its contents or prohibitions. Next, had he ever known about section 7 of the Sherman Act? He had not. The lawyer shook his head regretfully.

TYPO - ENGRAVED

## Holiday Cards

AT MODERATE PRICES

Order Now!

## Christmas Gifts

We have a complete line of

Kodaks, Cutlery,  
Fountain Pens and  
Pencils and numer-  
ous other articles  
suitable for gifts.

## That Man Pitts Co.

Stationers—Engravers—Printers

386 POST STREET  
(Opposite Union Square)

Kearny  
8052

VISIT OUR NEW STORE

"I am sorry," he said, "to tell you that you are in bad. You have broken about every law against restraint of trade that I ever heard about."

"Well, what do you advise me to do?"

"There's only one thing for you to do. Settle your difficulties as quickly as you can if the Government will let you and then revamp your whole plan of operation and start afresh. It will do you and your business a lot of harm to fight this out for months and possibly years. And then you can't win!

"If you agree, I shall take this matter up at once with the Government officials and get you the best terms I can. I think I can settle the indictment by getting them to agree to let you plead 'nolo contendere,' which means a plea of 'guilty,' for your particular case, but which in law will let you out without any criminal record that can be used

against you in another proceeding. This is important not only in that respect, but because you may be subjected to treble damage suits at the behest of those who conceive themselves injured by your actions. If the Government will not assent to this, we shall request the court to be allowed to enter such a plea and I think it will be allowed, as the court has such discretion where it is usual in such cases as yours to impose fines only. Then I shall try to get the Government to let you settle the equity case by a consent decree enjoining you from doing those acts pursuant to the conspiracy which have been found and declared by the cases to be illegal. The latter cannot be objectionable to you, because I know that you do not intend to do anything illegal in future and did not intend to do so in the first place. You are in the position of thousands of men who have blundered into illegality by not being properly informed and by being so wrapped up in their business that they had no thought of the legal angles."

"All right," replied Sam, "go ahead and see what you can do."

Sam's lawyer called on the special assistant to the attorney general. Nothing more was heard about Sam's troubles until about three weeks later, when a small article appeared in the press to the effect that the case of United States vs. Samuel Browne Company, Inc., and others, had been called in the United States District Court that morning and that pleas of "nolo contendere" had been entered by all the defendants who were charged in the indictment with a conspiracy in restraint of trade under the Sherman Anti-Trust and Clayton acts, that the court had fined the corporate defendants the sum of \$5,000 each and the individual defendants \$2,500 each, and that simultaneously with the imposition of the fines a consent decree was entered in an equity suit involving the same matter enjoining the defendants from conspiring to fix resale prices and territory and from doing other acts of similar nature which were alleged to be in restraint of trade under the Sherman and Clayton acts.

After these formalities were over, and Sam had paid another good, round sum to his lawyer, he again sat down in his spacious office with a sigh of great relief. He lighted a popular 5-cent cigar and put his feet up on his desk. He looked out over the bay and pondered deeply. Once again the bright sunshine warmed his whole being. Once again he was at peace with the world, this time after a bitter experience.

Puff, puff went his cigar; think, think went his brain. Suddenly he rang the bell for his secretary and said to her, "By the way, that lawyer's pretty wise, isn't he?"

"Safety first! The profits are all gone, but the Sherman Law is still here!"

where you pay no more for the

## BEST FLOWERS

*Pedestal Paldocchi*

"The Voice of a Thousand Gardens"  
224-226 Grant Ave. Tel Kearny 4975

Phone  
KEARNY  
2800  
67 Sutter St.

COMMUNITY  
(10%) Placement Bureau  
QUALIFIED APPLICANTS  
FOR ALL  
OFFICE POSITIONS

## LEARN COSTUME DESIGN FASHION ILLUSTRATION MILLINERY MAKING AND DESIGNING

Our Courses include:

Grading, Pattern Drafting, Cutting, Fitting, Sewing,  
Costume Sketching, Color Theory, Advertising Art.

Individual instruction by New York teachers.

Many students have capitalized their training in becoming Professional Designers for Wholesale or Retail Trade.

This practical course will make an ideal  
CHRISTMAS GIFT

## Fashion Art School

Sutter Street and Van Ness Avenue, San Francisco  
SCOTTISH RITE TEMPLE Telephone PROSPECT 6723  
CLASSES—DAY AND EVENING





When you give them something for the car you make them very happy, because Accessories are Gifts that add to the Comfort, Economy and Safety of Motoring



-More than 150 Stores in the West-  
**Western Auto Supply Co.**



Main Store —10th and Market Sts.

Other San Francisco Stores—600 Van Ness Ave.  
 37 Market St., 5728 Geary St., 2811 Mission St.

*Headquarters for thoughtful Christmas Shoppers*

# Winter Sports in the Land of Sunshine

**S**LEIGHING with real reindeer as steeds, "mushing" through the high Sierra with dog teams, tobogganing, curling, skating and ice games, all within a few hours of an

eternal summerland of orange groves and flowers, are included in California's winter sports this season.

The sports will center at Yosemite Valley, Truckee and Lake Tahoe, where skates and heavy winter wearing apparel, so useless else-

where in California, will be available for all visitors.

Saddle horses wearing snowshoes will afford new thrills to guests at the lake resort in the form of skiing, the winter version of aquaplaning. Preparations are being made to care for a large number of guests during the Christmas and New Year's holidays.

Truckee has added a new attraction to its varied snow and ice amusements in old-fashioned moonlight sleigh rides to Donner Lake and various points on the Truckee River.

Yosemite Valley's winter sports commence with the first snowfall, and the Sentinel Hotel will be open throughout the winter season.

## Profit by



## ROUND TRIP tickets



Go any day  
Select the routes  
over which  
you choose  
to travel. In-  
clude as many  
points of stop-  
over as you  
—wish—

## ROUND TRIP FARES

Alton, Ohio	5169.68
Albany, N. Y.	200.26
Asheville, N. C.	1666.62
Atchison, Kas.	114.50
Atizala, Ga.	161.60
Atlantic City, N. J.	206.32
Baltimore, Md.	197.64
Birmingham, Ala.	150.80
Boston, Mass.	211.72
Buffalo, N. Y.	173.88
Cedar Rapids, Ia.	131.52
Charleston, S. C.	178.86
Chattanooga, Tenn.	154.88
Chicago, Ill.	144.26
Cincinnati, O.	157.36
Cleveland, O.	166.82
Colorado Springs, Colo.	90.00
Columbus, Ohio	163.28
Dallas, Texas	105.30
Dayton, Ohio	158.20
Denver, Colo.	90.00
Des Moines, Ia.	124.20
Detroit, Mich.	163.88
Duluth, Minn.	146.94
Evansville, Ind.	144.86
Fort Worth, Texas	103.02
Galveston, Texas	122.12
Halifax, N. S.	245.38
Harrisburg, Pa.	194.70
Hot Springs, Ark.	129.62
Houston, Texas	118.56
Indianapolis, Ind.	150.30
Jacksonville, Fla.	173.50
Kansas City, Mo.	114.50
Knoxville, Tenn.	161.60
Leavenworth, Kas.	114.50
Louisville, Ky.	152.86
Memphis, Tenn.	138.86
Minneapolis, Minn.	137.34
Montreal, Que.	222.68
Nashville, Tenn.	150.50
New Bedford, Mass.	213.98
New Orleans, La.	138.86
New York, N. Y.	203.68
Niagara Falls, N. Y.	178.58
Norfolk, Va.	192.22
Oklahoma City, Okla.	107.72
Omaha, Neb.	114.50
Parkersburg, W. Va.	171.92
Philadelphia, Pa.	202.20
Pittsburg, Pa.	177.64
Portland, Me.	219.56
Providence, R. I.	211.72
Pueblo, Colo.	90.00
Quebec, P. Q.	213.98
Rochester, Minn.	135.62
St. John, N. B.	237.08
St. Joseph, Mo.	114.50
St. Louis, Mo.	132.96
St. Paul, Minn.	137.34
San Antonio, Texas	103.40
Savannah, Ga.	172.72
Sious City, La.	121.36
Teledo, Ohio	161.10
Toronto, Ont.	179.68
Washington, D. C.	174.64
Waterloo, Ia.	130.14
Wheeling, W. Va.	174.08
Winnipeg, Man.	166.08
Youngstown, Ohio	173.50

### RETURN LIMIT 9 MONTHS

Fred Harvey meals as served in Santa Fe Dining Cars and Station Dining rooms are transportation's outstanding service feature.

The world's most spectacular sight  
**GRAND CANYON NATIONAL PARK**  
has no closed season and may be conveniently visited in connection with an eastern trip.

## Santa Fe Ticket Offices & Travel Bureaus

601 Market Street - Telephone Sutter 7600 Ferry Depot

SAN FRANCISCO

BERKELEY SACRAMENTO SANTA ROSA

434 14th Street 2134 University Ave. 1066 K Street 516 Fourth Street

SAN JOSE STOCKTON

15 East Santa Clara St. 221 First National Bank Bldg.

## Transcontinental Freight Bureau Docket

The subjects listed below will be considered by the Standard Rate Committee of the Transcontinental Freight Bureau not earlier than December 16. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Agent, San Francisco Chamber of Commerce:

Docket No. 7306—Sewing cabinets, C.L. westbound; 7307, absorption of warehouse charges on import freight; 7308, soda fountain fixtures, store fixtures, refrigerators and refrigerating machines, mixed carloads, westbound; 7309, coke, C.L. westbound; 7400, pneumatic rubber tires, etc., and automobile parts, mixed carloads, westbound; 7401, adding machine stands and typewriter stands, C.L. westbound; 7402, graphite paint, dry, L.C.L. and C.L. westbound; 7403, polished wire glass and rough rolled glass, C.L. eastbound; 7404, nut kernels or nut meals, imported, C.L. eastbound; 7405, jacks, screw or ratchet car, L.C.L. westbound; 7406, Keeweenaw & Galva By. (electric); request for representation as a participating carrier in T. C. F. B. tariffs 1-A, 2-C, 3-C, 1-W, 28-11, 29-P, 30-O and 33-B, and lumber tariff 28-H; 7407, lumber, etc., to Baytown, Tex., C.L. eastbound; 7408, dairy products, C.L. westbound; 7409, Cowhit, Chehalis & Cascade By.; Newaukum Valley H. R.; request that tariffs 2-C and 4-W be amended to show these rail lines as participating carriers and to provide for "coast" basis of rates to and from stations thereon 7410, street lamp posts, iron or steel, metal covered, C.L. westbound; 7411, conductor pipe, conductor pipe elbows and strainers, conductor heads, rain-water cut-offs and hooks, eye troughs, eye trough miters, end pieces, caps, drops and hangers, roof flashings, ridge rolls, ridge caps, formed valleys, tin, hip and galvanized shingles, weatherboard corners, galvanized valleys, painted valley tin, window capping, garbage cans and rails, mail boxes, stove pipe, stove pipe elbows, mixed carloads, eastbound; 7412, live reindeer, C.L. eastbound; 7413, fir and pine lumber, C.L. eastbound; 7414, iron bolts and nuts, C.L. eastbound; 7205 (amended), balls, horseshoes, crushing or grinding, C.L. westbound; 7373 (amended), horses, registered, and cattle for breeding purposes, L.C.L. eastbound and westbound.

## REVENUE FREIGHT LOADING

Revenue freight loading the week ended November 20 totaled 1,078,812 cars, as compared with 1,112,886 cars the preceding week, and 1,057,923 and 1,010,919 cars in the corresponding periods of 1925 and 1924, respectively, according to the car service division of the American Railway Association.



[continued from page 9]

on the other side of the mezzanine floor, and in between talking about menus and banquets over the telephone to unseen patrons, tells us of some of his plans, and promises that at the Mark Hopkins he will revive the spirit of hospitality which made San Francisco cuisine famous throughout the land.

Then Victor and Mr. Smith and Mr. Taylor show us through the kitchen, Victor explaining in his own inimitable style the compactness and modernness of this department of the Mark Hopkins.

When, over fifty years ago, a few Comstock Lode millionaires and railroad kings chose Nob Hill as the site for their mansions, we wonder if they imagined that today a nineteen-story hotel capable of sheltering a thousand persons would stand where they erected one house as a home for one family. Splendid though they were, the homes of those early aristocrats could not compare with the modern magnificence of the Hotel Mark Hopkins.

There are 500 guest rooms in the Mark Hopkins, many arranged in apartment suite style. Already many of the social elite of San Francisco have chosen the Mark Hopkins for their town house, and there is no doubt that the hotel will be one of the most successful in the country and take its place as one of the famous hostleries of the world.

Who should receive credit for this great \$5,000,000 undertaking? Ask those who know and they will tell you were it not for George D. Smith there would be no Hotel Mark Hopkins today. A cheerful, modest man to meet, this George D. Smith, who graduated from the University of California as a mining engineer and who now owns and directs the destinies of this modern monument to progress. The story of Smith and his achievements is a volume in itself. But that volume will some day be written.



## Haven't you ever seen Yosemite in winter?

Pop! the snowballs spatter on the trees. Crystal snow-sprays powder your knickers: skiing, skating and tobogganing tingle your cheeks and put a new person inside . . . you're twelve years young again, and school's out!

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The old-timers who know Yosemite like to come to the Sentinel. Comfortable, unpretentious, now under the same management as Camp Curry. American and European plans.

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Yosemite is now reached as easily in Winter as in Summer. Daily train service and the new ALL-YEAR HIGHWAY offer choice of travel. You can drive from Merced to Sentinel Hotel—high gear all the way—in 3 hours.

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# Modern Method of Management by Budget

[continued from page 22]

joyed—a definite picture of what he is expected to produce in the ensuing year. It not only tells him how much of each product will be required to meet the probable customer demand,

but when the quantities must be ready for delivery.

He knows the capacity of the factory, although he may never before have been called upon to think of it in terms of product quantities at stated intervals. He and his assistants thereupon make a survey to determine what the plant and equipment facilities must be to produce the quantities called for by the annual sales budget. It may easily be that the time factors cannot be met economically, thus making necessary a revision in the sales budget. However, the chances are that with the warehouse to act as a stabilizer the manufacturing program can be so arranged as to keep all departments upon a uniform production basis, with consequent manufacturing economies which are highly desirable. It is well known that higher profits generally follow lower costs when the latter result from improvements in processes and methods.

New machine and equipment requirements, together with repairs, can be planned for in advance, both as to time for purchase and cost thereof. In written form these requirements supply another statement, entitled the budget of capital expenditures, which is essential to

the proper construction of the annual company budget.

The production program also calls for the determination of the material and supplies which will be required to produce the quantities called for by the annual sales budget. The budget requirements are serious at this point if the company does not have adequate records to give this information relative to individual products. This information is vital, however, to the success of the complete plan and must be developed for use in preparing the annual materials budget.

**Estimating Expenses:** Having determined plant and material requirements, the factory executives are in position to calculate the cost of all other expenditures necessary for the year's production.

The branch managers, sales manager, treasurer, office manager, and all other heads of departments also have responsibilities in the preparation of the expense estimates.

While the expense records of previous years give valuable information in this connection, it should be emphasized that the preparation of an expense estimate is a forecast of expenses as they should be to handle most economically the sales and production budgets of the year. Expense estimates should be made up independently of the past records if the greatest benefits are to be derived; namely, the development of genuine interest in the budget, and the betterment of employee judgment in forecasting business conditions and the results thereof, with consequent stabilization of company profits.

The salaries and wages expense total of each department therefore should be built up by taking the number of persons at each rate which the department manager expects to employ. It should not be arbitrarily taken at the figure of the previous year. This procedure, properly adapted, should be applied to each major item of expense.

The need of an adequate system of accounts is nowhere more strikingly illustrated than in the preparation of the various expense budgets. If the accounts are properly classified and named the task is exceedingly simple. Ambiguities and the handling of unlike items in the same account should not be permitted, because such a condition makes necessary a large amount of analysis in subsequent comparisons of actual attainments with the budget forecasts.

The summary of all the expense estimates represents the annual expense budget. Stated in terms of natural, major divisions of expense it serves a dual purpose by directly influencing the cash position of the company at the end of each month

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known way to make the Lincoln a better automobile, the improvement with the determination to build the world's finest automobile would be incorporated.

backed by the resources and personnel of the Ford Motor Company, it is possible to produce such a car as the Lincoln.



# EDWARD LOWE

## MOTORS COMPANY

Lincoln Sales and Service Dealers  
Van Ness at Jackson

and by throwing into decided relief subsequent deviations from the estimates whenever the deviations are serious in nature. In fact, all of the budget statements serve this dual purpose.

**Projecting Monthly Profit and Loss Statements and Balance Sheets:** After all revenues and expenditures are charted upon a monthly basis it is as if the books of original entry for an entire year were ready for posting to the general ledger. However, instead of actually carrying the entries to a set of accounts, they are applied to a so-called working trial balance which contains the actual beginning balance sheet items of the year. Additional entries are devised to cover the probable collection of cash on accounts receivable, and other sources; the payment of dividends, etc.; after which the preparation of an income account and balance sheet

at the end of each month becomes merely a question of copying the cumulative figures produced on the working trial balance.

**The Statement of Receipts and Disbursements:** With the foregoing schedules and information as a guide, it becomes possible to forecast just what the cash requirements should be at stated intervals, and steps can be planned accordingly to secure additional credit or conserve funds in the best interests of the company. As a result of the preparation of this statement all information necessary for the conduct of the business under budget management has been secured.

**The Budget in Operation:** The budget was constructed with painstaking attention to details. It may be fairly assumed that the preparation of the first budget has taken a number of weeks or months, since the entire business of the company has been subjected to a concentrated analysis which in all probability uncovered weaknesses in organization or methods that required correction in order to meet the needs of the new plan. Also, the various sections of the budget were not constructed simultaneously, but were taken up one at a time and in logical order.

Having been constructed carefully and for a great purpose, the complete budget should be administered with equal care and attention to details. Experience has taught that maximum results cannot be achieved unless a qualified executive is charged with sole responsibility for the effective conduct of the statistical end of the budget operation. It may well be that during the first year or longer his entire time would be taken up in training the organization to make adequate use of the new instrument.

It is a most delicate instrument, too, and so must be cared for with unstinted devotion. It must be adjusted from time to time to meet changes in business and internal conditions which were overlooked or not contemplated in the original budget construction period. To provide for such changes the operating and financial statements contain columns in addition to those which show actual results, budget estimates and corresponding increases or decreases. These additional columns reflect the budget changes and the revised budget balance to date, and preserve thereby the identity of the original estimates.

When properly installed and conscientiously administered, thereafter the complete budget provides the most effective means known to modern business for the stabilization and realization of satisfactory earnings.

Executives who have given it a fair trial and weathered the difficult first months, during which the organization learned to think in terms of the future and take pride in meeting its

self-imposed sales, production and expense quotas, state their conviction that under budget management profits have been earned in years which, under the old-time methods, would have produced substantial losses.

Company loyalty and spirit is fostered under the budget plan. Economies of operation follow as a matter of course when any considerable group of employees awakens to a realization that the prosperity of the company means prosperity for the individual.

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# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

11013—Hamburg, Germany. An exporter, importer, merchant and manufacturers' representative offers his services to bring agent to American firms trading in any goods of European origin. He is prepared to procure manufacturers' lowest prices, for which services he will charge a low commission.

11014—Hamburg, Germany. Import-export house is very desirous of establishing business connections with California firms interested in exporting to Germany or in importing German products. A list of commodities in which the above firm is particularly interested is on file with the Foreign and Domestic Trade Department. References are supplied.

11015—Hamburg, Germany. Old-established business house desires to represent exporters of CALIFORNIA PRODUCTS. An exceptionally good market exists for DRIED FRUITS and APRICOT KERNELS. New York reference supplied.

11016—Hamburg, Germany. Firm wishes to act as sole agents for canners of SALMON, PILCHARDS, etc. Will buy on own account or on consignment.

11017—Buda-Pest, Hungary. Manufacturer of THERMOMETERS, SURGICAL and MEDICAL GLASS INSTRUMENTS, etc., wishes representative in San Francisco.

11018—Halle-Saale, Germany. Large manufacturers of BOTTLES (green and white), also SALT, wish to get in touch with interested San Francisco importers.

11019—Nuernberg, Germany. An organization established for the purpose of taking care of the extension of business and the nominal relations between Germany and the

U. S. A. has forwarded to the Foreign and Domestic Trade Department a number of circulars advertising German-made products. Goods in which the U. S. A. list comprises WATER HEATERS, PASTE-SPIRIT MIXING TUBS, SELF-FEEDING STEEL, CRUSETTE PAPER, all kinds, YEAST, DRIED YEAST and YEAST EXTRACT; TEMPERED GLASS and WILD GLASS BOTTLES; GRAFETTE LIGHTERS and NOVELTIES; RADIO BROADCASTS and other radio equipment; ELECTRIC FLASHLIGHT CASES, SMALL BATTERIES for pictures, BICYCLE LIGHTS, and COFFEE MILLS. These circulars are on file at the Foreign and Domestic Trade Department. The organization will be pleased to supply information to San Francisco firms wishing to export to Germany.

11020—Rotterdam, Holland. Established manufacturers' agent desires to establish business connections with San Francisco firms wishing a European agent. He is particularly interested in foodstuffs. New York reference supplied.

11021—Holland. One of the largest Holland manufacturers of LOGO (pawprint) and other goods is seeking connections with a San Francisco importer to handle their product. They are not interested in doing business on a commission basis. Their product is of high quality.

11022—Vienna, Austria. One of the largest and oldest manufacturers of HAT BRACES and HAT STIFFENERS desires to appoint a representative in this territory who is familiar with his line of business and in touch with the customers concerned.

11023—Antwerp, Belgium. Concern wishes to get in touch with California exporters of BAINSS wishing to appoint an agent in Belgium.

11024—Lyons, France. Firm having excellent connections with the textile manufacturers of Lyons wishes to get in touch with San Francisco firms in a position to use their services as SILK buyers. They will furnish references to interested firms.

11025—Amsterdam, France. Large exporters of VEGETABLE OILS, ESSENTIAL OILS, SOAPS, FLAVORING EXTRACTS, BOTANICAL DRUGS, SPICES, SEEDS, etc., desire to market their products in the U. S. A. Complete list of the products they export and several credit references are on file with the Foreign and Domestic Trade Department.

11026—New York, N. Y. American agents for the "GAL" TOILET PREPARATIONS of Spain are very anxious in appoint distributors in this territory and wish to get in touch with interested firms handling toilet preparations and drug supplies, or with jobbers or wholesalers. The line consists of PERFUMES, POWDERS, SOAPS, HAIR LOTIONS, etc. A price list is available in San Francisco.

11027—Genoa, Italy. Exporters of GLUE-STOCK, MARBLE CHIPPINGS, etc., desire to get in touch with interested San Francisco importers.

11028—Livorno, Italy. Exporter of WHITE and COLORED MARBLE CHIPS desires to get in touch with manufacturers of cement tiles and pavements, or with a suitable agent to handle his line.

11029—Madras, India. Raw product exporters handling ANIMAL SKINS, TEA, GINSENG, INDIGO, MEDICINAL HERBS, LICORICE ROOT, OILS, SEEDS, FIBERS, GUMS and SPICES desire to get in touch with San Francisco buyers. They are in a position to act as agents for manufacturers wishing to market their products in India.

11030—Amritsar, India. Importers of American products and exporters of Indian products desire to establish business connections with San Francisco importing and exporting houses.

11031—Georgetown, British Guiana. Old-established and well-recommended firm is very desirous of securing the representation of California FOODSTUFFS producers, such as CANNED FRUITS, FISH, DRIED FRUITS, etc. Local reference available.

11032—Osaka, Japan. Old-established shippers' and manufacturers' agent desires to establish business connections with Pacific Coast firms for CALIFORNIA RICE, FISH GLANO, SARINONE MEAL and HERBING MEAL, on an agent basis. His buyers will establish irrevocable and confirmed bank credit in favor of his principals for each purchase made through his mediation.

Type samples, both of rice and fishmeal, are required.

11033—Kobe, Japan. Exporters of WOODEN and HAMMOCK UMBRELLA HANDLES, TINS, PAPER, PEN NIPPONS, RAMPING BASKETS, SOCKS and STOCKINGS are in a position to supply these products at moderate prices. They desire to get in touch with interested San Francisco importers.

11034—Osaka, Japan. Exporters of ROOFING BAGS and HIGGS FUR PAPER MATERIAL desire to get in touch with interested San Francisco importers. Reference supplied.

11035—Papeete, Tahiti. A highly recommended importer and exporter, one of the most influential men in Tahiti, is extremely desirous of establishing business connections with California firm of commission agents. He states that the usual method of transacting business in Tahiti is that the business houses with whom he has dealings there present him with a list of orders for goods required; he forwards the orders to his agents in France, Germany, England or America, who, in turn, carry out the instructions given, paying him 5 per cent on the net amount of the orders sent. He states that there is an excellent opportunity for California firms to do a large business in Tahiti.

11036—Vancouver, B. C. Gentleman desires to get in touch with San Francisco manufacturers requiring sales representation in Vancouver and surrounding districts. He prefers ADVERTISING AGENTS, SPECIALTIES and NOVELTY LINES.

11037—New Plymouth, N. Z. Party is in the market for a SMALL CUSHYER TRACTOR for use on slightly undulating country.

(Continued on page 32)

## CALIFORNIA MANUFACTURER

doing large export business requires three men for export sales work having following qualifications: One must speak Japanese fluently, one for India, one for general use. All must have sound education and business training, perfect physical fitness. Age between 25 and 35 years. Good personal and business references essential. Applicants must state fully and clearly their qualifications. Box 410, San Francisco Business.

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# LEADS for NEW BUSINESS

A new firm entering a new territory must make new friends, and established firms have a chance of obtaining a certain amount of business from the newcomers if "tipped off" at the proper time. This department was created with the intention of developing new business for members of the Chamber of Commerce. It is a compilation of the names of new commercial and industrial enterprises reported to the Industrial Department of the Chamber of Commerce from many sources. It obviously does not include specific check-up, as firms generally prefer to investigate for themselves without waiting for detailed verification. In addition to new companies the list includes reports of removals and expansions.

Business men can enhance the value of this service and make this department a clearing house for such news by mailing in or telephoning tips to L. M. Hyslop, Industrial Department, Chamber of Commerce, Merchants Exchange Bldg., Kearny 112. A daily service available to members is distributed at 10:30 a. m. at the Merchants Exchange Bldg.

**Accountants**—Greenhood & Jansen, Clunie Building.

**Adding Machines**—Dalton Adding Machine Co. (E. W. Harris), 21 Second.

**Art Goods**—Nippon Art Co., 1719 Fillmore; L. J. Carmel (3721 Geary), 2538 Fillmore.

**Associations**—Northern California Photo Engravers' Assn. (C. H. Miller, Secy.), 1040 Montgomery Bldg.; Underwood Bldg.; Decim Club, Inc., Monadnock Bldg.; Flood Bldg.

**Attorneys**—Chauncey F. Ellis, 660 Market to 315 Montgomery; Gallagher & Gallagher, Mills Bldg.; Underwood Bldg.

**Auto Repairs**—Cliff's Auto Service, 523 Post; Jess Galis, 1247 Golden.

**Auto Tires**—Western Tire Co., 650 Golden Gate Ave.; Beel Tire and Supply Co., 558 Gushaw.

**Automotive**—Gibson Bros., 3355 Twentieth.

**Bakery**—Tasty Bakery, 1910 Irving.

**Barber Supplies**—Hauer Mfg. Co., 467 Market to building being remodelled for them, about 31 Mason.

**Beauty Parlors**—Juliette & Grace Beauty Shop, 240 Stockton; Grace Osborne, 240 Stockton.

**Calendars**—Gerlach-Karklow Co. (Fred E. Gilbert), 461 Market to Traders Bldg.

**Candies**—Fruito Co. (Fred), 290 Market; McKay & Bell (wholesale), 2239 Market to Crystal Palace Market; Our Candy Shop, 112 Divisadero.

**Electric Blankets**—Thermoweave Mfg. Co. (J. G. Moore), 1109 Market.

**Elevator Maintenance**—Acme Elevator Co., 130 Broadway.

**Employment Agency**—Lee's Employment Agency, 704 Sacramento.

**Feather Cleaners**—Phoenix Feather and Flower Works, 1448 Haight to 642 Schrader.

**Flooring**—Yosonite Floor Co., 536 Anderson.

**Florists**—C. C. Glock (Bernal Florists), 3471 to 3489 Mission; Mathisen Floral Co. (George Mathisen), 19 Mason; Flower Shop, 389 O'Farrell.

**Food Products**—W. M. Brown Packing Co., 412 Jackson.

**Fuel**—Circle Wood and Coal Co., 168 Sanchez.

**Furniture**—Moyes & Ballantyne (repairer), 61 Clara.

**Garage**—Inverness Garage, 1565 Bush.

**Importers**—Fang-Hing Co., 723 Sacramento; MacDonald & Co., 373 Brannan.

**Investments**—W. B. Foshy Co. (B. H. Brunner, sales mgr.), 703 Mills Bldg.; Robert S. O'Dell & Co., 225 Bush to 1 Montgomery.

**Lumber**—Junius C. Smead Co. (J. C. Smead), 461 Market.

**Market**—Pride of the Mission Market, 2510 Folsom.

**Milinery**—Mme. Francine, 4018 Twenty-fourth.

**Mirrors**—Charles Yuhas, 3528 Twentieth.

**Oil**—Pacific Lubricating Co., 3333 Fillmore.

**Poultry**—Arcade Poultry Market (Onorato Bros.), 1633 to 1650 Fillmore.

**Poultry Produce**—C. B. Lebovitz, 3100 Twenty-fourth.

**Printing**—Golden West Lithograph Co., 368 Ninth.

**Publications**—State Police Magazine (Law and Order Utilities Bureau), 388 Market.

**Purchasing Agents**—Apasco Purchase and Sales Corp., 681 Market to 870 Market.

**Radios**—Pinner Radio Shop, 1200 Buik to 2224 Lombard; Reliable Radio Service Co., 5417 to 5835 Geary.

**Real Estate**—Carroll Co., 41 Sutter; F. E. Sullivan Realty Co., 1845 Irving; Berger & Wayne, 1179 Market.

**Restaurants**—Delf Lunch, 683 Folsom; Kautela Caf6, 358 Sutter.

**Rugs**—Wholesale Carpet and Rug Agencies, 1155 Mission; Kenyon & Riedy, 1155 to 960 Mission.

**Sanitary Products**—N. Stone, 53 Stevenson, Sculptor—Ward Montague, 1053 Columbus Avenue.

**Shirts**—Max Hase, moving from 142 Mason soon.

**Shoe Repairing**—S. H. Harrison, 1831 Howard.

**Staves**—John G. Ils & Co., 839 to 855 Mission.

**Structural Steel**—Minneapolis Steel and Machinery Co., Hearst Bldg.

**Tailors**—Leal & Beynon, 1943 Irving.

**Trunks and Luggage**—Belter Trunk and Bag Co., 602 Mission to 753 Market; Mayer Trunk Co., 220 Market.

**Washing Machines**—Eagle Washing Machine Corp., 681 Market.

**Window Shades**—San Francisco Window Shade Mfg. Co., 1543 Eddy to 849 Golden Gate Ave.; Cleoness Shade Factory, 2221 Clement.

**Miscellaneous**—W. B. Foshy Co. (E. Peoples Hydro-tectric Corp.), Mills Bldg.; Columbia Mfg. Co., 333 Seventh; Sadler & Eisenbacher, 79 West Portal; Finance Corp. of America, 60 Sansome; Schwartz & Bornheim, 149 New Montgomery; Carroll & Goldstone, 430 Columbus Ave.; Times Sales Co., 821 Market; Coast Piggly-Wiggly Co., Underwood Bldg.; Hub Sales Co., 9955 Market; Henger-Seltzer Co., 625 Third.

## DUMBARTON BRIDGE IS PAMPHLET SUBJECT

The Dumbarton bridge, which is scheduled to open soon, is the subject of an interesting pamphlet issued by Leib-Keyston & Co.

The tremendous increase in automobile traffic is visualized, one record showing that Oakland ferries in 1913 transported 161,981 automobiles. This compares with 2,990,160 for 1926, the latter estimate being based on seven months' actual.

The location of the bridge in relation to the flow of travel to and from the San Joaquin Valley and the Peninsula areas also is presented.

## BRITISH INDUSTRIES FAIR

The British Industries Fair, which is organized annually by the British government for the purpose of giving

English manufacturers an opportunity of displaying their products for the benefit of the trade buyer, is to be held in London and Birmingham from February 21 to March 4, 1927. Information regarding the fair may be secured from the British consulate general.

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## Sterling Quality CENTRIFUGAL PUMPS

VERTICAL PUMPS for Surface or Pit Pumping. Same construction features as the split case Centrifugal Pump. Sizes—1½ in., 2 in., 3 in., 4 in., 5 in., 6 in., and 8 in. Send for bulletin No. 21.



Sterling Unilype Drive  
The Original

### Deep Well Turbine Pumps

Made for the following well diameters: 4 in., 6 in., 7 in., 8 in., 10 in., 12 in., 14 in., 16 in., 18 in. and 20 in. Capacities 20 G.P.M. to 4,000 G.P.M. Send for Bulletin No. 16.

NOTE:—The motor drive for this vertical pump interchanges with the deep well Turbine Drive.

Manufactured by

## Sterling Pump Works, Inc.

Stockton, California  
Reliable Dealers Wanted  
Member of Western Irrigation Equipment Association

## Foreign Trade Tips

[continued from page 30]

11028—Melbourne, Australia. A manufacturers' representative seeks connections with manufacturers of NOVELTY and SPECIALTY LINES for representation in Australia.

11039—London, England. Manufacturers of high-grade CHOCOLATE of Russian blend, desire to establish business connections with Pacific Coast confectionery importers.

11040—Manchester, England. Manufacturers of clothes desire to market their products in San Francisco.

11041—Motobizilla, Chiapas, Mexico. Party is in a position to supply the following raw products, samples of which are on file with the Foreign and Domestic Trade Department: CACAO, VOI AMOH, MYRTLE, LACHEL, HYPERICUM, LICORICE, SASSAFRAS, PERUVIAN BARK, AROMATIC LA PLAYA, ALLIGATOR PEARL, BLACK AND WHITE WOOD, PEARLE STONE (solid and powder), FINI HONING STONE, CARBONATED STONE, VEGETABLE WAX and CHINA CLAY.

11042—Buenos Aires, Argentina. Manufacturers of a product called "Petit Grain," used as a base in the manufacture of perfumes, desire to establish business connections with San Francisco perfume manufacturers or importers of this line. "Petit Grain" is the distillation of the leaves of the bitter orange and is being exported to many parts of the world.

## Domestic Trade Tips

D-2279—Houston, Texas. An oil and refining company is in the market for a quantity of SPIRUS CIN POLES, 35 to 45 feet in length, butts and tops in proportion. Solicits inquiries from interested suppliers.

D-2280—Ocean Park, Calif. Fish-packing company is in the market for a quantity of GILL FISHING NETS, to be delivered at Seattle, Wash., in May, 1927.

D-2281—Cleveland, Ohio. Company establishing a chain of offices to represent a number of manufacturers entering to railroads throughout the United States, Canada and Mexico, wishes to appoint an established manufacturers' agent in this territory, who is fully acquainted with the local steam and street railroad buying and operating personnel, and who would be willing to handle and represent four lines on a commission basis. The object of the company is to give individual service and, in addition to the regular commission on each line handled, an additional remuneration is paid for the individual service.

D-2282—Santa Barbara, Calif. The manager of an exclusive unique shop and tea room desires to take over a line of PETIT-ELMS, LINGERIE, HOSE, BANDKITCHENS, CIGARETTES and other very high-class accessories. The lines must be very exclusive, as the shop caters to the wealthy.

D-2283—Coquille, Ore. Party offers for sale large quantities of MYRTLE TIMBER to be shipped in carload lots.

D-2284—Mt. Vernon, Ill. Biscuit company offers for sale all or part of 10,000 lbs. of ARMY BISCUITS or SHIPS BREAD, at 7c per lb., packed in 25-lb. hermetically sealed tins, two tins to the case, iron strapped. They wish to get in touch with a broker who calls on steamship companies; 5 per cent brokerage will be paid.

D-2285—Hollywood, Calif. Party has an ADJUSTABLE PUCE TAG for retail and department stores, and MANY FACETS' DISPLAY TAGS, for which he desires to secure a suitable active sales representative in San Francisco.

D-2286—Cincinnati, Ohio. Manufacturers of a well-known line of DOMESTIC INCINERATORS and a STORAGE WATER HEATER desire to secure the services of a San Francisco representative. Descriptive booklet of their products is on file at the Foreign and Domestic Trade Department.

D-2287—Chicago, Ill. Gentleman is very anxious to make a connection with a San Francisco company distributing its product on a retail order basis. He states that he is well equipped to solicit by mail the most important towns and cities in the State of Illinois and he is sure a substantial business can be done.

D-2288—Portland, Ore. Firm has a PORTABLE BOX-NAILING MACHINE for which they desire to find a suitable manufacturer in this territory. The total cost of manufacturing the appliance, including electric motor, but exclusive of patent royalties, will not exceed \$100. The machine handles different sizes of nails, sorts them, heads them up, spaces them, straightens them if crooked, and drives them accurately; can be quickly changed to handle any ordinary size of crate or box; all parts are standard and

continued on page 34]

## Hunter-Dulin Building One of the West's Great Structures

FOR beauty of architectural design and strength of construction, the new Hunter-Dulin Building, at the corner of Montgomery and Sutter streets, in San Francisco, stands as one of the finest structures in the West.

This building is being erected by Messrs. Hunter, Dulin & Co., one of the largest security underwriting houses on the Pacific Coast, who will occupy a suite of offices, probably on the ground floor. Lindgren & Swinerton, Inc., builders of the Standard Oil Building and the new Pacific Telephone Building, are the general contractors, and Messrs. Schultze & Weaver are the architects.

It is a worthy successor to the old Lick House, which is held so affectionately in the minds of San Franciscans and inseparably associated with many of the stirring incidents of the city's early history.

Forming the first link in the chain of new buildings now under construction along Montgomery, "The Wall Street of the West," the Hunter-Dulin Building adds both beauty and impressiveness to San Francisco's skyline.

W. A. HALSTED, President  
PERCY L. HENDERSON, Vice-President  
The Old Firm

## HALSTED & CO.

Undertakers and Embalmers  
No Branches

1123 SUTTER STREET  
Telephone GRAYSTONE 7100

## Montague Pipe & Steel Co.

Riveted Steel Pipe, High Pressure Pipe Lines, Oil and Water Tanks, Steel Flanges, Siphons, Stacks, Montague Well Casing, Water Tube Safety Bollers.  
Works: 17th and Kentucky Sts.  
Phone Market 6908, San Francisco  
Office: Hobart Building  
Phone Kearny 698-699, San Francisco

## DECKELMAN BROS., Inc.

Wholesale and Retail

Barbers' Supplies, Cutlery  
and Beauty Parlor  
Equipment  
Koken Barber Chairs

48 Turk Street Franklin 2870

[continued from page 7]

or of how dozens, at that very moment, were working desperately so that the listener would not be kept waiting.

From the announcer's microphone in the stadium and from the two in front of the rival cheering sections and bands, three slender wires carried the story of the game into a mixing panel. There the announcer's voice and the cheers were either raised or cut down, as the occasion warranted. From there they passed through other processes, and for the first time the sounds were amplified. On across the bay the wire—it being but one after leaving the mixing panel—stretched. Finally the voice arrived at the KPO broadcaster, and there the story of the game was hurled throughout the West on waves of ether. But the wire did not stop at the KPO studio, for it was a simultaneous broadcast with KFI, Los Angeles, and as the voice traveled its journey of some 500 miles to the Southern broadcaster, it was amplified again and again. Men at designated stations were listening and watching and guarding, so that all would be well.

And then, 500 miles from the stadium, the voices were again shut out on the ether. An almost unbelievable thing is the fact that had a man been sitting in the stadium with a radio set—one ear to an ear phone and the other open, he would have

heard the rooting section, by radio, quicker than their actual cheering from across the field. That is how much faster radio vibrations travel than sound.

The game itself cost hundreds of dollars to broadcast, but few knew that. A large firm paid hundreds of dollars to have the play-by-play report of the annual classic broadcast in the Southland. That is one of the things that radio is doing. It has taken a very definite and prominent place in the advertising field.

It was only a few years ago that those in the radio world were proving to a skeptical public the greatness of radio, and now, only a comparatively short time after its inception, we find it solidly established, the value of radio proved, and it is contributing daily as much to American life, in both education and entertainment, as any other factor.

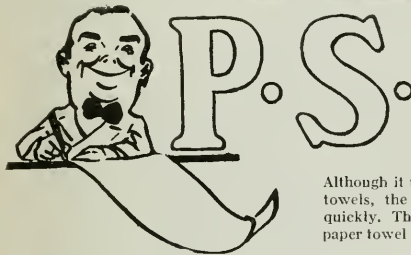
With radio established as it is, those in the radio world have now turned their attention from proving the greatness of broadcasting and are seeking to better it. Great strides have been made and are being made. Radio, from a business standpoint, is one of America's greatest industries. It is here to stay. We, in radio, believe that it is also here to grow to even greater proportions than it is today. Perhaps we might describe radio itself and the other industries from which it draws.

In the first place, there must be

huge manufacturing plants where great broadcasters are made. The stations broadcasting today number in the thousands. Then there are also the factories that build the receiving sets—millions of which are now on the market and in American homes. Perhaps no industry is making greater use of our telephone wires, with the exception of the press and telegraph, than radio. Its simultaneous broadcasts have held wires open from one end of the country to the other.

Then there is also another way in which radio draws upon the telegraph systems. Nightly telegrams and telephone calls number in the hundreds. At one of KPO's anniversary programs, 71,000 letters and telegrams were received from all parts of the United States.

We could go on to great length telling of what happens behind the scenes in radio, but it is almost a never-ending story, and each day new chapters are added to the history of this newest form of entertainment which occupies such a high position in the home of America. The finest opera star from the Metropolitan, a symphony concert, a world-famed band, or a president's address may at almost any time be found on the radio; but the accomplishments to date, wide sweeping as they are, are only the heralds of a greater era into which broadcasting is entering.



Everyone knows what P. S. means: It is the signal that indicates "more to be said"; it is the woman correspondent's dearest friend—she rarely leaves it out of a letter.

P. S. also stands for Public Service. When applied to towels it means there is more to be said about Public Service towels than can be said in a few words.

Although it takes time to relate the advantages of Public Service towels, the effect of these advantages can be demonstrated quickly. There is no more reason why you should blot with a paper towel than with a cloth towel if the towel is properly made.

Public Service towels are the rub-don't-blots kind. You do not have to reverse your natural instinct when using Public Service towels. They do not tear. They do not pulp. They just dry-dry-dry as you rub. The patented hem on Public Service towels adds to the ease with which wet hands can draw them from the cabinet. P. S. cabinets serve one towel at a time and are easily filled because of the single fold interleave. Samples and prices on request.

*P. S. towels give a clean towel for every pair of hands*

## National Paper Products Company

No-Waste Tissue Public Service Towels Sop-O-zoN Liquid Soap

Phone Davenport 2770

1789 Montgomery St. San Francisco, Calif.



## Harbor Improvements Asked by Chamber of Commerce Assured



AN FRANCISCO harbor will be cleared of practically every obstruction that is a menace to deep draft vessels.

This is the assurance received by the San Francisco Chamber of Commerce from its Washington bureau.

The Board of Engineers for Rivers and Harbors, according to this dispatch, has agreed to the full program of harbor improvement initiated by the chamber.

Several months ago the board agreed to institute a survey covering only part of the chamber's program and effecting a channel 2,000 feet wide and 35 to 40 feet deep, extending from the Golden Gate along the San Francisco waterfront.

The maritime and harbor committee of the Chamber of Commerce subsequently submitted data and briefs pointing out the necessity of extending the survey to include the lowering of obstructions to a depth of 40 feet in the whole main harbor.

This will include Arch Rock, Slag Rock and another shoal near Alcatraz Island; the shoals at the entrance of Raccoon Straits and other shoals within the strait itself.

These improvements, when completed, will make the depth in the inner bay of San Francisco as great as the main channel outside the Golden Gate, which the Government has just completed, and in effect will remove the last vestige of danger to the largest ships afloat. Navigators of these entering the Golden Gate, even in heavy fog, will be confronted with no other obstruction than Alcatraz Island.

### SAN FRANCISCO PRINTER WINS HIGHEST AWARD

First choice in the Graphic Arts Leaders Exhibit of America has been awarded to John Henry Nash of San Francisco. This exhibit, which is an annual affair, is participated in by the leading printers and typographers of America, and Dr. Nash's work was selected from more than 1,500 specimens.

The Graphic Arts Exhibit is now in San Francisco and will be on display until Tuesday, December 14, in the advisory department of the Zellerbach Paper Company, at 534 Battery Street.

**Domestic Trade Tip.**—(continued from page 32) standard equipment is all that is necessary to manufacture it.

D-2289—Baltimore, Md. Gentilemao wishes to act as representative in Baltimore and vicinity for a San Francisco manufacturer, wholesaler or jobber. He is particularly familiar with chemical products. He prefers a product which calls for special work. Will furnish references to interested firms.

### SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with subsistence supplies to be delivered at San Francisco, Calif., December 25 to January 10, for shipment to Manila, P. I. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened December 31, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at the Army Transport Dock, Fort Mason, San Francisco, as required during the month of January, 1927. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened December 15, 1926.

For furnishing the War Department with subsistence supplies, to be delivered at San Francisco on or about February 10, 1927, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened December 30, 1926.

For furnishing the California state institutions with heavy sole leather, medium sole leather, waterproof chrome sides, chrome tanned sides, glazed kid, harness leather, skirting, shoe laces, etc., for delivery during the period commencing January 1, 1927, and ending March 31, 1927. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, Calif., and will be opened December 31, 1926.

For furnishing the California state institutions with miscellaneous clothing, hats and dry goods, for delivery during the period commencing January 1, 1927, and ending March 31, 1927. Bids are to be submitted to the Purchasing Agent, Capitol Building, Sacramento, Calif., and will be opened December 16, 1926.

## CHAMBER OF COMMERCE

APRIL 14  
1 9 2 7

YEAR BOOK  
AND

APRIL 14  
1 9 2 7

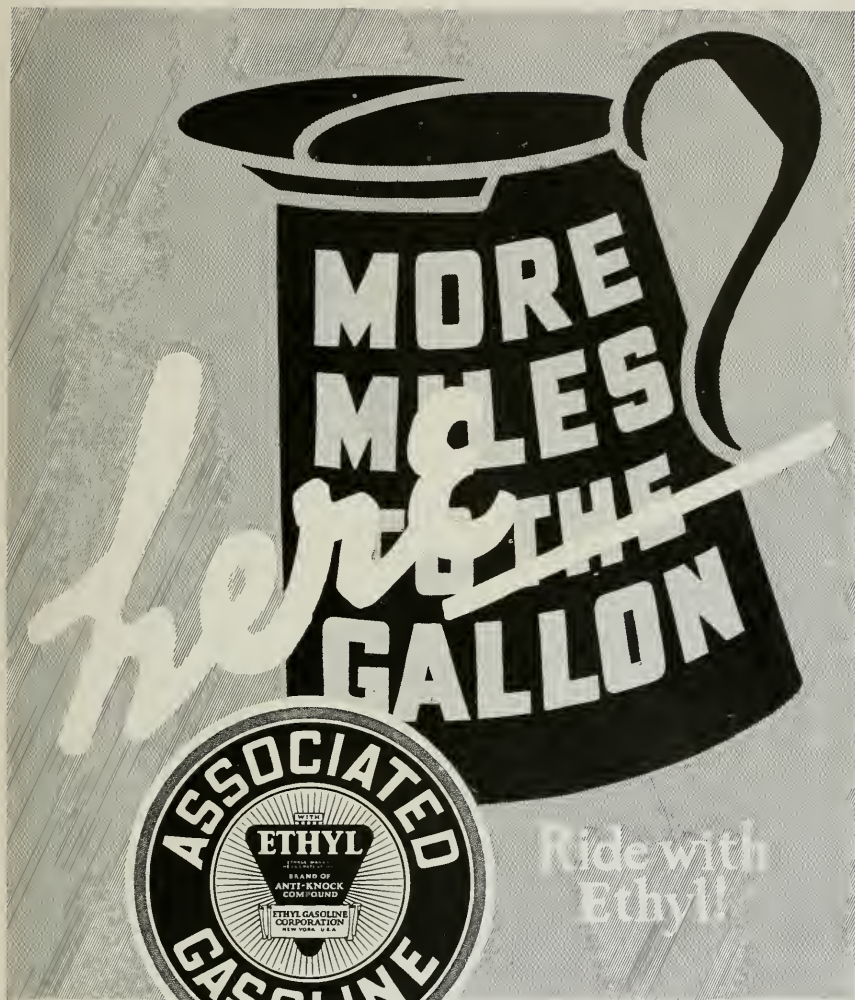
## TRADE DIRECTORY

THIS publication will list all Chamber of Commerce members of record February 15th, 1927. The commodity classifications will serve as a Business Guide in both foreign and domestic trade. Members desiring their listing in bold face type may have this privilege by the payment of \$1.

Regular Advertising Rates & Forms close April 1, 1927

Telephone KEARNY 112 for Space Reservations





**A**SSOCIATED Gasoline [with its distinctive range of boiling points] to which has been blended a very small quantity of Ethyl brand anti-knock compound—a compound developed in the great research laboratories of the General Motors Corporation.

Now you have available a gasoline that actually turns carbon into power! If your car is full of carbon, Associated Ethyl gasoline will make it run like new. And whether your car is old or new, you'll experience no more labored "knocking" or "bucking" when you crawl in traffic or take a hill on high. Instead, you will find a noticeable increase in power, faster pick-up and less gear-shifting. Greater all around satisfaction in driving. Try a tankful of this super-fuel. Test its remarkable qualities yourself.

**ASSOCIATED OIL COMPANY**

*Sustained Quality Products*



THE NEW WINTER RED CROWN CAMPAIGN  
for our client, the Standard Oil Company  
of California, is a unique example of  
*"Advertising that accomplishes the most sales  
for the fewest advertising dollars."*

THE H. K. McCANN COMPANY

**NEW LEADS  
TRADE TIPS**

## San Francisco Business

**INDUSTRIES  
EXPANSIONS**

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

DECEMBER 15, 1926

FILE COPY  
INFORMATION BUREAU  
NOVEMBER 23

# NEW OFFICE PLACE FOR FEDERAL BLDG.

## 28 NEW MEMBERS

### U.S. Welcomes Private Bids On Airmails

### San Francisco Urged To Retain Place as West's Terminal

THE Federal Government should no more operate airplanes carrying transcontinental mail than it should operate the ships that carry mail across the ocean. Private companies now operating mail planes are fulfilling their contracts efficiently and successfully, and in the extension of the mail service the Government will give serious consideration to the firms now operating. This was the statement of W. Irving Glover, second assistant postmaster general, at a luncheon in his honor by the Chamber of Commerce last Monday.

Mr. Glover spoke enthusiastically of the great changes that have taken place in San Francisco since his last visit a few years ago, and gave it as his opinion that officials in Washington who have not the opportunity of coming West and seeing for themselves the remarkable development here have no conception of the needs of local government departments.

Superintendent James B. McSheehy, speaking for the Aerial Affairs Committee of the Board of Supervisors, assured Mr. Glover that his associates were pledged to the immediate acquisition of an airport site, and that if the proper location for a municipally owned field could not be determined at once the city would lease temporarily and buy later. Others representing the city at the luncheon to Mr. Glover were Supervisors Kent L. Marks, Shammann, Connerly, Havener and Schmidt.

Replying to Mr. McSheehy's remarks Mr. Glover gave assurance that the board's pledge would be a powerful factor in combating any moves to take the transcontinental airmail terminus away from San Francisco.

### Who's Who Among the New Ones

### Roster Grows!

Twenty-eight new members this week! Look 'em over!

**Reddick B. Bickel:** Architect, specializing in city planning, 12 Geary Street, A. Newman in San Francisco.

**Chancellor Bond and Mortgage Company:** Financial advisers, specializing in high-grade bond and mortgage securities, Suite 121 Mills Bldg. Mr. George W. Becker is the resident general manager.

**Colapietro & Colandro:** Real estate, insurance, investments and building contractors, 822 Montgomery Street.

**The Columbia Company:** Wholesale candy and tobacco jobbers; importers and exporters, 655 Jackson Street.

**Everlast Paint and Sales Company:** Distributors for McEwan Paint Products, Inc., and manufacturers of "McEverlast" protective coverings for iron, steel, wood, concrete and other materials. O. G. Hopkins is district manager at 531 California Street.

**W. B. Foshay Company:** A recent important addition to San Francisco's financial district. This well-known and long-established house specializes in public utility securities. The San Francisco office is in charge of H. B. Brumer at 762 Mills Bldg.

**Grand Bros.:** This old-established firm of manufacturing jewelers, located at 923 Market Street, needs no introduction.

**Dwight B. Hinchley:** Special representative of the Pacific Coast Founders Association, 55 New Montgomery Street.

**Hitecock Financing Service, Inc.:** Organizing and financial specialists, 563 Pacific Bldg. Mr. O. C. Grossman, vice-president, is in charge.

**H. L. Kriedt Company:** Printers and publishers, at 942 Howard Street.

### U.S. Commerce Bureau Report Exposes Facts

### Business Is Fine In Some Places; Slow In Others

CHECK payments for the first week of December were slightly lower than in either the preceding week or the corresponding week of 1925, according to the weekly statement of the Department of Commerce. The distribution of goods, as seen from railloadings, continued to decline seasonally and was less than a year ago.

Wholesale prices were generally lower during the first week of December than during the previous week and were considerably below the level of last year. Loans and discounts of Federal Reserve member banks were higher than at the end of either the preceding week or of the corresponding week of last year. Interest rates on both time and call money were lower than a year ago, call money rates being slightly higher than time money rates the same as for the preceding week. Prices of stocks and bonds averaged slightly higher than during either the previous week or the same week of 1925. Business failures were larger than for either previous period.

### CANADA

Cold weather and snow have caused brisk retail sales of rubber and heavy footwear, umbrellas, waterproofs, etc., and a very fair volume of business is reported in general lines. Wholesale trade remains about the same, with the exception of refined sugar, which has advanced 10 cents per cwt. The general level of business activity, which showed a declining tendency during the third quarter, recovered somewhat in October. It is now said in Canada to be evident that the volume of Can-

### Columbia, S.C. Hears Us and Wants More

Mr. R. W. Grosland, 2810 Dine Street, Columbia, S. C., grows dahlias, chrysanthemums and kindred foliage. He welcomes all the information he can get on the subject, and so it was with a thrill of pleasure that he twisted the knobs of his radio a week or so ago and picked up the following:

"Radio station KPO, San Francisco. You are now about to hear a talk by the Industrial Department of the San Francisco Chamber of Commerce on San Francisco's flower industry."

The next day Mr. Grosland wrote Mr. Fleming, manager of the Industrial Department. He'd heard everything, received some valuable information, and wanted whatever additional data on the subject that might be available. This was sent him by return mail.

Talks by the Industrial Department are now being broadcast over KPO every Monday evening, beginning at 8 o'clock.

## New Industries AND Expansions

### NEW INDUSTRIES

A. KAILER & SONS CO., manufacturers of juniors', misses' and women's dresses and sport coats and dresses, with factory and offices in Portland, has recently opened branch sales and distributing offices at 133 Kearny Street, this city. Products are being distributed widely over the entire State of California.

### EXPANSIONS

CRANE COMPANY, manufacturer of valves, fittings and plumbing fixtures, with Northern California headquarters at 393 Brennan Street, and factories at Berkeley, Conn., and Chicago, Ill., is constructing a three-story reinforced concrete

## Chamber Urges Supervisors To Offer Site

### Why Hide It In a Side Lot When We Have Great Show Place?

THE San Francisco Chamber of Commerce has, through its board of directors, urged the Board of Supervisors to offer the United States Government the block of land bounded by Larkin, Grove, Hyde and Fulton streets as a site for the proposed new Federal Building.

The request, in resolution form, stipulates that the Government, in accepting the site, agree to its immediate improvement and erect a building that will conform architecturally and otherwise to the group of buildings now embodied in the Civic Center.

The Chamber of Commerce resolution to the Board of Supervisors follows:

Whereas, The United States Government has under contemplation the construction of a Federal Building in the City and County of San Francisco; and

Whereas, The United States Government, we are advised, would be inclined to the construction of such a new Federal Building to form a part of our Civic Center if a site for that purpose were made available to the Government; and

Whereas, Otherwise the United States Government would be inclined to construct the new Federal Building on the unoccupied portion of the present United States Post Office site; and

Whereas, The City and County of San Francisco is now the owner of a block of land bounded by Larkin, Grove, Hyde and Fulton streets, which is part of our Civic Center, which lot is now unimproved and which was originally designed as a site for a municipal opera house, provision for which is now made in the War Memorial Building about to be constructed; now therefore be it

Resolved, That the San Francisco Chamber of Commerce request the Board of Supervisors of the City and

[continued on page 2]

[continued on page 2]

[continued on page 4]

[continued on page 2]

[continued on page 4]



# SAN FRANCISCO BUSINESS

DECEMBER 15, 1926

Published weekly by the San Francisco Chamber of Commerce, 205 Merchants Exchange. Telephone Kenyon 112. Subscription, \$1 a year. Entered as second-class matter July 2, 1920, at the Post Office, San Francisco, California, under the act of March 3, 1879.

## LEADS for NEW BUSINESS

**Adding Machines**—Adding Machine Service Supply Co., 507 E. 62d Mission.  
Adjusters—W. P. Barry, 451 California to 111 Sausalito.  
**Advertising**—Grand Advertising Co., 1142 Valencia; J. C. Honck Motor Coach Advertising Co., 75 Fifth.

**Army Goods**—Harry Krueger, 175 Valencia.  
**Attorneys**—John D. Ackerman, 421, Clunie Bldg.; 510 Battery; Frank M. Hoffman, 405 California to Mills Bldg.; John D. Gosbell, 1 Montgomery.

**Automotive**—Lacomobile Co. of Northern California, Inc., 1906 Van Ness Ave.; Stanley W. Smith, Inc., branch, 680 Valencia, San Francisco Motor Service Co., 1476 Pine.

**Bakers**—Moetzuma (Orn Bakers), 3120 Twenty-fifth.

**Beauty Parlor**—Jackson-Merwin Hairdressing Shop, 287 Geary.

**Building**—Contractors Service Bureau, 230 Montgomery.

**Calendar**—Joliet Calendar Co., Joliet, Ill.; Grant Bldg.

**Canned Goods**—Mount Ida Packing Co., 21 Spear to 112 Market.

**Cigars**—Robert Mueller, 159 Clement.

**Cleaners**—Oak Cleaning and Dyeing Works, 977 Oak.

**Clothing**—Adler's Toggery Shop, 1019 Bush.

**Confektions**—Gus Logkas, 2430 Mission.

**Contractor**—John Dowling (Bricks), 2910 Twenty-fifth to 31 Justice Drive.

**Electric Belts**—Acme Magnetic Belt Co., 151 O'Farrell.

**Electrical**—Columbia Electric Mfg. Co., 59 Columbia Square.

**Engineers**—T. F. Chase (consulting), 1 Montgomery to 210 Post; G. N. Bjorge (mining), 251 California.

**Film Development**—Ball Film Laboratory, 1256 Howard.

**Finance**—Globe Investment Co., 988 Market.

**Florists**—Simpson's Floral Shop, 1508 Divisadero.

**Furnishing Goods**—Pele Nathan, 2342 Mission.

**Gloves**—Steinberger Bros. Glove Corp., 712 Market to 119 Geary.

**Grocers**—Fred Gustavsson, 998 Sanchez; W. J. Gates, 500 Gough; Combination Shop, 172 Turk.

**Importers**—Columbia California Corp., 110 Sutter to Sheldon Bldg.

**Investigators**—Wm. J. Burns International Detective Agency, Inc., 1 Montgomery to United Bank Bldg.

**Junk**—Johnson-Wall Supply Co., Santa Fe Bldg.

**Mrs. Agents**—MacKenzie Sales Co., 227 Folsom to 118 Larkin; F. W. Schwab, 1065 Market.

**Market**—New Daily City Market, 398 Templeton.

**Meats**—Producers Meat and Packing Co., Inc., 136 Fifth.

**Mining**—Belle Mining Co. (A. G. Badger), Clunie Bldg.

**Overalls**—Shu Overall Co., 821 Market.

**Paper**—American Paper Co., 1 Montgomery.

**Publishers**—Hearst Publications, Inc., 1 Montgomery.

**Radio**—Meatraz Radio Shop, 2221 Lombard.

**Real Estate**—H. A. MacDonald, Clunie Bldg.; to Consular Bldg.; Eals, Kleider, 690 Market; H. M. Henderson, 210 Montgomery

to 181 Market; J. W. Kultruff, 620 Market Remedies, Etc. Health Products, Corp. (Jons-S-Mint), 20 Seeling to 393 Brannan.  
**Shoe Repair**—Vincent Ferrer, 1355 Powell.  
**Signs**—Merris Sign Shop, 1833 Post.  
**Stocks and Bonds**—Detroit Co. (P. A. Sipp), 151 California.

**Stucco**—Acme Stucco Co., 1366 Howard.  
**Tailors**—Laff & Zedler, 325 Kearny to 111 Market; Basil Verneus (ladies'), 1251 Leavenworth to 1006 Sutter.

**Trucks and Tractors**—Crescent Truck Co. (L. Hanson, Pa.), (L. Has, Kelly, Mgr.), Sharon Bldg.

**Trunks and Luggage**—Guarantee Trunk Co., 531 Market.

**Table Cleaners**—Atlas Mfg. Co., Inc. (Wm Ernst), 151 First to 665 Folsom.  
**Underclothing**—Johnson Bros., 2091 Folsom to 1758 Seventeenth.

**Varnish**—Pratt & Lambert, Inc., 1430 Market to 1252 Howard.  
**Wall Paper**—Garjole Wall Paper Co., Inc., 115 Market.

**Well Boring**—Wm. Allingham Co., 211 Brannan to 369 Folsom.

**Wholesale**—H. J. Barnes & Co., Inc. (Sullivan Exchange Bldg.); Newburgh Fire Dust and Supply Co., 1065 Mission; L. Healey & Co., 310 Sansome; Vietnam Co. of America, 111 Sansome; Baker & Laughlin, 1179 Market; American River Water and Power Co., Call Bldg.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file with the Foreign and Domestic Trade Department.

For furnishing the War Department for use of flood control, Sacramento River, California, an electric mill with controlling appliances for booster pump. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, and will be opened January 5, 1927.

For furnishing the War Department for use of flood control, Sacramento River, California, a 20-inch booster pump. Bids are to be submitted to the U. S. Engineer Office, 85 Second Street, San Francisco, and will be opened January 5, 1927.

For furnishing the War Department with lumber, for delivery at Fort Mason, San Francisco, Calif. Bids are to be submitted to the Quartermaster Supply Officer, S. F. G. 1 Depot, Fort Mason, California, and will be opened January 29, 1927.

For furnishing the War Department with subsistence supplies, for delivery at Warehouses B-2, Fort Mason, San Francisco, Calif., on or about February 12, 1927. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, California, and will be opened January 7, 1927.

For furnishing the War Department with subsistence supplies, for delivery at San Francisco, Calif., on or about February 10, 1927, for shipment to Honolulu, T. H. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, California, and will be opened January 3, 1927.

## NEW INDUSTRIES—[continued from page 1]

warehouse with brick exterior, containing 48,000 square feet, on its property at Second and Brannan streets, for the storage of its products. It is estimated this expansion will increase facilities 40 per cent, and it represents an investment of \$1,500,000, including stock. It is expected this building will be completed about March 1, 1927. This branch serves the Bay Cities, San Joaquin Valley as far south as Santa Barbara County and as far north as the State of Oregon. (cont. on page 1)

## AIRMAIL BIDS WELCOME—[cont. from page 1]

Others who addressed the meeting were Captain Robert Bellar, who presided; R. E. Fisher, representing the California Development Association, and Lewis E. Haas of the Chamber of Commerce.

## REVENUE FREIGHT LOADING

Loading of revenue freight the week ended November 27 totaled 942,792 cars, according to the car service division of the American Railway Association. This was an increase of 49,586 cars over the corresponding week last year and 63,661 cars over the same week in 1924. Due to the usual seasonal decline in traffic that takes place at this time of the year and also to the observance of the Thanksgiving holiday, the total for the week of November 27 was a decrease of 136,020 cars under the preceding week.

## WHO'S WHO—NEW MEMBERS

[continued from page 1]

**National Thrift Corporation:** Bonds and investment securities. Mr. M. Gordon Phillips is resident manager at 318 Pierce Building. The Adams Company: Leather tanning, velvet flexible sole leather, Barus' patent brood and prying knives, Ereo tank balls, shaving brushes, general manufacturers' agents. 693 Mission Street. H. M. Simon, manager.

**Pacific Agencies and Trading Company:** General exporters and importers, at 290 California Street.

**Pioneer Express:** Express service by fast motor transportation between San Francisco, San Jose and way points. They are located at 585 Brannan Street, San Francisco, and at 125 North San Pedro Street, San Jose.

**Post Products Company:** San Francisco distributing office for the nationally known "Post" products. Ralph H. Whitmore is division sales manager at L5 Underwood Building.

**Rapid Addressing Machine Company:** Addressing machines, Belknap system, 58 Sutter Street. Mr. A. C. Waelisnuth is San Francisco manager.

**Redwoods Holding Company:** This company is developing a beautiful country club property in the Redwood River two miles above Guerneville, known as the Redwoods Country Club. The location comprises more than 200 acres of wooded ground, including a mile of river frontage. The secretary of the club is Mr. Mills Fraser, with offices at 721 Lombard Street.

**Spratts' Patent, Ltd.:** Manufacturers of Spratts' dog foods. T. E. Woodhill is the Pacific Coast manager at 1186 Howard Street.

**Standard Drive Yourself System:** Automobile without driver, with offices in Pacific Coast cities. San Francisco headquarters at 520 Post Street.

**M. E. Stewart & Son:** General insurance agents for 22 years; established at 21 California Street.

**D. L. Thornbury:** Attorney at law, 424 Wall Street.

**Triumph Steel Corporation:** Steel and iron manufacturers, 112 Market Street.

**H. M. Wade:** Attorney at law, 485 California Street.

**Wertheimer & Wilkinson:** This is an old-established, well-known firm dealing in infants', children's and juniors' wear, 639 Pacific Bldg.

**Wisley Bennett Company:** Wholesale dealers in butter, eggs and cheese. This concern has had a rapid growth. Their packing plant is located at Delimiting buildings deep in 3444 Front Street, San Francisco. They handle dairy produce in car-load lots.

**Al Wilson Company:** A San Francisco sporting goods house manufacturing trolling spoons and spinners, fishing tackle and fisherman's supplies. 623 Mission Street.

**F. W. Wood:** Manager of the American Art Works, Inc., 47 Market Street, San Francisco.

**Zentherm Sales Company (California):** This is a new concern in San Francisco, under the management of Mr. Blackstone Smith. They are sales agents and distributors for building materials of all kinds and are located at 55 New Montgomery Street.



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers given.

## Foreign Trade Tips

11043—Alexandria, Egypt. Import-export agent in Pennsylvania has buyers in Alexandria, Egypt, who are in the market for 16,000 cases of fresh APPLES. He desires to hear from interested California exporters.

11044—Cienfuegos, Cuba. Established commission merchants and representatives are very desirous of representing a California firm engaged in the exportation of BEANS on a large scale.

11045—Guadalajara, Mexico. Suppliers of BONIN desire to get in touch with San Francisco importers and merchants interested in this commodity.

11046—Guatemala, Guatemala. Firm engaged exclusively in importing and wholesaling FLOOR desirous to get in touch with California wheat flour mills interested in doing business with importing houses in Guatemala.

11047—Lima, Peru. Party is in the market for United States APPLES, ORANGES and other FRESH FRUITS.

11048—Santos, Brazil. Large express company, established as steamship dispatching and forwarding agents in Rio de Janeiro, Sao Paulo and Santos, Brazil, is desirous of increasing its activities, especially in the field of dispatching and forwarding imported goods destined to the interior of Brazil. It is the only foreign forwarding company in Brazil and is familiar with all phases of the movement of merchandise in that country and well equipped to handle such business.

11049—Maubeuge, France. Large manufacturer of CERAMIC FLOOR AND WALL TILES, glazed, plain and decorated, is anxious to make connections on the Pacific Coast. Offers an extensive line of high-quality products at low prices. Samples available in San Francisco.

11050—Koenig, Germany. Party desires connections with San Francisco GLIMM exporters.

11051—Hamburg, Germany. A firm of international forwarding agents wishes to secure the services of a suitable firm to represent it in San Francisco. It offers its representatives a profitable commission.

11052—Harbin, Manchuria. Party is in a position to supply up to 50,000 pounds of CEDAR (pine) SUGAR and desires to hear directly from interested San Francisco importers. Samples on file with the Foreign and Domestic Trade Department.

11053—London, England. Representatives of various manufacturers of WOOLEN PIECE GOODS, suitable for ladies' and gentlemen's wear, and also of particular interest to cap makers, desire to establish business connections with San Francisco firms interested in handling such imported material.

11054—Goodwood, South Australia. Manufacturer of high-class furniture is in the market for MAHOGANY-FACED FIVE-PLY. Solicits quotations from interested buyers. Requests particulars regarding thickness, quality, size of sheet, price for veneer one square foot for veneer two sides.

11055—India. Party desires to establish business connections with San Francisco firms interested in importing INDIAN PRODUCTS. He is also anxious to secure the agency for American goods in India.

11056—Alep, Syria. Firm dealing in LIGONICE ROOT on a large scale desires to establish business connections with San Francisco importers and consumers of this commodity.

11057—St. Paul, Minn. Jobbers handling large quantities of non COCONUTS desire to get in touch with San Francisco importers of this product.

11058—Guadalajara, Mexico. Well-established manufacturers' representative desires to get in touch with San Francisco firms

dealing in COTTONSEED OIL, COCONUT SEED OIL and GREASE for the manufacture of soap, of which he states he can sell from 20 to 30 carloads monthly. References given.

11059—Hamburg, Germany. Well-established Hamburg firm exporting DRIED STICKFISH, possessing own fishing places in Norway, desires to establish connections with San Francisco importers. References requested and supplied.

11060—Brussels, Belgium. Firm wishes to get in touch with American manufacturers of MACHINERY FOR MAKING ASBESTOS SHINGLES.

11061—Tripoli, Africa. Party desires to get in touch with American manufacturers and exporters of SHIRTINGS, LONG CLOTH, ZEPHYRS, COTTONADES, OXFORD CLOTH, HANDKERCHIEFS, large and small, white and colored; SEWING THREAD, and COTTON AND SILK VELOUR. He wishes samples and prices c.i.f. Naples, or Tunis, payment by letter of credit with some American bank according to seller's wishes.

11062—Hamburg, Germany. Firm wishes to get in touch with exporters of various animal raw materials, such as HAIRS, HIDE CUTTINGS, GLUESTOCK, SINEWS, HORNS, HATHS, BONES, GLUFERONS, HORNS, HOOFS, etc.

11063—Warsaw, Poland. A doctor wishes to get in touch with manufacturers of RESPIRATORS, INDUSTRIAL GOGGLES, LABORATORY APPARATUS, TECHNICAL AND PHARMACEUTICAL CHEMICALS, HYGIENIC ARTICLES and NOVELTY MANUFACTURES in these fields.

11064—Beirut, Syria. Party desires to get in touch with exporters of TEXTILES, HATS, LEATHERS, PHARMACEUTICAL and PHOTOGRAPHIC PRODUCTS and PAPER, who wish to be represented in Syria.

11065—Tientsin, China. Company wishes to get in touch with American exporters of FLOOR, SALTED FISH, CONDENSED MILK, KEROSENE, TOILET ARTICLES and TOYS. References.

11066—Perchtoldsdorf, Austria. Gentleman established in a suburb of Vienna wishes to communicate with American importers desiring representation in Austria. He has had experience in the CHOCOLATE and CANDY trade and has also had training in the AUTOMOBILE business. He will give references in the United States.

11067—Antwerp, Belgium. Company desires to represent American Pouches in Belgium, either for sale or purchase.

11068—Valparaiso, Chile. Concern wishes to represent American exporters of COTTON HOSIERY, COTTON PIECE GOODS, TIE-UPS, SHIRTINGS, KNIVES and OTHER ARTICLES of this character.

11069—Barcelona, Spain. Individual wishes to get in touch with American manufacturers of ADVERTISING MATERIAL, such as CALENDARS, PENCILS, KNIVES and other articles of this character.

11070—Brussels, Belgium. Party is interested in establishing connections with American manufacturers of PLUMBAGO CRUCIBLES.

11071—Berlin, Germany. Individual wishes to obtain descriptive material from manufacturers of TRACTORS, AGRICULTURAL MACHINERY, LUBRICATING OIL, PETROLEUM, GASOLINE, RUBBER TIRES and TUBES and RUBBER FOOTWEAR. Delivery on contract can be made through the American Express Company in Berlin.

11072—Alexandria, Egypt. Party wishes to get in touch with American houses producing the following products: CHEMICAL PRODUCTS, PHARMACEUTICAL SPECIALTIES, RUBBER GOODS, LEATHER MANUFACTURES, TEXTILES, WRAPPING PAPER and CARTONS. He also wishes to communicate with customs brokers and forwarders and importers of BAGS.

11073—Kleinheubach, Germany. Manufacturers of metal TOOLS and other tools wish to establish connections with a San Francisco firm to handle the sale of their products.

11074—Hamburg, Germany. JEWELRY, GOLD and SILVERWARE exporters wish to establish connections with San Francisco houses interested in trading with European exporters of the above articles.

## Domestic Trade Tips

D-2290—Portland, Ore. A construction company desires to communicate with a San Francisco firm or individual who cuts STENCILS FOR DECORATING PURPOSES.

D-2291—Philadelphia, Pa. Manufacturers of FLAGSTONES for all purposes are interested in appointing a suitable sales representative in this territory. A small descriptive circular is on file with the Foreign and Domestic Trade Department.

D-2292—Philadelphia, Pa. Manufacturers of a LAWN SPRINKLER seek connections with an interested San Francisco commission man calling on the retail hardware trade of this territory. Descriptive circular on file with the Foreign and Domestic Trade Department.

D-2293—Chicago, Ill. Manufacturers of METAL ADVERTISING SPECIALTIES are seeking the services of an experienced advertising novelty salesman to give them exclusive representation in San Francisco.

D-2294—Charleston, W. Va. Manufacturers of PARQUET FLOORING of the celebrated West Virginia soft-texture oak desire to get in touch with buyers of oak parquet strip flooring on the Pacific Coast who would be interested in carload shipments.

## TRANSCONTINENTAL FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than December 21. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce.

Docket No. 7415, boiler cleaning compounds, L.C.L. and C.L. eastbound; 7416, lagging, clayed cotton and cotton, L.C.L. and C.L. westbound; 7417, boiler sidewalls and arches, L.C.L. and C.L. westbound; 7418, soda products, L.C.L. westbound; 7419, skins, ironed and wooden, returned, L.C.L. and C.L. westbound; 7420, periodicals and paper patterns, L.C.L. westbound; 7421, automobile parts, wooden, C.L. westbound; 7422, intermediate application of lumber rates, tariff 27-4; 7423, butter, imported, C.L. eastbound; 7424, corn cobs, C.L. westbound; 7425, aluminum sheet, C.L. eastbound; 7426, steam laundry ironers (mangles), K. D. C.L. westbound.

## Profit Jan. 1st?

Accountant with A1 local record wishes permanent position at moderate salary.

Monthly operating and financial statements.

Address Box 115, San Francisco

Business.

## CALIFORNIA MANUFACTURER

doing large export business requires three men for export sales work having following qualifications: One must speak Japanese fluently, one for India, one for general use. All must have sound education and business training, perfect physical fitness. Age, 25 to 35 years. Good personal and business references essential. Applicants must state fully and clearly their qualifications. Box 410, San Francisco Business.

## New Industries and Expansions

(continued from page 2)

**HAWAIIAN PINEAPPLE COMPANY, Ltd.**, packers of pineapple products, with head sales office at 215 Market Street, is rebuilding and making improvements in its factory in Honolulu, Hawaii, by constructing new sugar mill, power house, drier building, and installing new machinery, which will increase facilities considerably and take care of future expansions. Products of this concern have a nation-wide distribution.

**HILL, HUBBELL & CO.**, manufacturer of paints and varnishes for all purposes, with headquarters office at 115 Davis Street, has found it necessary, on account of limited space in its factory at the corner of Army Street and San Bruno Avenue, to construct an additional one-story concrete factory building on these premises, containing 5,200 square feet, for the manufacture of varnish. It is expected this additional building will be ready for occupancy January 15, 1927, and it is estimated this expansion will increase facilities 100 per cent in the manufacture of varnish alone. This concern has sales branches in Seattle, Portland, Los Angeles, New York, and also has a factory in Tulsa, Okla. Products of this concern have nation-wide distribution.

**GOBLIN ORANGE PRODUCTS COMPANY**, 986 Harrison Street, has recently expanded, having leased the one-story and mezzanine floor building at the above address, which gives three times as much space as in the former location at 225 Leavenworth Street. This concern is in the business of extracting juice from fruit such as oranges, pomegranates, strawberries, and grapes; products being sold under the name of "Goblin." New machinery has been installed for extracting the fruit juice, and this concern specializes in pure orange juice and orange-ade. The plant is operated similarly to a dairy in that the orange juice is delivered fresh every morning to schools, cafeterias, hospitals and hotels in San Francisco, Oakland, Alameda, Piedmont, and Berkeley. This concern is contemplating the daily distribution of the orange-ade and pure orange juice in small bottles to homes in the same manner as milk is distributed.

**NEW WAY MANUFACTURING COMPANY**, 894 Folsom Street, manufacturer of instantaneous thermostatic water heaters, has recently expanded, having been reorganized and refinanced in order to distribute its product more widely. It is estimated this new location at the above address will increase the facilities 500 per cent. This concern distributes its products to builders and plumbers, serving the Western States, and exporting to Honolulu, Australia, Japan and China.

## URGES SUPERVISORS OFFER SITE

(continued from page 2)

County of San Francisco to offer to the United States Government the block of land bounded by Larkin, Grove, Hyde and Fulton streets, as a site for the new Federal Building, with the understanding that the Government in accepting that site will see to the improvement thereof by the construction thereon of a new Federal Building of a type and of an architecture in harmony with the existing buildings constituting the Civic Center of San Francisco.

## WORLD MARKET

(continued from page 1)

Indian business during 1926 will have attained a very much higher level than in any preceding year.

### GREAT BRITAIN

With lower fuel costs impending as a result of the termination of the coal strike, an industrial speed-up is now getting under way to fill accrued orders which are considered sufficient in the engineering, steel and metal trades to absorb several months' continuous output. However, operations are still handicapped by high coal and raw material prices; uncertainty of normal supplies, due largely to coal car disorganization; heavy overdraws by many of the works, resulting in a shortage of credit for expansion of industrial activity, and the diversion of orders to foreign markets.

The iron and steel trades have continued to produce only in very limited volumes, but the improving fuel supply is relieving the tension and every effort is being made to resume normal production.

### FRANCE

Premier Poincaré has stated that the foreign earnings acquired by the government through cash payments are sufficient to meet foreign debt maturities through the year 1927. It is also announced that the treasury will reimburse by the end of the year 2,000,000,000 francs of the advance from the Bank of France. The October output of both iron and steel established a new monthly record, with a production of 816,000 metric tons of pig iron and 722,000 metric tons of steel ingots and castings.

### ITALY

Government finance continues to dominate Italian affairs. The consolidation of the internal debt into perpetual holdings has attracted widespread attention and has created a tone of confidence in the government financial situation. Credit stringency still prevails, and all classes of business have been affected by the scarcity of money. Extreme caution characterizes the general business situation and interests are slow to make new commitments, but despite all this there is little evidence of a further decline in industrial activity.

### JAPAN

Preliminary totals of Japan's foreign trade for November reveal an import gain and decline in exports, compared with the previous month. Exports totaled 177,000,000 yen against 191,800,000 yen in October, while imports amounted to 156,600,000 yen in November and 142,700,000 yen in the preceding month. (The average value of the yen was 48.46 cents in October and 49.07 cents in November.) The excess of exports for November, amounting to 21,000,000 yen, reduced Japan's unfavorable balance of trade for the first eleven months of the year to 327,900,000 yen. The unsatisfactory showing in exports is attributable to smaller shipments of raw silk at low prices, while higher exchange rates stimulated imports. The principal features of the November import trade were gains in raw cotton, iron and steel products, machinery and oil cake.

### AUSTRIA

Long agitation on the part of business interests in Austria for the establishment of export credit facilities has now brought results in the form of a project to establish private stock companies with a preliminary capital of 5,000,000 schillings (8715,000). The government will not participate in the proposed undertaking. It is anticipated in Austria that 20 to 25 per cent of individual risks will be carried by the company itself and by local insurance companies, with 75 to 80 per cent of the risk reinsured with foreign companies; risks will be restricted to merchandise transactions and will not apply to shipments to Russia.

### FINLAND

General trade is still quite active, especially in the export industries. Lumber sales for the coming year continue to be lively, and present conditions in the market show further improvement. The sales for the present year totaled 2,009,700,000 board feet on November 15.

### NORWAY

Agriculturists are voicing dissatisfaction with the unfavorable financial conditions under which they are forced to labor. Many meetings have been recently held by farmer organizations and discussions have centered around the advisability of requesting legislative relief. The difficult position in which the Norwegian farmer has been during the last few years was intensified by the recent sudden appreciation of the crown and a feeling that relief was needed became quite general at once.

### SWEDEN

Swedish economic conditions were satisfactory during October. The money market became firmer as a result of the seasonal demand for money and the considerable exportation of capital, the dollar exchange rate continued to rise and price levels continued their upward trend. Domestic business was only moderately active. The paper industry is confronted with an uncertain demand and prices have registered a slight increase.

### DENMARK

The parliamentary election held on December 2 was a victory for the Liberal and Conservative parties. The defeated cabinet resigned on the following day. It is said in Denmark that one of the first problems to which will confront the new Parliament is the future program of the Landmanskab, which has long experienced considerable difficulty. It is expected locally that the Danish crown will return to the gold standard on January 1, 1927.

### RUMANIA

The stabilization in the near future of the lei exchange now is being seriously discussed and this is considered a factor in maintaining the present high rate of 180 lei to the dollar. According to semi-official information, the state budget for the fiscal calendar year of 1927 is estimated at 24,000,000 lei, which represents an increase of 5,500,000,000 lei (about 20 per cent) over the budget for 1926. The budget for 1927 does not include the revenues and expenditures of the state railroads. State revenues for the first nine months of 1926 are reported to have totaled 20,000,000 lei, exceeding the budgetary estimates for this period by more than 1,150,000,000 lei, and the actual revenues for the same period in 1925 by more than 3,000,000,000 lei, or about 18 per cent.

### SOUTH AFRICA

Business conditions generally in South Africa are steadily improving and the retail trade is very satisfactory. The usual seasonal inactivity characterizes the purchasing situation. Statistics of merchandise imports during the first six months of 1926 show a valuation increase of 22,500,000 over that for the same period of 1925. The value of the six months' exports of this year was 130,000 greater.

FILE COPY  
INFORMATION BUREAU

NEW LEADS  
TRADE TIPS

## San Francisco Business

INDUSTRIES  
EXPANSIONS

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

DECEMBER 22, 1926

NUMBER 24

# C. O. C. ENDORSES SWING-JOHNSON BILL

## NEW INDUSTRIES and EXPANSIONS—Page 2

### Low Down on Big Project Is Explained

### State's Position In Western Project Made Clear

(The following statement was read to the board of directors of the San Francisco Chamber of Commerce by R. B. Hale at the last meeting of the board, on Thursday, December 16.)

By R. B. HALE

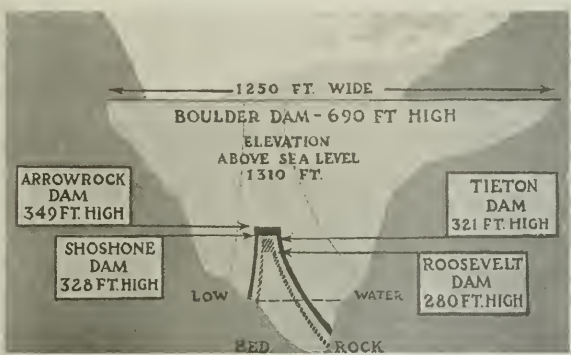
**A**FTER some sixty conferences and twenty-seven executive sessions, the Colorado River Compact was created, on November 24, 1922, with Herbert Hoover as chairman of the commission. It was drawn by a commission representing each of the seven states in the Colorado basin. It provides for two geographical divisions designated as the upper basin, including the states of Colorado, New Mexico, Utah and Wyoming, and the lower basin, including Arizona, California and Nevada, and allots 7,500,000 acre feet of water annually to each basin for consumptive use.

In addition to the above allotment, the lower basin is given the right to increase its beneficial consumptive use of water from the Colorado River by 1,000,000 acre feet per annum. The compact also provides for the settlement of disputes should they arise, and recites that present perfected rights to the use of water shall remain unimpaired. This compact is to become binding when approved by the legislatures of all the states and by the Congress of the United States. The legislatures of five states—Colorado, Wyoming, Utah, New Mexico and Nevada—have, by legislative enactment, approved this compact. The sixth—California—has approved with a reservation which makes her adherence binding if and when the

(continued on page 4)

### How BOULDER DAM Will Compare With Other Record-Breakers—All-American Projects

ITS 690 FEET WILL BE THIRTEEN FEET HIGHER THAN ITS TWO NEAREST COMPETITORS, ARROWROCK AND SHOSHONE, PLACED ON TOP OF EACH OTHER.



The Tieton and Roosevelt dams, if stacked, one upon the other, would still be 89 feet short of reaching the top of Boulder Dam. It would take two of Chicago's greatest skyscrapers, one on top of the other, to approach the height of this massive structure which will harness the Colorado.

#### CHAMBER OF COMMERCE RESOLUTION

**M**R. R. B. HALE appeared before the board of directors of the Chamber of Commerce and made a very comprehensive statement as to the Colorado River project. After full discussion, the statement of Mr. Hale as presented was approved and the board went on record as favoring the amended Swing-Johnson bill, and adopted the following resolution:

That the amended Swing-Johnson bill should be passed by the present session of the Congress of the United States; if it will not endanger the passage of the bill at the present session the bill should be modified so as to overcome the objection referring to the making of a common carrier of transmission lines;

And that after passage of the bill a conference of representatives of business and other interests of Arizona and California should be held to discuss and agree upon the respective claims of Arizona and California for water and power distribution. In the event of the conference failing in its purpose, the questions to be settled by arbitration.

### U.S. Commerce Bureau Report Exposes Facts

### Based Upon Cables Received by the Commerce Dept.

**T**HE dollar volume of trade during the second week of December, measured by check payments, was larger than in either the preceding week or the corresponding week of 1925, according to the weekly statement of the Department of Commerce. The volume of new construction contracts let was smaller than last year. The production of bituminous coal and petroleum during the first week of the month was greater than a year ago, while the output of lumber and bee-hive coke showed a decline from the previous year. The distribution of goods, as seen from car loadings, was larger than during the corresponding week of 1925.

Cotton receipts during the second week of the month were larger than a year ago, while the receipts of wheat were running smaller. Wholesale prices for both cotton and wheat strengthened as compared with the previous week, but were considerably lower than during the corresponding week of the previous year. Wholesale prices, in general, were lower than at any time in almost two months, making a decline of about 7 per cent from a year ago. Loans and discounts of Federal Reserve member banks were reported lower than at the end of the previous week, but higher than last year. Rates on call money showed no change from the previous week, but were lower than last year. Business failures were more numerous than in either the previous week or the corresponding week of 1925.

#### CANADA

Wholesale and retail grocers report a good volume of business, especially in groceries and Christmas specialties.

(continued on page 4)



# SAN FRANCISCO BUSINESS

DECEMBER 22, 1926

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## LEADS for NEW BUSINESS

**Attorneys**—E. J. Varni, 918 Market to 88 Post.  
**Automotive**—Watson Stabilator Company of Northern California, 1730 Van Ness Avenue.  
**Bakeries**—Little Cake Shop, 2118 to 2127 Fillmore.  
**Beauty Specialist**—Alys Middleton, 1123 Geary, 97 Central Avenue.  
**Brokers**—Houston & Co., Inc., 1058 Ellis, Building. Patent Scaffolding Company, 250 Thirteenth.  
**Candy**—Mount Zion Sweet Shop, 1655 Divisadero; Stockings Candy Store, 1530 Union Chemicals, Pfaff & Bauer, Inc. (Weinstock Chemical Company), 440 Sansome.  
**Cigars**—C. W. Fisher, 1857 Fillmore; Fred Marlin, 929 Kearny.  
**Cleaners**—Hat Cleaners and Hatters (Mrs Bernis), 1658 Market.  
**Dresses**—Idam Dress Manufacturing Company, 358 Sutter.  
**Electrical**—Go Electric Company, 215 Clement.  
**Finance**—Guaranty Finance Company, 486 California.  
**Florists**—Peter Lybich, 969 Valencia; Max Weiss, 787 McAllister.  
**Forrier**—J. A. Greenberg, 731 Market to 259 Geary.  
**Glass**—Crown Glass Company, 571 Eddy to 675 Golden Gate Avenue.  
**Glasswork**—Lowans Beveling Works, 576 Eddy.  
**Grocers**—Robertson & Greig, 101 Brazil; H. E. Brubaker, 1396 La Playa.  
**Hearing Devices**—F. W. Schwab, 611 Grant Building.  
**Jeweler**—Ben Assenza, 4649 Mission.  
**Leases**—Store, 17 Kearny; 327 Kearny.  
**Lubricators**—Eclipse Manufacturing Company, Call Building.  
**Machinery**—San Francisco Machinery Exchange, Alameda and Geary.  
**Novelties**—Pacific Novelty Shop, 1663 Lombard.  
**Organizations**—California State Radio Association, 821 Market to 240 Taylor.  
**Paste Products**—Leon Brinn Bavlioli Company, 1099 Haight.  
**Plumbing**—Boscutt & Konrad, 2314 Clement.  
**Publications**—Petroleum World Publishing Company (M. W. Scammon), 447 Sutter to Call Building.  
**Publishers**—E. O. Sawyer Jr. (Trade Magazines), 117 Montgomery to 343 Sansome.  
**Real Estate**—Sawyer Maudslow (Western Land and Reclamation Company), Grant Building; C. W. Davis, 126 Sutter; White & Chais, 301 Worcester to 1967 Ocean Avenue.  
**Restaurants**—John's Hamburg Shop, 71 Howard; Silver Slipper Cafe, 1536 Stockton; Harbor Restaurant, 239 Embarcadero.  
**Sausages**—Superior Sausage Company, 574 Merchant; Standard Salsami Company, 3771 Mission.  
**Sewing Machines**—A. Fanninghly, 3230 Fillmore.  
**Signs**—Universal Sign Company, 401 Fourth to 283 Second.  
**Stocks and Bonds**—H. M. Cornyn & Co., 11 Sansome.  
**Tailor**—Charles S. Novak, 1310 to 1422 Franklin.  
**Upholstering**—H. B. Hayes, 1545 Octavia.  
**Woodwork**—Golden Gate Cabinet and Frame Company, 73 Converse.  
**Miscellaneous**—Mont-Eon Laboratories, 208 Ninth; Western Americans, Inc., 369 Pine; Pacific Coast Development Company, 111 Sansome; Humlin-Walker, Inc., United Bank Building; Alberts' Food P., Inets Company, 325 Sacramento.

## Leipzig Exposition Heartily Welcomes Business World



THE attention of San Francisco business men is invited to the 1927 spring and fall fairs to be held in Leipzig, Germany, the spring fair beginning the first Sunday in March, and the autumn fair on the last Sunday in August. These coming fairs, which are held annually and last seven days, will afford business men of the bay region an opportunity of enlarging their markets by demonstrating their products at this international exhibit. Statistics of the last Leipzig fall fair, which closed on September 1 of this year, show that nearly 100,000 business men visited the fair and that more than 8,200 firms, 500 of which were foreign concerns, exhibited there.

The exact date of the first Leipzig fair cannot be determined, but it is mentioned in documents as early as the twelfth century, and since that time it has enjoyed a steady growth. Records show that in 1768, 8,081 foreign merchants visited the fair; in 1779 this number was increased to 8,257; in 1789 to 9,026; in 1799 to 9,220; in 1809 to 10,473; in 1819 to 22,919; in 1829 to 27,844, and in 1839 to 38,081. People of many nationalities, including Poles, Jews, Greeks, Wallachians, Russians, Armenians, Hungarians, Turks and Indians, enlivened the streets of Leipzig during the fairs in these early days.

Before the war the Leipzig sample fair was the only fair with an international reputation, the other great fairs in the history of commerce which for centuries had been the centers of the world's industries having gone out of existence with the advancement of modern means of communication and the change in industrial customs. Its amazing growth in the last two decades is proof of its significance in the world of commerce. At the present time the Leipzig fair is recognized as unique because of its really international and universal character. It has always exercised a powerful attraction for the industrial communities of all parts of the world because of its strategic location at the junction of the two roads uniting the south of Europe with the north, and the west with the east.

There is available for exhibition purposes at the Leipzig fair a total gross space of approximately 300,000 square metres in about 100 buildings. Mr. B. Hauschild, general Pacific Coast passenger agent of the North German Lloyd and honorary representative in California for the Leipzig fair, will be glad to furnish detailed information regarding the fair to interested parties if they will communicate with him at 626 Market Street, San Francisco.

## New Industries and Expansions

### NEW INDUSTRIES

VICTALIC COMPANY OF AMERICA, manufacturer of "Vielauter" pipe joint couplings, with headquarters in New York, has recently opened West Coast branch sales office at 114 Sansome Street, to serve the States of California, Nevada, Utah, Arizona, Oregon and Washington. This pipe joint is used on steel, wrought iron and cast iron pipe lines carrying oil, gas, water and compressed air, in place of ordinary flanged or screwed coupling or spigot and socket joint. Product is being distributed to users of pipe lines, such as public service corporations, oil companies, etc.

### EXPANSIONS

AMERICAN CAN COMPANY, manufacturer of various kinds of sanitary tin cans used by packers, is enlarging its present factory at San Jose, which will increase facilities 50 per cent. One story is being added and new machinery will be installed. This expansion represents an investment of \$300,000 and is expected to be completed about March 1, 1927. This factory serves the fruit packers in the Santa Clara Valley district.

TYRE BROS. GLASS CO., 668 Townsend Street, has found it necessary to enlarge space for storage of products, and is erecting a one-story warehouse at the corner of Townsend and Eighth streets. This concern deals in plate glass, serving contractors and builders; also manufactures various kinds of mirrors by silvering the glass and placing in frames. Its mirrors of various types are sold to furniture stores, department stores and hardware stores. It is expected this expansion will increase facilities 25 per cent.

R & T CHEMICAL CORPORATION, 183 Stewart Street, San Francisco, has just opened a branch office in Chicago under the name of R & T RUST SALVAGE COMPANY, at 2642 Van Buren Street. This corporation also has branches in Seattle, Wash., and Manchester, England, which are supplied from the San Francisco laboratories with a rust-resisting solution made from a secret formula evolved by the president, Mr. P. J. Eigholz, and which is claimed to be the only rust remover which will not corrode the metal while removing the rust. The local plant reports encouraging increase in business.

STANDARD FELT COMPANY, manufacturer of felts of every description for varied purposes, with Western headquarters offices and



# Foreign TRADE OPPORTUNITIES DOMESTIC

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Kearny 112, list numbers being given.

## Foreign Trade Tips

11075—Guadalajara, Mexico. Party in close touch with the manufacturers of ARTISTIC TILES, suitable for pavements, residences and other decorative purposes, desires to establish business connections with San Francisco architects, constructors and commercial firms who will be interested in using such tiles. Full particulars will be furnished all interested parties upon request to the Mexican agents.

11076—Mexico City, Mexico. Concern wishes to get in touch with San Francisco firms dealing in MEXICAN CURIOS.

11077—Havana, Cuba. Established sales agency desires to establish connections with California packers of PRESERVED FRUIT and other FOODSTUFFS, who desire to open a market in Cuba.

11078—Caracas, Venezuela. Established manufacturers' agent wishes to act as sales representative in his territory for California manufacturers and exporters of FOOD PRODUCTIONS and FRUITS IN SYRUP desiring introduction in Venezuela.

11079—Denmark. An exporter of DANISH FLINT PEBBLES on a large scale is desirous of making connections with California importers of this commodity.

11080—Oslo, Norway. Firm doing a large business in Norway with the wholesale fresh fruit trade desires established business connections with California exporters of APPLES in barrels and boxes, ORANGES and GRAPES. They are also interested in DRIED APRICOTS, DRIED APPLES, RAISINS and CANNED FRUITS.

11081—Lyon, France. Internationally known exporters of METALLIC WORKS are not as yet represented in the West wish to place their exclusive agency in the hands of a sound and reliable firm on the Pacific Coast. Samples of all descriptions for METALLIC WORKS, GLASS, CRYSTAL, PORCELAIN and CEMENT FACTORIES, FOUNDRY, STEEL MILLS, GRIND, BELLEVILLE TOBAC, SUGAR MILLS, etc.; also special model supplied on order. Samples may be seen in San Francisco.

11082—Paris, France. A careful study of the market reveals great possibilities in the importation of very low-priced FRENCH BREAD. A large French exporter offers the exclusive agency for his line on the Pacific Coast. Fine products, perfectly blended to raw colors, attractive presentation. Samples may be seen in San Francisco.

11083—Falempire, Belgium. The owner of a marble quarry producing BELGIAN MARBLE of the best quality wishes to appoint a San Francisco agent, working on a commission basis, to sell his products on the Pacific Coast.

11084—Rotterdam, Holland. Old-established agents in the dried fruit line desire to establish connections with San Francisco firms interested in exporting DRIED FRUIT to Holland on a c.i.f. basis. They are particularly interested in EVAPORATED APPLES and RAISINS.

11085—Luedenscheid, Germany. Manufacturer of NIKEL-PLATED CIGARETTE CASES, brass and iron, PORTABLE CASES, AUTOMATIC CIGARETTE LIGHTS, METAL ACCESSORIES FOR GARBERS, etc., wishes connection with firms in San Francisco.

11086—Gotha, Germany. Manufacturer of MERRY-GO-ROUNDs, etc., wishes connection with firms in San Francisco.

11087—Berlin, Germany. Manufacturer of SHOW CARDS, PLACARDS, etc., wishes connection with firms in San Francisco.

11088—Andersmühl, Rhein, Germany. Owner of TRASS mills wishes connection with firms in San Francisco.

11089—Hamburg, Germany. Manufacturers of GREEN WAX, CARNAUBA and MONTANIC WAX, etc. wish connection with firms in San Francisco and desire a representative.

11090—Ettlingen (Baden), Germany. Manufacturer of ARTICLES FOR DOG SPORT wishes connection with firms in San Francisco.

11091—Berlin, Germany. Well-established manufacturers of HIGH-CLASS BRASS ARTICLES, such as TRAYS, BOWLS, JARS and other DOMESTIC ARTICLES, wish to establish business connections with San Francisco houses interested in handling their

line. The articles are hand-finished and very attractive. Sample tray may be seen at the Foreign and Domestic Trade Department. Illustrated circulars and price list also on file.

11092—Berlin, Germany. An American who has resided many years in Germany, representing American interests, is in an excellent position to be of service to American firms or individuals wishing to buy goods in Germany, or wishing a representative there.

11093—Manila, P. I. Trading company wishes to get in touch with exporters of American FILMS, preferably comedy films and those with plenty of activity, such as cowboy films, etc.

11094—Tokyo, Japan. Party desires to get in touch with San Francisco wholesalers or manufacturers of JELLY CANDIES and FRUIT JARS; also with LABEL designers and lithographers.

11095—Kobe, Japan. Exporters of Japanese UMBRELLA HANDLES wish to get in touch with San Francisco importers of this article.

11096—Peking, China. Exporters of CHINESE ARTICLES and OBJECTS OF ART wish to establish a market for their products in this territory.

11097—Harbin, Manchuria. Large wholesale agents are desirous of securing the agencies of several American manufacturers of CRUDE DRUGS, PHARMACEUTICALS, CHEMICALS, MEDICAL SUPPLIES, ABSORBENT COTTON, CELLULOSE WADDING, SURGICAL RUBBER GOODS; also CANNERS, CHOCOLATES, and any other articles which could be sold to drug stores. References are supplied.

11098—San Francisco, Calif. Gentleman having authority for Central and South America would like to represent organization in marketing their products in the above-mentioned countries.

## Domestic Trade Tips

D-2295 Fitchburg, Mass. Lumber company wishes to get in touch with manufacturers or wholesalers handling BOARDS (dressed), and is also interested in shipping agents in New England in carload lots. They are in the market to purchase 11,000' x 8", 10" and 12" wide, some 3, 7" thick, some 2, 4" thick. Request quotations on white pine, white fir, hemlock, in a good No. 3 common, or strictly sound log grade. Quantity 1,000,000 to 2,000,000 feet, for shipment in 1927.

D-2296 Yazoo City, Miss. Parties having on hand a surplus of extra fine PAPER-SHELL PEANUTS wish to market them in San Francisco. Offers requested from interested parties.

D-2297 Newark, N. J. Manufacturers of a HIGH-GRADE IRON OXIDE PAINT are desirous of getting in touch with California concerns with whom they could make arrangements for the sale rights of their product in this state.

D-2298—San Francisco, Calif. Gentleman desires to get in touch with San Francisco firms regarding the services of a representative or distributor in Southern California on a straight commission or salary and commission basis.

D-2299—Santa Rosa, Calif. Advertising Bureau wishes to get in touch with San Francisco publishers of trade publications which are distributed throughout the entire Pacific Coast territory, and in which they might be able to induce producers and manufacturers to use display advertising space. The types of publications: dairymen's, stockmen's, orchardists', poultrymen's, farmers', etc.

## SPECIFICATIONS AVAILABLE

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department.

For furnishing the War Department with miscellaneous supplies, to be delivered at Fort Mason, San Francisco. Bids are to be submitted to the Quartermaster's Office, San Francisco, S. F. G. L. Depot, Fort Mason, California, and will be opened December 30, 1926.

For furnishing the Panama Canal, by steamer, free of all charges, on dock at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with Diesel electric hydraulic dredge and equipment. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened January 12, 1927.

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## TRANSCONTINENTAL

### FREIGHT BUREAU DOCKET

The subjects listed below will be considered by the Standing Rate Committee of the Transcontinental Freight Bureau not earlier than December 30. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

Docket No. 7127—Wire rope, CL, eastbound; 7128, coke, CL, westbound; 7429, ammunition, CL, westbound; 7430, wooden barrels and kegs, CL, eastbound; 7431, wooden beverage packages (second-hand), bottle carriers (second-hand), etc., CL, eastbound; 7432, hand or window pump parts, LCL, westbound; 7433, blowers with or without exhaust fans, LCL, westbound; 7434, fruit and vegetable packages, wooden, CL, westbound; 7435, iron pipes, CL, eastbound; 7436, egg case fillers, CL, westbound; 7437, wooden handles, CL, westbound; 7438, pineapples, CL, westbound; 7439, radio cabinets, equipped with loud speakers, CL, westbound; 7440, tire spreaders, hand, LCL, eastbound; 7441, printed matter, paper or pulpboard, No. 6, LCL, eastbound; 7442, kits, wooden, CL, eastbound; 7443, potassium xanthate and sodium vanthate, CL, westbound; 7444, stove boards, CL, westbound; 7445, leather, CL, eastbound; 7446, sugar, CL, eastbound.

## EXPANSIONS

(Continued from page 2)

stock room at 693 Mission Street, and factory at Alhambra, Calif., in line with progress shown in the field of manufacture in California, has recently enlarged its stock rooms, which will increase facilities 50 per cent. A complete line of mechanical, surgical, polishing and general pad falls will be carried in the San Francisco stock room. This stock, in addition to stock of comforter bats and complete stock of millinery and upholstery felts, etc., will assure those interested of prompt service, whether orders be for large or small quantity. San Francisco branch serves States of Washington, Oregon and California as far south as Bakersfield and San Luis Obispo.

## Profit Jan. 1st?

Accountant with A1 local record wishes permanent position at moderate salary.

Monthly operating and financial statements.

Address Box 415, San Francisco Business.

## CALIFORNIA MANUFACTURER

doing large export business requires three men for report sales work having following qualifications: One must speak Japanese fluently, one for India, one for general use. All must have sound education and business training, perfect physical fitness. Age between 25 and 35 years. Good personal and business references essential. Applications submitted daily and clearly their qualifications. Box 440, San Francisco Business.

## WORLD MARKET

[Continued from page 11]  
Manufacturers of boots and shoes, dry goods and clothing also report an increase in business, the mainly to the coming holiday season. The importation of Japanese oranges into Canada for the Christmas season has been larger this year than in any previous year. Last week 100,000 crates of oranges arrived at Victoria and were immediately shipped across the continent for consumption in the Eastern markets.

### GREAT BRITAIN

The removal, effective December 13, of restrictions on the export of coke and anthracite coal ends these restrictions on all coal, those pertaining to overseas shipments of soft coal having been taken off on December 9. An increasing number of ships are loading coal for export, whereas there is a heavy decline in the volume of foreign coal arrivals and many cancellations are reported as domestic supplies become available. It is estimated that 300,000 miners are now working, and it is thought in England that the number will increase to about 900,000 by the end of the year. A total of 2,324,000 tons of coal was produced during the week ended November 27. The temporary difficulty in obtaining a sufficient number of coal miners is owing to the inward movement of foreign fuel, is expected in England to diminish as the flow of trade becomes more nearly normal. The number of unemployed on November 29, exclusive of the coal-mining industry, was 1,496,000 persons, as compared with 1,514,700 on November 22, and 1,227,000 at the end of November, 1925.

### BELGIUM

There is great satisfaction in Belgium over the favorable showing made in foreign trade during October. For the first time exports exceeded imports. Imports were valued at 1,900,000 francs, and exports at 2,053,000 francs, giving an export surplus of 8 per cent, as compared with a deficit of 23 per cent in October of last year. On a quantity basis, exports in October of this year also showed a very marked increase over exports a year before, while imports remained on practically the same level.

### FRANCE

Business in France is entering a period of depression as a result of the franc recovery, thus reversing conditions which prevailed during the period when the currency was depreciating. Increasing evidences of a slackening in industry are observed. Buyers in the textile, iron and steel, leather and other lines are withholding purchases in anticipation of the inevitable drop in prices. Heavy cancellations have occurred with respect to orders for luxury goods. The export demand for French merchandise has likewise fallen off. Retailers and producers are offering price reductions in an effort to revive buying. The government is urged by business interests to study means for checking a further rapid revalorization of the franc. However, parliamentary support of the Pointe-à-Pic ministry continues strong and the government announcements regarding general conditions remain optimistic. The government states that advances to the treasury by the bank of France will be decreased by 2,000,000,000 francs by the end of this year and that exchange in hand is sufficient to meet foreign maturities to the end of 1927. Tax returns continue to be satisfactory. Unemployment, although by no means serious as yet, is growing. Due principally to old orders, iron and steel production continues on a record level, but current buying for foreign and domestic account is contracting sharply. Coal production in October reached a new record level. Conditions in the textile industry are described as critical and the leather industry is practically at a standstill. Cancellations of orders are reported to be curbing production and laying off employees.

### GERMANY

The progress in the German industrial position which was noticeable in October was further marked during November. How-

ever, the end of seasonal agricultural activities brought to a stop the slow but steady decline in the number of unemployed which had been evident during the past two or three months. It is said in Germany to appear likely that the unemployment curve will again be on the up-grade during the winter months. The Reichstag statement of the end of the month showed a decline in the volume of its loans and discounts.

## C. of C. Endorses Bill

[Continued from page 11]

Congress of the United States passes an appropriation for the building of a dam sufficient in size to store 20,000,000 acre feet of water. Arizona withholds her approval of bargain for greater benefits in water and bargain that California can equitably grant. It is significant that none of the seven states object to the text or provisions of the Colorado Compact. This was the first really constructive step taken.

All interested parties appear to agree that the next great step is the construction of a dam somewhere between the upper and lower basins in the main stream of the Colorado River. The amended Swing-Johnson bill provides for the building of such a dam (it locates the site at Boulder Canyon), outlines a financial setup, covers the sale of water for generating power or the building of a power plant. The power may be sold to distributing agencies. It determines the general character of a dam sufficient in capacity to impound at least 20,000,000 acre feet. It also recites that the construction of a dam is subject to the provisions of the Colorado River Compact, and then only after the adherence of at least six of the seven states. In its present form it gives to the upper basin states what they want: namely, protection against the establishment of rights to the use of an excessive amount of water by the lower basin states—water which the upper basin states may require for irrigation and for their development program in the immediate or distant future. It gives the lower basin states water for irrigation and domestic use, and protection against floods and silt deposit. It is estimated that the sale of the power will pay all interest charges and build a fund for the amortization of the bonds issued to raise money for construction. All Colorado River water now used in Imperial Valley flows in canals which run into Mexico and back into the United States. There is now an international agreement whereby each nation reserves the right to the use of 50 per cent of the water flowing into Mexico. It seems unfair for this arrangement to prevail if the proposed dam is constructed without cost to Mexico, and the Swing-Johnson bill therefore provides for the building of an all-American canal in the event that Mexico refuses to amend her agreement with the United States under which she now enjoys one-half of all water flowing on her territory. The amended Swing-Johnson bill therefore is the second great forward step in the solution of the Colorado River problem. The terms of the Colorado River Compact meet the approval of six of the seven states and will become binding upon all six immediately after the passage of the Swing-Johnson bill. Arizona may join at her pleasure and thereby secure her fair share of all the benefits, privileges and protection with each of the other states parties to the compact.

The upper basin states have not as yet met for the purpose of apportioning their 7,500,000 acre feet of water awarded to them by the compact. The lower basin states attempted to perfect a tentative agreement in December, 1925. Up to date they have been unable to agree to a satisfactory distribution. It would seem, however, that this should not delay the passage of the Swing-Johnson bill, since \$200,000,000 of property in the delta region of Arizona and California is endangered by flood each recurring summer, and the community is expending great sums of money annually for temporary protection. Under the present system, without storage

control during the dry seasons, there is not enough water for needed irrigation, and crops suffer correspondingly. During flood periods the flow is increased from 2,900 second feet to as high as 200,000 second feet. Levees must be increased in height and flood waters of the Colorado River are constantly raising the bed of the river channels. Every year recurrent floods threaten destruction.

The Imperial Valley, lying from sea level to 250 feet below sea level, will be permanently flooded unless general action is taken. Colorado should seriously break through the protecting levees. With the construction provided under the Swing-Johnson bill there would be a regulated flow which would relieve the great menace of flood and shoreline and provide water for irrigation and domestic use. The great and difficult problems of the Colorado have been solved, but not put into execution. It remains for a few representatives of Arizona and California to sit down together in friendly conference to apportion fairly and equitably the joint share of the water and the power developed under the provisions of the Colorado River Compact. Unfortunately, petty politics, centered principally in the delta region, have entered into this problem.

Criminations and recriminations have clouded the main issue. When analyzed, these personal attacks and counter attacks are shown to have no substantial bearing upon the problems of the Colorado in their larger aspect. They appear to be made to arouse public sentiment, but they are entirely unnecessary, and many of them are not founded upon fact. Dealings in personalities therefore should be relegated to their proper place in the discard.

It has taken a tremendous amount of time and labor to iron out the emulations of interested parties in various states at the national conference of the National Chamber of Commerce in Colorado Springs only one objection was raised to the amended Swing-Johnson bill it referred to the right of the Secretary of the Interior to make a common carrier of transmission lines incidental to the project.

Except for the foregoing objection and the differences between Arizona and California regarding their respective claims for water and power, all interested parties are in accord. After all the involved problems have been settled after the years of labor given freely by public-spirited citizens; after the mass of engineering reports and recommendations have been studied, mastered and co-ordinated, and in recognition of the constantly recurring peril to the property of thousands of our citizens, it appears a crime to delay the enactment of legislation which would bring about a solution of this involved problem. Differences of opinion regarding Western measures can rarely be settled in Washington. They should be met squarely in free, frank and friendly interchange of views, at the expense of the interests of all concerned. Then, with a united front, we of the West may go forward and secure our fair share of favorable legislation from the Congress of the United States.

Apparently only two steps remain to be taken.

First—The amended Swing-Johnson bill should be passed by the present session of the Congress of the United States; if it will not endanger the passage of the bill at the present session the bill should be modified and passed at the next session referring to the making of a common carrier of transmission lines.

Second—After the passage of the Swing-Johnson bill a conference of representatives of business and other interests of Arizona and California should be held to discuss and agree upon the respective claims of Arizona and California for water and power distribution. In the event of the conference failing in its purpose the questions to be settled by arbitration.

These suggestions appear fair and reasonable and should speedily settle the last of the long list of intractable problems which have beset the solution of the Colorado River question.

**NEW LEADS  
TRADE TIPS**

## San Francisco Business

**FILE COPY  
INDUSTRIES  
EXPANSIONS**

Published Weekly by San Francisco Chamber of Commerce

VOLUME XIII

DECEMBER 29, 1926

NUMBER 25

# WESTERN BUSINESS INVADES PACIFIC

## MORE S. F. INDUSTRIES and EXPANSIONS

### Latest Report Tells Work of S. F. Chamber

### 12 New Projects Claim Attention of Committees

HERE are a few of the activities which have engaged the Chamber of Commerce during the last thirty days:

1. Conference Between Shippers and Carriers  
A conference was held between San Francisco shippers dealing with Klamath Falls merchants, and rail officials representing lines serving that territory, with a view to improving the freight service between San Francisco and points on the new Nation cut-off.

### 2. Iron and Steel Rates Investigated

The traffic department of the San Francisco Chamber of Commerce has been conducting a survey of iron and steel rates throughout the United States with a view to determining the position of San Francisco as an iron and steel center, with regard to rail rates.

### 3. Victory Highway Completion

Through efforts of the San Francisco Chamber of Commerce and other civic bodies, the completion of the Victory Highway, which leads directly to San Francisco, is virtually assured. Twenty-five thousand dollars has been secured in the San Francisco Bay district, which sum was needed to complete the financing of the balance of the road construction in Nevada. San Francisco will now have another transcontinental road leading direct to the city, over which, it is estimated, thousands of automobile tourists will travel annually.

[continued page 4]

### San Francisco's Outlook for 1927

By CLAY MILLER,  
President San Francisco  
Chamber of Commerce.

SAN FRANCISCO is finishing a satisfactory year, with every promise of continued progress and prosperity for 1927. In and about the city there are physical evidences of confidence.

Our financial institutions are in splendid condition.

Our investment institutions have enjoyed the heaviest business in their history. Other than the disturbance in the building trades, there has been no important cloud in the sky.

Shipping through the Port of San Francisco has increased in a very satisfactory degree.

Reports indicate a fine retail trade during the holiday season.

Rains have been plentiful and agricultural conditions throughout the state promise well for 1927. The barometers of trade throughout the country reflect an optimistic feeling.

The people of San Francisco are alive to the growing importance of this city as a financial and shipping center for the most favored agricultural region in the world.

Our people are giving thought to civic problems arising from the growth of the community.

The people of San Francisco are developing a fine spirit of co-operation in all public movements. Our relations with the other cities and communities on the Pacific Coast are most cordial and co-operative. We may look back with some pride to the accomplishments and progress of 1926, and our people have every reason to look forward to 1927 as a happy and prosperous New Year.

### Bakersfield Hopes to Rival Truckee with Winter Sports

The Kern Sports Club of Bakersfield is sponsoring its second Winter Sports Carnival, to be held on Mt. Breckenridge, 36 miles east of Bakersfield, on Sunday, January 30, 1927.

The scene of the snow sports is Mill Meadow, at 6,650 feet elevation, and is accessible by auto. There is a small natural ice rink for ice skating. The meadow is in the form of a natural amphitheater, with mountains rising around it to 7,500 feet. Natural toboggan slides are numerous, and possibilities for skiing unlimited.

The public is invited to take part in the snow sports. More detailed information may be obtained by communicating with Wren Middlebrook, secretary Kern Sports Club, Bakersfield, Calif.

This is an entirely new field of sports for Bakersfield, and the local civic organizations and service clubs are boasting to make the coming snow carnival a success.

One of the natural advantages of the Bakersfield snow sports is that the snow fields

are open all the winter season. Sportsmen may leave Bakersfield after breakfast, reach the top of Mt. Breckenridge within two hours' driving time, spend the day engaging in winter sports and return to Bakersfield by dinner.

Bakersfield's enthusiasts are endeavoring to develop a winter sports team to participate in events at Arrowhead and Truckee.

The depth of snow reported in Mill Meadow at the present time is 18 inches.

### Editor Tells Hawaii's Plan For Meeting

### Islands To Be Hosts at Next Gathering of U. S. Chamber

By RILEY H. ALLEN,  
Editor Honolulu Star-Bulletin.

WESTERN business has just taken a long step in reaching out into the great Pacific area.

That step was taken at the fourth annual mid-year meeting of the Western Division, United States Chamber of Commerce. It was in the action of the Western Division voting unanimously to hold its fifth mid-year meeting at Honolulu, capital of Hawaii, Uncle Sam's outpost territory.

For the first time, a division meeting of the great United States Chamber of Commerce is to be held outside the continental limits of the United States. And it is significant that this first time should be in the Pacific.

Not so many years ago Honolulu was not even a member of the Western Division. It was regarded, in the procedure of the National Chamber of Commerce, as virtually foreign territory. This was from no lack of knowledge of the political status of the islands, nor from lack of appreciation of the fact that American business—modern American business—is dominant in the territory. The distinction drawn between the island chambers and those of mainland United States was the distinction of geography.

And now it is this very fact of geography that has been a powerful influence in deciding the Western Division to go to Honolulu in the fall of 1927.

The geography of the Pacific shows the islands of Hawaii in the center of what is known as the "Pacific Area." Honolulu is

[continued page 4]



# SAN FRANCISCO BUSINESS

DECEMBER 29, 1926

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## LEADS for NEW BUSINESS

**Accedions**—Columbia Laboratories & Sons, 4241 Grant Ave., Accountant W. J. Lawson, 21 California.

**Advertising**—Verial Advertiser of America (M. A. Neal), Nelson Bldg. to Alexander Bldg.; MacManus, Inc., 740 Marks; Young's List and Letter Co., Inc., moving offices to 365 Market, January 1. Plant ornaments at 311 Mima.

**Art Goods**—Shaw Hing Co., 527 Grant Ave.

**Attorneys**—Sylvain D. Leipse, 309 Pine to 582 Market; E. Bianchi Jr., 690 Market.

**Bakers**—Olden's Bakery, branch, 111 Irving.

**Beauty Parlor**—E. Hansen, 216 Stockton.

**China and Crockery**—Edwin M. Knowles China Co., 80 Third.

**Cigars**—W. & K. Smoke Shop, 2804 Mission. Clothing—Alman, a L. Co., 282 Third, P. Hees, 111 Fourth.

**Dentist**—Dr. Walter J. Hawkins, Flood Bldg. to 190 Post.

**Electrical**—Safety Electric Products Co., Dollar Bldg. to 161 Townsend.

**Fish and Poultry**—C. G. Nyström, 2525 Mission.

**Furniture**—I. Spiegelman Upholstery Mfg. Co., 851 Bryant.

**Furs**—William Raymond & Co. (Wash.), 1115 Harrison to 198 Seventh.

**Glass**—G. G. Kennedy, 4735 Geary.

**Grain**—R. F. Yawell, in California.

**Grocers**—Sunlight Cash Grocery, 2001 Ballboa.

**Importers**—Pacific Agencies Trading Co., 250 California; Americans and Orient Co., 21 California to 46 Natoma.

**Lamps**—William Mercer, 200 Main.

**Land Operators**—Yuba Land Co., United Bank Bldg. to Spreckels Bldg.

**Leases**—Storr, 215 Taylor.

**Mfrs. Agents**—Howard S. Engle, Dollar Bldg. to 161 Townsend; F. E. Osborn, Call Bldg. to 210 Post.

**Mattresses**—Universal Mattress Mfg. Co. (M. Saroff), 851 Bryant to 1767 Howard.

**Oil**—B. & B. E. B. Dudley Petroleum Co., 625 to 703 Market.

**Paper**—Chapin & Co., 325 Sixth to 216 Townsend.

**Pharmaceuticals**—Bayne Laboratories, 510 Geary to 356 Fifth Natoma.

**Photo Supplies**—Allen Photo Supply Co., 100 to 222 Market.

**Physicians**—Dr. Fred C. Chadwick, Flood Bldg. to Butler Bldg.

**Produce**—Lampadinos, Jewell & Peramo, Inc., 111 Front.

**Publishers**—Federal Publishing Co., Flatiron Bldg. to 5 Lombard.

**Real Estate**—F. V. Brackett, 2219 Irving; A. R. Harrison, Mills Bldg. to 176 Sutter.

**Restaurant**—Alexander Grill, 415 Geary.

**Schools**—Charles Mills School of Music, 576 Sutter.

**Stoneware**—Hera, Floods Service, Spalding, 800 Union.

**Stocks and Bonds**—I. A. Holsman-Guthrie & Co., 301 Montgomery.

**Tailor**—H. I. Price, 2122 Fillmore.

**Wholesale**—Indres Distributing Co., 955 Post, International Fencing Club, 2269 Van Ness Ave.; Russell Mfg. Co., 727 Van Ness Ave.

## Transcontinental Freight

The subjects listed below will be considered by the Standing Hat Committee of the Transcontinental Freight Bureau not earlier than January 9, 1927. Full information concerning the subjects listed may be had upon inquiry at the office of the Traffic Bureau, San Francisco Chamber of Commerce:

**Boxcar No. 7147** Railway motor section and motor inspection cars, for export, 715, westbound; 718, split header boxes, L.C., eastbound; 719, paper boxes, corrugated, L.C., westbound; 724, oil well outfit or supplies, belaire cranks and weights, C.L., westbound; 725, plaster, etc., L.C., westbound; 726, eastbound; 732, automobile parts (metal) and machinery or machines, also parts thereof, mixed carloads, eastbound; 733, agricultural implements and parts thereof, L.C., westbound; 735, iron and steel articles, mixed carloads, westbound; 735, canned goods, C.L., westbound; 736, lumber, etc., to stations on St. Louis-Southwestern Ry., L.C., eastbound; 737, binders or covers, paper or pulpboard, book or looseleaf, C.L., westbound; 743, plumbers' goods, china or earthenware and iron or steel, mixed carloads, westbound; 749, cressote oil, C.L., westbound; 749, copper strap, L.C., westbound; 750, mixed vegetable oils, etc., C.L., westbound; 762, automobile shipping blocks, wooden, C.L., westbound; 763, fresh apples, C.L., eastbound; 764, almonds, salted or sugared, straight carload, L.C., westbound; 765, fruit with edible nuts, in shell, and nut kernels or nut meats, N. O. S., eastbound; 765, lumber, etc., to stations on Cowlitz, Chehalis & Cascade Ry., C.L., eastbound; 766, hog, through

material, live, live material, hog or crate material, box or crate shooks, egg case material, iron material, C.L., eastbound; 767, stoned cutting machines and machinery or machinery, mixed carloads, westbound; 768, eggs, for export, L.C., westbound; 769, potatoes, L.C., westbound; 772, auto-related, automobile parts, wooden, C.L., westbound.

## Revenue Freight Loading

Loading of revenue freight the week ended December 11 totaled 998,745 cars, according to the car service division of the American Railway Association. This was a decrease of 9,981 cars under the corresponding week last year, but 41,291 cars over the same week in 1924. Due to the usual seasonal decline, the week ending December 11 was a decrease of 59,136 cars under the previous week this year.

## Special Notice

The following trade information bulletins have been received from the Bureau of Foreign and Domestic Commerce and are now on file with the Bureau of Domestic Trade, Department of the Chamber of Commerce:

"Markets of Central Chile," "Central Light and Power Plants in Australia and New Zealand," "Ashes Sources and Trade," "New Zealand—Its Resources and Foreign Trade," "Teaching Under the Laws of Czechoslovakia."

Anyone interested in these bulletins will find them available at the Foreign and Domestic Trade Department.

## San Francisco, the Fashion Center of the Pacific Coast

By CAPEN A. FLEMING,

Manager Industrial Department, San Francisco Chamber of Commerce

SAN FRANCISCO is becoming well recognized as the style center of the West, but at least in one particular this city is the style center of the United States, and that is in the production of the California sport hats for women.

It is only natural that the excellent California sunshine and the phenomenally colorful atmosphere should have characterized our millinery output. There was a time not long ago when the browns, the blacks, the grays and the drab colors prevailed in millinery. But these colors do not harmonize with the gay spirit of the all-year-round outdoor life in California. One of our local manufacturers caught the inspiration of this harmony of color—browns, hills and sea—and pictured it in hats. His idea was a hat comfortable and convenient in size, shape, fit and design, and he produced it in shades as colorful and gay as the flowers themselves.

The idea took hold, California, that is, San Francisco, set the pace for the world, and as a result San Francisco-made hats are shipped to every city in the country and into many foreign countries. San Francisco has originated something new in hats, and this innovation has become so popular that even the finest tailored hats reflect the influence of the practical simplicity of the California sport hats.

There are at least four millinery manufacturers here in San Francisco who ship women's hats regularly all over the United States, and this includes the whole Middle West, with New England States and New York city on the north, and Florida on the south.

But it is not only sport hats that are made here and go everywhere. One of our manufacturers has an uniform-wide distribution of high-class tailored hats. This manufacturer sells to stores on Fifth Avenue, New York city, regularly, one grade of the firm's hats relating as well as to the United States. This connection an interesting incident happened while gathering the facts for this article. Another millinery manufacturer, one of our sport hat makers, who had been interviewed, was asked by the Chamber of Commerce subsequent to the interview to learn whether or not this high-class tailored hat manufacturer had been visited, stating that that concern makes the finest hats in the United States. This, coming from another man in the business, served not only to confirm the high reputation of San Francisco-made hats, but to point to a fine fellowship in the business.

Large-scale production of millinery is a practical business matter, and to sketch some of the steps in production may prove interesting. First, we enter the studio where the artists at designing originate the models for the remainder of the force to copy. It is a model, then, and a very model has been adopted. It is copied for the sample line, photographed and completely described. From this point the production really starts. In case of the polarized case, the milliner has in some of the workrooms gone to department to department, while with the high-priced ones a hat is developed from the model almost entirely by a single artist. This hat is assembled or constructed, as it were, on a cork or wooden form to insure accurate size and shape. The lower-priced hats, on the contrary, are often one-piece hats, either of straw or felt, and are blocked, and being sized or steamed into the many shapes and forms which we see every day. The blocking may be done in at least three different ways, if by heated telescoping forms, if by the shape of the hat is set in a mold, or if by a special compressed rubber sheet which expands by compressed air into the hollow die where the straw or felt has been placed, he air pressure against the expanding rubber forcing the untempered felt or straw into the regular shape of the die; or by a vacuum method which simply steams the felt or straw, already placed under a steam bag, on a finely perforated iron corresponding in size and shape to the hat to be blocked, and then sucks the air and steam back through the felt or straw. With a suction of 15 pounds to the square inch, the form is pressed so firmly against the die that it assumes the shape of it and is blocked.

After the trimming and other touches are put on these one-piece hats they are ready to ship, practically all hats being shipped by express in specially made cartons which contain eight to twelve hats. We have seen San Francisco, 22 millinery plants, which employ probably 2,000 men and women—mostly women—and the industry itself adds \$5,000,000 annually to the industrial production of this city. It is a great and growing industry, and San Francisco is outstandingly its western center. We have here at least three establishments which employ over 200 people and one over 600. The only thing which seems to be lacking in the development of the industry is the lack of sufficient competent help, according to some of our manufacturers. Making hats calls for high-class artisans. These

[continued on page 4]



# Foreign TRADE TIPS Domestic

Inquiries concerning these opportunities should be made to the Trade Department of the San Francisco Chamber of Commerce, Keany 112, list numbers being given.

## Foreign Trade Tips

**1109—Borneo, Wash. Tsp.** Party having an inquiry from a foreign country for California honey, desires to get in touch with interested suppliers of this commodity. He solicits samples and prices f.o.b. the California port.

**1110—Bombay, India.** Firm is very anxious to purchase borders or handings. These borders are to be made of good black cotton material, from 1½ to 3 inches in width, 8 yards long, and embroidered with good artificial silk. Samples of the material desired are on file with the Foreign and Domestic Trade Department. They solicit samples and prices from San Francisco manufacturers who are in a position to supply their needs.

**1111—London, England.** Well-recommended importers and distributors of groceries, canned goods and dried fruit, having fine connections in London and the provinces, and branch offices at Bristol, Liverpool, Glasgow, Newcastle and Leeds, and a staff of about 20 travelers covering the country by car and train, wish to get in touch with San Francisco shippers of California dried fruits, canned fruits and salmon, who would be interested in establishing business connections in that country.

**1112—Los Angeles, Calif.** General importer of canned goods and dried fruit, wishes to be put in touch with San Francisco importers of this commodity.

**1113—New York, N. Y.** Firm importing articles sold to drug stores, department stores and automobile supply stores, wishes to establish business connections with a San Francisco firm or individual to represent them in the sale of their merchandise in this territory.

**1114—New York, N. Y.** A well-recommended gentleman who has foreign agencies and connections in many countries is at the present time handling, as manufacturer's export agent, a high-priced line of canned goods. His agents abroad have numerous requests for a more moderate priced line of goods than the one he now handles, and it is, therefore, his desire to make connections with a packer of a moderately priced line of canned goods, which he would handle as manufacturer's export agent, selling the products under the trade name or brand of the manufacturer.

**1115—Los Angeles, Calif.** Manufacturer of fine clothing for children, desires to purchase laces, fine cottons, silks, woolsens, etc., from San Francisco importers.

**1116—New Orleans, La.** Concerned to act as representative for San Francisco importers of Philippine coco-

nut, Caylen coconut, pineapple, solid pack No. 10 tins. They might also be interested in purchasing these commodities outright.

**1117—Bowling Green, Ky.** Gentleman is in the market for Japanese hand-painted art panels and other foreign novelties.

**1118—Tokyo, Japan.** Company desires to communicate with San Francisco exporters of scrap iron.

**1119—Sanitago, Cuba.** Firm of commission agents desires to get in touch with San Francisco jobbing companies, export organizations, packing houses and manufacturers who are interested in exporting the following lines: food supplies and products, textile and knit goods, drug and chemical supplies, ingredients for soap and candle-making, oils, paints and other wood and metal preservatives, cut lumber for box and crate-making.

**1120—Buenos Aires, Argentina.** Business house engaged in the exclusive representation of foreign exporters and producers of food products in general is interested in securing the representation of San Francisco exporters of producers of dried and fresh fruits and canned fish.

**1121—France.** French publication of extremely attractive monthly fashion publication, in folders of 25 loose sketches of latest Parisian models, hand drawn and painted in Paris, wishes to be introduced to the interested parties of the Pacific Coast. Large profits possible.

**1122—Brussels, Belgium.** A highly recommended merchant is in an excellent position to export the following merchandise to the Pacific Coast: household linen, textile lines, hats for men, kid gloves, high quality neckwear, laces, including antoniens, linche, point de Paris; also lace handkerchiefs of the best quality and hand-made. The products listed are said to be of exceptionally fine quality and should prove very satisfactory to local dealers in this type of merchandise.

**1123—Liege, Belgium.** Gentleman wishes to act as buying agent for a California firm importing iron and steel products. He is thoroughly acquainted with this line and well connected with Belgian steel mills.

**1124—Berlin, Germany.** One of the largest manufacturing concerns in Germany is undertaking supplies, such as preserved plants, plant parts, artificial flowers and grass mats wishes to enter the California market and desires to get in touch with interested San Francisco wholesalers of the above line of merchandise.

**1125—Hannover, Germany.** Manufacturer of San Francisco goods wish connection with San

Francisco firms and representatives.

**1126—Oberstein, Rhein, Germany.** Dealer in semi-precious stones wishes connections with exporters of turquoise, kunzites, turmalines and opals.

**1127—Lisbon, Portugal.** A large exporter of Portuguese sardines, now shipping large quantities of this commodity to New York desires to develop a market for his product in San Francisco. He would be pleased to hear from interested San Francisco houses.

**1128—Trieste, Italy.** Firm is interested in the wholesale importation of lumber (pelapine and other grades) for use in the shipbuilding yards. U. S. A. references supplied.

**1129—Genoa, Italy.** Firm wishes to obtain the exclusive agency of a California producer or exporter of dried fruits.

**1130—Kansas City, Mo.** Party is in the market for about 1,000 quintales of good hard wheat to be shipped to Guayaquil, Ecuador, weekly for about two months. He requests prices on this wheat, to be shipped in sacks of good quality. Prices to be quoted on wheat laid out at Guayaquil, Ecuador.

**1131—Honduras, T. H.** Gentleman wishes to secure the services of an established purchasing firm in San Francisco which will do buying for him in this territory on a commission basis. He prefers a firm familiar with the shoe line.

**1132—Nagoya, Japan.** The Nagoya Chamber of Commerce states that merchants in their district are very desirous of exporting small birds, such as white Java sparrows and white-bellies, to agents in this country. To parties interested in dealing in or breeding the above birds the Nagoya merchants will send specimen birds free of charge.

**1133—London, Berlin and Paris.** Resident American gentlemen, together with business professional and sales interests in Europe is in position to act as agent. Excellent connections and references.

## Domestic Trade Tips

**D-2300—New York, N. Y.** Sales organization with office in New York city would take on additional non-commission lines, or execute commissions in New York. Representatives permanently located in San Francisco.

**D-2301—San Francisco, Calif.** Manufacturers' agent will undertake introduction and distribution of local factories. First-class references.

**D-2302—Big Bend, La.** Party desires to get in touch with factories in this territory who wish to use Spanish moss in their food line.

**D-2303—Mount Vernon, Iowa.** Firm has a carload of shelled

peppern for sale and wishes to communicate with parties who are in the market for this commodity.

**D-2304—New York, N. Y.** Firm doing business in domestic ball and china clay are very anxious to establish connections with consumers of clay in this territory. A representative of the New York firm will be in San Francisco at a near future and will call upon all firms interested in this product.

## Specifications Available

The following specifications covering bids requested for various supplies are now on file at the Foreign and Domestic Trade Department:

For furnishing the War Department with miscellaneous hardware and supplies, to be delivered at Rio Vista, Calif. Bids are to be submitted to the U. S. Engineer Office, Second District, 85 Second Street, San Francisco, Calif., and will be opened January 3, 1927.

For furnishing the War Department with subsistence supplies, to be delivered at posts on or about January 20, 1927, and as called for during the month of February, 1927. Bids are to be submitted to the Quartermaster Supply Officer, Fort Mason, San Francisco, and will be opened January 3, 1927.

For furnishing the Panama Canal, by steamers, ton of oil charges, on deck at either Cristobal (Atlantic port) or Balboa (Pacific port), Canal Zone, Isthmus of Panama, with pumps, brake controllers, lead benches, brake retaining outfits, glass pumps, sewer pipe, roofing and ridge rail, poultry netting, bricks, pig iron, copper, mounds pye metal, pig tin, ball-belt, glass, panel boards, cable, deck cord, electrodes, steel condenser motors, generating plants, oil circuit breakers, transformers, switches, flood light generators.

High fixtures, sockets, backsaw blades, milling cutters, end mills, wrenches, planes, set blades, shackles, files, rammers, crucibles, goggles, boiler lagging, quarkline, calcium carbide, carbon bisulphide, leather, artificial leather, huckamuck, automobile folic, chesechott, waste baskets, gold leaf, oil pipe, transfer cases, sandpaper, emery cloth, paper napkins, paper cups and lumber. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened January 11, 1927.

High fixtures, sockets, backsaw blades, milling cutters, end mills, wrenches, planes, set blades, shackles, files, rammers, crucibles, goggles, boiler lagging, quarkline, calcium carbide, carbon bisulphide, leather, artificial leather, huckamuck, automobile folic, chesechott, waste baskets, gold leaf, oil pipe, transfer cases, sandpaper, emery cloth, paper napkins, paper cups and lumber. Bids are to be submitted to the General Purchasing Officer of the Panama Canal, Washington, D. C., and will be opened January 11, 1927.

## Prosperity in 1927 Seen by Western Railroad Head

PROSPERITY will maintain its present high level throughout 1927, according to J. T. Saunders, freight traffic manager for Southern Pacific Company, who has just returned from the East.

"More people are coming to California during 1927 than in any recent year," Saunders said. "Many of them will come to stay, creating a demand for more homes and thus adding to the prosperity of the building trades."

"The nation's business outlook is generally good and this healthful condition will be reflected throughout the Western States. A slight letdown in the automobile industry is significant only of the readjustment in methods of marketing."

"Plentiful rainfalls indicate that California will enjoy a year of beautiful crops. The weather conditions throughout the state are endeavoring to organize for more uniform distribution of products, which should make for more profitable and satisfactory marketing conditions."

"The California grape ear plan functioned to the benefit and satisfaction of shipper and railroad alike, and will, we hope, become permanently established."

"Few realize how important a factor in national prosperity adequate and dependable freight transportation has become. Charles H. Keith, leading lumber manufacturer, has shown that improved railway service made possible a reduction in stocks carried by the lumber industry alone of 400,000,000 and that if reduction of inventories in other lines of business has been in proportion it has totaled 87,000,000,000."

"Among eastern business men there is a marked growth of interest in the Pacific Coast, while their increased comprehension of western conditions and problems is a striking commentary upon the mounting commercial and financial importance of the Western States."

"I look for a year of steady employment, good markets and satisfactory business conditions. In short, a year that will add the high marks of 1926."

## CALIFORNIA MANUFACTURER

doing large export business requires three men for export sales work have the following: One must speak Japanese fluently, one for India, one for general use. All must have had education and business training, perfect physical fitness. Age between 25 and 35 years. Good personal and business references. Applicants must state fully and clearly their qualifications. Box 440, San Francisco Business.













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